



Luxury segment continue to grow

Ahmedabad

With things on a positive note, industry experts feel that luxury segment will continue to grow.

With stability in the market and things getting better by the day, the real estate sector has been showing signs of fast recovery and the segment that is expected to grow really fast. According to industry experts, luxury segment has been a weather proof segment and continues to grow at fast pace.

Vikas Malpani, Co-Founder of a leading real estate research firm, says, "It has been seen that luxury segment continues to be unaffected by any market condition, the demand in this segment has been stable. It is expected that with introduction of new luxuries and projects the demand is all set to grow in the coming times."

Continuing the sentiment, another leading player, says "Indian real estate market has been facing turbulence for the last couple of years. But the luxury segment has the capability to sustain. Now, investors as well as end-users/ homebuyers can invest in several leading areas of Ahmedabad. The projects have very good potential for both end-users and investors."

Elaborating further, another leading developer, says "Luxury apartments are no more a forte of the upper strata of the society, rather more and more working class professionals are taking it up. Ahmedabad being a new hub for MNCs and industries, has many professionals who want their houses to have the world class amenities in the society they live. This sentiment can be catered by the various realtors who are developing luxury housing projects in and around the city."

Industry players also think that second half of the year will likely redefine luxury.

"Luxury is getting redefined across the globe and we will witness such changes in the real estate sector in India as well. There are lot of changes in the way we live. Having control over the electrical appliances is a thing of the past now we want our homes to be intelligent like us. We have achieved the stage where we can give voice commands to our home and it acts upon it," asserts the CMD of a leading real estate firm.

Going forward, in near future, we will be able to give our home a brain to be able to do things on its own like keeping track of the grocery in the refrigerator and ordering the same from the local vendor once it is about to get finished, guide you what to cook in keeping a track of your calories and many more. We can see where it will not be no longer living in the house but living with the house, it will act as an assistant.

On a concluding note, chief operating officer of another real estate company says, "With tough competition in the luxurious segment, real estate leaders are focusing on offering a wholesome quality in life. A special attention on eco-friendly and energy efficient system are definitely going to be the new elements which will be considered in many upcoming projects. Passive shading sunscreen to control the

sun rays in lobby and living area are also being provided. Triple height lobby to welcome you with openness and grandness of living in a luxurious apartment area. Several new luxuries will make an entry in the housing segment in the days to come."

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