

VALUE-ADDED SERVICES//GARDENS//SWIMMING POOLS//AMUSEMENT PARKS//GYMNASIUMS

HOUSE  
HUNT  
2012

lifestyle



## MOHAN GROUP

Established in 1987, the Mohan Group has a strong presence in the central suburbs of Mumbai, Pune and Goa with more than 5.5 million square feet of developed area. The group has a further seven million square feet of ongoing and planned development in commercial and residential spaces scheduled for completion. The Group has sought to provide the best solutions that cater fully to customer needs within affordable budgets without compromising on design, quality and timely delivery.

### ● Jeetu Mohandas,

*Managing Director, Transparency is a key factor in any efficient property market. People want to have absolute security over their title. They want to know if there's an issue with regards to the property development, they can go to court and get a quick outcome. They want to know that their interests are protected by reliable legislations. A more regulated Indian market would be good.*

# LAVISH LIVING

Buyers are often attracted by the amenities provided, says **Neha Dani**

Mumbai's real estate industry has matured over the years with several transformations taking place. According to CBRE-India Residential Market View - 2011, Mumbai is amongst the largest residential agglomerations in India and has been a hub of rapidly growing infrastructure, increasing employment opportunities and expanding urbanisation limits. These aspects have encouraged buyers to invest in Mumbai's residential market, both in the premium/luxury as well as mid-segment category.

With time, as aspirations grew, developers started providing amenities for a wholesome living experience. Buyers, who earlier used to get just an apartment, started getting external and internal amenities as well.

"The real estate market is driven by trends and global changes," says Gulam Zia, National Director-Research & Advisory Services, Knight Frank India. "There is certain weightage given to amenities while buying homes. However, it is not the top priority."

Though the buying decision is not completely based on amenities, they certainly play a key role. Rising disposable incomes and the desire for luxurious lifestyles have made people look for amenities while buying a house. Many buyers today are well read and exposed to global influences; developers therefore ensure they provide a world-class, value-for-money package that is in tune with international trends.

Sunny Bijlani, Director, Supreme Universal says, "We have always given amenities a notch higher, depending on the category of the project. We work with reputed landscape designers and architects for our projects. We also provide energy-saving techniques in the project." Mr Bijlani points out that amenities certainly influence buyer's decisions. "The show flat gives buyers an idea of the amenities available. A home with amenities has become a status symbol. Developers can also command a premium. The buyers not only look at location but also the product. The amenities, finishing and detailing add value to the project."

Now, as buyers have begun to take amenities for granted, developers are going a step further, tying up with



international brands, architects and designers. Mr Bijlani says, "Tying up with good talented architects and engineering consultants ensures the best for your project." Consumers are also assured about the quality and exclusivity of the product.

Today, amenities allow home buyers to enjoy every aspect of the complex. The gymnasium and jogging tracks allows fitness buffs to exercise without paying a fortune elsewhere. Gardens and club houses provide pleasure for young and old. Sports amenities like cricket pitches, swimming pool, squash and badminton courts encourage sportsmen. Larger layout projects like townships have bigger amenities like schools, malls, hospitals, among others.

Paras Gundecha, President, MCHI-CREDAI says, "Developers are going all out to woo customers; a customer-friendly approach is being adopted to give customers exactly what they are seeking. The concept of 'smart homes' is gaining ground these days."

While providing amenities, the developers are catering to all segments of buyers. Rustomjee (Keystone Realtors Pvt Ltd), for instance, is focusing on children, with a Knowledge Centre known as 'The Leons World', and Yazoo Park, an amusement park with toy train, giant wheel, merry-go-round, musical fountains, laser shows and much more. Percy Chowdhry, Director, Rustomjee Group says, "These value-added services have been a hit amongst consumers who do

Yazoo Park from Rustomjee (Keystone Realtors Pvt Ltd), takes amenities to a new level

not mind splurging on such services. With this thoughtfulness of providing kids every amenity that would help them cherish their childhood, our projects have specially planned spaces for kids of all ages. Not just the amenities, but the design aspects of the projects are also children-friendly like low floor heights, rounded corners, adjustable wash basins, anti-skid tiles, no sharp edges, elevator sensors, among others."

A spokesperson on behalf of Kalpataru Limited says, "The new generation developers are catering to the requirements of changing lifestyles. Today most of the real estate development in India is at par with the global standards. The amenities offered by today's real estate developers are also at par with the global standards."

Developers are also focusing on the needs of senior citizens, providing basic facilities like wheel-chair ramps and anti-skid tiles. With safety an important factor for all ages, developers also look for safe garden equipment.

Vikas Oberoi, CMD, Oberoi Realty says, "Today, developers are moving that extra mile to gain more insights into the consumers' minds. While amenities like clubhouses, gymnasiums and swimming pools were considered aspirational yesterday, today the consumer expects these as a given."

“New generation developers are catering to requirements of changing lifestyles” - Kalpataru