

# TOWNSHIPS IN THANE'S PERIPHERY GIVE HOME SEEKERS THE BEST OF BOTH WORLDS

The western half of GB Road, the Nashik Bypass and Shil Road, are easily the leading peripheral locations which are on the radar of Thane's home seekers. **Shilpa Pandya** explains how township projects in such locations make a 'win-win' for home seekers

The ongoing success story of Thane's residential realty, especially township projects in peripheral areas like GB Road, Nashik Bypass and Shil Road, accurately reflects the changing preferences on part of home seekers, says Kalpesh Shah, president, National Association of Realtors - India. "Investment advisors and real estate consultants across Mumbai and suburbs, have shown increased interest in such projects and they are driving home seekers and investors to such projects in Thane," he adds.

Real estate consultant Prashant Puri echoes Kalpesh Shah's sentiments. "The new profile of buyers in Thane's peripheral areas is increasingly from locations across Mumbai city and suburbs," he says. "Thaneites have stiff competition in such locations. GB Road, for instance, has been drawing a large number of home buyers from the western suburban areas," he informs.

With the massive infrastructure development taking place here, Thane has evolved into an ideal residential destination over the years, says Shailesh Puranik, MD, Puranik Builders Pvt. Ltd. "The luxurious lifestyle, the connectivity, the infrastructure and its affordability, are the various factors due to which home buyers across the spectrum, have chosen Thane as their favoured residential destination. With the growing real estate and infrastructure development in Thane, the city always has something to offer to all the segments of the home buyers, right from budget homes to mid-range homes, to high-end luxury homes, to suit the needs of the varied segments," he adds.

This development is not only restricted in the city but has also taken place along the surrounding areas of Thane city including the areas of Ghodbunder Road, Nashik Bypass and the Shil Road, he points out.

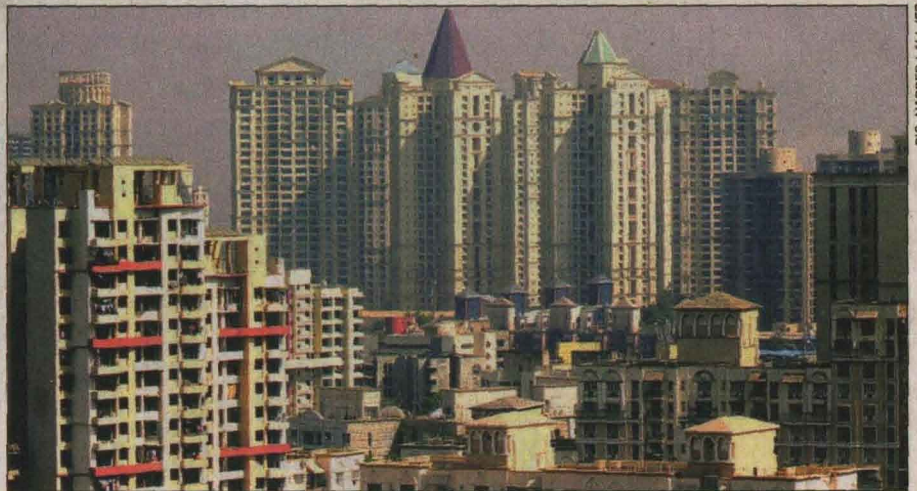
There has been a sea change in the

consumer preference of real estate over the last decade, says a spokesperson from the Kalpataru Group. "With rising income levels and shortage of land in the island city of Mumbai and its suburbs, the focus has shifted to developing towns which were a distant dream some time back," adds the Kalpataru spokesperson.

Thane, a city which was known for affordable housing due to lack of infra-

Road, Nashik Bypass and the Shil Road, adds Puranik. "Also, major infrastructure developments, such as the metro and mono rail, are planned along these areas. Many schools, colleges, malls, multi-specialty hospitals, entertainment zones have come up along these roads," he adds.

The best part about Thane and neighbouring areas is that, unlike Mumbai, these are being developed on the hub and spoke model, reiterates the



PIC. NASSER LALLJEE

structure and lack of connectivity a decade back, boasts of the best residential townships, hospitals, schools and social infrastructure, adds the spokesperson. "Today, not only Thane but its extensions like GB Road, Nashik Bypass and Shil Road, are going through a metamorphosis. The entire skyline of these areas have changed in the last few years, with high rise buildings to malls and shopping centres. Moreover, the plans for new infrastructure in the form of the metro and monorail, will increase the connectivity in these areas further," the spokesperson shares.

Along with residential development, infrastructure and social infrastructure development has taken place along the GB

Kalpataru spokesperson. "Every residential development area is supported with required social infrastructure. Today, the city boasts of numerous schools, hospitals, malls, multiplexes, etc., which are on par with international standards and well spread across the city. Along with luxurious housing facilities and social infrastructure, Thane offers a lot of open spaces, providing peace and tranquillity to its residents," adds the Kalpataru spokesperson.

"With the current all round rapid development in Thane and along the peripheral areas, home seekers are sure to get value for their money by investing in real estate in Thane and its peripheral areas," concludes Puranik.