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1 A NOTCH AHEAD OF LUXURY HOUSING, BRANDED RESIDENCES HAVE BEEN MAKING THEIR PRESENCE FELT SINCE QUITE SOME TIME NOW ACROSS THE COUNTRY

2 THE PLUSES OFFERED BY THE BRANDED RESIDENCES ARE QUITE APPEALING TO THE ULTRA-WEALTHY

LIVING IN A BRAND NEW WORLD!

BRANDED RESIDENCES ARE FAST FINDING TAKERS IN THE MILLENNIUM CITY FOR #GURUGRAMMERS ARE KNOWN TO LIVE LIFE KING-SIZE



Gurugrammers have travelled the world over, and are thus familiar with international trends that are very much a part of the branded homes

Rakesh.Malik2@timesgroup.com

Everything with branding matters; the right brand with an outstanding brand value can create an incredible story forever. With hi-end brands making their impact across all spheres of life, real estate segment too is going the branded way in the lives of globe-trotting Gurugrammers. While luxury housing projects have been around for quite sometime now, branded residences are now making their presence felt in a big way across the city.

Branded residences/housing projects are a new fad for the chosen few and have been selling like hot cakes. With the concept fast gaining prominence, developers are not leaving anything to chance and offering top-of-the-line products to consumers. "The country is today home to as many as 2.4 lakh tycoons, and the number will increment by 50 per cent in 2022, and as of late discharged report by Credit Suisse says. With developing riches, the taste and the decision of extravagance are additionally advancing. To take into account this portion, real estate developers are going the additional mile to convey the select extravagance idea to India. Indeed, NRIs are likewise considering these alternatives for the venture as it suits their way of life decisions and solace level. A large



portion of the marked living arrangement venture is outlined remembering the essence of NRI customers," discloses Navin Raheja, chairman and managing director, Raheja Developers Limited.

Gurugram has always been a preferred destination in Delhi-NCR, especially when it comes to high-end branded residences. With changing lifestyle, the young working population here looks for state-of-the-art residences that match the global trends, which in turn, has fueled the demand for branded residences. The Millennium City being home to Fortune-500 companies

Being a metropolitan city, Gurugram attracts people from all over. With the best of infrastructure and luxury options available, the city is fast becoming a hub of branded homes

PANKAJ BANSAL
Managing Director, M3M

has resulted in the demand of branded residences where new-age billionaires would like to settle.

Since Gurugram is home to top-of-the-line offerings in the branded space, industry experts are not shying away from terming Gurugram as the capital of branded projects. "The luxury realty segment has taken off here. More and more developers are focusing on luxury residences as a result of excessive competition in the segment. High-end developers are the major providers of such luxury projects in the Millennium city. Gurugram is a well-established business, housing and leisure hub. The locations of Golf Course Road, Golf Course Extension Road and micro-market close to Delhi border on Dwarka Expressway, serve as great destinations for homebuyers looking for ready as well as close-to-completion inventory in the segment. With support infrastructure improving rapidly, it is likely to create a great opportunity for further value creation," says Pankaj Bansal, director, M3M Group.

Demand for luxury residences appears to be primarily driven by investments made by the high net worth individuals (HNIs) and ultra-high net worth individuals (UHNIs). People are travelling abroad and coming across the high-end lifestyle that the western countries offer. This well-travelled lot is not willing to settle for anything less, and is even keen to get facilities and technological embellishments imported from across the globe.

Status and demonstration of success are the decisive factors for the rich, especially the *nouveau riche*, when buying these properties. Investment-driven purchases are very few in this segment feel experts. "The inclination towards a world-class lifestyle and modern trends has been pushing the developers to focus on creating exclusive and distinguishable projects. In fact, NRIs are also considering these options for investment as it suits their lifestyle choices and comfort level," concludes spokesperson of DLF 5.

Well, with several branded residence projects underway across NCR, being branded is the way forward for the real estate sector.