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IRRESISTIBLE OFFERS LURE HOMIEBUYERS

Builders and developers are offering discounts and gift hampers on house purchases this Navaratra season and they hope this will prompt even the fencesitters to enter the market. **TEAM TIMES PROPERTY** reports

Navaratra is considered to be an auspicious period to purchase a house. That is why with the start of the nine-day Navaratra festival on Thursday, there is a rush of homebuyers in the market.

Builders and developers are offering discounts and gift hampers on purchase of a house to cash in on this festive sentiment and they hope this will prompt even the fencesitters to enter the market.

Besides introducing festive offers, some developers are planning to launch new projects and introduce new payment-plan schemes. Interestingly, some developers have postponed a raise in the price.

Anshuman Magazine, the CMD of CB Richard Ellis, a global consultancy firm in real estate sector, said that the discounts and special schemes offered by developers are a good opportunity

for an end user to buy a house. But, a buyer must enter the market only if he needs the property for his own use or for investment purpose, and not to avail the discounts or special schemes. The decision should be well thought out and planned, Magazine said.

Builders and developers like Supertech, Gaursons, Antriksh Group, Assotech, Wave Infratech, Raheja Developers, Avalon Group, Amrapali Group, etc, have offered special cash discounts, easy payment plans, and gifts hampers like gold coins, laptops, 32 inch LED television, split AC, and fully furnished master bedrooms to those who complete the purchase during the festival season, which will last for nine days.

Supertech Ltd is offering 5-10% discount on studio apartments in its projects located on Yamuna Expressway; the apartments are priced at Rs 20 lakh. It is also offering various payment-plan options like no EMI, subvention scheme, and attractive deferred-payment plans on all its luxury and premium projects. The company is also offering 5-6% special discount on its latest launch in Gurgaon, Araluxe, in Supertech Araville in Sector 79.

R K Arora, the CMD of Supertech Ltd, says: "The offer suits the buyers of luxurious houses as well as those buying affordable houses in the group's projects. The offer is valid till festive season."

Ansal API, too, is offering special discounts to homebuyers this Navaratra. Pranav Ansal, the vice chairman of Ansal API, said: "We are offering a discount of 5% on Prerna, the independent floors in Sushant City in Meerut, and 2% on independent floors and villas in Sushant Megapolis, a township in Greater Noida."

Raheja Developers has offered attractive payment plans for its projects, namely, Revanta, OMA, Atharva, Vedas, Vedaanta, Sampada, Navodaya, and Shilas.

Continued on page 19



QUICK BITES
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Some builders are offering to fit ACs in every room for those who book a flat this Navaratra!

FAST FACT

BESIDES INTRODUCING FESTIVE OFFERS, SOME DEVELOPERS ARE PLANNING TO LAUNCH NEW PROJECTS AND INTRODUCE NEW PAYMENT-PLAN SCHEMES

IRRESISTIBLE OFFERS LURE HOMEBUYERS

Continued from page 1

The customer has to pay 5% of the basic selling price (BSP) at the time of booking, 45% of BSP plus 50% of (EDC, IDC + PLC + car parking + club membership) within three months and the rest at the time of possession.

Wave Infratech is offering a special payment plan for premium and ultraluxury serviced residences. Under this plan, 40% payment will have to be made within a month of the booking, 20% on completion of the superstructure, and 40% on possession. RK Jain, the company's executive director, said the company will shortly launch a set of premium, limited-edition serviced residences, Wave Elegancia, in Noida City Center in Noida.

SVP Group is offering ACs in all the rooms on every new booking in Gulmohar Greens, located at Mohan Nagar in Ghaziabad.

Sensing the buyers' mood during Navaratra season, KDP MGI is also offering special payment-plan scheme. Under this, after paying 20% on booking, no pre-EMI is required to be paid for the next 18 months in MGI Maple, located in Govindpuram in Ghaziabad. Apart from this, the firm is offering 5% special discount to government employees.

Antriksh Group is offering special cash discounts of up to Rs 50,000 on purchases in Antriksh Sports City in Sector 150 on the Noida-Greater Noida Expressway, Antriksh Golf Link and Antriksh Valley in Sector 1, Greater Noida West (Noida Extension). Rakesh Yadav, the MD of Antriksh Group, says: "In this festive season, we are sharing the happiness with all our potential customers. These discounts, freebies, and incentives are being offered considering the sentiments attached to the festival."

Anil Sharma, the CMD of Amrapali Group, says: "We are giving attractive discounts, assured gifts and laptops to buyers who book houses during Navaratra in our realty projects launched in Noida and Greater Noida West

(Noida Extension)."

Assotech has a very attractive Navaratra offer in its project, The Nest, in Crossings Republik. Sanjeev Srivastava, the MD of Assotech Limited, says: "We are giving one covered car parking for free on purchase of any flat in The Nest at Crossings Republik in Ghaziabad during Navaratra. This car parking normally costs Rs 3 lakh."

This Navaratra, Gaursons India Ltd is planning to launch new towers in its realty project Gaur City. This project is an integrated township with a shopping mall of 11 lakh sq ft, an 18 acre stadium, hospitals, schools, and other amenities in Greater Noida Extension.

Paramount Group is offering a gold coin on each booking. Besides, a heavy discount of up to Rs 3 lakh has been offered to all buyers till the Navaratra season on Golf Foreste. This project is over 100 acres and located across Sector Beta 2 in Greater Noida and offers good-size villas and studio apartments.

Ashwani Prakash, the executive director of Paramount Group, says: "Navaratra is a special occasion and we hope a lot of people will come out and invest in their dream homes; they will surely benefit from our offer." Gulshan Homz is launching three new towers in the third phase of its project, Gulshan Ikebana, in Sector 141 on the Noida Expressway. The group is offering special discounts on these three towers. Special offers will also be available on another project, Gulshan Vivante, located in Sector 137 on Noida Expressway.

Sushant Muttreja, the MD of Comic Group, says: "Comic Group is offering a discount of Rs 500 per sq ft on the auspicious occasion of Navaratra on any booking in Cosmic Corporate Park I in Tech Zone One, Greater Noida, Cosmic Corporate Park II in Sector 140, and Cosmic Business Centre in Sector 35 in Noida."

Addela Group is offering a special discount of Rs 100 per sq ft on Raj Residency in Greater Noida West (Noida Extension) and Raj Nagar Residency in Raj Nagar Extension. Prateek Group is offer-



ing complementary club membership and a covered car parking under a limited Navaratra offer on Prateek Stylome in Sector 45, Prateek Laurel in Sector 120, Prateek Wisteria in Sector 77, and Prateek Edifice in Sector 107.

RPS is offering a special Navaratra discount of 15-20% on RPS Atria located in Sector 88, Greater Faridabad.

Rajput Properties & Developers

Pvt Ltd is offering a special scheme to buyback investment on Navaratra. Under the scheme, those buyers who book their flats during Navaratra would be considered as silent partners in the group's assured-return project Shri Rajneegandha Greens, located in Greater Noida West. Neeraj Gulati, the MD of Assotech Realty, says: "As a good will gesture to buyers, Assotech Realty has postponed the

proposed hike in the prices of our project ABC (office space and service apartment), in Sector 135 on Noida Expressway."

Avalon Group, a Bhiwadi-based developer, has come up with a Navaratra Special Scheme, which is valid up to April 23. Ajay Singhal, the director of Avalon Group, said: "Under the Navaratra Special Scheme, we are offering a gold coin of 8 grams on each booking of an

apartment which costs below Rs 25 lakh, and two gold coins on the booking of a flat costing over Rs 25 lakh. This scheme is applicable on all our realty projects except Avalon Rosewood."

Aegis Homes Ltd is offering a fully-furnished master bedroom, which includes a 32 inch LED TV, a split AC, and a double bed, on every booking in Aegis Gold Floors located in Karnal.

QUICK BITES

IN SPECIAL CASH DISCOUNTS, EASY PAYMENT PLANS AND GIFTS HAMPERS LIKE GOLD COINS, LAPTOPS, 32 INCH LED TELEVISION, SPLIT AC, AND FULLY-FURNISHED MASTER BEDROOMS ARE BEING OFFERED TO THOSE WHO COMPLETE THE PURCHASE DURING THE NINE-DAY FESTIVAL

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