



# Homebuyers' delight

## Noida is homebuyers' favourite due to its excellent connectivity and affordability

Jadav.Kakoti@timesgroup.com

Noida is one of the major metropolises in North India, known for being a blend of real estate, manufacturing, and service industries. Excellent connectivity, sound infrastructure, and affordability are some of the key factors wooing buyers to this satellite town in the outskirts of Delhi. Over the past few years, Noida's real estate landscape has seen unprecedented development.

Rajat Gupta, MD, advisory and transaction services India, CBRE South Asia Pvt. Ltd. says, "The city's robust physical infrastructure, availability of quality commercial projects at competitive rental rates and presence of several high-end retail developments are helping boost the city's overall profile."

Another factor fuelling Noida's growth is that several corporates have chosen Noida over other parts of NCR to set up their operations. So, young professionals from nearby areas prefer to stay in Noida either for rented accommodation or to buy a home.

P Rajendran, head, marketing and sales, Tata Value Homes, says, "Increasing presence of corporates with good connectivity to Delhi and Gurugram and rapidly developing civic

and social infrastructure has led to an increase in demand for quality housing projects in Noida."

Gaurav Pandey, business head, North Zone at Godrej Properties Ltd, points out, "In the recent times, Noida is fostering new aisle of infrastructure and economic development. With new roadways and urban clusters in the offing, the realty market in the city is expected to further move up the curve in the times to come."

### Realty revival

Top 7 cities witnessed housing sales of 29,520 units in Q3 2020 as against 45,200 units in the pre-Covid-19 quarter of Q1 2020, says a report by ANAROCK

Sales were impressive in Q3 than the preceding quarter when Covid-19 had brought sales down

A local developer Manoj Gaur, MD, Gaur's Group, maintains, "Connectivity is a major factor in deciding the livability quotient of any region. There is a direct relation between demand and pricing in the real estate market and as the demand goes up for properties in Greater Noida, prices are sure to witness an upward trend."

The real estate market in the city is further boosted by the robust social infrastructure along with government's increased focus on basic infrastructure development.

This has created positive sentiments among the buyers and Noida will continue to attract both investors and homebuyers.

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