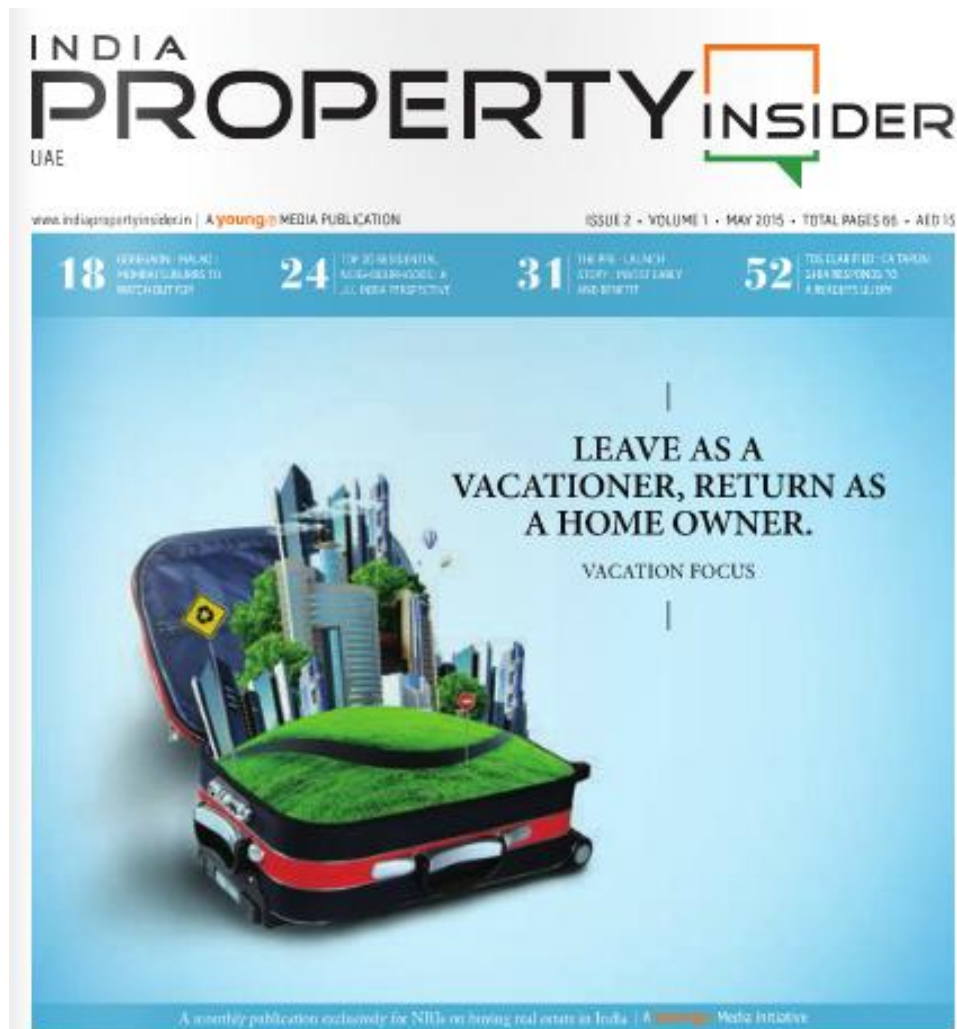


Expat Coverage

Publication: India Property Insider

Edition: Print **Date:** May issue

Page: 45 and 46 **Section:** Insider Living



Own a Lifestyle in India

If you decide to return home to India after years of living abroad, you could enjoy the same lifestyle you have been accustomed to, thanks to the amenities that Indian properties now offer, says RAINA ASSAINAR



Non-Resident Indians have always been keen on investing in real estate in India, but for many home buyers today, a key deciding factor is the kind of lifestyle that the property offers. When you have been accustomed to certain amenities, and take them for granted as part of your everyday routine, you would want to ensure that they are available wherever you live, either in the UAE or in India. Over the last couple of decades, developers in India have recognised this too, and offer a range of amenities that have gone far beyond just the clubhouses and playgrounds that are now taken for granted in all Indian residential projects. This is especially true of townships that dot all the major investment destinations across the country; these are self-contained oases of living that encompass schools, hospitals, health facilities, shopping, recreation and much

more. With the increasing competition in providing the best options to NRIs, amenities like sport academies, helipads and amphitheatres have become a part of many on-going projects in major Indian cities.

For those who prefer villa living even in a busy city, there are many options in India. In Bengaluru, for instance, there is Skylark Arcadia situated within the city, yet away from its vivacity near IITP. Whitefield, is one such project that offers villas. Sloping tiled roofs, balustrades, bell tower, arches, double height ceilings suggesting aristocratic lifestyles, along with a sophisticated clubhouse is what Skylark has to offer, starting at ₹3.3 crore. "A home that allows the buyer to experience the same lifestyle as his home abroad, the amenities that are comparable to what he is used

to, and of course at the best price is what we provide because of which 25 per cent of our buyers are NRIs from Dubai, Oman, Canada, USA, Singapore and Germany," says Saleem Sheriff, CMD of Skylark Mansions Pvt. Ltd.

When it comes to high-rises, Bengaluru has one of the tallest buildings in South India-Pinnacle by Mantri Developers. "Various factors contribute to making Mantri DSK Pinnacle an ideal option for NRIs looking to make property investments in the city. The property, which is in advanced stages of construction, is one of South India's tallest residential towers with 46 floors, offering 3/4/5 bedroom luxury homes with unique features such as a helipad, a Sky Lounge-Coffee Shop on the 41st floor, an observatory on the 42nd, aqua gym and a mini theatre," says Snehal



Photography: Zonasha Group

Mantri, Director - Marketing & HR, Mantri Developers. This property is located just off Bannerghatta Road, a prime locality in South Bengaluru, offering apartments starting at ₹2.2 crore. For sports-loving NRIs, there is Zonasha Group, who have projects at the heart of Bengaluru, at Marathahalli, with amenities like lawn tennis court, billiards room, badminton court, squash court, reading rooms, temperature-controlled swimming pool, kids' pool and many more at a starting price range of ₹3.5 crore.

As the old saying goes, nothing comes free in this world and hence, an increase in the number of amenities also means increase in the maintenance cost. However trying to dislodge this notion is the Expat Group, who are working to ensure a low monthly outgo by introducing a pay-per-use concept, for some amenities. In their upcoming project in Bengaluru, they have introduced a moonlight cinema, wherein one can drive-in for a movie; they also offer a tablet with a dedicated application for social networking, a sports restaurant, indoor sporting facility with coaching, a high street with essential stores with a lifestyle focus, a school along with 80 percent open area, landscaped garden and large water bodies.

FOCUS GROUP STUDIES

"We ran focus group studies with about 50 young couples to find out what their dream aspirations were in buying a home and most loved spending time watching movies. We also tried to understand what they would buy if they had the money. We introduced amenities in this project based on the conclusions of this group study," says Lanel D'Souza, Senior Vice-President, Expat Properties. With 40 percent

QUICK FACTS

- *Projects across the country offer international lifestyles in the range of amenities that they provide*
- *Such homes not only match the global lifestyles that NRIs are accustomed to, but also ensure better rental returns*

of investors being NRIs, this project is an apt one for those who plan to settle in Bengaluru for a peaceful retired life. In another on-going project Genesis by the Expat Group at Pune, ramps and walking areas in the garden are made with child safety features and disabled-friendly facilities.

"In this changing economic situation, amenities are quite pertinent. In fact, it is a prerequisite for any developer who is catering to high-end home buyers. Quality amenities not only catch more attention from the prospective buyer but also act as one of the deciding factors for the buyer to zero-in on the project he wants to buy," says Bijay Agarwal, MD and Chairman of Salarpuria Group. Salarpuria has an ongoing project, Salarpuria Sattva, at a prime location in

Bengaluru with amenities like a clubhouse, swimming pool, gymnasium, tennis court, children's play area and many more game activities ranging between ₹2.61 to 5.65 crore.

Moving on to Gurgaon and NCR, there are projects offered by Homestead Infrastructure Development Pvt. Ltd with amenities that are awe-inspiring. Michael Schumacher World Tower at Gurgaon has a sky observatory deck at 200ft and a cantilevered helipad with ferry service along with 7-star SCHUMI KLUB. Ballet by Sharapova at Gurgaon also has a cantilevered helipad with ferry service along with 7-star Club SHARA, signature Tennis Academy and Russian Ballet Academy.

Meanwhile The City of Homestead at NCR, is a total package of sports-loving and nature-loving NRIs with Cricket Academy, Horse Academy, Golf Academy, Tennis Academy, yoga and meditation centre, Music Academy, Amusement park for the family, Solar Tram For Transportation, nature trails, cycling track, rain forest, shimmering water bodies, nature trails and man-made lake. "A premium address is one of the criteria for most NRIs investing in India. Many of them do not wish to settle overseas permanently and hence look for an upscale accommodation, to serve them upon their return. This is primarily due to the fact that they would prefer to maintain or even upgrade their lifestyle, as compared to the one they may

or even upgrade their lifestyle, as compared to the one they may be presently used to in their country of residence and hence we make sure that our projects serve their purpose," Manoj Shrivastava, Chief Operating Officer (COO) of Homestead Group explains. Meanwhile, Le Solitaire by Solitaire Group at Yamuna Expressway, Greater Noida - just 309 meters away from the only F1 Track in India - has amenities like Sky-club, Sky-Lounge, Sky-Gym and private swimming pools in each 3 and 4 BHK Apartments (Eonic Tower).

When it comes to Mumbai, developers like Nirmal Lifestyle offer sports-oriented lifestyles, such as at their project at LBS Marg in Thane and Mulund. Sports City at Thane offers apartments starting from ₹1.55 crore and has a basket ball court, badminton court, multipurpose play field, interactive water play area and much more to ensure a sport-lover to have a sporty life. Mumbai 1 and US Open projects at Mulund are also two other projects packed with amenities to keep one's spirit high by encouraging various sport activities. "The convenience to get everything under one roof at an economical rate in the same vicinity, so that one does not have to spend money on club or gym memberships, is why amenities have become the prime attraction for buyers these days," says Rajeev Jain, Director of Nirmal Lifestyle Group.

Whatever project you opt for in India, the chances are, you will be spoiled for choice in terms of amenities. Such homes can offer you the lifestyle you are accustomed to living in another country, whenever you decide you want to come back to India. Of course, there is also the other advantage - even if you are living in the UAE but want to rent out your property back home, if it offers a range of lifestyle amenities, you can be sure that tenants would be easier to find and the rental returns would be higher.