



WELL BEGUN IS HALF DONE

The festive season provides a good opportunity to make new beginnings, feel industry players and homebuyers



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Rakesh.Malik2
@timesgroup.com

The holy days of Navratri are here. It is that time of the year again when homebuyers scout for properties that suit their budget and needs, and industry players leave no stones unturned to offer the best. With a renewed focus on new beginnings, the real estate sector is all set to witness traction like never before. The industry has seen phenomenal growth in recent times and is continuously gaining resilience.

Yashank Wason, MD, Royal Green Realty, says, "The overall outlook is extremely positive, and the festive season will accelerate sales. NCR is continuing to be the most preferred choice of location for real estate investments. Also, the completion of projects in different areas will catapult the value of real estate projects in the region. We expect that the sales across all categories will gain positive traction. Real estate has always been the safest investment choice and we expect that the remaining months of 2022 will position India's realty sector as the strongest pillar of the Indian

economy. As compared to global markets, India's real estate sector is in much better shape and the festive season will bring more cheers to the market. The businesses are thriving and the demand for real estate assets is booming. We expect

others. The investors are not hesitating in investing in their dream homes and we are confident that this sentiment will become stronger in this festive season and will continue till the end of 2022 as well."

The festive season that has started on a positive note, with a

steadily gaining back its glory. The market is on a constant rise and the bustling metropolis, Gurugram has become one of the most popular real estate locations in the NCR. Post-pandemic, there has been a sudden spike in the number of housing units being sold and customers are more inclined towards investing in homes that are gated, designed with modern architecture, equipped with modern amenities, and give a premium look-and-feel. Festivals are a grand affair in India where people believe in investing in properties. For Indians the festive season is believed to bring wealth and prosperity and purchasing property during this time of the year is regarded as a risk-free investment."

Post-pandemic, the real estate sector is witnessing several trends that are enabling new opportunities for the sector to grow.

Some of the motivating factors for people to invest in the property during this time of the season include, companies are increasingly looking for grade-A offices and flexible workspaces as the hybrid work culture



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a high demand for larger spacious homes loaded with modern amenities and dedicated workspace, balconies, fitness, or wellness zones, playing areas for kids, prayer rooms, and high-end facilities among

series of positive signs, is being viewed by most players as an opportunity for all stakeholders.

Talking about the same and positivity around, Amar Sarin, CEO, and MD, TARC, shares, "The Indian real estate sector is

have become the new standard and home owners want homes that are vast and airy as the trend of work-from-home will continue to stay for a while.

Industry players feel that the real estate market is witnessing a lot of traction and the demand is all set to surge. "Over the years, NCR has witnessed tremendous growth in terms of real estate development, both residential as well as a commercial segment. NCR has grown into a vibrant real estate market and is among the preferred choice

of investors and end-users. As far as the real estate market is concerned, across India, demand for residential properties is gradually improving, majorly due to the end-user-friendly scenario. We expect the demand to keep moving northward, steadily and strongly. Festive seasons in India, especially Navratri and Diwali are considered auspicious to make big-ticket purchases including buying properties. During this time developers also offer special festive



discounts and freebies for home buyers to benefit, as a result, sales are expected to improve," concludes Saurabh Shankar, head, sales

and CRM, AIPL.

So, if you have been thinking of buying a home or investing in real estate, consider the divine days to make the move.