

# MONEY TALKS BIG IN GURGAON

From mini theatres, skywalks to reversible golf courses, Gurgaon's luxury properties have great features - but with expensive price tags

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One housing segment that has remained relatively untouched by the slowdown is the ultra-luxury segment. And the reason why Gurgaon remains Delhi NCR's luxury mecca is that it has the maximum number of high net worth individuals - leaders of global companies, successful entrepreneurs - with large investment appetites. They are well-heeled and well-travelled, have huge aspirations that match a high-flying lifestyle. A majority of these buyers are able to fully finance their residential investments and are not dependent on bank loans.

The price points of the Gurgaon luxury market are comparable to the other Indian metros and range between from ₹7500 per sq ft to ₹30,000 per sq ft in the city. Central Delhi prices range from ₹15,000 per sq ft to ₹65,000 per sq ft and the Mumbai average is around ₹25,000 per sq ft to ₹110,000 per sq ft (JLL India).

According to Santhosh Kumar, CEO - operations, Jones Lang LaSalle India, India's largest cities, Mumbai, Delhi NCR and Bangalore, have had a tenfold appreciation over launch prices in luxury and ultra-luxury residential projects over the last decade, implying more than 100% annual returns on investment. Most projects saw encouraging pre-sale activity and were sold out quickly. In fact, demand for luxury and ultra-luxury housing in cities like Gurgaon has always outpaced supply, which has encouraged developers to increasingly shift their focus on this segment.

Luxury projects are perhaps the best bet for developers, especially during a slowdown because they garner extremely good pre-sale volumes. They help developers secure large fund flows in a market where liquidity is tight and yield higher returns for developers than mid-end and affordable housing.

While input costs for luxury housing are high, developers benefit from the visibility of their brands among highly affluent, top-end clients. Their projects, even mid-income ones, are perceived as quality constructions and automatically register higher sales.

Some of the developers active in this segment in Gurgaon include DLF, the Ambience Group, Sobha Developers, Godrej Properties, Tata Housing, Puri Constructions, Homestead, Ireo and M3M, among others.

Camellias in DLF's Phase 5, is perhaps the project with the priciest tag of around ₹25,000 per sq ft, which means that a 7,750 sq ft apartment will cost around ₹20 crore. The USP of this project is its location, the swank Golf Course Road overlooking the velvety greens of the golf course. Other premium properties in Gurgaon include M3M's Golf Estate in Sector 65 on the Golf Course Extension Road. It overlooks a nine-hole golf course and a 3000 sq ft apartment costs around ₹4.5 crore.

Prices at Unitech's The Villas start at around ₹8.5 crore and have a built-up area of around 5000 sq ft.

Emaar MGF's Marabella is a 100-acre villa-only community on Golf Course Road. While it has all the infrastructure in place, work on the project is currently going on. Launched two years ago at ₹4.5 crore to ₹7.5 crore, prices today range from ₹6 crore (5600 sq ft unit) to ₹9 crore (8100 sq ft unit).

"In North India size does matter as most people are used to living in independent units in Delhi and wish to elevate the level of the services available and, therefore, move to Gurgaon. Luxury housing offers extraordinary homes for extraordinary people whose expectations and requirements are leagues higher. The club in this project has two unique features - a bowling alley and a concierge desk. Our group has also tried to incorporate international standards which are modified to suit Indian standards. The lot sizes in Dubai are much bigger than in India where a house built on a 500 sq yard plot is considered huge," says Ashish Jerath, vice president, sales (Delhi and NCR), Emaar MGF.

Pankaj Dugar, hospitality head at Ireo, is of the view that luxury is not simply a large apartment. A truly luxurious apartment has a design that matches international standards, the surround-



A high-end luxury apartment in Gurgaon can cost as much as ₹25 crore

ing access allows high-end residential living, there is easy access to amenities and a walk-to-work culture.

Ireo's Grand Arch in Gurgaon has a 30,000 sq ft club house; and the 21-acre Grand Hyatt has branded residences. It is a mixed used development, has high street retail, a clubhouse and the project overlooks 50 acres of golf greens.

Grand Hyatt residences will have seven towers within the complex, five towers dedicated to residences, one tower to a hotel and one to office spaces. It is spread across 29 acres. With 275 branded residences, 4 BHK units of 4600 to 10,000 sq ft (penthouses), the project will be delivered by 2017. A 4BHK unit here costs more than ₹12 crore and a penthouse costs upwards of ₹25 crore. Construction for this project will begin by the end of this year.

Yet another project by the group is the Ascott-branded serviced residence at the upcoming master planned Ireo City complex on Golf Course Extension Road. Launched recently in Sector 59, Gurgaon, this four-acre mixed-use project will have service apartments, 220 units (160 serviced residences and 60 private residences) in the combinations of studio (900 sq ft), 1BHK (1250 sq ft) and 2BHK (1600-1800 sq ft) apartments and retail. This is Ascott's flagship project in India and will be managed by them. Buyers can put their apartments in a rental pool and Ascott will try and lease it at the highest rate. Construction for this project, with units costing around ₹18,000 per sq ft will begin early next year.

The cost of maintenance for these units will be higher as additional level of

amenities - with security, landscaping, concierge services, upkeep related services. A la carte services include house-keeping and in-house catering - part of a flexible plan allowing customers to pay when they need a particular service

Maintenance is generally in the range of ₹2.5 to ₹4.5 per sq ft in the current market, both in the mid-segment and the luxury category. With the current level of inflation, the range may move up in three years time when the project is ready for delivery.

Tata Housing's recently-launched Gurgaon Gateway is a luxury project located in Sector 113. Designed on the unique concept of vertical greens and sky gardens, it is priced between ₹3 crore to ₹4 crore. The company's projects in the same segment include Primanti Garden Estate in Sector 72, which is

designed around a series of interconnected orchards, meadows and gardens and has water features inspired by Delhi's Mughal Gardens. The units are priced between ₹3.5 crore to ₹4.5 crore. According to Brotin Banerjee, MD and CEO, Tata Housing, "The luxury housing demand has been growing constantly in today's real estate market. The advent of the new affluent class, comprising of entrepreneurs, NRI's and HNI's has turned the luxury segment sector extremely profitable for the real estate developers. According to a recent report by RNCOS, the demand of the high-end homes has been increasing in the Tier I & II cities. The main reason for this demand is the changing demographics and rising aspirations. Luxury homes are quite similar to plush hotels that have state-of-the-art amenities to offer."

Homestead has two branded residences in Gurgaon endorsed by two sporting champs. Michael Schumacher World Tower features sky gardens, home automation systems, mood control lighting, climate control settings, curved decks and terraces with entertainment spaces, and a VIP cantilevered helicopter platform. The other project, Ballet by Sharapova, is Sharapova's signature branded residences in an iconic 40-story apartment tower designed by Upton Hansen Architects of London as a tribute to the tennis legend. The tower's 120 plush residences will feature interiors designed by the Russian beauty herself, and will house the Sharapova Tennis Academy.

Caitriona by the Ambience Group is another ultra luxury project a few kilometers from the Delhi border. The apartments in this project overlook a 9-hole golf course. It has 240 4BHK and 5BHK condominiums. The Leela Kempinski and 40 service apartments are located within the complex and are priced around ₹14 crore.

Sobha Developers is coming up with International City on the Dwarka Expressway. It is a 150-acre villa project with just about six villas per acre and lots of green spaces.

Brokers in Gurgaon say that though this market is generally protected against economic downturns, the story has been different this time. Some new launches in the primary market are being offered at 15% to 20% discount to offset sales. "The slowdown has started impacting the luxury market a bit more than other segments. While the ₹1 crore to ₹3 crore projects are seeing traction, especially those that are ready-to-move-in and are located in established locations, projects in the above ₹5 crore category, for which construction has not yet started, are feeling the pinch," says Dhruv Khanna of L J Hooker.

## MAJOR LUXURY PROJECTS IN GURGAON

✓ **GRAND HYATT RESIDENCES**  
Area: 29 acre  
Flat size: 4,600 to 10,000 sq ft  
Cost: ₹12 crore to ₹25 crore



✓ **EMAAR MGF'S MARABELLA**  
Area: 100 acre  
Flat size: 5,600 to 8,100 sq ft unit  
Cost: ₹6 crore to ₹9 crore



✓ **TATA'S GATEWAY**  
Area: 28 acre  
Size: 1,550 to 2,300 sq ft  
Cost: ₹3 crore to ₹4 crore



## A DOORWAY TO A GREENER LIFESTYLE



ACTUAL APARTMENT PICTURE



### SOME OF THE PRIMARY FEATURES INCLUDE:

- Aesthetic Modular Kitchen • Air-conditioned Apartments • Elegant Cabinets & Wardrobes • Reserved parking & exclusive personal lawns
- Contemporary elevation and design • Plush interiors & decor • Elegant furnishings • Landscaped garden strip • Expansive basements and terraces
- Adequate power backup • Part of the Mayfield garden township
- Accessible from Airport, NH8, Golf Course Road, Malls, Entertainment Zones • 20 km (30mins) from Indira Gandhi International Airport
- 10 km (15mins) from National Highway 8 • Amidst premium infrastructure: Artemis Hospital, Amity School, Medanta Medicity • 8 km (10mins) from Sohna Road, Gurgaon • 4 km (5mins) from Huda Metro Station, Gurgaon

### PRESENTING CARMINE, READY TO MOVE IN LUXURY HOMES LOCATED IN SECTOR-50, GURGAON

Located in the heart of the spirited suburbs of sector-50 in Gurgaon, Carmine nestles in the city of opportunities and sparkling brilliance. It is embodied with the finest nuances of modern lifestyle, and is strategically placed in the heart of urban activities.



### htestates LAW BOOK Sunil Tyagi

I am interested in buying a portion of a prime residential property which is currently owned and inhabited by two siblings and their respective families. I am planning to purchase the undivided share of one sibling in this joint property (that is, 50%). Can I purchase such undivided share in a joint property? Will I get possession for the share?

-P Mani  
Despite being a stranger, you may still validly purchase a share in an undivided dwelling house owned by this joint family. However, you will not automatically get the right to joint possession or common enjoyment of the property. Nevertheless, you may file a suit for partition and claim separate possession of your share in the dwelling house.

I had entered into an agreement to sell to purchase a flat last year, but the owner has been delaying the execution of the sale deed on one ground or the other. Can I file a suit for specific performance even though our agreement is silent on this aspect?

-Tandon  
Even though the agreement does not contain an explicit clause on your right to sue for specific performance, you are nevertheless entitled under law to seek the discretionary relief of specific performance and to get the sale deed executed in your favour.

What are the stamp duty implications in Delhi for an agreement to sell where the buyer also receives possession of a property?

-Subodh Mathai  
In Delhi, stamp duty for an agreement to sell under which possession is also given to the buyer is equivalent to 90% of the total stamp duty applicable on sale/conveyance of the property. The remaining 10% of the total stamp duty will be payable at the time of execution of the sale deed.

My deceased father owned a residential flat in a group housing society and during his lifetime, he nominated my brother as a nominee in the records of the society. My mother had predeceased my father. Can my brother claim sole ownership of this flat?

-R K Mehra  
On the presumption that you and your brother are at present the only remaining legal heirs of your father and that your father did not leave behind a will, this flat shall stand bequeathed in favour of you and your brother in equal and undivided share. Merely being appointed as a nominee of this property will not confer the rights of sole ownership of this property.

The author is senior partner, ZEUS Law Associates. If you have any query, email us at htestates@hindustantimes.com

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From left: Christine Epikurean; Sameer Karan Mutreja (director - Scapes), Kishore Singh and Naina Balsawar at the preview of Scapes Siolim

**Scapes hosts preview of luxury project**  
Scapes, creators of luxury boutique collection of villas, hosted a preview of their ambitious Goa retreat project, Scapes Siolim at Royal Fables - Season 5 in the Capital recently. Previously exclusive to just Spain, California and Florida, this concept caters to the super luxury segments, and, at a later stage, will be available for mass luxury segments. Scapes Siolim is a blend of luxury and aesthetics with a boutique collection that resembles tropical villas. On offer will be resort rooms, three to four bedroom villas and super luxury residences

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### HT ESTATES QUIZ OF THE WEEK

Answer the following questions and win a prize. The answers can be found in this edition

- Q1 What is the price per sq ft at Camellias, Gurgaon?
- Q2 Who is Ashwin Gupta?
- Q3 Where is Wave City located?

Win a prize for your home by posting your answers on [www.facebook.com/HTEstates](http://www.facebook.com/HTEstates)

To enter the contest, readers are required to like the HTEstates Facebook page and send their email ID, contact details including mobile and landline numbers and complete postal address



Last week's winner is: **Jatinder Kaur**

