



LUXE LIVING

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Luxury housing has been witnessing a great demand from the city dwellers who are willing to spend to ensure that they are able to showcase their suave addresses and have a lifestyle

tying up with international fashion and design brands to woo buyers with inspirational design creations and modern fixtures.

While talking about how the luxury housing segment is evolving presently, Amarjit Bakshi, founder and MD, Central Park, says, "The luxury housing projects are now witnessing a shift from golf-based to destination-based, wellness-based, spa-based and several other themes to let the residents enjoy endless amenities within their vicinity. The current and the most upcoming trend is to focus on exclusivity, where developers are now focusing to expand and go beyond an independent villa to an enclave format that brings in the exclusivity quotient to perfection."

If recent research reports are anything to go by, luxury housing is the fastest-growing segment in residential housing.

The luxury real estate in the country has an investment portfolio totalling up to about 40 per cent in the realty markets across the country, and it is estimated that the annual sale of semi-luxury and luxury houses are expected to grow at a compound annual growth rate of over 30 per cent in the next few years.

Anubhav Jain, director, Group Silverglades, agrees with the research reports and adds that with the economy slated to grow at a rate higher than 7-per cent, it certainly would lead to wealth creation and drive the demand for luxury housing as there is an increase in the pool of buyers looking to upgrade their lifestyle and address. "Luxury housing, being a consistently stable segment of realty in Gurgaon, is now attracting new trends."

being lured with various new options and elements in luxury and therefore, this segment of housing has emerged as one of the most vibrant and dynamic real estate segments, not only in Gurgaon, but in various other cities across the country. Keeping the present demand of luxury housing in mind, developers are launching projects with amenities that are next to none and are also

TRULY EVOLVED: THE LUXURY HOUSING MARKET IS EVOLVING FAST NOW

TRUE LUXURY

The luxury housing market in Gurgaon has been evolving well and continues to innovate its offerings

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the past few years, there has been a change in the mindset of the customers and luxury homes are not a new concept to them anymore.

Citing the current trends in luxury and the buyers' preferences, it can be safely said that Gurgaon's the richest won't compromise when it comes to a good life. Talking about how the expectations of homebuyers in the city have changed over years, RK Arora, chairman, Supertech Ltd, says, "Nowadays, more Indians are



travelling abroad and getting a taste of what the high life means in the western countries. In fact, spurred by lifestyle aspirations and matching earning capacities, salaried as well as business class are opting for luxury housing in a big way. Most luxury homebuyers, today, look for high-end, customised residencies that have highly-evolved amenities endorsed by celebrities, designers, etc., and

offer high appeal value especially to customers who aspire to live in lavish customised arrangements equal to that of international standards."

Luxury housing has been witnessing a great demand from the city dwellers who are willing to spend to ensure that they are able to showcase their suave addresses and have a lifestyle that matches with their status. Buyers are

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