

METRO PUSHES UP VALUES IN GURGAON

The advent of the Metro line and the interest shown by end users has definitely given a boost to the growth of Gurgaon's real estate, says **E JAYASHREE KURUP**



The Gurgaon real estate market has witnessed rising values to the tune of almost 20% since the downturn of 2008. This was at a time when it was raining affordable properties in other parts of the NCR. So what makes Gurgaon so exclusive and preferred?

Ravi Saund, head of business development and marketing and sales of CHD Developers, which is coming up with a development along the Sohna Road, says: "Gurgaon has been a preferred destination for a whole lot of people who are employed in the city or even beyond. It has certain unique characteristics. For instance, there are super-premium luxury apartments coming up along the Golf Course Road where values are rising and demand is present. However, for those seeking more affordable options, Sohna Road offers options for the upper-middle class and the lower end of the luxury housing."

CHD has focused on this segment and created a residential housing complex that is 'master-planned' meticulously. There is even a transport consultant who has planned the traffic to be underground so that the serenity of the development is maintained. "Gurgaon is an independent town where manager and CEOs live side by side enjoying the same common facilities."

The CEO staying in an "Aralias" and a manager staying in the cooperative group housing societies in Sector 56, have the same hospital, hotel, educational and recreational facilities. The luxuries of life are available to all, the average level of education is high and there is a commonality of thought. You don't find

people fighting on the streets, there are more people joining the queue in malls, etc, and the lifestyle quality is uniform." This is probably the biggest attribute of Gurgaon, a certain class of living because of the very nature of the city, which grow out a premium commercial real estate boom.

For Aditya Bansal of the ABW Group, Gurgaon was a chance to engage in integrated development after years of making their mark as developers of small, luxury properties in South Delhi. With a master's in real estate and economics under his belt from the London School of Economics, Bansal maintains that the same standards of quality living have been maintained in the Manesar township.

He says: "We believe that with the revival of real estate sector, the sale of residential projects in the NCR region have gone up and are growing with time. The newly launched projects are also receiving overwhelming response from end users. This fast recovery of Indian real estate in the past few months, rising interest of customer and launch of state-of-art projects in this area is a testament of increasing confidence of customers in the NCR residential segment."

This is just the point. With the exit of investors from the market since the downturn, all projects are attracting end users who want speed of construction, occupancy rates and social infrastructure to match. Features like green buildings are acceptable if they also result in long-term savings as well. As a result, there is greater offtake of projects that promise timely delivery and construction-linked payments.

The advent of the Metro has definitely given a boost to the growth of Gurgaon's real estate. Saund says: "Places where the Metro has been announced have already seen a jump in values. Also the enhancement of the sector road infrastructure has been another boost. With the Metro walking the talk, citizens are more inclined to believe the commitment of the authorities in keeping to the sector roads schedule as well."

The only problem with the area is the growing traffic congestion with increased occupancy. A few initiatives in public transport have begun in places such as the Noida Subhash Marg and along the MG road. But these are still few and far between and have not impacted the use of private vehicles significantly.

The extension of the Metro line from Gurgaon to Central Secretariat shortly is expected to provide an added impetus to the development of the city and the prospects of residential property.

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QUICK BITES

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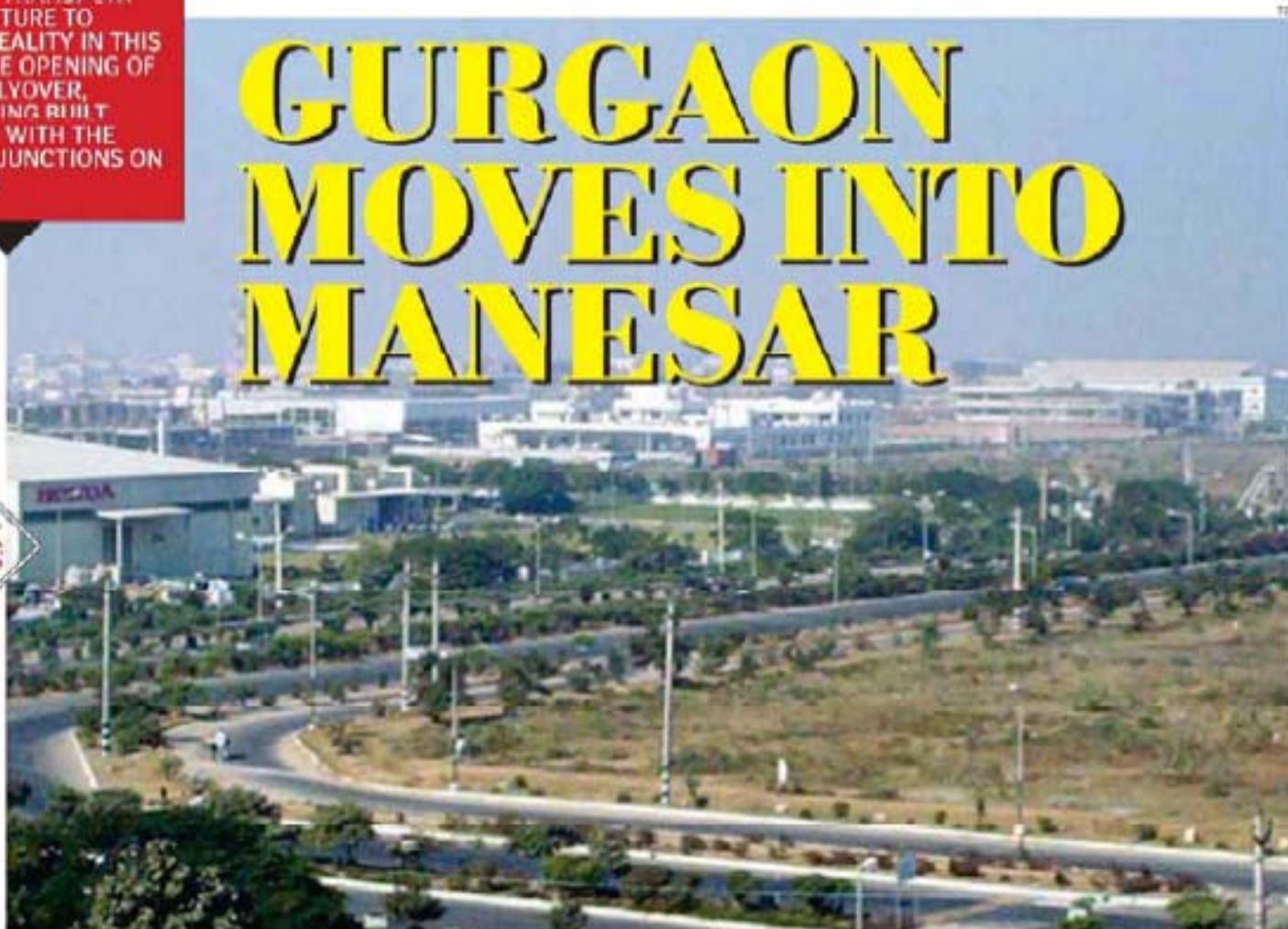
■ WITH THE METRO WALKING THE TALK, CITIZENS ARE MORE INCLINED TO BELIEVE THE COMMITMENT OF THE AUTHORITIES IN KEEPING TO THE SECTOR ROADS SCHEDULE AS WELL

FAST FACT

■ THE FIRST TRANSPORT INFRASTRUCTURE TO BECOME A REALITY IN THIS SERIES IS THE OPENING OF 4KM-LONG FLYOVER, WHICH IS BEING BUILT TO DO AWAY WITH THE FIVE MAJOR JUNCTIONS ON THE BORDER

Gurgaon-Manesar Master Plan 2021 will shift growth to a new level in this industrial belt

GURGAON MOVES INTO MANESAR



QUICK BITES

■ CURRENTLY, MANESAR IS THE BEST PLACE FOR INVESTMENT BECAUSE LAND PRICES ARE BOUND TO GO UP DUE TO SHORTAGE OF LAND HERE

■ MANESAR IS WITNESSING THE ADVENT OF SEZs - AIRTEL'S SEZ IS ALMOST READY AND THERE ARE SEZs BY ANANT RAJ AND VIGNESH-WARA GROUPS

With Manesar being merged with Gurgaon in the new master plan, Manesar's growth has been put on the fast track.

NAMRATA KOHLI reports

Manesar, primarily an auto and ancillary industrial hub, is now seeing the entry of SEZs and IT companies in a big way. Earlier, the development was restricted to projects being launched inside Industrial Model Township (IMT) Manesar but suddenly things are hotting up across the road. IT parks are coming from Delhi on the left side of the highway opposite IMT Manesar you will see a lot of development taking place. Sector M1 belongs to HSNDC while Sectors M1A and M1B have been acquired by the ABW group. This group had

acquired a land bank of approximately 250 acres, out of which they sold two plots - one to DLF and other to Anant Raj group. DLF has developed a high-rise apartment "Express Greens" on their plot, which is under construction and will be ready in the next three years. In the resale market, the unit capital value of this 16-storied apartment is around Rs 2,500/sq ft, with a 2BHK costing approximately Rs 30-32 lakh. As market insiders reveal, many of the unhappy investors from the New Town Heights were moved into this project. Anant Raj is also coming up with "Madel-

in Apartments" and selling them at an average unit value of Rs 2,500/600 sq ft. The ABW group is coming up with low-rise development called "Anant Niketan". This residential project was launched in January this year and is due for possession by first quarter of 2013. There are 2,000 odd independent floors along with 100 villas. The majority of these are low rises of ground plus two levels of independent floors built on plot sizes of 194, 249 and 289 sq yard while the villas are on plot sizes of 302, 360 and 500 sq yard. On an average, a 2BHK on ground floor on a 240

sq yard plot costs Rs 30 lakh while a 2BHK on the ground floor costs Rs 45 lakh. According to Shant Goyal, AGM marketing of ABW Infrastructure Ltd: "Currently, Manesar is the best place for investment because land prices are bound to go up due to shortage of land here. Taking the real estate value for a Gurgaon plot is approximately Rs 1.5 lakh per sq yard of DLF Phase I, for example while here it is only Rs 50,000/sq yard. This has escalated from Rs 10,000/sq yard in December." A commercial complex by the same group, ABW City Centre, is coming up in

this facility on 21 acres. Modelled on the Galleria market, it will have retail on ground floor and first floor with a minimum size of 400 sq ft. On the rear side, the floors from second till fifth will house offices, going at the rate of Rs 4,250/sq ft and Rs 6,000/sq ft for retail.

Manesar is witnessing the advent of SEZs - Airtel's SEZ is almost ready and there are SEZs by Anant Raj and Vignesh-Wara Groups. "Many of Airtel employees have booked flats with us," says an ABW spokesperson. "Airtel is bringing nearly 3,000 employees here. In Gurgaon, a 2BHK costs Rs 50 lakh while ours is a good value proposition especially for someone working in Manesar. In fact, there is a price escalation by Rs 4-5 lakh every few months due to land becoming scarce now."

About the ABW plot in Manesar (sub-lands of Anant) Khurana, the main promoter of this group in collaboration with Unitech. This is a nine-hole golf course project with villas facing the golf course, having only low rises. The promoters of this project were earlier engaged in developing townships but realised that there were lots of issues that the users were facing like "having to wake up in the middle of the night to switch on the geysers in the wake of frequent power cuts". They have, therefore, conceived and created a concept of a 'second home' where all issues of maintenance and security will be outsourced to the facilities management group in the company working 24x7. Marketed as 'home away from home', these luxury villas are in sizes ranging between 1,200 sq yard and 2,500 sq yard and cost between Rs 1.5 crore and Rs 18 crore.

According to Sandeep Trehan of Karma Landscapes: "This is a unique lifestyle proposition for the well-heeled and well-travelled HNIs who can appreciate good life." Besides this there are projects by Golden Greens, away from the highway.

What gives Manesar a ring is infrastructure initiatives like the expressway being extended till Haldimath. Besides, it is likely that the Metro line proposed till Gurgaon will be extended to Manesar in Phase 2. On the infrastructure front, Manesar has good roads, sewerage and is well connected. Work to widen the NH 10 to eight lanes till Jaipur has already started. Also, the Manesar toll is being shifted to the KMP expressway.

The commercial towers in IMT Manesar are by Raheja, Amrapal and Besterchance are ready to move to and command a capital value of Rs 12,000/sq ft. Raheja Square houses bank branches and ATMs of ICICI, IDBI, Kotak Mahindra Bank, Yes Bank, HDFC, among others.

In IMT Manesar, the industrial area is spread over 3,500 acres and the primary tenants include companies like Thyssen, Hero Cycles and Maruti Suzuki. The industrial units comprise auto and auto components, high precision industries, textile exporters, pharmaceuticals, and now even software companies.