

PROPERTY

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FESTIVE CHEERS FOR ALL

With the auspicious season around the corner, many developers in Delhi-NCR are coming out with special freebies and discounts to offer the best deal to their buyers



In this age of disposable incomes and condoned extravagance, spending surges may be forgivable around festive season. The real estate sector has remained under pressure for some years which is now witnessing increase in consumer interest compared to last year when it had to deal with GST and a new regulatory regime and builders would like to offload some of their stock during the coming months. With the festive season around the corner, if someone has been planning on buying his or her first home perhaps this is the right time to buy.

The festive season has always been encouraging for the real estate market. To encash on the increased demand during the festive season, builders, on their part, leave no stone unturned to lure customers with freebies and discounts. On the one hand, some offers can be genuinely rewarding if the customer has picked the right developer and project. On the other, offers can also be misleading - for instance, if a financial scheme is not transparent and the buyer does not read and understand the fine print. Also, white goods freebies only make sense if the property itself is of inherent value to the buyer.

According to Anuj Puri, chairman, Anarock Property Consultants, if a buyer has selected a desirable property and is getting add-ons like free furnishing, modular kitchens, essential fittings and reserved parking space, these make sense as they are genuine value-additions. Also, waived stamp duty and registration charges result in significant savings. However, none of these make sense if the project is in the wrong location or there are other inherent defects such as unreliable utility supply, lack of social infrastructure and insufficient public transport options.

Unlike the couple of years, this year the realty scenario seems different and has per-

formed well in every aspect in comparison to last few years. Sales and deliveries in the sector have shown a significant growth in each segment and buyers are also pretty confident to make a housing deal. Developers would definitely like to cash in on the never before positive trend currently running in the market, hence they have come up with discounts and schemes to attract buyers. Harinder Dhillon, VP sales, DLF Ltd., believes that every festive season is different from the other since they take major leaps and grow further every year. "We have so much to offer this time and the handover of our latest property The Skycourt has already begun," asserts Dhillon, adding, "transactions have already increased significantly and we expect this number to increase even further with respect to the last season."

In the series of festive offers across Delhi NCR, some developers have centred their offers on better payment plans rather than giving freebies and lucrative stuff. One of the prominent realtors Ajnara India has a very unique scheme in its Greater Noida project, Ajnara Olive Greens. Interested buyers can book their home by paying only ₹31,000. M3M has once again come up with a unique campaign for its ready-to-move-in residential projects. "Under our new offering, buyers have to pay just 1 per cent as down-payment and move into the residence of their dreams and pay the balance home loan interest-free for the first time in India. The same is valid on ready-to-move-in 2.3 & 4 BHK residences starting from ₹80 lakh in M3M Wood-

PROFESSOR
Kausar Hudaib



After breaking earlier sales record, realty major Gaur's Group has much more in their bucket of deals for buyers. For Gaur City, Gaur Siddhartham and Gaur Atulyam, they have come up with their campaign 'Double Diwali Dhamaka' which includes 21 free gifts like No GST, free car parking, AC in every bedroom, free LED TV, semi-modular kitchen, wardrobes in every bedroom, water puri-

fier etc along with free registry. For Gaur Yamuna City, buyers can get an assured car on every booking of apartment. For Gaur Saundaryam and Gaur Sportswood, there are 14 free gifts and special offer, which avails flats at only 10 per cent during booking along with no pre-EMI till possession.

shire, Sector 107, Gurugram and ultra luxury 3 & 4 BHK residences starting from ₹4 crore in M3M Golf Estate, Sector 65, Gurugram.

Experion Developers, a 100 per cent FDI funded developer, has enhanced its existing scheme 25/75 mega 'move in now and pay later' valid on its ready-to-move-in premium residential project, The Heart-song, Sector 168, Gurugram, Haryana. The offer allows the customers to make 25 per cent payment with an immediate move into the apartment. The balance payment is remitted after two years of booking. Speaking on the offer, Rakesh Kaul, CEO, Experion Developers said, "Our festive offering is a tribute to the auspicious beginning of Navratri and an attempt to further delight our prospective customers."

Tulip Infratech is also set to give 10-15 per cent discount on list price of its projects - Tulip Violet, Tulip Purple & Tulip Ivory - all located in Gurugram. Another realty player Gulshan Homz in its project Gulshan Bellina at Greater Noida (West), has offered a plan in which buyers can pay only ₹75,000 and rest amount can be paid near possession of their flats.

Mahagun Group is offering flat 2873 per sq.ft. and 3275 per sq.ft. rates for its project Mahagun Mantra and Mahagun Mahagun, respectively.

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Saya Group has already witnessed record interests from homebuyers during the weekend property carnival, and now the group is offering a striking payment plan for its project Surya Gold Avenue. Interested buyers can book home by paying only 10 per cent of total price with no EMI till offer for possession. Also, during festive seasons, buyers will get free car parking space along with their homes.

Vatika Group is providing ready-to-move-in fully-loaded smart homes starting from ₹39 per sq.ft. with lucrative benefits. "These are available at three of our condominiums, independent floors, city homes and lifestyle homes which are a part of our township Vatika India Next," avers Anupam Varshey, vice president - sales and marketing, Vatika Limited. The benefits include installation of electrical appliances like air conditioners and television, semi modular kitchen, free car parking, power back up, club membership, etc. Buyers can choose from 2 BHK to 4 BHK homes. The township has 11 residential projects with 6000+

families living, four clubs, 13 play zones, three swimming pools etc.

Sikka Group has its own payment and rental plans in form of offers in their projects across NCR. For Sikka Ki-mantra Greens, buyers can pay 5 per cent now and rest on possession along with assured rental of 13,500 per month. For Sikka Kaunya Greens, the group is offering a flat 2699 per sq.ft. rate and in Sikka Kapital Grand, buyers can invest ₹9 lakh and get ₹12,000 per month with bank guarantee.

Exotica housing is offering fully-furnished apartments to new home buyers in Fresco and Dreamville projects. They are proposing lucky homebuyers to buy home and get everything new like having modular kitchen, home appliances, and wood work in the apartment.

Spectrum Metro has a big bunch of deals with a single unit booking in their projects. Buyers can get a chance to win Mercedes Benz along with assured gift on every booking.

This festive season, SVP Group is not only coming up with lucrative offers but is handing over keys to their valuable customers for its projects Gulmohur Garden, Rajnagar Extension, Ghaziabad; Gulmohur Residency, Indrapuram; and Gulmohur Greens, Mohan Nagar.

Housing.com, part of Elara Technologies, which also owns PropTiger.com and Makaan.com, has announced its annual, online home shopping festival, Home Utsav 2018. The month-long festival, which has been started on October 1, 2018, offers a unique platform for home seekers to find their dream homes during this festive season. This festival will have the participation of 150 premium developers and 300 channel partners, showcasing over 350 projects in the event across India.

Those looking to invest in property can explore the above festive offers. However, they will be well advised to do their own due diligence before buying property.