

IN SPOTLIGHT

Ashwin Sheth Group to invest ₹4500 crore in the next 3-5 years

Ashwin Sheth Group, one of the leading luxury realty firms in MMR, announced its rebranding to celebrate 38 years of success, 3x growth, and plans to enter other key metros. With a new logo and vision, they reaffirmed their commitment to enhancing customer lives and maintaining quality and design excellence.

Ashwin Sheth Group collaborated with chlorophyll, first of its kind end-to-end brand consultancy, for their new brand identity. The logo, featuring 'A' and 'S', symbolises their commitment to creating spaces that reflect their stakeholders' worlds. The tagline, 'Our world reflects your world,' expresses their dedication to fulfilling customers' desires and aspirations.

Ashwin Sheth, CMD, Ashwin Sheth Group, expressed, 'India's realty market has long been a key driver of economic growth, significantly contributing to the country's GDP. As Mumbai leads the luxury market and the realty industry experiences positive momentum, we decided this was the perfect time for us to move onto the next level. Our rebranding marks a significant milestone in our journey, reflecting our commitment to creating spaces that resonate deeply with our customers' aspirations.'

Prabhakar Azad, chief people and process officer, Ashwin Sheth Group, said, 'Our commitment to employee centricity and our deeply ingrained values are the cornerstones of our company's success. By integrating SAP, HONO, Smart APP, and SFDC, we are transforming our operational efficiencies to consistently exceed customer expectations moving towards being a tech-driven company.'

Bhavik Bhandari, chief sales and marketing officer, Ashwin Sheth Group, stated, 'We are aggressively expanding in the MMR region and we will be soon foraying into cities like Bangalore, Pune, Delhi-NCR, Chennai, Hyderabad and Goa. Our focus remains on prime locations, meticulous planning, innovative design, and unparalleled quality.'

Enhancing residents' quality of life

Developers are shaping the future of residential living by integrating holistic wellness amenities in their projects.



Tena by BPTP Gurugram



TOP STOREY
Kausar Firdausi

The landscape of residential living is evolving rapidly, with real estate developers increasingly adopting holistic wellness amenities and community-focused designs. This evolution is driven by a deeper understanding of modern living preferences, emphasising physical, mental, and social well-being.

"As per industry reports, 92% Indians believe the concept of wellness is as important as the need for a house of one's own post the pandemic. This trend is evident with India's spa wellness market surpassing USD 2,700 million and expanding at over 17% CAGR," informs Anupma Khetan, customer experience

evangelist, Sunteck Realty Ltd. According to Anshuman Magazine, chairman & CEO - India, South-East Asia, Middle East & Africa, CBRE, notes a significant shift in residential living, reflecting today's homebuyers' evolving priorities. He states that holistic wellness amenities like fitness centres, yoga studios, green spaces, and meditation rooms are becoming standard, catering to desires for healthier lifestyles. Community-focused designs with gardens and social hubs are also fostering stronger neighbourhood connections.

Dr. Prashant Thakur, regional director & head - research, Anarock Group too believes that wellness amenities now deliver a far more convincing 'premium punch' than architectural eye-candy. "Branded developers were quick to sense the shift and began integrating such

features into their projects," says Dr. Thakur.

Rakesh Setia, president - sales & marketing, Rustomjee Group goes on to express that these amenities not only enhance residents' quality of life but also give a huge return on investment to developers. "Properties with wellness features command higher market value and attract premium buyers ensuring robust demand and financial benefits," states Setia.

Rustomjee Group is driving this change by incorporating latest wellness features and community driven design in its projects. "Our properties have amenities like fitness centres, yoga decks, green spaces, meditation zones and social gathering areas. By focusing on these we are setting new benchmarks in modern living," adds Setia.

Siddha Group's latest development, 'Siddha Sky' in Mumbai, is designed to cater to these evolving expectations. "The features here allow residents to enjoy a variety of activities and amenities designed for rejuvenation and relaxation in a pollution-free environment - like jogger's trail, yoga & meditation zones, barbecue area, party lawn and many more," highlights Samyak Jain, director, Siddha Group.

In addition to swimming pools and well-equipped gyms, Sarveshsha SB, CMD, Bhadra Group, proclaims to provide yoga studios, meditation spaces, and designated walking and jogging trails. "Our vision is to cultivate a sense of community through communal activity areas and rooftop gardens," avers Sarveshsha.

Migsun Group is also committed to creating spaces which provide overall well-being and foster a strong sense of community. "Our latest projects

"Our properties have amenities like fitness centres, yoga decks, green spaces, meditation zones and social gathering areas."

RAKESH SETIA
President - Sales & Marketing,
Rustomjee Group

include state-of-the-art fitness centres, meditation gardens, and communal areas which encourage social interaction and a healthy lifestyle," asserts Yash Miglani, MD, Migsun Group.

The biophilic design approach has become attractive, integrating nature into built environments. "For those interested in fitness regimen, residences now provide high-end gyms loaded with advanced equipment and the community also offer customised training sessions, nutritional consultations and advanced therapies including massage sessions and physiotherapy," emphasises Anjana Sastry, director - marketing, Sterling Developers.

Today, community apps enhance communication, streamline services, build community, improve security, and provide information for housing society residents. San Banerjee, co-founder & CEO, ADDA, explains, "Our app serves as a hub, enabling residents to share interests and participate in activities like yoga, meditation, Zumba, and aerobics."

As per Ashish Agarwal, director, AU Real Estate, another aspect which is also important is the sustainability of the project, with eco-friendly materials and energy-efficient technologies being incorporated.

ON THE SPOT



"Our vision is to set benchmarks in luxury living across India"

AAKASH OHRI, Jr. MD & CBO of DLF, discusses the strong sales momentum in luxury housing, rising demand for high-quality living, recent projects, and more. Edited excerpts...

Q The luxury market saw a turnaround in early 2024. Do you expect this trend to continue throughout the year?
The luxury property market has indeed seen a significant resurgence in the first half of 2024, a trend driven by discerning buyers who prioritise quality and lifestyle above all else. The luxury housing sector is expected to sustain strong sales momentum, backed by rapid urbanisation, improved buying power, and aspirational needs. This uptick reflects deeper, structural shifts in consumer preferences and financial confidence, not just a temporary trend. Our recent projects, DLF Privana South and

DLF Privana West, launched in the first half, received exceptional market response, highlighting strong demand for luxury living spaces offering a holistic experience. Over the past three years, NRI interest in Indian homes has surged, especially in the luxury segment, with demand across all regions and for projects with global-standard amenities.

Q How do you foresee the realty industry's growth amid the high interest rates maintained by the RBI?
Despite high interest rates, India's luxury market remains resilient as buyers prioritise lifestyle over financing costs. Stable policy rates aim to manage inflation and support economic growth, benefiting home loan borrowers and the realty

sector. Government focus on infrastructure, urban development, economic growth, urbanisation, and rising demand for quality living is expected to sustain premium property demand.

Q Your recent project, DLF Privana West, has been a huge success. What factors contributed to this, and what are your plans?
In May, we pre-launched sales of our latest luxury project, 'DLF Privana West,' in Gurugram, totalling about ₹5590 crore. Spanning 12,572 acres in Sectors 76 and 77, it sold out within 72 hours. Our consistent delivery record allows us to sell projects across the country. The growing population of HNIs and NRIs

familiarity with India's market suggests continued interest in the sector.

Q In which cities is DLF planning to expand its presence, and can you share details about new projects being undertaken beyond Delhi-NCR?
Our vision is to set benchmarks in luxury living across India. While NCR remains our stronghold, we are expanding to other major cities and growth corridors. Our recent projects include our luxury project launched in Panchkula, DLF The Valley Orchard, which was completely sold out. This year we look forward to expanding in Goa with luxury villas around Q2 FY24-25 and luxury condominiums in Mumbai in Q4 2024.
(As told to Kausar Firdausi)