

# In demand: A BRANDED HOME

*Branded residences are finding favour with a large number of affluent buyers in Delhi NCR, thanks to their growing popularity*



Kamini.Kulshreshtha@timesgroup.com

**A** notch ahead of luxury housing, branded residences have been making their presence felt since quite some time across the country. The connoisseurs of luxury who are used to the regular offerings in luxury housing are the ones who form the target group of the developers offering branded residences. It will not be incorrect to say that branded homes are fast gaining prominence even in Delhi NCR as they help developers differentiate their offerings in a market

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that is flooded with offerings. Branded residences are also adding the elements of trust and quality to the sector, which had, of late, started losing sheen due to a stagnant market.

Talking about the growth of branded residences in the region, Navin Raheja, CMD, of a realty organisation, says, "In recent times, the positives offered by branded residences have become even more appealing to the ultra-wealthy, which has led to reigniting of confidence and awareness in projects, with many set to launch in the coming years. Talking about the capital city, we have people coming

in from abroad who want to enjoy world-class facilities."

The branded realty segment has taken off, and more and more developers are focusing on branded residences as a result of excessive competition in luxury segment.

People travelling abroad come across the high-end lifestyle that the western countries offer. They are not willing to settle for anything that doesn't match up to the standards and are even keen to get facilities and technological embellishments imported from across the globe. The luxury segment is flourishing at a rapid pace and realtors have to identify and innovate regularly to keep up with the market, says an M3M spokesperson. "The definition of branded residence or luxury homes has been evolving with time. There were days when people invested in lavish homes with ultra-modern luxurious amenities in enviable locations. But today the list has extended to include 'smart homes' with not just high-end amenities, but also technologically-evolved security. With the increase in technological advancement, our customers are also inclined to improve their lifestyle quotient. They want more and they aren't ready to compromise," he adds.

In particular, Gurugram in NCR has been a witness to major rise in development of branded residences. Advantages like entertainment and recreational hubs, proximity to airport and excellent medical facilities give the city an edge over other micro markets.

