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WITH FESTIVAL, OPTIMISM IS BACK

The festive season 2019 has already begun with Navratri and investment decisions are being made. Like every year, this year too developers have rolled out different schemes and discount offers to attract buyers



The festive season is here again and the market is ripe for all prospective homebuyers, who plan to enter the market this season. Every year, developers plan for the festive season well ahead and roll out different schemes and discount offers. This year too, several developers across the Delhi-NCR are doling out discounts and freebies to offload their unsold units. Typically, it is expected that market will witness a significant jump in sales during the festive season which starts with Navratri and goes beyond Diwali.

According to industry experts, it is in one's best interest to understand that this market is a buyer's market. "Not

only are developers offering deals and discounts, buyers are in a position to bargain hard and gain significantly. There are other factors that favour homebuyers. Falling interest rates and huge supply of affordable and mid-income housing across top cities make it a perfect time to buy a property," says

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Siva Krishnan, MD - residential services, developer solutions and strategic consulting, JLL India.

Eros Group has once again come up with a unique campaign for its residential project Eros Sampoonam at Greater Noida West. "We have so much to offer this time, under our new offering, buyers can avail special 20:20 payment plan and move into the residence of their dreams. The offer also includes free power back-up, free open car parking, free modular kitchen, wardrobes in each bedroom, ceiling fans, chimney, R.O, 01 power backup, EEC, FFC, microwaves, one year maintenance free from OC/ CC, AC's top floor only, lease rent, community membership and

many more," affirms Avneesh Sood, director, Eros Group.

Wave Group has introduced special offers for its customers during this festive season at its township 'Wave City', on NH-24, Ghaziabad. The project is a mixed-use development, based on hi-tech city concept. Dream Homes, 1/2/3 BHK mid-rise apartments, here comes with a GST inclusive price and the festive offer is that post the 10 per cent down payment, the cost of owning a home here comes at ₹100 per day for 1-BHK, ₹150 per day for 2-BHK and ₹200 per day for 3-BHK till offer of possession. Wave Galleria, the shopping complex spread over 2.5 acres, is giving exemption from maintenance charges



where the buyers can get free interior of worth 2.5 lakh and acquire various on spot festive schemes. This offer is going to be an exclusive opportunity for the buyers as they will also get a chance to win attractive prize in the lucky draw," proclaims Ashish Sarin, CEO, AlphaCorp.

Festive offers by Experion Developers on its various projects Dwarka Expressway (Gurugram) are applicable on bookings made before October 31. The Heartsong, premium apartments, offers a scheme for its prospective buyers to pay 25 per cent within two months of purchase with immediate move and 75 per cent after two years. Windchants, luxury apartments, duplexes, villas and penthouses offers to pay 25 per cent within three months and 75 per cent after one year. Westerlies, the 100-acre township, offers to pay 50 per cent in six months and 50 per cent after one year.

Risland has a special payment plan for homebuyers in its ultra-luxury residential project 'Sky Mansion', located at Chhatarpur, Delhi. "Under the scheme, buyers can pay 10 per cent of sub total price as booking amount, other 10 per cent of sub total price is payable within 180 days from the date of booking. The buyers can pay next 75 per cent of the sub total price on application of OC and the last 5 per cent of sub total price along with the other charges can be paid on the time of possession of their apartment," asserts Li Qiongjia, director, Risland (North India).

Mahagun Group has extended its ongoing Great Indian Property Bazaar till the end of festive season, where the group is offering 15 lucrative offers like 0 per cent GST, car parking, modular kitchen, hotel/club membership etc. on its different projects - Mahagun Mantra, Mahagun Montage, Mahagun Mywoods, Mahagun Manorial, Mahagun Mezzaria, Mahagun Mirabella and Mahagun Meadows.

Gulshan Homz offers free covered car parking, power backup, club membership and lease rent at its luxury project Gulshan Botnia, located on Noida Expressway.

SG Estates has a bunch of

deals on it project - SG Shikhar Heights in Siddhartha Vihar, Ghaziabad. The group has announced ₹1 lakh as the booking amount with a monthly rental till possession. Besides, it has also come up with 19 offers including free club membership, LED TV, chimney, HOB, etc.

Bhutani Group, the Noida-based commercial realty major, has introduced festive offers for its customers on its projects - Cyberthum and Grandthum. The buyer on booking two units of My POD, retail spaces and anchor spaces at Cyberthum stands a chance to win 40" LED TV, Apple I-Phone 10 & Apple I-Pad respectively. On booking an office space at Grandthum, a customer can win 55" LED TV.

Nirala World is offering freebies like stamp duty, registration charge, one year maintenance, car parking, AC, wardrobe, modular kitchen, power back up, lease rent in its ready-to-move-in project Nirala Estate, at Gr. Noida West.

KW Group has rolled out a scheme for its project KW Delhi 6, the retail destination at Raj Nagar Extension, Ghaziabad. "We are offering 10 gram gold coin on every new booking of shops, lease guarantee on carpet area at ₹200 per sq.ft. for the lower ground floor, first floor and second floor while on new bookings in our residential project KW Shrishti, we are offering 10 gram gold coin," avers Pankaj Kumar Jain, MD, KW Group.

Indeed a lot of festive offers are there in the market but experts are of the opinion that the buyers should be very careful while choosing the project. "The Indian psyche makes people ignore multiple aspects when looking at the offers, and being lured is the first instinct. Thus, it's important that the antecedents of the developer and the quality of the project should be looked at before taking the final call," advises Sparsh Khandelwal, founder, Stylework. While the homebuyer should definitely take advantage of the offers and deals, but as per Jaxay Shah, chairman, CREDAI, they should also keep in mind the budget, amenities and connectivity being offered by the property and the hidden costs.

for three years. Swamanorath, available in 1-BHK, 2-BHK and 2+S-BHK for the EWS/ LIG comes with a GST inclusive price and will bear the stamp duty charges at the time of registration of the house by the customer.

This year AlphaCorp has introduced a scheme in which buyers can get a free club membership and can win prize worth 4,00,000 in a lucky draw at Alpha International City and also will get lucky enough to win Iphone X and Paytm cash as part of its referral scheme. "At MeerutOne, we have launched a scheme