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## ONLINE SCHEMES HELPING DEVELOPERS OVERCOME CORONA CRISIS

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Real estate sector has come up with hordes of innovative schemes to keep the buyers engaged and for end users to avail multiple booking facilities which are available via several online platforms. From sales via video conferencing to online project tours to easier online payment gateways. Developers have come out with innovative online schemes through which a home seeker can easily book his home or even a commercial unit without the hassle of a site visit.

Gaurs Group, a prominent player in NCR realty, has come out with 'Lockdown offer' for its commercial as well as residential projects where it is asking the potential buyers to pay Rs one lakh to book as against the full booking amount, the rest of the amount can be paid within the 100 days.

Apart from the schemes, a lot of other marketing firms have come up with the option of online project tours helping people experience the entire project through online platforms.

Experts believe that the entire crisis has made Indians who any which ways are the largest internet users worldwide, go online at the same time. Hence the schemes which have been floated for online users can actually be the game changer and help the developers sail through this phase quite easily.