

# **Media Analysis Dossier**

**December, 2018**

ALPHĀCORP

## **Overview of PR Initiatives for AlphaCorp – December 2018**

- ✓ Drafted and disseminated the press release on New Gurgaon- A vibrant Residential Hub in NCR
- ✓ Sourced and participated in various industry/trend/Year end stories in prominent print and online publication.
  - Economic Times (ET Realty)
  - Business Standard
  - Times of India (Times Property)
  - Mail Today
  - ANI
  - The New Indian Express
  - Property House Magazine
  - Navbharat Times
  - Punjab Kesari
  - Dainik Jagran
- ✓ Regular Media Interaction to enhance and boost the positive image of AlphaCorp
- ✓ Implementation of communication strategy as planned.
- ✓ Generated awareness about AlphaCorp to the target audience and leveraged optimum media visibility.
- ✓ Protection of AlphaCorp's interests.
- ✓ An e-update of all clips (Direct/industry related) were tracked, categorized and scanned in JPEG/PDF format and send to the concerned person.
- ✓ Prepared a monthly analysis dossier that is shared, which contains all coverages generated by PR Professionals along with the industry related news, online news graphical analysis and overview of PR initiatives for AlphaCorp along with a folder consisting original Print Clippings.

## **Event/ Award Opoortunity December 2018**

- Activities/Event Ideas
  1. A week of Giving
  2. Feed One Campaign/Feed Next Door
  3. Blanket Drive for Homeless – Share the warmth/warmness this winter

## Article Placement

## Print

S No.	Activity/Event	Date	Clip Title	Media Name	Page No.	Language
1	Industry Story	3 <sup>rd</sup> December 2018	A Big Draw For All	Mail Today	12-13	English
2	Industry Story	6 <sup>th</sup> December 2018	द्वारका एलिवेटिड एक्सप्रेसवे का काम 15 दिन में होगा शुरू	Navbharat Times	03	Hindi
3	Industry Story	15 <sup>th</sup> December 2018	A fast- growing realty destination of the NCR	Times Property	03	English
4	Industry Story	17 <sup>th</sup> December 2018	Enabling polycentric Growth in the region	Mail Today	12	English
5	Industry Story	22 <sup>nd</sup> December 2018	Prospects of the sector in 2019	Times Property	01-02	English
6	Industry Story	23 <sup>rd</sup> December 2018	हाई स्पीड नेटवर्क से बनेगा नया आर्थिक कॉरिडोर	Punjab Kesari	01	Hindi
7	Industry Story	26 <sup>th</sup> December 2018	पूरे साल संभलने की जद्दोजहद करता रहा रियल एस्टेट	Dainik Jagran	03	Hindi
8	Industryt Story	31 <sup>st</sup> December 2018	Realtors Forum	Mail Today	13	English

## Article Placement

### Magazine

S No.	Activity/Event	Date	Clip Title	Media Name	Page No.	Language
1	Industry Story	December 2018 Issue	KMP EXPRESSWAY BEATS THE CLOCK WILL IMPACT THE REAL ESTATE MARKET OF NCR	Property House Magazine	47	English

## Article Placement

### Online

S No.	Activity/Event	Date	Clip Title	Media Name	Links
1	Authored Article (Year End Story)	28 <sup>th</sup> December 2018	Indian Real Estate had a remarkable journey in 2018	ET Realty	<a href="https://realty.economictimes.indiatimes.com/e/year-ender-2018/interviews/detail/5375">https://realty.economictimes.indiatimes.com/e/year-ender-2018/interviews/detail/5375</a>
2	Industry Story	6 <sup>th</sup> December 2018	15 दिन में शुरू होगा द्वारका एलिवेटेड एक्सप्रेसवे का काम	Navbharat Times	<a href="https://navbharattimes.indiatimes.com/state/punjab-and-haryana/gurgaon/dwarka-elevated-expressway-will-start-in-15-days/articleshow/66954538.cms">https://navbharattimes.indiatimes.com/state/punjab-and-haryana/gurgaon/dwarka-elevated-expressway-will-start-in-15-days/articleshow/66954538.cms</a>
3	Industry Story	4 <sup>th</sup> December 2018	Rs 12.000 crore worth property in Delhi up for sale	The New Indian Express	<a href="http://www.newindianexpress.com/business/2018/dec/04/rs-12k-cr-worth-property-up-for-sale-1907006.html">http://www.newindianexpress.com/business/2018/dec/04/rs-12k-cr-worth-property-up-for-sale-1907006.html</a>
4	Industry Story	24 <sup>th</sup> December 2018	Prospects of the Sector in 2019	Magic Bricks	<a href="https://content.magicbricks.com/property-news/prospects-of-the-sector-in-2019/103659.html">https://content.magicbricks.com/property-news/prospects-of-the-sector-in-2019/103659.html</a>

5	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Business Standard	<a href="https://www.business-standard.com/article/news-ani/new-gurugram-a-vibrant-residential-hub-in-ncr-118123100384_1.html">https://www.business-standard.com/article/news-ani/new-gurugram-a-vibrant-residential-hub-in-ncr-118123100384_1.html</a>
6	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	ANI	<a href="https://www.aninews.in/news/business/business/new-gurugram-a-vibrant-residential-hub-in-ncr201812311429100002/">https://www.aninews.in/news/business/business/new-gurugram-a-vibrant-residential-hub-in-ncr201812311429100002/</a>
7	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Yahoo.com	<a href="https://in.news.yahoo.com/gurugram-vibrant-residential-hub-ncr-090455810.html">https://in.news.yahoo.com/gurugram-vibrant-residential-hub-ncr-090455810.html</a>
8	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Sifi.com	<a href="http://www.sify.com/finance/new-gurugram-a-vibrant-residential-hub-in-ncr-news-news-sm5pbtaagdjd.html">http://www.sify.com/finance/new-gurugram-a-vibrant-residential-hub-in-ncr-news-news-sm5pbtaagdjd.html</a>
9	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	India Infoline	<a href="https://www.indiainfoline.com/newsvoir?c_article_id=11174&amp;c_author_id=8820&amp;amp;originurl=https%3A%2F%2Fwww.indiainfoline.com%2Fnewsvoir">https://www.indiainfoline.com/newsvoir?c_article_id=11174&amp;c_author_id=8820&amp;amp;originurl=https%3A%2F%2Fwww.indiainfoline.com%2Fnewsvoir</a>
10	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Big News Network	<a href="https://www.bignewsnetwork.com/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.bignewsnetwork.com/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
11	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	The Global Realty	<a href="https://www.theglobalrealty.com/2018/12/31/new-gurugram-a-vibrant-residential-hub-in-ncr/">https://www.theglobalrealty.com/2018/12/31/new-gurugram-a-vibrant-residential-hub-in-ncr/</a>

12	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	The Property Times	<a href="http://thepropertytimes.in/new-gurugram-vibrant-residential-hub-ncr/">http://thepropertytimes.in/new-gurugram-vibrant-residential-hub-ncr/</a>
13	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	IndiaNexpose	<a href="https://indianexpose.com/new-gurugram-a-vibrant-residential-hub-in-ncr/">https://indianexpose.com/new-gurugram-a-vibrant-residential-hub-in-ncr/</a>
14	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Business Sandesh	<a href="https://www.businesssandesh.in/new-gurugram-a-vibrant-residential-hub-in-ncr/">https://www.businesssandesh.in/new-gurugram-a-vibrant-residential-hub-in-ncr/</a>
15	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Net India 123	<a href="https://www.netindia123.com/articles/showdetails.asp?id=3493715&amp;n_date=20181231&amp;cat=Business">https://www.netindia123.com/articles/showdetails.asp?id=3493715&amp;n_date=20181231&amp;cat=Business</a>
16	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	New Kerela	<a href="https://www.newkerala.com/news/read/84205/new-gurugram-a-vibrant-residential-hub-in-ncr.html">https://www.newkerala.com/news/read/84205/new-gurugram-a-vibrant-residential-hub-in-ncr.html</a>
17	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	HT Syndication	<a href="http://www.htsyndication.com/htsportal/newsvoir/article/new-gurugram%3A-a-vibrant-residential-hub-in-ncr/31992329">http://www.htsyndication.com/htsportal/newsvoir/article/new-gurugram%3A-a-vibrant-residential-hub-in-ncr/31992329</a>
18	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Web India 123	<a href="https://news.webindia123.com/news/newsvoir.asp?c_article_id=11174&amp;c_author_id=8820&amp;originurl=https%3A%2F%2Fnews.webindia123.com%2Fnews%2Fnewsvoir.asp">https://news.webindia123.com/news/newsvoir.asp?c_article_id=11174&amp;c_author_id=8820&amp;originurl=https%3A%2F%2Fnews.webindia123.com%2Fnews%2Fnewsvoir.asp</a>

19	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Covai-post.com	<a href="https://www.covai-post.com/new-gurugram-a-vibrant-residential-hub-in-ncr/">https://www.covai-post.com/new-gurugram-a-vibrant-residential-hub-in-ncr/</a>
20	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Dailyhunt	<a href="https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/new+gurugram+a+vibrant+residential+hub+in+ncr-newsid-105174747">https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/new+gurugram+a+vibrant+residential+hub+in+ncr-newsid-105174747</a>
21	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Goa Chronicle	<a href="https://goachronicle.com/new-gurugram-a-vibrant-residential-hub-in-ncr/">https://goachronicle.com/new-gurugram-a-vibrant-residential-hub-in-ncr/</a>
22	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	India Gazette	<a href="https://www.indiagazette.com/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.indiagazette.com/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
23	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Industries News	<a href="https://www.industriesnews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.industriesnews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
24	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Tajikistan news	<a href="https://www.tajikistannews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.tajikistannews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
25	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	India News Today	<a href="http://www.indianews-today.com/news/new-gurugram-a-vibrant-residential-hub-in-ncr">http://www.indianews-today.com/news/new-gurugram-a-vibrant-residential-hub-in-ncr</a>

26	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Shafaqna	<a href="https://in.shafaqna.com/EN/AL/394520">https://in.shafaqna.com/EN/AL/394520</a>
27	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	India News	<a href="https://www.indiasnews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.indiasnews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
28	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Delhi News	<a href="https://www.delhinews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.delhinews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
29	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	New Delhi News	<a href="https://www.newdelhinews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr">https://www.newdelhinews.net/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr</a>
30	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Tennews.in	<a href="http://tennews.in/corporate-news-2/?c_article_id=11174&amp;c_author_id=8820&amp;origin_url=http%3A%2F%2Ftennews.in%2Fen%2Fnewsvoir%2F%22">http://tennews.in/corporate-news-2/?c_article_id=11174&amp;c_author_id=8820&amp;origin_url=http%3A%2F%2Ftennews.in%2Fen%2Fnewsvoir%2F%22</a>
31	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Chennaiyil.com	<a href="http://chennaiyil.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820&amp;origin_url=http%3A%2F%2Fchennaiyil.com%2Fnewsvoir">http://chennaiyil.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820&amp;origin_url=http%3A%2F%2Fchennaiyil.com%2Fnewsvoir</a>
32	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Gurugram Online	<a href="http://news.gurugramonline.in/press-releases/new-gurugram-a-vibrant-residential-hub-in-ncr-64147">http://news.gurugramonline.in/press-releases/new-gurugram-a-vibrant-residential-hub-in-ncr-64147</a>

33	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Menafn	<a href="https://menafn.com/1097903665/New-Gurugram-A-Vibrant-Residential-Hub-in-NCR?src=Rss">https://menafn.com/1097903665/New-Gurugram-A-Vibrant-Residential-Hub-in-NCR?src=Rss</a>
34	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Net Indian.in	<a href="http://netindian.in/newsvoir?c_article_id=11174&amp;c_author_id=8820">http://netindian.in/newsvoir?c_article_id=11174&amp;c_author_id=8820</a>
35	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	News Control Room	<a href="http://www.newscontrolroom.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820&amp;originurl=http%3A%2F%2Fwww.newscontrolroom.com%2Fnewsvoir">http://www.newscontrolroom.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820&amp;originurl=http%3A%2F%2Fwww.newscontrolroom.com%2Fnewsvoir</a>
36	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Forever News	<a href="http://www.forevernews.in/newsvoir?c_article_id=11174&amp;c_author_id=8820">http://www.forevernews.in/newsvoir?c_article_id=11174&amp;c_author_id=8820</a>
37	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Techphlie	<a href="http://www.techphlie.com/p/news-voir.html?c_article_id=11174&amp;c_author_id=8820">http://www.techphlie.com/p/news-voir.html?c_article_id=11174&amp;c_author_id=8820</a>
38	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	New Delhi Times	<a href="https://www.newdelhitimes.com/press-release-section/?c_article_id=11174&amp;c_author_id=8820">https://www.newdelhitimes.com/press-release-section/?c_article_id=11174&amp;c_author_id=8820</a>
39	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Abhitak News	<a href="http://www.abhitaknews.com/english/news/newsvoir.aspx?c_article_id=11174&amp;c_author_id=8820">http://www.abhitaknews.com/english/news/newsvoir.aspx?c_article_id=11174&amp;c_author_id=8820</a>

40	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Bizwire Express	<a href="http://www.bizwireexpress.com/showstoryNewsVoir.php?storyid=7822">http://www.bizwireexpress.com/showstoryNewsVoir.php?storyid=7822</a>
41	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Broadcast Technology	<a href="http://www.broadcast-technology.com/newsvoir?c_article_id=11174&amp;c_author_id=8820">http://www.broadcast-technology.com/newsvoir?c_article_id=11174&amp;c_author_id=8820</a>
42	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Business News This Week	<a href="http://businessnewsthisweek.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820">http://businessnewsthisweek.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820</a>
43	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Business Fortnight	<a href="http://businessfortnight.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820">http://businessfortnight.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820</a>
44	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Business Views	<a href="http://businessviews.in/news-voir-press-release-news-2/?c_article_id=11174&amp;c_author_id=8820">http://businessviews.in/news-voir-press-release-news-2/?c_article_id=11174&amp;c_author_id=8820</a>
45	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Corporate Ethos	<a href="http://corporateethos.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820">http://corporateethos.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820</a>
46	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Estrade	<a href="http://www.estrade.in/news/newsvoir/?c_article_id=11174&amp;c_author_id=8820">http://www.estrade.in/news/newsvoir/?c_article_id=11174&amp;c_author_id=8820</a>
47	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential	The Luxury Chronicle	<a href="http://www.theluxurychronicle.com/newsvoir?c_article_id=11174&amp;c_author_id=8820">http://www.theluxurychronicle.com/newsvoir?c_article_id=11174&amp;c_author_id=8820</a>

			hub in NCR		<a href="http://www.theluxurychronicle.com/newsvoir">O&amp;originurl=http%3A%2F%2Fwww.theluxurychronicle.com%2Fnewsvoir</a>
48	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Tharsavera	<a href="http://tharsavera.blogspot.com/?c_article_id=11174&amp;c_author_id=8820">http://tharsavera.blogspot.com/?c_article_id=11174&amp;c_author_id=8820</a>
49	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Hello Rajasthan.com	<a href="http://www.hellorajasthan.com/newsvoir-live/?c_article_id=11174&amp;c_author_id=8820">http://www.hellorajasthan.com/newsvoir-live/?c_article_id=11174&amp;c_author_id=8820</a>
50	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	First Report	<a href="http://firstreport.in/newsvoir/?c_article_id=11174&amp;c_author_id=8820">http://firstreport.in/newsvoir/?c_article_id=11174&amp;c_author_id=8820</a>
51	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	NewsR	<a href="https://www.newsr.in/n/Press+Releases/1zjb79f2rz/New-Gurugram-Vibrant-Residential-Hub-in-NCR.htm">https://www.newsr.in/n/Press+Releases/1zjb79f2rz/New-Gurugram-Vibrant-Residential-Hub-in-NCR.htm</a>
52	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	One News Page	<a href="https://www.onenewspage.com/n/Press+Releases/1zjb79f2rz/New-Gurugram-Vibrant-Residential-Hub-in-NCR.htm">https://www.onenewspage.com/n/Press+Releases/1zjb79f2rz/New-Gurugram-Vibrant-Residential-Hub-in-NCR.htm</a>
53	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Var India	<a href="https://varindia.com/news/1529798?c_article_id=11174&amp;c_author_id=8820">https://varindia.com/news/1529798?c_article_id=11174&amp;c_author_id=8820</a>
54	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	5 Dariya News	<a href="http://www.5dariyanews.com/Latest-Headlines-Newsvoir.aspx?c_article_id=11174&amp;c_author_id=8820">http://www.5dariyanews.com/Latest-Headlines-Newsvoir.aspx?c_article_id=11174&amp;c_author_id=8820</a>

55	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Uttarakhand News Network	<a href="https://uttarakhandnewsnetwork.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820">https://uttarakhandnewsnetwork.com/newsvoir/?c_article_id=11174&amp;c_author_id=8820</a>
56	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	Eodisha Samachar	<a href="http://eodishasamachar.com/en/newsvoir/?c_article_id=11174&amp;c_author_id=8820&amp;originurl=http%3A%2F%2Ffeodishasamachar.com%2Fen%2Fnewsvoir%2F">http://eodishasamachar.com/en/newsvoir/?c_article_id=11174&amp;c_author_id=8820&amp;originurl=http%3A%2F%2Ffeodishasamachar.com%2Fen%2Fnewsvoir%2F</a>
57	Industry Story	31 <sup>st</sup> December 2018	New Gurugram: a vibrant residential hub in NCR	North India Kaleidoscope	<a href="http://www.northindiakaleidoscope.com/newsvoir-business-news/?c_article_id=11174&amp;amp;c_author_id=8820">http://www.northindiakaleidoscope.com/newsvoir-business-news/?c_article_id=11174&amp;amp;c_author_id=8820</a>

Media	Number of articles
Print	8
Magazine	1
Online	57
Total	66

# A BIG DRAW FOR ALL

According to industry experts, the prevalent subvention schemes offered by developers to attract more buyers towards their real estate projects are win-win deals for both the stakeholders

**PROFWRITER**  
Kausar Firdausi



**N**owadays, 'book now, pay later' or 'no EMI till possession' are some of the most popular gimmicks of financial scheme floated by real estate developers to attract more buyers towards their real estate projects. Technically known as interest rate subvention schemes, these offers are nothing but usual mortgage finance structured to provide payment flexibility and ease burden on the buyers. The term has been derived from the latin term 'subventus' or 'to help'. According to industry experts, the subvention scheme is a big draw for buyers particularly because it can directly impact savings. Post the initial amount (as agreed mutually) the buyer need not pay anything until possession. In such an ideal scenario, the developer gets a buyer for his project while the latter need not pay until possession.

Sahil Kapoor, regional director, RE/MAX India, is of the view that this is a big help to those customers who are bearing an EMI and rent at the same time. "This doesn't necessarily help in overall price reduction as there are no additional discounts and schemes offered which are available under down pay-



ment plans and construction linked plans," says Kapoor. However, it definitely eases the flow of money from the customer's pocket.

Have you ever wondered how these schemes work? In subvention scheme, a tripartite agreement is signed between the builder, buyer and the lending institution. All three stakeholders undergo an agreement as per which the buyer makes an initial down payment on a property

while the bank agrees to pay the remaining balance to the builder and the builder agrees to pay the bank the interest payments due on the buyer's loan until the buyer receives possession of the property. The banks release funds to the builder according to the construction schedule. Simply put, a subvention scheme is one in which the buyers, builders, and banks interest are aligned.

This scheme could be 20:80,

30:70, 10:90, 5:95 or even 1:99 and the buyer can decide the minimum amount he is willing to pay while booking a home. "Anything which is better than what was being previously offered is definitely a welcome move," adds Kapoor. Experts also believe that the subvention scheme is a good idea as they intertwine the interests of stakeholders in a project. "A subvention scheme lowers the buyer's payable interest burden until the buyer takes

possession of a house and also improves developer's credentials as it is in the developers' interest to complete the project as soon as possible," says Hari Challa, managing director, Aliens Group. Such schemes also lead to greater trust between builders and banks as banks may be more willing to lend to a less well-known builder who is a part of a subvention scheme. "A subvention scheme disciplines builders and lowers the risk

faced by buyers because the buyer is liable to the bank only for the amount paid at each successful stage of completion and not for the entire loan as would otherwise be the case," adds Challa.

However, there can be drawbacks to participating in subvention schemes one of which is that builders often price such properties higher because they are required to pay interest on the buyer's loan. Such a scheme can also be harmful to the credit score of buyers because a developer's inability to pay interest on the loan will harm the buyer's credit score. "For buyers to truly take advantage of subvention schemes we recommend that they read the fine print before entering such an agreement. I believe it is a well-crafted instrument that can be helpful to some first-time homebuyers provided it is adhered to as stated by all parties. We are also preparing ourselves to evaluate this option before giving it a go in our upcoming affordable homes projects in Hyderabad, so that we can pass on the advantage to our esteemed buyers," furthers informs Challa.

Subvention has been instrumental in mobilising end user interest in Gurugram also as it mitigates risk to a greater extent. "Subvention schemes offered by reputed developers are of great benefit to homebuyers and serve a long way in fulfilling their dreams of owning a home. We at Chintels offer various such schemes to help our customers fulfill their desires of a better living at an affordable cost. Transparency, honesty, integrity and humility is the motto of our company and we make sure that we inculcate these values while dealing with our customers irrespective of the schemes on offer," says Prashant Solomon, managing director, Chintels India Pvt. Ltd. and hon. treasurer, CREDAI-NCR and convenor of CREDAI National (media

**"Subvention schemes offered by reputed developers are of great benefit to homebuyers and serve a long way in fulfilling their dreams of owning a home. We at Chintels offer various such schemes to help our customers fulfill their desires of a better living at an affordable cost."**

**PRASHANT SOLOMON,**  
MD, Chintels India and hon. treasurer, CREDAI-NCR



and PR committee).

Hence, at a time when developers are keen to offload inventory and buyers are looking for deals where the risk factor is minimum, a subvention scheme can act as a blessing in disguise for both buyers and builders. "A subvention scheme can significantly reduce the burden of upfront payment from a buyer's perspective and on the other hand ensures steady cash flow for developer. "This also reduces the risk associated with project delays and provides timely deliverable. Such schemes also come up as a bonus to the developers as it helps increase the property sales with more buyers investing in the projects offering the scheme. It also allows balanced flow of funds to the developers with low risk factor," asserts Ashish Sarin, director

and CEO, AlphaCorp.

According to Rohit Kishore, COO, Lotus Greens, a buyer can reap in benefits of price appreciation during the construction period and enjoy higher returns on the partial, down payment after a few years, the developer at the same time can focus on construction activity rather than worrying about arranging the finances to complete the project. Such schemes boost the consumer's confidence at a time when salaries are increasing at a modest pace and home loans are also not affordable by many people," evaluates Ashwini Katariya, vice president-sales, Nivesh Global. So, as per Katariya, enthusiast homebuyers can get property paying just 5-15 per cent of the total coast at the beginning and then the rest could be paid once he gets the possession.

# द्वारका एलिवेटेड एक्सप्रेसवे का काम 15 दिनों में होगा शुरू

बसई से खेड़की दौला तक का हिस्सा एनएचएआई के हवाले

■ एनबीटी न्यूज, गुड़गांव

द्वारका एक्सप्रेसवे के एलिवेटेड प्लान के तहत हूडा और जीएमडीए ने गुड़गांव के बचे हिस्से बसई रेलवे ओवरब्रिज से खेड़की दौला तक (7.377 किलोमीटर) को भी एनएचएआई के हवाले कर दिया है। इस हिस्से के बीच में 22 मकान और इंडस्ट्रीज आ रहे हैं, जिन्हें 30 दिन के अंदर हटा दिया जाएगा। बताया जा रहा है कि अगले 15 दिन में एलिवेटेड एक्सप्रेसवे प्लान पर काम शुरू कर दिया जाएगा। हालांकि, अभी प्लान के तहत दिल्ली में आ रही अड़चन दूर नहीं हो सकी है।

बीते मंगलवार को हूडा, जीएमडीए और एनएचएआई के अधिकारियों ने द्वारका एक्सप्रेसवे का मुआयना किया। बसई फ्लाईओवर से अधिकारी सेंट्रल पेरिफेरल रोड से होते हुए दिल्ली-जयपुर एक्सप्रेसवे पर गांव खेड़की दौला के समीप पहुंचे। एनएचएआई के अधिकारियों ने 90 मीटर चौड़ाई के इस एक्सप्रेसवे के बीच में आ रही अड़चनों की एक लिस्ट तैयार की। करीब 22 मकान और फैक्ट्री इस प्लान के बीच में आ रही हैं। हूडा और जीएमडीए अधिकारियों ने उन्हें आश्वस्त किया कि वे इस हिस्से को टेकओवर करें। अगले 30 दिन के अंदर इसके रास्ते में आ रही अड़चनों को दूर कर दिया जाएगा।

याद रहे कि गत दिनों हूडा और

■ हूडा व जीएमडीए ने रास्ते में आ रहे 22 मकान व इंडस्ट्रीज को 30 दिनों में हटाने का दिया आश्वासन

■ हरियाणा-दिल्ली बॉर्डर से बसई रेलवे ओवरब्रिज तक का हिस्सा पहले ही दे दिया था



हूडा, जीएमडीए और एनएचएआई के अधिकारियों ने किया था मुआयना

जीएमडीए ने द्वारका एक्सप्रेसवे के हरियाणा-दिल्ली बॉर्डर से लेकर बसई रेलवे ओवरब्रिज तक के हिस्सा को एनएचएआई के हवाले कर दिया था। वहीं, अल्फाकॉप के सीईओ आशीष सरीन का कहना है कि द्वारका एक्सप्रेसवे के बनने के बाद दिल्ली-गुड़गांव को एक और कनेक्टिविटी मिल जाएगी। इससे आईएमटी मानेसर के इंडस्ट्रियल एरिया और सेक्टर-81 से 115 तक के निवासियों को फायदा मिलने के साथ-साथ दिल्ली-जयपुर एक्सप्रेसवे पर ट्रैफिक का लोड कम हो जाएगा।

“द्वारका एक्सप्रेसवे को एनएचएआई के सुपुर्द कर दिया है। अब एनएचएआई इसे एलिवेटेड बनाने का काम जल्द शुरू कर देगा। 30 दिन के अंदर इस एक्सप्रेसवे की अड़चनों को दूर कर दिया जाएगा।

— वाईएम मेहरा, अडिशनल चीफ इंजीनियर, हूडा

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# A fast-growing realty destination of the NCR

**SPR** — which was planned to ease traffic between the two NCR cities of Gurgaon and Faridabad — is now fast becoming home to various high-end residential and commercial projects

**G**urugram, a satellite city, has turned into a self-sustained ecosystem within a span of about two decades. The region is a good example of how an agrarian-dominant locality can be swiftly turned into a modern-day city development.

Over a period of time, various pockets have been developed, some of which have become landmarks with others turning out to be growth vectors.

At present, **one of the most prominent growth vectors in Gurugram is Southern Peripheral Road (SPR) region. SPR originates from Gurgaon-Faridabad Road near Ghata Kanarpur and intersect NH-8 near Kherki Dhaula at Sohna Road, on Badshahpur Chowk.**

"Though SPR is the smallest of all corridors, it spans 11 sectors — from Sector 68 to Sector 75A. The government named this stretch as National Highway 248. The most prominent intersections are National Highway 8, Badshahpur Road, Golf Course Road, and Golf Course Extension

Road in Gurugram. All these roads lead to prominent and self-sustaining ecosystem," **Amit Chawla**, senior associate director (valuation and advisory services) at Colliers International India, said.

SPR — which was planned to ease traffic between the two NCR cities of Gurgaon and Faridabad, apart from decongesting the traffic around IFFCO Chowk — is now fast becoming home to various high-end residential and commercial projects. **It should, however, be noted that some patches of SPR near NH-8 are currently not acquired. Thus, the current SPR route is not fully developed and operational.**

"Once SPR is complete, it will provide seamless connectivity from NH-8 to Faridabad. This will have a direct impact on various real estate projects, residential



and commercial, located in the vicinity. SPR is the backbone of the local economy," Chawla says.

**Whatever be the case, property developers say that the SPR is amongst the fastest-growing realty destinations of the Delhi NCR.**

"It is actually 'Extended Golf Course Extension Road' and has some outstanding real estate projects. It connects all the important roads in the vicinity like Golf Course Road, Sohna Road, NH-8, and Dwarka Expressway. Many families have moved into the surrounding residential projects with latent demand for retail, dining, and entertainment facilities ready to be tapped.

"More commercial and residential projects are coming up in this region which will be easily accessible from SPR. In fact, the forthcoming rail-based regional rapid transit system at Kherki Daula will boost the economic importance of the region, making it one of the most prominent locations to invest," **Raj Singhal**, CEO, Elan Group, said. Elan Group is coming up with an iconic retail destination at Sector 70 in Gurugram.

**Ashish Sarin**, director and CEO, Alpha-Corp, says: "SPR is a major infrastructural project which will provide excellent connectivity to Faridabad-Gurgaon Road, Golf Course Road, Sohna Road, and NH-8. It is also drawing the attention of end users and investors to the properties in New Gurgaon, as it boosts connectivity."

— MS



All Pics. Thinkstock

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# MAIL TODAY



**PROFWRITER**  
Kausar Firdausi



**T**he existence of a high-speed rail corridor certainly plays a huge role in increasing the overall productivity and infrastructure growth of any place. Likewise, the recently approved Delhi-Gurugram-SNB (Shahjahanpur-Neemrana-Behror) RRTS (Regional Rapid Transit System) corridor by NCRTC (National Capital Regional Transport Corporation) board will certainly lead to the growth and development of infrastructure and real estate in the areas along the corridor and open a plethora of options for the people to live and work in these places.

In order to decongest the national capital, the central government has planned three RRTS corridors – Delhi-Ghaziabad-Meerut, Delhi-Gurugram-Alwar and Delhi-Soni-

## ENABLING POLYCENTRIC GROWTH IN THE REGION

**Delhi-Gurugram-SNB RRTS Corridor is expected to augment the development of infrastructure and real estate in the areas along the corridor and open a plethora of options for the people to live and work in these places**

pat-Panipat – to enable fast commute from cities around Delhi in the NCR. “The Delhi-Gurugram-Alwar RRTS is planned to be implemented in three stages, says Sudhir Kumar Sharma, CPRO, NCRTC, further informing, “In stage I, Delhi-Gurugram-Rewari-SNB Urban Complex will be constructed, in stage II, it will be extended from SNB Urban Complex to Sotanala and in stage III, SNB Urban Complex to Alwar will be constructed.”

Industry experts are of the view that this high-speed, high-frequency, high-capacity RRTS corridor will not only offer mass transit benefits but also bring in wide range of economic benefits to the society including effectively curbing pollution, improving safety & reliability of commute and creating employment as well as new economic opportunities.

### **Improve traffic circulation**

The RRTS Delhi-Gurugram corridor will go a long way in unclogging the city from the heavy traffic jams and will surely pave the way for faster commute to cities around

Delhi. "The 106-km long Delhi-Gurugram-SNB corridor, which constitutes the first instalment of the larger Delhi-Gurugram-Alwar corridor, aims to reduce travel time between Sarai Kale Khan and the SNB Urban Complex," says Santhosh Kumar, vice chairman, Anarock Property Consultants. Once constructed, R K Arora, chairman, Supertech Limited, anticipates that the corridor will bring down the travel time between Sarai Kale Khan - SNB Urban complex to less than 70 minutes over the 106 km distance.

Parveen Jain, vice chairman, NAREDCO, updates that this RRTS corridor can be considered analogous to Delhi Metro system and shall connect the urbanised, industrial areas of Haryana and Delhi airport with the train's average speed of 100 km/hr and maximum speed of 180 km/hr with the frequency of 5 to 10 minutes. This shall provide a fast, comfortable, safe and reliable mobility option catering to the commuting needs of the residents of Delhi, Gurugram, Rewari, Manesar, Dharuhera, Bawal and nearby areas on a daily basis.

Furthermore, as Prashant Solomon, managing director, Chintels India and hon. treasurer, CREDAI NCR and convenor of CREDAI National (media and PR committee), points out that since the system is rail based and will be using electric trains, it will considerably reduce the pollution levels and will provide a much needed environmental relief to the residents of NCR.

### Development opportunity

From the economic standpoint, ease of connectivity between several industrial areas such as Gurugram, Manesar, Bawal, Dharuhera, Neemrana and Behror will eventually benefit the innumerable business establishments in the respective regions. It will also give impetus to more industrial growth in and around these regions. Previously, post the announcement of other major infra projects it was widely anticipated that indus-



**"The Delhi-Gurugram RRTS is planned to be implemented in three stages - Delhi-Gurugram-Rewari-SNB in stage I, to Sotanala in stage II and then till Alwar in stage III."**

**SUSHIR KUMAR SHARMA,**  
CPRO, NCRTC

trial growth in these areas will boom over time. But sadly, the growth did not match the expectations and remained largely dormant during the past few years. Hence, this infra project could boost industrial growth.

As is, nobody gained because several projects are either lying vacant and/or incomplete. Hence, it is likely that builders will move with caution and largely pick up land along the areas and launch plotted developments at the onset. As per Anarock data, the prevailing average prices in Neemrana is ₹2,750 per sq.ft., in Manesar it is approx. ₹3,700 per sq.ft. while in Dharuhera it is around ₹3,000 per sq.ft.

Kumar adds that in the long-run, increased connectivity to areas like Neemrana and Manesar among others will help decongest several areas of Delhi and Gurugram where realty developments have saturated, and prices also skyrocketed. If planned well, then the real estate prospects in these regions will not only see spill-over demand from

the saturated areas of nearby cities but also see residential developments following the industrial growth, if any.

### Job creation & demand of affordable housing

These new avenues of growth and development will accelerate creation of more jobs for youth. Job growth and infrastructure development will definitely boost housing demand in tier 2 towns of Gurugram. Residential projects of mid and affordable segment in industrial areas like Neemrana, Dharuhera, Rewari and Manesar will witness increase in demand as people will enjoy better connectivity to the centre of capital city and airport," asserts Harinder Singh, chairman, Realistic Realtors.

With the upcoming RRTS project, Ashish Sarin, director and CEO, AlphaCorp believes that seamless connectivity will definitely uplift the real estate in new Gurugram and homebuyers will be benefited from the return on their investment as the real estate prices will increase. "The city will be one spot real estate destination in terms of residential and commercial projects in NCR, once RRTS is operational," says Sarin.

According to Pradeep Agrawal, co-founder & chairman, Signature Global and chairman on national council on affordable housing, ASSOCHAM, the Delhi-Gurugram RRTS corridor will pass through the urbanised and industrialised areas of Haryana thus escalating the growth of affordable housing segment in Gurugram.

### Project completion on time

Timely completion of this RRTS corridor project is key to above opportunities that will result in beneficial developments for all stakeholders of real estate sector. "Once the development work completes, it will be one of the most preferable stretches because of its approach and easy access to Delhi and NCR," affirms Amir Husain, president - sales & marketing, Orris Infrastructure.

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# Prospects of the sector in 2019

*Major transformations happened in the sector in the last couple of years, which have created a more transparent business environment, strengthening market sentiments*

**Y**ear 2018 has been a mixed bag for the real estate sector. While the sector has had to face many hurdles, it also adapted to a rapidly changing regulatory environment and registered some revival in fortunes.

For instance, the residential segment saw a gradual revival this year with sales as well as new project launches increasing steadily in the top 7 cities of Bangalore, MMR (Mumbai Metropolitan Region), NCR, Pune, Chennai, Hyderabad, and Kolkata. As per ANAROCK data, new housing launches in these cities increased by 32%, over 2017, with affordable housing leading the pack in terms of supply and absorption.

This is in sharp contrast to 2017, which saw a significant reduction of 70% in new residential project launches due to demonetization, coming into force of RERAs across the country, and the enforcement of GST.

"In 2018, the market saw considerable quarterly sales growth with 1,78,470 homes snapped up in the first three quarters alone. Assuming that housing sales in the fourth quarter of 2018 remain constant at the third quarter rates, an increase of 15% in the overall housing sales is likely in 2018, over 2017. The office segment largely registered buoyant growth in all the 7 main cities. There is a possibility that the overall office space absorption will increase by 19%, over 2017, if we assume that the fourth quarter numbers of 2018 will match the preceding quarters," **Anuj Puri**, chairman of ANAROCK Property Consultants, said.

**Jaxay Shah**, president of Credai National, said: "Year 2018 witnessed the Indian real estate sector rise like a phoenix from the ashes, with the entire ecosystem proving a perfect example of sheer resilience in the face of critical policy reforms and pressing financial and administrative roadblocks."

"As we embark on a renewed journey in 2019, with newer and more dynamic facets like REITs, technological advancement, sustainable development coupled with enhanced homebuyers' confidence, we expect an era of unceasing growth for Indian realty. The industry registered an increase in housing sales by an estimated 16% this year, and there are highly encouraging signs that this momentum will continue into 2019 as well."

**Continued on page 2**

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## Ground Realty!

All Pics: Thinkstock

# Prospects of the sector in 2019

Continued from page 1

As a leading industry body, Credai will continue its relentless push towards establishing a highly flexible and conducive environment for all stakeholders, Jaxay Shah said.

Some of the issues that continued to plague the market were stalled projects in the residential segment, the current liquidity crunch further exacerbated by the NBFC crisis, and a lacklustre pace of developments in the PMAY scheme.

Also, the government's target of building 1 crore urban houses seems to have been over-ambitious, as the PMAY scheme has resulted in a mere 15% new LIG and EWS housing units to date.

Anuj Puri, however, says: "The liquidity crisis



is perhaps the most serious hurdle that the real estate sector faced in 2018, and will continue to face in the first half of 2019. Unless this is resolved, the growth forecast for the Indian real estate industry will remain sombre in 2019. It will affect new launches, especially in the critical first half of 2019, which will also be facing the

uncertainties brought on by the general election."

Property developers, however, say that having faced some challenging times, the sector is set to see better days ahead.

"The implementation of reforms like RERA and GST has resulted in more transparency and accountability in the market. Schemes like Deen Dayal Awas Yojana and Pradhan Mantri Awas Yojna boosted the affordable housing sector this year, which led to the construction of over 31 lakh houses in urban areas and 51 lakh houses in rural areas. Besides, the concepts of smart homes and green homes have revolutionized the standard of living. New framework in terms of policies and technology in infrastructural segment will encourage the growth of housing, going ahead," Ashish Sarin, director and CEO of AlphaCorp, said.

"Further liberalization of FDI policies and regulatory framework have attracted the interest of global investors, which gave fillip to the sector this year. The changing dynamics of the work space helped commercial real estate remain optimistic throughout the year. Also, India's first REIT listing is expected to happen in early 2019, which will bring massive liquidity infusion into the commercial real estate market. Hence, in the coming year, we expect to see healthy demand and supply of housing as well as commercial real estate," Pankaj Bansal, director of M3M Group, says.

— Mamta Sinha



## पंजाब केसरी

# हाई स्पीड रेल नेटवर्क से बनेगा नया आर्थिक कॉरिडोर

■ बिल्डरों ने शुरु की जमीन की तलाश

■ आरआरटीएस स्टेशन के आसपास के इलाकों में प्रॉपर्टी के दामों में होगी वृद्धि

गुड़गांव, 22 दिसम्बर (ब्यूरो): एनसीआरटीएस ने हाईस्पीड रेल नेटवर्क का खाका बनाना शुरू कर दिया है, इसी के साथ गुड़गांव से लेकर राजस्थान सीमा तक कारोबारियों ने नए आर्थिक कॉरिडोर की संभावनाओं के तहत जमीनों की तलाश शुरू कर दी है।

माना जा रहा है कि आगामी 2022 तक इन हाईस्पीड रेलों के दौड़ते ही गुड़गांव के उद्योग जगत भी नई तेज

“आधारभूत संरचना में इस साल तेजी से विकास हुआ है। आगामी दो साल में रेपिड रेल प्रोजेक्ट पूरा होने जा रहा है जिससे रियल एस्टेट बाजार में काफी उछाल आएगा। केजीपी, केएमपी और एफएनजी के विस्तार से दिल्ली एनसीआर शहरों में और साथ ही कुंडली और सोनीपत जैसे शहरों में भी औद्योगिक विकास को नई उड़ान मिलेगी।

— कमल तनेजा, एमडी, टीडीआई इन्फ्राकोर्प

गति पकड़ लेगा और प्रस्तावित स्टेशनों के आसपास नए सेक्टरों का होगा। उत्तरप्रदेश, राजस्थान, हरियाणा और दिल्ली को एकीकृत हाईस्पीड रेल नेटवर्क से जोड़ने के डीपीआर को केंद्र सरकार से मंजूरी मिल चुकी है। दिल्ली से गुड़गांव, अलवर, दिल्ली-गाजियाबाद-मेरठ व दिल्ली-सोनीपत-पानीपत इन तीनों कोरीडोरों में सर्वाधिक प्रॉपर्टी के दामों में बढ़ोतरी गुड़गांव में होने की संभावना व्यक्त की जा रही है। यह हाईस्पीड रेल 120 किमी प्रति घंटे की रफ्तार से

चलेगी और यह तकरीबन आवासीय और व्यावसायिक क्षेत्रों से होकर गुजरेगी जिसका फायदा नियमित दिल्ली से गुड़गांव और आसपास के क्षेत्रों में यात्रा करने वालों को होगा। गुड़गांव से मानेसर-धारुहेड़ा-बावल-अलवर, दिल्ली-गाजियाबाद और मेरठ की यात्रा चंद मिनटों में तय की जा सकेगी। इतना ही नहीं गुड़गांव के उद्योग विहार से नीमराना जाना की यात्रा करने वालों को सबसे तेज, सस्ता और आसान विकल्प उपलब्ध हो जाएगा। शहर की आंतरिक हिस्सों

“आरआरटीएस के आने से गुड़गांव में कनेक्टिविटी तेजी से बढ़ेगी। धारुहेड़ा, नीमराना और मानेसर से दिल्ली पहुंचना मिनटों का खेल हो जाएगा। स्टेशन के आसपास निसें देह रियल एस्टेट में निवेश तेजी से होगा और घर खरीददारों को नया विकल्प मिलेगा।

आशीष सरिन  
निदेशक, अल्फाकार्प

में लगने वाले जाम से मुक्ति मिलेगी और इफको चौक, खिड़की दौला और राजीव चौक पर लगने वाला जाम हमेशा के लिए खत्म हो जाएगा। आरआरटीएस के तीनों कोरीडोरों की तुलना में दिल्ली-गुड़गांव-अलवर रूट पर यात्रियों की संख्या सबसे अधिक होगी।



लेखा-जोखा

रियल एस्टेट विवाद के निपटारे के लिए गुरुग्राम में इसी साल स्थापित हुआ हरेरा कार्यालय

# पूरे साल संभलने की जद्दोजहद करता रहा रियल एस्टेट

अलविदा 2018

जीएसटी, उद्योग, व्यापार

टा. लोको सिंह • गुरुग्राम

रियल एस्टेट एवं आवास क्षेत्र के लिए वर्ष 2018 मिलाजुला साबित हुआ। पूरे साल यह संभलने की जद्दोजहद में करता रहा। बिल्डरों और डेवलपर्स के तमाम प्रयास के बाद भी इस क्षेत्र को उतना ऑक्सीजन नहीं मिल सका, जितने की जरूरत महसूस हो रही थी। रियल एस्टेट विशेषज्ञों का कहना है कि इस साल कुछ ऐसे काम जरूर हुए हैं जिससे इसे आगे चलकर बल मिलेगा। लक्जरी रेजिडेंशियल के प्रति यहां उत्साह काफी कम रहा। अफोर्डेबल हाउसिंग की बात की जाए तो इसे बढ़ावा इस साल जरूर मिला है। क्रेडाई की रिपोर्ट के मुताबिक देश में रियल एस्टेट प्रॉपर्टी की बिक्री पहले तीन तिमाही में 40 फीसद तक बढ़ी है। गुरुग्राम में भी इसका कुछ सकारात्मक असर दिखा है। वहीं हरियाणा भू-संपदा विनियामक प्राधिकरण (हरेरा) का गुरुग्राम में कार्यालय स्थापित होना इस साल की एक बड़ी उपलब्धि है। इसके बाद से रियल एस्टेट की खरीद-फरोख्त में



गुरुग्राम शहर का दृश्य • जागरण

पारदर्शिता का दौर शुरू हुआ। आर्बिट्रियों से धोखा घड़ी करने वाले डेवलपर्स पर भी लगाम कसनी शुरू हो गई है।

गुरुग्राम में हरेरा कार्यालय इसी साल की फरवरी में स्थापित हुआ था। पूरे साल यहां बिल्डरों की ठगी के शिकार बड़ी संख्या में निवेशक न्याय के लिए सड़कों पर उतरते रहे। इनमें से काफी ने बिल्डरों के खिलाफ हरेरा का दरवाजा खटखटाया है। गुरुग्राम रियल एस्टेट का बड़ा हब है। पिछले करीब चार साल से इस क्षेत्र में लगातार मंदी की मार है। इस क्षेत्र से जुड़े लोगों का कहना है कि कुछ बिल्डरों द्वारा अपनी रिहायशी एवं कॉमर्शियल परियोजनाओं पर काम शुरू करने और उन्हें पूरा करने के मामले में काफी अनियमितता बरती है। यही

कजह है कि यह क्षेत्र लड़खड़ा गया है। अब माहौल ऐसा हो गया है कि लोगों का बिल्डरों पर विश्वास काफी कम हो गया है।

बिल्डरों का कहना है कि प्रधानमंत्री आवास योजना और दीन दयाल आवास योजना जैसी स्कीम से इस साल अफोर्डेबल हाउसिंग सेक्टर को काफी बढ़ावा मिला। गुरुग्राम में भी इससे संबंधित कुछ प्रोजेक्ट चल रहे हैं। इसी साल 23 फरवरी को अमेरिकी राष्ट्रपति के बेटे डोनाल्ड ट्रंप जूनियर गुरुग्राम के दौरे पर आए थे। उनका यह दौरा सेक्टर-65 में प्रस्तावित ट्रंप टावर रिहायशी प्रोजेक्ट का प्रमोशन था। इसके बावजूद खरीदारों का भरोसा उम्मीद के मुताबिक नहीं बढ़ा।



साल 2018 अफोर्डेबल हाउसिंग की दृष्टि से काफी महत्वपूर्ण रहा। इस वर्ष गुरुग्राम में 1000 यूनिट्स का पहला अफोर्डेबल हाउसिंग

प्रोजेक्ट भी लोगों को हँडओवर किया गया। यह इस क्षेत्र की बड़ी उपलब्धि रही है। ओवरऑल रियल एस्टेट क्षेत्र की बात की जाए तो इसे उभरने में थोड़ा समय लगेगा।

**प्रदीप अग्रवाल**, चेयरमैन सिम्पेनर ग्लोबल

वर्ष 2018 में हरेरा के सक्रिय होकर काम करने से खरीदार में भी रियल

एस्टेट के प्रति विश्वास जगृत होना शुरू हुआ। सरकार की दीन दयाल जन आवास योजना एवं

प्रधानमंत्री आवासीय योजना से भी इस क्षेत्र में उत्साह आया है। -**कुशाग्र अंसल**, डायरेक्टर, अंसल हाउसिंग एवं प्रेसिडेंट, क्रेडाई हरियाणा

साल 2018 में ब्रंकास्ट्रक्चर डेवलपमेंट को लेकर काफी काम हुए हैं। जो

रियल एस्टेट क्षेत्र के उभार में बड़ी भूमिका निभाएंगे। केजीपी, केएमपी और एफएनजी

के विस्तार से दिल्ली-एनसीआर के शहरों में रेजिडेंशियल व कॉमर्शियल प्रोजेक्ट्स को बल मिलना शुरू हुआ है। वैसे बात करें तो यह साल इस क्षेत्र के लिए मिलाजुला रहे।

**कमल तनेजा**, एमडी, टीवीआइ इंफ्राकोर्प

वर्ष 2018 की बात की जाए तो इस साल रियल एस्टेट के लिए

सकारात्मक माहौल बना है। जिसका फायदा आगे चलकर मिलेगा। इस साल रियल

एस्टेट खरीदारी में सकारात्मकता आई है।

**आशीष सरिन**, निदेशक एवं सीईओ, अल्फाकोर्प

## REALTORS' FORUM

**Industry stakeholders are of the view that the year 2018 can certainly be considered as better for the real estate industry in comparison to the last two years. Excerpts...**

Along with the sector making loan accessible at affordable rates by capitalising affordable housing and credit linked subsidy scheme (CLSS), a deadline has been set by RERA for the completion of the projects, impelling the developers to improve and revisit their business model. Alike this year, we expect an upward thrust in the real estate sector in the upcoming year.



*PRADEEP AGGARWAL, Co-Founder & Chairman, Signature Global*

Schemes like Deen Dayal Aawas Yojana and Pradhan Mantri Aawas Yojana boosted the affordable housing sector this year which led the construction of over 31 lakh homes in urban areas and 51 lakh in rural areas. New framework in terms of policies, technology in the infrastructural segment will surely encourage the growth of housing in both urban and undiscovered areas.



*ASHISH SARIN, Director and CEO, AlphaCorp*

2018 has seen the sector performing solidly in all its segments, including residential, retail and office development. The segment, which has seen maximum traction, is affordable and mid-income housing as there is massive demand supply mismatch in this segment. We have also seen the market getting consolidated with only top companies launching projects and fly-by-night realtors across India shutting shop.



*PRASOON CHAUHAN, CEO, HomeKraft*

This year affordable housing segment and investments in plots has shown an upward swing followed by secondary market which has shown some stable growth. Commercial real estate demand however has been high with REITs coming. Developers and ancillaries are slowly aligning to the disruption of insolvency and bankruptcy code / GST / RERA after the liquidity crunch in BFSI segment.



*SHIVAM SINHA, CEO, Indiassetz*

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## PROPERTY HOUSE

### KMP EXPRESSWAY BEATS THE CLOCK WILL IMPACT THE REAL ESTATE MARKET OF NCR



**Mr. Anupam Varshney,**  
Head Sales & Marketing,  
Vatika Limited.

Prime Minister Narendra Modi inaugurated Kundli Manesar Palwal (KMP) Expressway at Gurugram. Also known as the Western Peripheral Expressway, this 135 km-long Expressway originates from Kundli (near Sonipat) and connects Palwal (near Faridabad) through Manesar (near Gurugram). It connects 4 highways — NH-1, NH-2, NH-8, and NH-10 in Haryana. The ambitious project will have a huge impact on the real estate market of NCR. KMP will benefit several cities including Sonipat, Manesar, Bahadurgarh, Palwal and Manesar. These areas are already witnessing a bump in property prices since the opening of the expressway. "Connecting four major highways and three states, KMP has been one of the major expressways. It will lead to a substantial growth in the adjoining areas. This will result in boosting the trade, commerce, and industries in the New Gurgaon" said **Anupam Varshney, Head Sales & Marketing, Vatika Limited.**

**Alpha Corp Director and CEO, Ashish Sarin** also spoke on the same subject and said, "Both residential and commercial set-ups around the stretch are likely to witness the high rate of appreciation because of seamless connectivity among the regions. The stretch will not only cheer the developers and the home buyers but also the real estate market in NCR as a whole. Manesar is an industrial town has transformed from a sleepy village to one of the fastest-growing townships in India has great potential. In its vicinity likes NCR's most upcoming destination, New Gurgaon. The average residential rate in New Gurgaon is around Rs 4,900 per sqft, with little variation in the past one year. It is expected that the



**Mr. Ashish Sarin,**  
Director and CEO,  
Alpha Corp

property rates will propel with many upcoming projects. Other areas such as Palwal, Sonipat, Kundli, and Manesar have residential rates between Rs 2,000 and Rs 3,500 per sqft. will also experience a rise in market rate.

"With a fast-paced infrastructure development and modern lifestyle projects comprising residential, commercial, industrial and educational set-ups coming up along KMP, the area will soon become the major real estate hub of NCR, particularly sectors 82 – 83." said **Rahul Singla, Director Mapsko Group.**



**Mr. Rahul Singla,**  
Director, Mapsko Group

## Year Ender 2018

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# Indian real estate had a remarkable journey in 2018

*Ashish Sarin, Director and CEO, AlphaCorp*

28 December 2018, 4:50 PM IST

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Indian real estate had a remarkable journey this year. The sales of residential sector marked with more than 25% year on year increase in tier I cities. The peripheral cities like Karnal, Meerut and Gurgaon are also raising high on housing market. The cities saw a positive start in early 2018 and will continue the trend of growing at a fast pace in years ahead. Another healthy sign witnessed in 2018 was liquidation of unsold inventory which will further boost market confidence.

2019 is expected to be strapping in terms of projects and services in housing sector. The sales of real estate properties in the country have risen to 40% in the first three quarters. The Indian real estate sector aims to reach \$180 billion by the year 2020. The inspiring/fruitful aspect is that both residential and commercial are expected to have overall rich growth in 2019.

<https://navbharattimes.indiatimes.com/state/punjab-and-haryana/gurgaon/dwarka-elevated-expressway-will-start-in-15-days/articleshow/66954538.cms>

## 15 दिन में शुरू होगा द्वारका एलिवेटेड एक्सप्रेसवे का काम!

हूडा व जीएमडीए ने रास्ते में आ रहे 22 मकान व  
इंडस्ट्रीज को 30 दिन में हटाने का दिया आश्वासन

एनबीटी न्यूज, गुड़गांव

द्वारका एक्सप्रेसवे के एलिवेटेड प्लान के तहत हूडा और  
जीएमडीए ने गुड़गांव के बचे हिस्से बसई रेलवे  
ओवरब्रिज से खेड़की दौला तक (7.377 किलोमीटर)  
को भी एनएचएआई के हवाले कर दिया है। इस हिस्से के  
बीच में 22 मकान और इंडस्ट्रीज आ रहे हैं, जिन्हें 30

दिन के अंदर हटा दिया जाएगा। बताया जा रहा है कि अगले 15 दिन में एलिवेटेड एक्सप्रेसवे प्लान पर काम शुरू  
कर दिया जाएगा। हालांकि, अभी प्लान के तहत दिल्ली में आ रही अड़चन दूर नहीं हो सकी है।

बीते मंगलवार को हूडा, जीएमडीए और एनएचएआई के अधिकारियों ने द्वारका एक्सप्रेसवे का मुआयना किया।  
बसई फ्लाईओवर से अधिकारी सेंट्रल पेरिफेरल रोड से होते हुए दिल्ली-जयपुर एक्सप्रेसवे पर गांव खेड़की दौला के  
समीप पहुंचे। एनएचएआई के अधिकारियों ने 90 मीटर चौड़ाई के इस एक्सप्रेसवे के बीच में आ रही अड़चनों की  
एक लिस्ट तैयार की। करीब 22 मकान और फैक्टरी इस प्लान के बीच में आ रही हैं। हूडा और जीएमडीए  
अधिकारियों ने उन्हें आश्वासित किया कि वे इस हिस्से को टेकओवर करें। अगले 30 दिन के अंदर इसके रास्ते में आ  
रही अड़चनों को दूर कर दिया जाएगा।

याद रहे कि गत दिनों हूडा और जीएमडीए ने द्वारका एक्सप्रेसवे के हरियाणा-दिल्ली बॉर्डर से लेकर बसई रेलवे  
ओवर ब्रिज के हिस्सा को एनएचएआई के हवाले कर दिया था। वहीं, अल्फाकॉप के सीईओ आशीष सरिन का  
कहना है कि द्वारका एक्सप्रेसवे के बनने के बाद दिल्ली-गुड़गांव को एक और कनेक्टिविटी मिल जाएगी। इससे  
आईएमटी मानेसर के इंडस्ट्रियल एरिया और सेक्टर-81 से 115 तक के निवासियों को फायदा मिलने के साथ-साथ  
दिल्ली-जयपुर एक्सप्रेसवे पर ट्रैफिक का लोड कम हो जाएगा।

हूडा के अडिशनल चीफ इंजीनियर वाईएम मेहरा ने बताया कि द्वारका एक्सप्रेसवे को एनएचएआई के सुपुर्द कर  
दिया है। अब एनएचएआई इसे एलिवेटेड बनाने का काम जल्द शुरू कर देगा। 30 दिन के अंदर इस एक्सप्रेसवे की  
अड़चनों को दूर कर दिया जाएगा।



## Prospects of the sector in 2019

Editor | December 24, 2018 @ 05:24 PM

Major transformations happened in the sector in the last couple of years, which have created a more transparent business environment, strengthening market sentiments.

Year 2018 has been a mixed bag for the real estate sector. While the sector has had to face many hurdles, it also adapted to a rapidly changing regulatory environment and registered some revival in fortunes.

For instance, the residential segment saw a gradual revival this year with sales as well as new project launches increasing steadily in the top 7 cities of Bangalore, MMR (Mumbai Metropolitan Region), NCR, Pune, Chennai, Hyderabad, and Kolkata. As per ANAROCK data, new housing launches in these cities increased by 32%, over 2017, with affordable housing leading the pack in terms of supply and absorption.

This is in sharp contrast to 2017, which saw a significant reduction of 70% in new residential project launches due to demonetization, coming into force of RERAs across the country, and the enforcement of GST.

"In 2018, the market saw considerable quarterly sales growth with 1,78,470 homes snapped up in the first three quarters alone. Assuming that housing sales in the fourth quarter of 2018 remain constant at the third quarter rates, an increase of 15% in the overall housing sales is likely in 2018, over 2017. The office segment largely registered buoyant growth in all the 7 main cities. There is a possibility that the overall office space absorption will increase by 19%, over 2017, if we assume that the fourth quarter numbers of 2018 will match the preceding quarters," Anuj Puri, Chairman of ANAROCK Property Consultants, said.

Jaxay Shah, President of Credai National, said: "Year 2018 witnessed the Indian real estate sector rise like a phoenix from the ashes, with the entire ecosystem proving a perfect example of sheer resilience in the face of critical policy reforms and pressing financial and administrative roadblocks."

"As we embark on a renewed journey in 2019, with newer and more dynamic facets like REITs, technological advancement, sustainable development coupled with enhanced homebuyer's confidence, we expect an era of unceasing growth for Indian realty. The industry registered an increase in housing sales by an estimated 16% this year, and there are highly encouraging signs that this momentum will continue into 2019 as well."

### **Prospects of the sector in 2019**

As a leading industry body, Credai will continue its relentless push towards establishing a highly flexible and conducive environment for all stakeholders, Jaxay Shah said.

Some of the issues that continued to plague the market were stalled projects in the residential segment, the current liquidity crunch further exacerbated by the NBFC crisis, and a lacklustre pace of developments in the PMAY scheme.

Also, the government's target of building 1 crore urban houses seems to have been overambitious, as the PMAY scheme has resulted in a mere 15% new LIG and EWS housing units to date.

Anuj Puri, however, says: "The liquidity crisis is perhaps the most serious hurdle that the real estate sector faced in 2018, and will continue to face in the first half of 2019. Unless this is resolved, the growth forecast for the Indian real estate industry will remain sombre in 2019. It will affect new launches, especially in the critical first half of 2019, which will also be facing the uncertainties brought on by the general election."

Property developers, however, say that having faced some challenging times, the sector is set to see better days ahead.

"The implementation of reforms like RERA and GST has resulted in more transparency and accountability in the market. Schemes like Deen Dayal Awas Yojana and Pradhan Mantri Awas Yojna boosted the affordable housing sector this year, which led to the construction of over 31 lakh houses in urban areas and 51 lakh houses in rural areas. Besides, the concepts of smart homes and green homes have revolutionized the standard of living. New framework in terms of policies and technology in infrastructural segment will encourage the growth of housing, going ahead," Ashish Sarin, Director and CEO of AlphaCorp, said.

"Further liberalization of FDI policies and regulatory framework have attracted the interest of global investors, which gave fillip to the sector this year. The changing dynamics of the work space helped commercial real estate remain optimistic throughout the year. Also, India's first REIT listing is expected to happen in early 2019, which will bring massive liquidity infusion into the commercial real estate market. Hence, in the coming year, we expect to see healthy demand and supply of housing as well as commercial real estate," Pankaj Bansal, Director of M3M Group, says.

Mamta Sinha, Times Property, The Times of India, Delhi/NCR

<https://www.aninews.in/news/business/business/new-gurugram-a-vibrant-residential-hub-in-ncr201812311429100002/>



*DLF Gardencity*

## **New Gurugram: a vibrant residential hub in NCR**

ANI | Updated: **Dec 31, 2018 14:29 IST**

New Delhi [India], Dec 31 (NewsVoir): Fuelled by affordable property, good connectivity, and an upsurge in the development of infrastructure, New Gurugram has emerged as a vibrant residential and commercial hub in the NCR. The new sectors of Gurugram are fast developing in terms of connectivity as well as social infrastructure.

With prominent education institutions like BML Munjal University, Amity University, GD Goenka College, DPG Institute of technology and Management, and the recent opening of New Gurugram University and AIIMS, the position of New Gurugram amongst the educational hubs of NCR has gone to a whole new level.

The area enjoys strategic location between Delhi and Manesar with direct connectivity to NH-8. Furthermore, a slew of infrastructure developments in the region like the already completed Southern Peripheral Road (SPR), the soon to be completed Northern Periphery Road (NPR) & Central Periphery Road (CPR) and newly operational Kundli-Manesar-Palwal (KMP) Expressway and the alternate bypass road to Manesar will provide a fillip to connectivity.

"Since steps taken by the government to ensure wider roads, planned drainage, and sewerage systems on a wide scale - New Gurugram has already attracted prospective buyers who are looking to invest in a home of their own. DLF Gardencity has a total of six operational residential projects in the region namely Regal Gardens, New Town Heights Sector 86, 90 and 91, The Skycourt and The Primus which are inhabited by rapidly growing communities. Over 15,000 families are already residing in New Gurugram of which over 2500 are at DLF Gardencity and the number is increasing steadily. Our recent offering, The Skycourt, sector 86 is in the handover stage," said Aakash Ohri, Senior Executive Director, DLF Home Developers Ltd.

Furthermore, the upcoming Delhi-Gurugram-SNB (Shahjahanpur-Neemrana-Behror Urban Complex) Regional Rapid Transit System (RRTS) will make the connectivity of this area even better, which will attract the working class of populated areas to move towards New Gurugram.

RRTS will also inspire a modal shift towards public transport which will decongest the traffic on roads and thus benefitting the region in lot many ways including the improvement in air quality.

Sudhir Sharma, CPRO, NCRTC, which is implementing the regional rail in Delhi NCR, said, "The Delhi-Alwar Regional Rapid Transit System (RRTS) is planned to be implemented in three stages. In stage, I, Delhi - Gurugram - Rewari - Shahjahanpur-Neemrana-Behror (SNB) Urban Complex will be constructed. In Stage II, it will be extended from SNB Urban Complex to Sotanala and in Stage III; SNB Urban Complex to Alwar will be constructed. This high-speed, high-frequency, high-capacity RRTS corridor will not only offer mass transit benefits but also bring in a wide range of economic benefits to the society. Apart from unlocking the economic development potential of the region, such high-speed commute will bring people and places closer enabling polycentric growth in the region."

Logistics is very important for business and the ease of transportation will help the micro-markets along this stretch in their growth. And the reduced expanse of time in transportation would increase the productivity of markets and give further impetus to their growth. The ease of connectivity will also attract habitation in the area, creating an ecosystem of mutual benefit.

Sharing similar thoughts, Ashish Sarin, Director and CEO, AlphaCorp said, "With the upcoming RRTS project, Gurugram and especially New Gurugram will see the fastest growth in terms of public transport, ensuring rapid connectivity within the city and between Delhi - Gurugram - Manesar and other adjoining areas. Seamless connectivity will increase the property rates around the station which will uplift the real estate market of Gurugram.

The city will be one spot real estate destination in terms of residential and commercial projects in NCR, once RRTS is operational. RRTS will help people of New Gurugram to travel to Manesar - Dharuhera - Bawal and Delhi - Ghaziabad - Meerut in a short span of time. The home buyers will also get attracted towards investing in the project around the area."

With rapidly increasing infrastructure, New Gurugram will see the fastest growth in terms of public transport and rapid connectivity which makes it one of the most promising destinations for investment for investment in Delhi NCR. (NewsVair)

## New Gurugram: a vibrant residential hub in NCR

ANI | New Delhi [India]

Last Updated at December 31, 2018 14:40 IST

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## New Gurugram: A Vibrant Residential Hub in NCR

Dec 31, 2018 10:57 AM

### Gurugram, India

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<https://www.bignewsnetwork.com/news/258737655/new-gurugram-a-vibrant-residential-hub-in-ncr>

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# New Gurugram: A Vibrant Residential Hub in NCR



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<https://www.netindia123.com/articles/showdetails.asp?id=3493715&cat=Business>

## New Gurugram: a vibrant residential hub in NCR

New Delhi [India] | December 31, 2018 3:11:36 PM IST

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<https://www.newkerala.com/news/read/84205/new-gurugram-a-vibrant-residential-hub-in-ncr.html>

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🕒 1 day ago 📅 Jan 01, 2019 👤 ANI

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<http://www.htsyndication.com/htsportal/newsvoir/article/new-gurugram%3A-a-vibrant-residential-hub-in-ncr/31992329>

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Posted On: 2018-12-31

Education Health & Lifestyle Newsvoir Columnists

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Dec 31, 2018 10:57 AM

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Coval Post Network



December 31, 2018



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## New Gurugram: A Vibrant Residential Hub in NCR



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The city will be one spot real estate destination in terms of residential and commercial projects in NCR, once RRTS is operational. RRTS will help people of New Gurugram to travel to Manesar - Dharuhera - Bawal and Delhi - Ghaziabad - Meerut in a short span of time. The home buyers will also get attracted towards investing in the project around the area."

With rapidly increasing infrastructure, New Gurugram will see the fastest growth in terms of public transport and rapid connectivity which makes it one of the most promising destinations for investment for investment in Delhi NCR. (NewsVair)

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## New Gurugram: A Vibrant Residential Hub in NCR

Dec 31, 2018 10:57 AM

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<http://news.gurugramonline.in/press-releases/new-gurugram-a-vibrant-residential-hub-in-ncr-64147>

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## New Gurugram: A Vibrant Residential Hub in NCR

Dec 31, 2018 10:57 AM

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Dec 31, 2018  
10:57 AM

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# New Gurugram: A Vibrant Residential Hub in NCR

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Dec 31, 2018 10:57 AM

Gurugram, India

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