



"Private property is inextricably linked with civilization."

- Ludwig von Mises

Home search schedule

Combining tradition with pragmatism, Mumbaikars have developed a unique time table for house hunting and deal finalisation



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The average Mumbaikars practical approach to life is exemplified in just about every aspect of it, from fast food eaten on the run to rapid commutes hanging outside compartments of speeding trains. Speed dating and social networking websites have replaced traditional matchmaking forums and the hassle of finding accommodation has made living in together a reality that no longer raises eyebrows.

In such a scenario, it was only a matter of time before the approach towards one of key necessities of survival in the city - buying a home - became just as pragmatic. However, Mumbaikars have not shunned tradition altogether either. Smartly combining tradition with pragmatism, they have developed a unique time table for house hunting and deal finalisation.

The ideal home search schedule begins around Ganeshotsav. Taking the blessings of Lord Ganesh, the family commences the home search process.

While the subsequent phase of Pitrapaksh or 'Shradh' was traditionally considered inauspicious for real estate deals, recent years have witnessed a complete turnaround in terms of their approach and attitude towards this phase.

Since this phase keeps away 'traditional' home seekers, the cosmopolitan minded ones find it easier to conduct site

visits in Mumbai even during this so-called 'inauspicious' period, is that the elder generation also now has a much more liberal outlook. As flat buyers keep getting younger, their parents are also at an age where pragmatism overrules tradition. In many cases, when the younger couple voices concerns, it is the parents who advise them to seize opportunities whenever they arise rather than getting bogged down over dogma.

However, what really drives site visits in Mumbai even during this so-called 'inauspicious' period, is that the elder generation also now has a much more liberal outlook. As flat buyers keep getting younger, their parents are also at an age where pragmatism overrules tradition. In many cases, when the younger couple voices concerns, it is the parents who advise them to seize opportunities whenever they arise rather than getting bogged down over dogma.

This is more visible in families from the business community, where it is pointed out that since they do not suspend work or reject a profitable opportunity during Pitrapaksh, there is no need to avoid taking the next step forward and completing the groundwork for a housing deal either.

The attitude towards ones departed ancestors has also changed considerably. Fears of incurring their wrath have been replaced with the thought that buying a home during this period actually gives the younger couple a chance to seek their blessings.

Following these site visits, the festive Dassera-Diwali period is by far the most

during this phase to induce buyers.

For instance, Shivom Group is providing a range of 'exclusive offers to choose from for bookings made at Shiv Aam Gardens, Karjat this Diwali until October 31, 2009. Amardeep Gambhir, MD, Shivom Group, explains, "It is evident that buyers today are seeking additional tangible values to support their investments. The festive season inevitably brings in a lot of positive sentiments amongst home seekers and we intend to add value to our customers by these offerings."

New project launches are also seen at this time, giving a chance for 'early bird' discounts at a new location. Home loan companies and banks also usually offer a lower rate of interest during the festive occasion of Dassera-Diwali.

This trend was visible at the recently held Property 2009 exhibition, organized by Maharashtra Chamber of Housing Industry, which was visited by over 60,496 home aspirants. Pravin Doshi, President, MCHI, said "There is huge demand in the property market. This is the right time for the home seekers to buy properties as the rates are very comfortable despite the continuous good demand across all the locations." Deepak Goradia, Co-convenor, MCHI Exhibitions said, "We have seen large number of genuine buyers inquiries at several stalls, which is the good sign for the real estate sector."

All things considered, the cosmopolitan home search schedule definitely makes sense for Mumbaikars seeking a

A luxurious retreat

Suvarna Vilas offers Thai villas in an island of luxury at Shahpur



Disha Direct Marketing Services Pvt. Ltd. has associated with Ansal Housing & Construction Ltd. to present Suvarna Vilas, an ultra premium Second Homes project. It is a luxurious retreat with an essence of Thai architecture and a touch of Indian glory. Located in Khaire Village near Shahpur, Off Mumbai-Nashik Highway at a distance of 95 kilometres from Mumbai; Suvarna Vilas is a unique blend of luxury and comfort.

The project is inspired by the elements of Thai architecture, which is believed to have originated from ancient Indian civilisation. Therefore the similarities in culture, tradition and climatic conditions between Thai and Indian communities add a feeling of oneness to the architectural splendour.

Suvarna Vilas comprises 1, 2 and 3 BHK Thai Villas with private pool and deck that have been designed thoughtfully to create a lifestyle of premium class. The villas have been categorised under three segments - The Royal Orchid, The Royal Silk and The Royal Emperor.

The Royal Orchid comprises 1 and 2 BHK villas with areas starting from 1070 sq. ft. The Royal Silk and The Royal Emperor comprise 3 BHK villas with areas ranging between 1800 sq. ft.

and 2600 sq. ft. Royal Emperor Villas in particular come with a private swimming pool. The villas at Suvarna Vilas sit on plot sizes ranging from 2400 sq. ft. to 16000 sq. ft.

A mini golf course has been designed for golfers who take great pleasure in this game of leisure. The lush green grass and the aesthetic layout will keep the enthusiasts of this club-and-ball sport in high spirits. Other recreation facilities include an exclusively designed club house, well equipped gym, swimming pool, state-of-the-art spa, restaurant and a wide range of indoor games to remain engaged.

signature projects

The natural topography and the conducive nature of the area to adventure sports inspire one to take to motoring through the landscape in All Terrain Vehicles (ATVs). The presence of a natural stream makes a boat ride an interesting activity of leisure. The slightly hilly terrain around; is a treat for people interested in hiking, rock climbing and rappelling. Well laid jogging tracks and walking trails ensure that residents of all age groups enjoy a good time. A special play area has

been designed to ensure creative recreation for children.

Suvarna Vilas has been created by Ansal Housing and 999 Architects; a renowned Thai architectural firm. Being a project of premium nature; a much higher degree of magnificence has been maintained to develop it.

The main entrance is a gracefully contoured gate, inspired by the grandeur of plush palaces of Thailand. Complementing the rich ambience of Suvarna Vilas are a water body, a well designed landscape with hill features and 225 acres of breathtaking expanse which are bound to generate a feeling of complete rejuvenation.

Sharing his views on the launch of Suvarna Vilas, A. Shyam Sunder, ED & COO of Disha Direct said, "Targeting NRIs and the upper class through this township; the teams of Disha Group and Ansal Housing are presenting a golden opportunity to the residents of Suvarna Vilas to be a part of a new community. All conveniences required for modern living have been made available within the township. And our joint efforts are targeted towards creating an architectural splendour that evolves into a landmark of the future."