

THE ECONOMIC TIMES

WITH FOCUS ON HEALTH AND WELL-BEING DURING COVID

## Developers Add Healthcare to Make Projects Attractive

Realtors tying up with emergency healthcare providers for residential as well as office spaces

Faizan.Haider@timesgroup.com

New Delhi: Real estate developers are increasingly tying up with emergency healthcare providers as the ongoing pandemic has forced homeowners and builders to focus on health and well-being facilities.

Medical services providers are in great demand as the country faces a resurgence of Covid-19 cases. Medulance Healthcare, an emergency response service provider, said queries from housing societies for round-the-clock ambulances have doubled since the easing of lockdown and office space providers are also reaching out for ensuring safety of their employees.

MyGate, a society management app with about 2.5 million homes on its platform, has tied up with emergency health service providers and residents can also avail online consultation on the app.

Developers and facility management companies have reported an increase in demand for basic healthcare facilities for which the clients are ready to pay.

"We have made emergency medical services more easily available to over 2 million homes via partnerships with two players, StanPlus Red



FILE PHOTO

Ambulances and Medulance. Our users can directly connect with an exclusive helpline to reach out to emergency medical services via the MyGate app and get an ambulance to the home almost immediately," said Abhishek Kumar, chief operating officer, MyGate.

Medulance Healthcare CEO Pranav Bajaj said, "We have tied up with developers, both commercial and residential, and are expanding our ambulance network to serve more societies. The aim is to make finding an ambulance as easy as finding food or taxis."

The company has an aggregated fleet of more than 5,000 ambulances spread across 22 cities in India.

Market watchers said it is prudent for developers to be highly sensitive to the medical security of residents amid the pandemic.

"We have tied up with Artemis Hospital and, more recently, have sealed our association with Me-

danta Hospitals.

"These institutions have reserved beds for our residents and have also arranged for an immediate response team, as and when required," said Amarjit Bakshi, chairman, Central Park.

Developers said healthcare services are also influencing buying decisions of homebuyers. As a result, the leading residential and commercial property companies are partnering private end-to-end healthcare service providers to facilitate services to the residents and partners.

Real estate developer M3M along with Medanta has launched an eClinic and nursing station for the residents of M3M Golfestate, a luxury society in Gurugram. "The eClinic will support medical needs of residents to ensure essential and specialised care for all," said Pankaj Bansal, director, M3M.

THE ECONOMIC TIMES

## Emergency healthcare providers report increase in demand from housing societies



New Delhi: Real estate developers are increasingly tying up with emergency healthcare providers as the ongoing pandemic has forced homeowners and builders to focus on health and well-being facilities.

Medical services providers are in great demand as the country faces a resurgence of Covid-19 cases. Medulance Healthcare, an emergency response service provider, said queries from housing societies for round-the-clock ambulances have doubled since the easing of lockdown and office space providers are also reaching out for ensuring safety of their employees.

Developers said healthcare services are also influencing buying decisions of homebuyers. As a result, the leading residential and commercial property companies are partnering private end-to-end healthcare service providers to facilitate services to the residents and partners.

Real estate developer M3M along with Medanta has launched an eClinic and nursing station for the residents of M3M Golfestate, a luxury society in Gurgaon. "The eClinic will support medical needs of residents to ensure essential and specialised care for all," said Pankaj Bansal, director, M3M.

MyGate, a society management app with about 2.5 million homes on its platform, has tied up with emergency health service providers and residents can also avail online consultation on the app.

Developers and facility management companies have reported an increase in demand for basic healthcare facilities for which the clients are ready to pay.

"We have made emergency medical services more easily available to over 2 million homes via partnerships with two players, StanPlus Red Ambulances and Medulance. Our users can directly connect with an exclusive helpline to reach out to emergency medical services via the MyGate app and get an ambulance to the home almost immediately," said Abhishek Kumar, chief operating officer, MyGate.

Medulance Healthcare CEO Pranav Bajaj said, "We have tied up with developers, both commercial and residential, and are expanding our ambulance network to serve more societies. The aim is to make finding an ambulance as easy as finding food or taxis."

The company has an aggregated fleet of more than 5,000 ambulances spread across 22 cities in India.

Market watchers said it is prudent for developers to be highly sensitive to the medical security of residents amid the pandemic.

"We have tied up with Artemis Hospital and, more recently, have sealed our association with Medanta Hospitals. These institutions have reserved beds for our residents and have also arranged for an immediate response team, as and when required," said Amarjit Bakshi, chairman, Central Park.

**Eclinic Launch**

Print – 7  
Online – 9

Analysis Value –  
27,96,512

*Twenty seven  
lakh ninety six  
thousand five  
hundred twelve*

**Festive sales - Industry**

Print – 6  
Online – 107

Analysis Value – 87  
97,91,847

Ninety seven lakh  
ninety one thousand  
eight hundred forty  
seven

**Festive sales – Brand  
(PYP)**

Print – 1  
Online – 118

Analysis Value –  
6,878,672

Six crores eight lakh  
seventy eight  
thousand six  
hundred seventy two

**M3M Urbana – Top  
commercial projects**

Online – 82

Analysis Value –  
43,00,000

Forty three lakh