



LUXURY IS ANYTHING THAT IS DESIRABLE AND MORE THAN NECESSARY AND ORDINARY



THE CLOSET CONSUMERS ARE THE FIRST BUYERS OF LUXURY HOUSING IN EVERY MARKET

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TIMES PROPERTY
03
A TIMES OF INDIA PRESENTATION

SUNDAY, MAY 17, 2015



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LUXURYHOUSING

Luxury housing apartments in demand

Keeping in mind the growing demand, the city has witnessed many new project launches in luxury housing segment in recent times from reputed developers

Welcome to today's Ahmedabad where luxury schemes/project launches are flourishing, especially in western part of the city. Be it Golf Courses, apartments, offices, it is luxury which is in demand and is on sale. Further, the concept of brand is also tagged with Ahmedabad realty sector in last decade.

Luxury is anything that is desirable and more than necessary and ordinary. The luxury market in India has gained increasing visibility with each passing year. In fact, it is interestingly poised today and the recent addition to luxury market is residential properties.

Market growth over the past year was higher than expectations and this strong upward trajectory is likely to continue over the years ahead. The city has witnessed many new project launches in luxury housing segment in recent times from reputed developers. The 3-4 BHKs are high in



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some of the reasons which are fueling demand for luxury housing segment. In earlier times, every individual wished for bungalows but in today's time when land prices are taking new high every year, bungalows as dream homes seem a distant dream and thus, luxury apartments are gaining acceptance among property buyers in this

bungalows on outskirts of city, so buyers in this segment are preferring luxury apartment over twin bungalows to fulfill the aspiration of king size living, however it is a matter of individual choice and preferences.

The "Closet Consumers" are the buyers of luxury housing. Closet Consumers typically are the people who have not been born wealthy and luxury is not a way of life to them, yet, they are just experimenting with luxury. The other major push for buying luxury housing is long term gain i.e., tax exemption as per the clarifications made in Finance Act, 2014, the purchase of house property to claim such exemption has been restricted to one residential house property situated in India.

In addition to state-of-the-art amenities, quality of project, pleasing elevation, elegant design, foyer design, landscape, variety of materials and pleasing colour combinations are used in project in this particular segment. Off course, the king size living is centre stage to market these

projects. Further, the concept of boutique houses is also slowly but steadily gaining acceptance in cities like Ahmedabad.

The features of smart living like digital security, surveillance, smart interiors, occupancy lighting sensors, gas leak sensors are eyebrow raising features for property buyers in this segment.

Earlier supply of luxury housing was confined to particular locality but now the market is expanding to various other pockets of city. In current buyer's market scenario for luxury housing seekers, it is the right time to take the plunge.

- Anushrav Bhatt
(Writer is a city-based housing planner and real estate analyst)



CLOSET CONSUMERS TYPICALLY ARE THE PEOPLE WHO HAVE NOT BEEN BORN WEALTHY AND LUXURY IS NOT A WAY OF LIFE TO THEM, YET, THEY ARE JUST EXPERIMENTING WITH LUXURY



demand because of its ideal size, which every home buyer aspires for his/her dream home. Such luxury apartments are ideal and practical considering space requirement for household size of 4 to 6.

Burgeoning with migration, rising land prices, increasing concept of nuclear families, current trend of redevelopment are

particular segment.

In fact, the amenities which are provided in these schemes are main feature of attraction. The other reason for 3-4 BHKs gaining acceptance is the fact that options available for bungalows/twin houses are far from city. Price escalation has resulted in development of row housing schemes and small twin

VAASTUTIPS

Vaastu tip for bedrooms

Follow Vaastu principles for the arrangement of things in the bedrooms to ensure healthy, wealthy and peaceful life for the family



PHOTO: ALAMY-INDIAPICTURE

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Here are some of the Vaastu guidelines to be considered while designing a master bedroom or children's bedroom or guest bedroom.

LOCATION OF BEDROOM

- Avoid bedrooms in north-east
- Avoid bedrooms in the middle of house
- Avoid bedrooms above car porch/garage and kitchen

LOCATION OF THE MASTER BEDROOM

- Master bedroom should be in south-west
- If there is more than one floor, the master bedroom should be on the upper floor, in the south-west corner

LOCATION OF GUEST BEDROOM

- Guest bedroom should be in the north-west. This corner represents vaayu or movement which implies that guests who sleep in this bedroom will not stay for long and get going on their way

LOCATION OF CHILDREN'S BEDROOM

- Children's bedroom should be in the west or east side.

DIRECTION FOR SLEEPING IN A BEDROOM

- **Avoid head in north:** In fact, only a dead body is kept with the head in the north and the feet pointing towards the south
- **Head in east:** East is the direction of knowledge and enlightenment. Sleeping with the head in the east

increases knowledge and increases a liking for spiritualism.

- **Head in west:** Sleeping with one's head in the west is good for people who do not permanently reside in the house, like guests and married daughters in their parents' house
- **Head in south:** South is the best direction for sleeping. Sleeping with one's head in the south brings happiness and sound sleep

DOOR AND WINDOW POSITION IN BEDROOM

- Door should open 90 degrees into the bedroom. A door that cannot open fully will limit the flow of opportunities
- Door position in east, west or north. Avoid fixing doors in the south-west of a bedroom
- Main windows in east or north and smaller windows in the west is ideal

ARRANGEMENT OF FURNITURE IN BEDROOM

- Safe in south-west and opening towards north
- Open space in the north-east
- Beds should not be shaky.
- Dressing table should be in the east or north
- Study table should face east, north or north-east
- Avoid television. If a TV is kept, it should never be directly in front of the bed as it works as a mirror and generates negative energy. It can be kept to the right or left of the bed at an angle for comfortable viewing from bed
- Wardrobes should be in the north-west or south-west
- Keep objects that remind

you of unfinished tasks out of the room, or at least out of sight as the bedroom should be a place where you can totally relax.

- Attached bathroom should be in the east or south-east
- If you have an attached bathroom, make sure it does not directly face your bed and the door is closed at all times
- Avoid a mirror directly opposite the bed
- Avoid religious idols in your bedroom
- Avoid clutter in the bedroom as it represents stagnation

- Inputs from astrologer
Pandit Mohan Sharma



FAST FACT

FOLLOW THE BASIC VAASTU GUIDELINE AND RETIRE IN YOUR ROOM FROM ALL WORRIES OF THE WORLD AND HAVE A TENSION-FREE SLEEP. IT SHALL HELP IN ENSURING THE HARMONY OF THE HOUSE

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