

The concept of branded luxury homes!

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Branded homes have also made into the lives of the affluent who are independent of all variables and wish for posh addresses

Welcome to today's India where homes are not just mere necessity, homes have become luxury. As per today's mindset of the new generation not only the area, but 'the address' also matters a lot! The idea of luxury and brand has sunk in to real estate as well. Elite clientele of such projects are ready to spend any number for such homes. Sensing the same, developers in metro cities have already come up with super-luxury projects known as 'branded homes'. Branded homes are professionally designed with high-class interiors and exteriors, highly evolved, centralised facilities management and various additional features like concierge services, high-grade electronic surveillance and security and valet parking. On facilities and amenities front, you name it and they have it. The experience is nevertheless, compared to luxury hotels.

This concept of branded homes is just a couple of years old in India. The developers of such projects tie up with international luxury hospitality or lifestyle brands to create unique offerings. Branded luxury homes are targeted at that segment of India's super-rich that prefers the conveniences and status value of luxury



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FOR BRANDED RESIDENCES, THE DEVELOPERS OF SUCH PROJECTS TIE UP WITH GLOBAL LUXURY HOSPITALITY

homes designed, marketed and often managed by international hospitality or signature designer brands. The concept is common in cities like Mumbai, Pune, Bengaluru, NCR, etc. Developers involved in the construction of branded homes are looking to churn desired returns on investment by targeting super rich/elite segment. Today, there is tough competition in market amongst developers operating in mid size and affordable housing segment, the sales is

dependent on variables like budget and bank funding of buyers in that segment. On other hand, in branded homes segment, developers need to sell a limited number of units with world-class, state-of-the-art, one-of-its-kind properties and buyers in that segment are not dependent on any variables by virtue of their existing capital and net worth. With changing times when property prices are reaching new highs especially in luxury homes, one can surely expect such offerings to penetrate in market. The demand and fate of such properties in Ahmedabad is directly proportional to flourishing macro-economic scenario!

—Anushrav Bhatt
(The writer is a city-based housing planner and real estate analyst)