



There is a marked rise in the segment of homebuyers who settle for nothing less than what is classified as high-end luxury. Pandering to the needs of this segment, developers have started designing projects that appeal to their taste. "The modern-day homebuyer prefers great connectivity to Central Business Districts and convenience in day-to-day business travel and hence is essentially choosing projects that provide a sense of comfort, security, convenience and above all a sophisticated urban living experience," says Percy S. Chowdhry, Director, Rustomjee.

Time saved in commuting is the quality time earned for your family, points out R Karthik, Chief Marketing Officer, Lodha Group. "At New Cuffe Parade what you get is a space that respects the environment with-

er options where you can spend quality time with your family a cricket ground, a meditation pavilion, party lawn, open air theatre, gym, kids play area and a lot more," he says.

The convenience of location is opening up newer areas of development for high-end projects. For example, RNA Metropolis at Sewree offers much sought-after convenience to its residents travelling to work in areas like Nariman Point, Fort, Lower Parel, with travel times of less than half an hour. Another example of much desired connectivity and central location is their project RNA Continental at Chembur. "It is at a walking distance from suburban train and Metro stations, and is a half-hour commute to corporate offices at BKC and Navi Mumbai, retail and trading hubs like Dadar and Ghatkopar," says Manoj John, Vice-Presi-



GUNDECHA

# HIGH-END LUXURY

Developers have their ear to the ground when it comes to addressing the needs of their well-heeled and discerning homebuyers, says **RAJIV DOGRA**

out compromising on any of the luxuries that come with a Lodha development. You will find everything from 11 swimming pools and five palatial gardens to a 75,000 sq.ft. clubhouse and an organic farm. A trendy café and formal dining restaurant cater to discerning culinary preferences. Sport fanatics can challenge themselves at one of the many courts for badminton, tennis, squash or basketball. Those seeking something a little less strenuous can choose from an indoor theatre, video games room or card room. A banquet hall allows you to entertain your guests in style, while the mega gym helps you burn away the excess party calories. There are plenty of oth-

er options where you can spend quality time with your family a cricket ground, a meditation pavilion, party lawn, open air theatre, gym, kids play area and a lot more," he says.

Similarly, Chowdhry says that with more and more offices moving to the suburbs from South Mumbai, western suburbs like Andheri, Malad, Goregaon and Borivali have witnessed enormous development over recent years, leading to demand for housing near the workplaces. Rustomjee Group has some of their prominent projects in the western suburbs like Rustomjee Ozone, Rustomjee Summit, Rustomjee Elements, Rustomjee Elanza, Rustomjee Oriana, Rustomjee Seasons, Elita and a few others. On the Central side, Thane has large layouts and the buyers in Thane are mostly people who opt to live in such large integrated layouts with everything from work to schools at a stone-throw's distance. "IT/ITeS corporates are choosing Thane as their new destination, which is contributing to the demand of homes, supporting the growth of residential and commercial real estate in the town," he says.

Similarly, a

Kalpataru spokesperson says that their projects such as Kalpataru Aura, Kalpataru Riverside, Kalpataru Pinnacle and Kalpataru Gradens are centrally located in Mumbai city. "They are in proximity to the main roads, railway station and are well connected to the Western Express Highway and Eastern Express Highway," he says.

Amenities like a well-equipped clubhouse, children's play area and sports facilities contribute towards achieving the desired quality of life. "Parents are able to spend constructive time with kids engaging in games and development activities without being limited to television as the only source of entertainment. It also facilitates more interaction amongst the residents and fosters a community environment," says Karthik.

Developers have their ear to the ground when it comes to addressing the needs of well-heeled and discerning homebuyers. It also raises the standards of construction and a customer remains spoilt for choice.

## QUICK BYTE

AMENITIES LIKE A WELL-EQUIPPED CLUBHOUSE, CHILDREN'S PLAY AREA AND SPORTS FACILITIES CONTRIBUTE TOWARDS ACHIEVING THE DESIRED QUALITY OF LIFE

## HOW TO PARTICIPATE

If you would like to participate in the lucky draw that has a flat as the bumper prize, choose your property, with the help of the Project Listings below. Once you have booked the flat, you will be given a Customer Participation Form. This is your ticket to the Mangal Parv Home Fest. Keep it safely till you have registered your property agreement. Then fill in the form with the necessary details, add a slogan and drop it in the drop box at the developer's office along with proof of purchase. The last date for submission of forms is October 7, 2012. The grand prize of a lifestyle flat from Lodha Group will be declared shortly after the Home Fest concludes. You could be a winner!

For more details, call Times Infoline at 67005555.



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