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Dalit leader and Gujarat MLA Jignesh Mevani says he, along with CPI's Kanhaiya Kumar (pic, left), will join Congress on Sept 28, P 17

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12

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BOUNCING BACK SAFELY

The time is now!

The festivities have already begun and so have inquiries from buyers looking for their desired homes. The realty sector is surely hoping to see a good traction now



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As visible from the cheerful vibes spread all around us, the country is already soaked in the festive fervour and people are immersing themselves in preparations to welcome Gods, family members and friends to their homes in a never before way. With the ongoing festivities soaking all of the country in a wonderful way, people are going all out to make the most of these festivities.

When it comes to real estate, festive times are the times which do justice to the real estate sector as the maximum home sales happen during this part of the year. This is the reason most developers look forward to this part of the year and also save the best offers for this time so that they can attract large numbers during this time. Talking about it, Vikas Bhasin, managing director, SAYA Homes, informs,

"This year the festive season might be celebrated with a little normalcy after a period of over 18 months into the pandemic. With dip in cases and an aggressive vaccination drive economies have started opening up and the real estate sector also has started making small advances towards recovery. Especially with the festive season round the corner, there is a renewed buying sentiment in people across industries and similar is in the case of real estate. We have observed that with the approaching festive

season people have started enquiring about/ investing in homes. Hence, to meet potential demand the developer community is offering attractive high value deals on ready-to-move in apartments."

While the basic and the most important reason for buyers to make this crucial decision of

their life remains purely emotional and religious, the fact that these offers also help them make up their minds cannot be ignored. Manoj Gaur, CMD, Gaurs Group and vice president - North, CREDAI National, "Developers are keeping upbeat about the upcoming festive season as home loan affordability remains strong given the RBI's decision to keep key lending rates at record low levels. The country's real estate market is in a recovery phase. Owing to all this, the sector has high expectations from the festival season and developers are willing to be flexible in their payment plans, introduce festive offers and even introduce an array of wellness and health amenities in their projects. The inclination of buyers towards wellness facilities is prevalent especially after Covid-19 struck."

Also, with the present movement that the sector is witnessing is expected to go north during the festive times. Sanjay Sharma, director, SKA Group, goes on to say, "Home-buying is mostly a once in a lifetime decision for many, the festive season is sure to witness some never seen before patterns amongst end-users in the coming festive season. Developers came forward and accepted the challenges and renewed demands of homebuyers; as many people postponed their decision of making a property transaction due to pandemic. The present festive times are going to prove ideal in closing property deals."

The trends surely suggest the return of good times for both, developers and buyers alike.

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