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

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 their footing among the new breed of international trends that are very much a part of the branded homes

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

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 BHANDEL
Managing Director, MMG

has resulted in the demand for branded residences where the 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 surprised by the growth of Gurugram.

Since Gurugram is home to top-of-the-line offerings in the branded space, industry experts are not surprised by the growth of Gurugram. High-end developers are the major providers of such luxury projects in the Millennium city of Gurugram. With a well-established business, housing and leisure hub, the locations of Golf Course Road, Golf Course Extension Road and micro-market close to I-Delhi’s border on Dhaula Kuan, offer great destinations for homeowners looking for ready and well-designed inventory in the segment. With support infrastructure improving rapidly, it is likely to create a greater opportunity for further value creation

Pankaj Bansal, managing director, MMG

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 developed countries offer. This well-travelled lot is not willing to settle for anything less, and is even keen to get facilities and technological embodiments imported from across the globe.

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

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

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