



FAST FACT

■ GOREGAON HAS OF LATE, EMERGED AS ONE OF THE HOTTEST SUBURBS IN MUMBAI, OFFERING THE BEST OF BOTH WORLDS TO THE CONSUMERS WHO ARE LOOKING FOR HOMES

QUICK BYTES

■ WITH MORE AND MORE OFFICES ALSO MOVING TO THE WESTERN SUBURBS FROM SOUTH MUMBAI, THE REGION CONTINUES TO WITNESS ENORMOUS DEVELOPMENT AND HIGHER RESIDENTIAL OPTIONS, ESPECIALLY AMONGST THE PEOPLE WORKING HERE.

■ THE SUBURB IS EVEN PREFERRED BY PROFESSIONALS, WORKING IN THE COMMERCIAL BUSINESS DISTRICTS OF POWAI AND ANDHERI, WHAT MAKES IT EVEN MORE POPULAR IS THE FACT THAT GOREGAON AND MALAD ARE WELL-CONNECTED BY BOTH THE RAIL AND ROAD NETWORK. IT IS ALSO IN CLOSE PROXIMITY TO THE AIRPORT AND HAS A GREAT CLUSTER OF INTERNATIONAL SCHOOLS, COLLEGES AND HOSPITALS, IN THE VICINITY.

It has successfully, transformed itself into a hub for premium and luxury housing

MALAD-GOREGAON CORRIDOR: A PRIME REALTY DESTINATION

While south Mumbai is dealing with space crunch, the western part of the city, such as Malad and Goregaon, have emerged as flourishing residential hot-spots.

NIKITA PEER tracks the growth story of these two western suburbs

While south Mumbai continues to face a space crunch, locations in the western suburbs, such as Malad and Goregaon, have emerged as flourishing residential hot-spots with quality construction and state-of-the-art lifestyle amenities, made available by renowned developers. With more and more offices also moving to the western suburbs from south Mumbai, the region continues to witness enormous development and higher residential options, especially amongst the people working here. The suburb is even preferred by professionals, working in the commercial business districts of Powai and Andheri. What makes it even more popular is the fact that Goregaon and Malad are well-connected by both, the rail and road network. It is also in close proximity to the airport and has a great cluster of international schools, colleges and hospitals, in the vicinity.

Speaking about how Malad has developed, Subhankar Mitra, head-strategic consulting (west), Jones Lang LaSalle India, says, "Earlier, the populace residing in Malad was majorly from the middle-income group. Habitation was concentrated in the stretch between the railway stations and the SV Road, with some pockets of development, along Marve Road and Evershine Nagar. There

were industrial developments towards the outskirts (now, the rapidly growing Link Road) beyond which, there was the creek. Real estate players acquired a stretch of land along the creek area, after the development of strong connectivity through the Link Road. Currently, this area is the most sought-after destination of Malad, with Mind Space, as the major commercial development. Inorbit, as one of the largest successful retail malls and the high-end residential developments like Palm Court."

Percy Chowdhry, director, Rustomjee, who has developed



PIC: RAJU M SHINDE

several projects in Malad for the past ten years, has seen the transformation of the area - from a sparsely populated suburb, to becoming a prime location in the western suburbs, mainly as it is fast becoming an IT hub, with many corporate houses opening their facilities. Mayank Jain, deputy general manager - sales, Sheeth Creators, foresees a huge response from this area. "Malad has serene beaches like Madh and Aksa beach and also, old churches and temples are in the vicinity. Business hubs, shopping malls, theatres to schools and hospitals, all are now present in Malad. Apart from good rail connectivity, the area is also well-connected to the Western Express Highway, SV Road and is close to the JV Link Road. The domestic and international airports are in close proximity. The upper middle-class and corporate executives, who longed to have a luxurious lifestyle in uber-cool locations, can now move to Malad. The property rates currently prevailing range between Rs 18,000 and Rs 24,000 per sq ft."

Like Malad, there are several positives of living in Goregaon too. Actually, it absorbs much of the spillover demand from the IT/ITeS employees in Malad. Elaborating on its development, Mitra informs, "Until late 1970s, Goregaon was sparsely populated, with the main resi-

dential localities springing up in nagars, such as Unnat Nagar, Jawahar Nagar, Motilal Nagar, Bangur Nagar, Shastri Nagar, Siddharth Nagar, Piramal Nagar and Mahesh Nagar, in the west and *wadis* like Pandurang Wadi and Jaiprakash Nagar, in the east. Goregaon's eastern boundary was effectively the Western Express Highway and this is where the picturesque Aarey Milk Colony, a no-development green zone of approximately 3,160 acres, offers its forested charm to the region. Newer areas such as Dindoshi, Gokuldham, Yashodham, Saibaba Complex, Film City Road, etc., on the east and Bangur Nagar, Lokhandwala and Link Road on the west, became the development hubs. Goregaon east is also home to the recently-developed area known as New Dindoshi, which includes the Nagari Nivara Parishad (popularly known as NNP) and a housing scheme for the lower middle-class. There are more than 30,000 people living at NNP, distributed between two zones. These are affordable housing schemes provided by the government."

According to a spokesperson of the Kalpataru Group, "Goregaon has witnessed a sea change in terms of infrastructure development and has emerged as one of the fastest growing suburbs for premium and super-premium residential development,

for people moving from south Mumbai. It has successfully, transformed itself into a hub for premium and luxury housing, from being a sleepy suburb in Mumbai. It has actually been on the radar of HNIs over the last few years because of its central location and easy connectivity, with the fastest growing CBDs of Andheri, Bandra-Kurla Complex (BKC) and Lower Parel. With the government giving a lot of impetus to infrastructure development, Goregaon has emerged as the hottest suburb, offering best of both worlds to consumers. The area offers excellent connectivity to SV Road, thus, reducing the commuting time to CBDs like Andheri and BKC to a bare minimum. Unlike other suburbs, Goregaon has massive plots of green land and open spaces. The residents in Goregaon will get a feel of being with the nature in its tranquil environment, without going away from the city."

The region is rather advantageous in terms of accessibility, being bracketed on either side of the railway line by the Western Express Highway and the Linking Road. In a nutshell, the Malad-Goregaon belt has become very vibrant and is a preferred residential destination for mid-to-high income families, thanks to the excellent connectivity and emergence of social infrastructure in the area.

