



# auspicious Beginning



CONSUMER CONNECT INITIATIVE

## This Navratras, strike the best deal!

Buying a new home during the nine days of Navratras is considered auspicious as it is said to bring along wealth and prosperity

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The auspicious time of Navratras is here and people are reveling in the magnificence of this period which is known to bring prosperity in life. So auspicious is this time of the year that people wish to buy their most valuable assets during this period to bring good luck and prosperity into their families. This is perhaps the reason why Navratras witness a sudden rise in property buying. Most people defer their property buying decision till Navratras to ensure that the final deal takes place during this auspicious time of the year. Realising the potential of this opportune time, developers also bring out their best offerings in terms of discounts, gifts and other freebies to lure the buyers.

With the beginning of Navratras this year, developers in Delhi NCR have started offering interesting schemes and freebies to homebuyers. Talking about the same, director of a leading real estate group says, "Home ownership is the highest investment priority for Indians and traditionally, the



Home ownership is the best investment priority for Indians, and traditionally, Navratra time is considered auspicious. Maximum property is bought during this time, which ultimately means increased sale

festival of Navratras is seen as an auspicious time where maximum property buying takes place, which ultimately increases sales. Like every year, these Navratras will also result in the increase of sales ultimately benefiting both, the developers as well as the homebuyers."

There is always a renewed interest in the property market from end-users in the festive season. There is generally huge rush on sites during the period with the site visits going up by 150-200 per cent. The

same precedent is expected this time around as well. Pankaj Bansal, director of a leading real estate group, says, "Most developers come out with special offers during the festive period. From luxury homes to mid-income apartments to budget flats, this festive season, like always, there is something new for buyers of every class and budget. Luxury property segment in particular benefits in the buoyant

period. Both investors and end-users look to avail offers available in their segments driving up the sales."

Demand usually improves during these nine days and buyers make a good number of deals during this time of the year, and it is believed that over 40 per cent of the annual realty sales take place during the festive period. Like every year, the sale per cent will improve this time as well as RERA and GST

er. Ravish Kapoor, director of another real estate group, says, "The real estate fraternity is optimistic about the festive season and looks forward to start new projects. There are builders who start the construction of new projects during this time. We are already witnessing a quantum increase in pre launches in all micro markets, considering the sentiments attached to the festival. This results into every segment of this industry experiencing a push with commercial sector earning much healthier deals than ever."

Buyers wait for Navratras to make a property purchase as it also means winning the add-ons as developers give lucrative offers like gold coins, luxury cruises, along with mid segment cars to lure more buyers.

Chaturtha Navratra  
**KUSHMANDA**

She is considered the creator of the universe. It is believed that Kushmanda created the universe through a bout of laughter and made it verdant with vegetation.

COLOUR  
**ORANGE**

**WHEN HOME BUYING IS AUSPICIOUS**

During Navratras, the first three days are dedicated to Durga, the next three to Lakshmi, and the last three to Saraswati. All are, of course, manifestations of the same feminine divine energy. These nine days are considered auspicious for booking, buying or moving into new homes, especially the first day and the eighth day. Therefore, many buyers believe in buying their homes during this time.