



A TIMES PROPERTY Presentation

# PROPERTY PLUS

## CENTRAL

FROM GHATKOPAR TO BADLAPUR AND CHEMBUR TO PANVEL

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In the challenging scenario which residential real estate at locations along the suburban section of the central railway have been facing, the Ganesh festival brought in hopes for 'positive sentiments'. At the ongoing project Palacia on Thane's GB Road, Manish Rochlani, GM, sales, hopes for better days for residential real estate as a result of the positive sentiment that the festival brought in. "We expect walk-ins at the site to increase and more conversions from visitors to those who book a home, from the Ganpati festival into Diwali and Christmas," he adds.

With a choice of configurations, one, 1.5 and 2-BHK homes, the sales and marketing team at Palacia are looking at tapping demand from potential flat buyers across budgets, he shares. "The festive season has brought back the buyer to real estate in a big way," he adds.

Lord Ganesha is also known as 'Vighnaharta', the one who clears all obstacles in the path, explains Amit Kulkarni, director, Varasiddhi Infrastructure Pvt Ltd. "Given this association, there's one reason to believe that the arrival of Lord Ganesha has resulted in some positive vibes being seen in the market," he adds. Another aspect of positivity that the festival ushered in, is the revival of monsoons over the last month; obviously good news. "BSE has shown positive trends; there are positive indicators in the market and all these things have added to the positive sentiment and people have formalised their home buying plans. I expect this trend to continue till Diwali and the new year," he explains.

The Ganpati festival this year has marked the beginning for making important investments like buying a residential property, says a spokesperson from the Kapadkarni Group. "Moreover, further



Has the Ganpati festival brought in any 'positive sentiments' in the residential real estate scenario in the suburban section of the central railway? **Kamlesh Pandya** takes a closer look at the festive the sentiment was and whether it has resulted in a substantial increase in residential real estate sales.

## FESTIVE BEGINNING REAL ESTATE

good for the Indian economy as a whole and real estate should also gain as a result," he adds.

The central suburbs have seen a surge in construction activities, says Varsha Satpalkar, CMD, Maitreya Realtors. "Initially, most of these suburbs were industrial areas, like Vikhroli, Bhandup, Mulund, TTC, etc. With the relocation of industries and development of Navi Mumbai, these places have become preferred locations of residences for the middle class. With skyrocketing rates and the over-crowding of the western suburbs, the only location left for development is along the suburban section of the central railway

approach project has brought a smile to community. In which in positive have been on the says Rishi Siroya stalled cleared confidence, market, lead. This good season

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