

INDEPENDENCE DAY SPECIAL

Realty set to receive festive booster

The festive spirit is likely to grip the real estate market. Fence sitters will make the most of this favourable time, argue experts

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The festive season is round the corner and it is looked upon as an ideal period to close the best deal for real estate purchase. Festive season is viewed as auspicious to buy new things — be it a home or any other properties. With the beginning of the festive season, now developers in the real estate market have pinned great hopes for a robust growth.

Talking about the real estate market sentiments, Vivek Rathi, director-research, Knight Frank India, avers, "From a potential homebuyer perspective, a host of factors like positive sentiment, cultural association, and monetary benefits that are usually associated with festive season, play a significant role for property purchase during this period. While the consumer sentiment for spending on high value items are upbeat during the festive time, the cultural connotation is also supportive of such decisions. In addition, real estate developers also time big project launches during this period and further compliment those with monetary benefits in form of price waivers or complementary gifts. Hence, festive season is generally considered as a preferred home purchase time in the market."

Echoing similar views, Manoj Gaur, MD, Gaur's Group and president CRE-DAI NCR, says, "The momentum picked up by the realty sector is likely to continue this festive season as well. Buyers' sentiment is positive and with end-users dominating the scene, the future looks promising. As the property prices are still on the affordable side and with no supply side constraints, real estate, both residential and commercial segments, has emerged as a safe option. Developers on their part

will offer attractive schemes and it will be a win-win situation for both."

Spelling out more about the festive spirit, Pankaj Bajaj, managing director, Eldeco Group, says, "During the festive season, developers usually roll out an attractive offer to maximize their sales. These can be special payment plans or interest rate subsidies. Banks also join in by giving special offers on home loans. Customers

studies suggest that to curb the inflation rates, RBI might increase the Repo rates up to 6 per cent. Hence, it would be a wise decision to book the properties before the prices shoot."

Talking about the upcoming festive season, Jain adds, "Renowned developers are offering massive discounts, exciting gift vouchers and a lot more to provide a holistic buying experience to the buyers or investors. Hence, marking



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should however be cautious of any offer which looks unusually attractive or too good to be true."

Talking about Noida realty scenario, Dhiraj Jain, director, Mahagun Group, avers, "Noida is a city quickly connected to the national capital, Delhi, with expressways, Metro and many more modes of transport. Proposed Jewar International Airport has made the city much more desirable for buyers and investors as the plan will elevate the economic efficiency of residents. Also,

a positive start in the auspicious festive moments, one can book their property and secure their finances."

Elaborating on the positive market sentiment, CJ Singh, COO of Wave City, says, "The sentiment in the real estate market across verticals — residential, commercial, and rental has been witnessing an upward trajectory for the last few quarters. The prices in the residential segment, particularly in Noida and Ghaziabad, have increased in the secondary market in this period,



Pics: iStock

clearly reflecting that demand for ready-to-move-in projects is very high in the post-pandemic period."

Similarly, Kapil Banga, assistant vice president and sector head, ICRA Limited, maintains, "The strong growth in sales post the pandemic period has been supported by improved affordability, low home loan interest rates and preference for larger and better homes. Some of the trends evident from the performance of developers during the last two years include higher sales in premium and luxury projects, especially those in the completed stages and increasing preference for established brands." However, during the current year, the industry could face headwinds in the form of rising interest rates and high input costs.

Manju Yagnik, a senior NAREDCO official, says, "The festive season in India augments from Ganesh Chaturthi in August, all the way to Christmas in December. Over the years, Indians have traditionally seen this period as an ideal time to make high-ticket purchases like a home. Customers generally are in a happy state of mind and are looking forward to moving into their dream home to mark a new beginning during these auspicious occasions."

FESTIVE FERVOUR

- ➔ Indians view festive season as an auspicious time for buying a home
- ➔ Demand for RTMI projects is very high in the post-pandemic period
- ➔ Developers offer multiple attractive offers to target the customers
- ➔ Festive season starts from Ganesh Chaturthi and lasts till Christmas

The market is usually filled with multiple attractive offers to target the customers who are looking at the best deal for their home.

New project launches: Taking cognizance of the fact that buyers are keen on making new investments and new beginnings during the festive season, most developers feel that it is an opportune time to launch new projects or fresh phases of the existing projects.

Offers on home loan: From lesser than usual interest rates to a number of other offers; banks and lending institutions also give out more home loans during these months.

DEGREE OF CAUTION

A degree of caution is essential, and one must not blindly rush into any commitments. It is essential to evaluate one's options and assess the viability of the project rather than to base one's decision only on the level of discounts being offered. Discounts have strings attached. One should be prudent in choosing the project with due thought to the quality of life that would be derived from the new home, with respect to location and access to civic amenities, among various other factors.

Manoj Gaur, MD, Gaur's Group and president CRE-DAI NCR, says, "The momentum picked up by the realty sector is likely to continue this festive season as well. Buyers' sentiment is positive and with end-users dominating the scene, the future looks promising. As the property prices are still on the affordable side and with no supply side constraints, real estate, both residential and commercial segments, has emerged as a safe option. Developers on their part should however be cautious of any offer which looks unusually attractive or too good to be true."