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## CHALLENGING TIMES CALL FOR SMART SOLUTIONS...



**Mr. Jitendra Mehta**

The New Year was expected to be a better time as compared to the previous two years, but as Humankind overcomes the challenge of Covid-19, we now face new set of issues – the Ukraine conflict, for example, has impacted the global economy and supply chains, with inflation being the biggest issue. While these factors have impacted Thane's real estate – as indeed, real estate across India – the bigger worry is the impact these events have on consumer sentiment.

We went through the lockdowns of Covid-19, and things were almost normal – be it pace of project completion or demand, driven by market sentiment. It is now, the third consecutive year of challenges, where real estate needs support from authorities. It is a simple situation: we need raw material for construction at prices which are not as high as would impact project viability. For this, various authorities need to act – and quickly.

In Maharashtra, we have a supportive state government; and CREDAI-MCHI Thane, along with other real estate development associations, has requested for stamp duty and cess to be reduced, so that the home buyer gets some relief from the increasing trend of price points. Similarly, the regulatory body for finance, the Reserve Bank of India, in a move calculated to fight inflation, has increased the repo rate. This will impact home loan EMIs; we hope that financial institutions will make all efforts to reduce the impact of the

hiked rates.

Real estate is an industry which is important from different perspectives – to begin with, as a provider of shelter. Housing is a primary need, and real estate developers ensure home seeker get their own homes, making their dreams into reality. Secondly, being among the largest job creators as also among the drivers of GDP growth in the economy, the importance of real estate hardly needs to be reiterated. But, in these challenged times, we need support.

As India makes the transition to becoming a US \$ 5 Trillion economy, real estate will play an important role in the same. It is with this background that the role of industry associations comes into focus. Thane is among India's fastest growing urban conglomeration since the past few years, and even through the Covid-19 pandemic and resultant lockdowns, has continued to be among the best performing real estate markets.

The structured growth of real estate as an industry in Thane is largely a result of the positive work done by CREDAI MCHI THANE, the premier real estate industry association. The association is among the leading industry bodies in real estate; and has recently been in the limelight as the first real estate industry association in India to be ISO certified. The process through which various activities are carried out by CREDAI MCHI THANE ensure that industry players and stakeholders have a proper connect; as also are updated with proper information about new developments that impact real estate.

As we near Monsoon, it is a time when traditionally, we see sales numbers reduce – and 2022 should also reflect a similar trend, unless we can reach out to potential buyers through digital platforms and keep the sales momentum going. Challenging times call for smart responses, and this year, we need to leverage our digital platforms and deliver better sales numbers.

Times are challenging; and as an industry, all stakeholders need to come together and work in unison to meet the new challenges. ■

**Jitendra Mehta,**  
**President, CREDAI-MCHI Thane**



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## THANE'S SKYLINE IS CHANGING



**Mr. Manish Khandelwal,  
Hon. Secretary**

The Indian real estate industry is undergoing changes; what we are witnessing is more than just change: it is the evolution of real estate in Thane. From new technologies in construction to leveraging Artificial Intelligence and Machine Learning in the design, architecture and project monitoring aspects; from better quality control to speedier construction – things are definitely changing for the better.

As Thane's real estate witnesses' new projects being announced, and existing ones being completed, it gives us the feeling of satisfaction – the evolution process is going on the right tracks. From a time when Thane was a cousin of Mumbai, to today, when it is the real estate destination of choice; the upgradation has been tremendous. I remember the days when it used to be plain vanilla, stand-alone G plus 4 structures. From that to multi-storey towers in integrated townships, the product, and the process have both, undergone a positive change.

We have seen Thane's real estate breach the 25 floor mark; then the 50s, now we have a project announced which will be 70-plus. As we wait for our first 100-plus project, we also need to ensure that we keep up with Global Best Practices and ensure a safe and secure Thane real estate. CREDAI-MCHI Thane has been in the forefront of enhancing skill-sets and keeping its members updated with the latest in construction technology. It is a matter of pride for all of us that we are technically, updated with the latest in terms of construction process; project monitoring and quality control.

As we see Thane evolve, the city' skyline is changing. In sync with this change, we all need to ensure that we work in unison and ensure that Thane becomes the centre-point of real estate development in the Mumbai Metropolitan Region (MMR).

The days of being Mumbai's cousin should be consigned to history; and together, we will ensure a bright future for Thane's real estate. ■

## REAL ESTATE GROWTH STORY



**Mr. Gaurav Sharma,  
Hon. Treasurer**

As we look at the activities which CREDAI-MCHI Thane is carrying out, one realizes the importance of being together and working in unison. Commercial real estate in Thane is growing by leaps and bounds, this growth story in turn, reflects upon the future demand for residential that this will generate. Truly, real estate growth is about synchronizing both segments, and we are seeing this become a reality in Thane – with positive efforts by CREDAI MCI Thane.

Sunshine segments like Data Centres and Logistics; established segments like offices and shared work spaces; organized retail, F&B and entertainment – Thane's commercial real estate now includes global standard medi-care facilities and academic institutions which are on par with the best anywhere in the Mumbai Metropolitan Region (MMR). We have also seen Thane fast evolving into an IT and ITeS Hub, as also corporate headquarters hub. India Inc. is stepping up to Thane as the ideal location to consolidate and relocate.

These commercial real estate success stories are co-scripted by the connectivity-plus aspect of Thane. The city enjoys easy road access to neighbouring cities within the MMR as also other commercial centres in the country. The rail connectivity is equally good, and access to global shipping in form of the Nhava Shewa Port Trust is a short drive away. The International Airport in Mumbai is also a short drive away; the upcoming new airport, ditto. Waterways are scheduled to be the next major connectivity option; the Metro is progressing to a quick completion, and it will change Thane's communication and linkages success story.

The tunnel through the National Park will bring the western suburb of Borivali closer; and will create more linkage options across Mumbai and its suburbs with Thane. Within the city, flyovers and new roads are enhancing internal connectivity, while the Metro will play a major role in seamless connectivity within Thane.

Thane is an existing real estate growth story; let ensure we reach the pinnacle of success! ■



## I LOOK FORWARD TO THANE'S FUTURE BEING THE BEST OF ALL WORLDS!



**Mr. Shailesh Puranik, Past President**

Over the years, Thane has not just grown as a real estate hub, it has also evolved into a Smart City. As a Thaneite real estate developer, it makes me proud to see the growth and evolution of what was once a sleepy city on the outskirts of Mumbai, today having evolved into a real estate hub of choice – and looking at the future, a modern, smart city which will offer the best of options for tomorrow's global citizen to work and stay.

Over the years, CREDAI MCHI Thane has been a facilitator, ensuring that the community of stakeholders in Thane's real estate get the best of updated information and new developments. It has gone beyond the primary aspect of fellowship and bringing together various stakeholders on a single platform to a scenario where pro-actively, changes are being suggested – and implemented. This positive approach has been the hallmark of CREDAI MCHI Thane, and I am happy to see that the enthusiasm I had felt during my Presidency has grown over the years.

The GenNext are coming up in a big way, and they will help redefine the goals of CREDAI MCHI Thane as we move into the future. We are witnessing increased participation of professionals in the planning process as we chart the growth cycles of Thane's real estate. Traditional business models are being replaced by

Corporate Work Culture, which in turn, helps ensure Thane's real estate keeps itself updated with Global Best Practices. The pursuit of excellence is the defining factor which has been a hallmark of Thane's real estate growth over the years.

As boundaries melt away and geographical locations merge amidst rapid urban growth, we are seeing what were once Thane's peripheral areas now being part of the city's social fabric. Indeed, it is this fast growth of what were once peripheral areas, which has given Thane its new found reputation of being a real estate hub of choice. This is primarily driven by the commercial real estate growth, which is stupendous, to say the least. We have seen India Inc., representing some of India's best corporate brands, opting for Thane to consolidate and relocate their dispersed offices across Mumbai and the Mumbai Metropolitan Region (MMR). It is positive to see human resources of these corporate brands relocate across different locations into a single location of choice: Thane.

The shift as a result of jobs moving to Thane reflects initially in higher quantum of rental home requirements, ultimately leading to these 'renters' opting to buy their own a home within Thane. In effect, it is the jobs being created in Thane – across a wide variety of commercial real estate segments – which is driving demand for new homes in the city. As a stakeholder in Thane's real estate development, I am pleased by this coordinated growth story which has been the norm since past few years.

In residential, Thane offers some of the best themed townships in the Mumbai region. The segment of home seekers who are looking for 'something different' find this come true in the various themed township projects across Thane. Obviously, it is different lifestyle which these projects offer; and in turn, the profile of residents keeps evolving too. It is this mutual growth trend, between the city skyline and its residents, which makes Thane such a wonderful place to call 'home'.

I look forward to Thane's future being not just modern, but also neo-classical – the best of all worlds!

**Mr. Shailesh Puranik  
Past President, CREDAI MCHI Thane**





# HOUSING SALES BULL RUN CONTINUES IN Q1 2022, OVER 99,550 UNITS SOLD IN TOP 7 CITIES



Anuj Puri, Chairman -ANAROCK GROUP

Quarterly housing sales in Q1 2022 are at an all-time high since 2015 with approx. **99,550 units sold** across the top 7 cities, according to the latest ANAROCK Research data. This is a **71% yearly rise** against approx. 58,290 units sold back in Q1 2021. The two leading realty hotspots - MMR and NCR - accounted for over 48% of the total sales in the top 7 cities, with NCR witnessing an over 114% yearly jump.

New launches across the top 7 cities witnessed a 43% yearly rise – from 62,130 units in Q1 2021 to over 89,150 units in Q1 2022. As in the previous quarter, MMR and Hyderabad saw the maximum new supply, accounting for 51% of the total new launches across the top 7 cities. Individually, the two cities saw 59% and 71% yearly increases in their new supply, respectively.

Despite spiralling new launches in this and the previous quarter, unsold inventory in the top 7 cities saw a approx. 2% yearly decline – from 6.42 lakh units towards Q1 2021-end to approx. 6.28 lakh units by Q1 2022-end. Even on a q-o-q basis, unsold stock saw a 2% dip across the top 7 cities. Chennai, MMR, and NCR saw the highest yearly declines in Q1 2022 - by 11%, 10% and 9%, respectively.

"The bull run in the housing market continued in the first quarter of 2022, with approx. 10% q-o-q and 71% y-o-y growth in sales, thus recording all-time high quarterly sales since 2015," says **Anuj Puri, Chairman - ANAROCK Group**. "The impact of the third Covid-19 wave was significantly lower than of the preceding two waves. The unrelenting appetite for homeownership amid the pandemic has coupled with a growing certainty of impending price rises to speed up housing sales velocity."

### New Launch Overview

The top 7 cities recorded new launches of around 89,150 units in Q1 2022 against 62,130 units in Q1 2021, increasing by 43% over the previous year's corresponding period. The key cities contributing to new launches in Q1 2022 included

- **MMR** saw approx. **23,640** units launched in Q1 2022 – a significant

**increase of nearly 60%** over Q1 2021. More than 57% new supply was added in the sub-INR 80 lakh budget segment

- **Hyderabad** added approx. **21,550** units in Q1 2022, a yearly **increase of 71%** over the corresponding period last year. Over 63% new supply was added in the INR 80 lakh to INR 2.5 Cr price bracket
- **Pune** added new supply of approx. **14,490** units in Q1 2022 compared to 13,820 units in Q1 2021 – **an increase of 5%**
- **Bengaluru** added approx. **13,210** units in Q1 2022, a significant yearly **increase of 72%**. Approx. 65% new supply was added in the mid-range and premium segments, i.e., the INR 40 Lakh – INR 1.5 Cr. price bracket
- **NCR** saw an **increase of 38%** in new launches over Q1 2021 of the previous year with approx. **9,300** units launched in Q1 2022
- **Chennai** added approx. **3,060** units in Q1 2022, a yearly **decrease of 34%** over Q1 2021. It was **the only city to see a decline in new supply**
- **Kolkata** added approx. **3,900** units in Q1 2022, a significant **increase of 115%** over Q1 2021. Approx. 55% new supply was added in the affordable segment

City-wise New Supply (in Units) & Percentage Change					
Cities	Q1 2022	Q1 2021	% Change (Q1 2021 vs Q1 2022)	Q4 2021	% Change (Q4 2021 vs Q1 2022)
NCR	9,300	6,750	38%	12,720	-27%
MMR	23,640	14,820	60%	18,680	27%
Bangalore	13,210	7,690	72%	8,580	54%
Pune	14,490	13,820	5%	10,840	34%
Hyderabad	21,550	12,620	71%	15,320	41%
Chennai	4,620	4,620	-34%	1,670	83%
Kolkata	3,060	1,810	115%	5,960	-35%
Total	89,150	62,130	43%	73,770	21%

### Overall Sales Overview

Approx. 99,550 units were sold in Q1 2022 – a significant increase of 71% over Q1 2021. NCR, MMR, Bengaluru, Pune, and Hyderabad together accounted for 89% sales in the quarter.

- **Hyderabad** recorded sales of **13,140** units in Q1 2022, a massive **spike of 199%** over Q1 2021 - mainly due to continuous flow of new supply in the city over the past 5-6 quarters
- **NCR** and **Kolkata** also saw massively increased sales in Q1 2022 when compared to the other top cities. Sales in NCR and Kolkata increased by 114% and 124% respectively over Q1 2021, with approx. **18,835** and **5,990** units sold, respectively
- **MMR** and **Bengaluru** saw housing sales **increase by 43%** and **55%** respectively in Q1 2022 against Q1 2021, with approx. **29,130** and **13,450** units sold, respectively
- **Chennai** saw approx. **4,985** units sold - an **increase of 75%** over Q1 2021
- **Pune** saw **14,020** units sold in Q1 2022, **an increase of 33%** over Q1 2021



City-wise New Supply (in Units) & Percentage Change					
Cities	Q1 2022	Q1 2021	% Change (Q1 2021 vs Q1 2022)	Q4 2021	% Change (Q4 2021 vs Q1 2022)
NCR	18,835	8,790	114%	17,575	7%
MMR	29,130	20,350	43%	27,680	5%
Bangalore	13,450	8,670	55%	12,305	9%
Pune	14,020	10,550	33%	11,930	18%
Hyderabad	13,140	4,400	199%	11,030	19%
Chennai	4,985	2,850	75%	4,680	7%
Kolkata	5,990	2,680	124%	5,660	6%
Total	99,550	58,290	71%	90,860	10%

**Available Inventory** - When compared to Q1 2021, the increase in overall absorption in the top 7 cities in Q1 2022 resulted in an overall reduction of 2% in the available inventory by Q1 2022-end – from approx. 6.42 lakh units in Q1 2021-end to approx. 6.28 lakh units by Q1 2022-end. Chennai, MMR, and NCR witnessed the highest reductions in available inventory in Q1 2022 when compared to Q1 2021 - by 11%, 10%, and 9% respectively.

**Price Movement** - Average residential property prices across the top 7 cities increased in the range of 2-5% in Q1 2022 when compared to Q1 2021, mainly due to increase in the prices of construction raw materials. Hyderabad recorded the highest 5% annual jump.

## 41% WOMEN HOMEBUYERS IN ANAROCK SURVEY OPT FOR 3BHK

Women are emerging in greater numbers as key home purchase decision-makers. Over the years, an increasing number of Indian women have been making independent and individual investments in the real estate market. According to the latest ANAROCK Consumer Sentiment Survey, real estate is now the preferred investment asset class for 64% of women respondents. It was 62% in the last study (H2 2020) and 57% in the pre-Covid survey (H2 2019).

3BHKs are the most favoured configurations for approx. 41% women respondents, followed by 36% women home seekers voting for 2BHKs. At least 11% are looking for 4BHK homes or larger.

**Anuj Puri, Chairman - ANAROCK Group**, says, "While traditionally, women have always been an integral part Indian families' homebuying

- 36% of participating women homebuyers prefer 2BHKs - a clear preference trend for bigger spaces
- 38% of women buyers want to buy homes in city peripheries, 30% will buy within city limits
- End-use vs. investment ratio in the latest survey (H2 2021) is 74:26 (it was 82:18 in the year-ago survey) suggests improving investment sentiment
- 67% of respondent women home seekers will buy mid & premium segment housing (INR 45 lakh – INR 1.5 Cr)
- For 64% of women participating in the survey, Indian real estate is the preferred investment asset class; 62% in H2 2020 survey
- 79% of women respondents prefer ready homes or properties within 6 months' completion

process, the trend of women as independent buyers and investors with distinct choices is a more recent phenomenon. Women's affinity to

- Sales numbers in a quarter at all-time high since 2015; annually, top cities register over 71% Y-o-Y rise in sales against 58,290 units sold in Q1 2021
- MMR & NCR account for 48% of total sales; NCR sees 114% yearly jump
- New launches rise 43% Y-o-Y – from 62,130 units in Q1 2021 to over 89,150 units in Q1 2022
- MMR & Hyderabad account for 51% of total launches in top cities; individually see 59% & 71% yearly rise, respectively
- Mid-segment homes priced INR 40 - 80 lakh continue to dominate new supply with 35% share, followed by premium (INR 80 lakh – INR 1.5 Cr) & affordable segments (<INR 40 lakh) with 25% share each
- Despite surge in new supply, unsold stock in top 7 cities declines 2% annually – from approx. 6.42 lakh units in Q1 2021-end to approx. 6.28 lakh units by Q1 2022-end
- Avg. property prices in top 7 cities see 4% yearly rise - Hyderabad records highest 5% increase

housing purchase has increased markedly since the pandemic – from 57% votes in pre-COVID-19 survey to nearly 64% in the current edition. Now, we see that the pandemic has also influenced their property preferences."

There has also been an increase in women looking at real estate from an investment perspective. Of total women respondents looking to buy homes, approx. 26% declared investment their primary motivator, while 74% had an end-user perspective. Contrastingly, a year ago, the same survey showed an end-use vs. investment ratio of 82:18. Their strengthening investment sentiment is a clear indicator of women's increasing financial independence."

The survey indicates that over 38% of participating women home seekers prefer the city peripheries, while 30% will buy homes within the city limits. Only 11% are eyeing the city centres in budget categories, at least 67% of women home seekers will buy properties in the mid and premium segments (properties priced INR 45 lakh to INR 1.5 Cr.) Of this, approx. 34% are focusing on a budget range between INR 90 lakh to INR 1.5 Cr, followed by 33% preferring homes within the INR 45 lakh to INR 90 lakh budget bracket. In the same survey last year, affordable and mid-segment homes priced within INR 90 lakh were the top pick of participating women home seekers, with nearly 66% voting for this budget range.

Moreover, there is a marginal rise of 2% in demand for ultra-luxury property priced >INR 2.5 Cr – from 5% in the H2 2020 survey to 7% in the current H2 2021 edition.

A very significant 79% of women respondents prefer either ready-to-move homes or properties to be completed within the next six months. Over 10% of women respondents are looking to buy properties in newly launched projects, while another 11% will purchase homes in projects scheduled for completion in more than one year.





## COWORKING MARKET SIZE TO DOUBLE OVER NEXT 5 YEARS

**Mr. Prashant Thakur Head - Research (ANAROCK GROUP)**

Flexible workspaces are the preferred way to adopt the hybrid work model in a post-pandemic world, compared to options like changing existing office layouts or the hub-and-spoke model. This, among other factors, will potentially double the market size of coworking spaces over the next five years at a CAGR of 15%, reveals the latest **CII-ANAROCK report 'Workplaces of the Future.'**

Currently, approx. **35 Mn sq. ft. of flexible office stock** is available across the country. Of this, approx. 71% or 25 Mn sq. ft. is by the large operators. Approx. 3.7 lakh flexi seats are currently spread across the major Tier I and Tier II cities of India.

A survey conducted by ANAROCK via LinkedIn further validated the emergence of the hybrid work model as the future of Indian offices. 65% of respondents were convinced of the high potential of hybrid or remote working in India, while just 35% did not favour these models.

**Anuj Puri, Chairman - ANAROCK Group & Chairman - CII Roundtable on Future Workplaces**, says, "A work-from-anywhere future requires significant preparations and technological support. On the other hand, the hybrid work model benefits both employers and employees - including via cost savings which by themselves justify taking the hybrid model very seriously."

"India is at the cusp of a coworking revolution with several large players operating across the country. Not just existing coworking players but also new operators have major future expansion plans. For instance, coworking player Smartworks plans approx. 20 Mn sq. ft. of coworking space comprising

approx. 2.5 lakh seats over the next 3-4 years."

The rapid expansion plans by these major coworking players, and the pandemic-triggered need to re-strategize workspaces, indicate a bright future for this new asset class. Companies returning to offices will have to consider leveraging flexi spaces to reduce cost and expenditure, and this will boost the demand for such spaces.

**ANAROCK LinkedIn Survey Highlights**

The report also highlights the key findings of the recently conducted LinkedIn survey by ANAROCK.

- As per the survey, at least 54% of respondents favour a hybrid model wherein they work from the office for a few days and the remaining from home. In contrast, 33% prefer working entirely from the office, and only 13% consider working from home suitable, owing to smaller apartment sizes and larger families.
- At least 46% of respondents see coworking spaces as the ideal mode of adopting the hybrid work model. 30% voted for the hub-and-spoke model, and 24% for existing office layout modifications.
- Among the top challenges to working from home, at least 50% of respondents see maintaining a work-life balance as the chief hurdle. 23% of respondents find it challenging to collaborate while at home, 16% complain about low productivity, and 11% face internet drop-offs.
- 90% of respondents think that organizations are hesitant to adopt remote working due to trust issues among employers.

- Currently, approx. 35 Mn sq. ft. flexible office stock available across India of which approx. 71% (25 Mn sq. ft.) is by large operators
- Approx. 3.7 lakh flexi seats available across major Tier I & Tier II cities
- Both existing & new coworking players set to expand extensively
- In ANAROCK LinkedIn survey, 46% of respondents chose coworking spaces for adopting hybrid work model; 30% voted for the hub-and-spoke model, 24% for existing office layout changes
- 50% of respondents find work-life balance the top challenge for WFH, 90% feel organizations are hesitant to adopt remote working due to trust issues



## ASPIRATIONS OF CONSTRUCTIVE WORK FUTURE WILL BE SCRIPTED BY THE YOUNG

**Mr. Jay Vora,  
President, Youth Wing**

GEN-NEXT is the fast growing segment of new age home buyers; we have seen Millennials who traditionally were staying on rent now begin the process of selecting their own home. The sheer advantage that one's own home offers, as compared to living in rent, is something that the lockdowns during the pandemic brought home. For most of this segment of home buyers, PROPERTY 2022 THANE which the Youth Wing supported whole-heartedly, was for many, their first experience of selecting a home from a wide array of options under one roof.

For a generation used to digital platforms, it was a pleasant alternative to experience the human touch during the process of evaluating, selecting and finally, buying one's own home. The customization of information during the expo which was powered by human response to specific queries in form of answers by representatives of the real estate developers was a positive experience for this segment of home buyers.

Obviously, the young home buyer comprised a segment of which most were looking out for homes that were studio apartments of compact 1 BHK flats. Budget was a major factor in the selection process of the ideal home being bought by this segment; but we saw the home loan options at the expo provide the necessary cushion, enabling these young home seekers make their dream homes a reality. The expectation was that this segment would opt for homes that offer minimalist living, but with common amenities that more than make up for the same – so, clubhouses and such facilities and common amenities were expected to be on top of their list. And, it came true.

Thane offers homes that are right for home seekers seeking a safe haven during not just the Covid-19 pandemic, but any such similar challenges which may come up in the future. Safe, secure homes with transparent transactions and a home that meets requirements of every family's budget: Thane real estate offers all of this, and more.

**Mr. Nimit Mehta,  
Treasurer, Youth Wing**

The future will be scripted by the young – the GenNext. For CREDAI-MCHI Thane, an organisation which has been doing good work over the years, the recently set up Youth Wing has been the first sign of the new generation moving in and shouldering responsibilities for the organization.

As the GenNext of Thane's real estate development, we have aspirations of carrying out constructive work during our tenure in office as GenNext of CREDAI-MCHI Thane Youth Wing.

The Youth Wing of CREDAI-MCHI Thane has done lot of work in the recent past. I am thankful to my colleagues, who have set a good pace and we all are working hard to maintain the pace. As of the past few months, the Youth Wing has achieved a lot. Going ahead, we have planned out our activities and look forward to achieving success.

We will also co-ordinate and participate in activities being carried out by the Youth Wing of CREDAI-MCHI. In Thane, the vibrant real estate hub, we look forward to working out multi-faceted activities, the Youth Wing traditionally supports the seniors.

The current scenario is one where we particularly need to focus on knowledge events and marketing activities. These will help market Thane as a real estate hub. The New Year has brought out some new challenges, and while I would like to share our plans and our thoughts on how to deal with the new set of challenges, I will not say much right now.

I am sure that our work will speak for itself. I look forward to our seniors helping us in terms of Mentoring, and help us grow with the association in a holistic manner.





CURTAIN COMES DOWN ON PROPERTY 2022 THANE

The event saw excellent response from home seekers through the four days

The curtain came down on the highly successful 19th edition of CREDAI MCHI Thane's property and home finance expo, PROPERTY 2022 THANE. "The response from home seekers has exceeded expectations," said a visibly elated Jitendra Mehta, President, CREDAI MCHI Thane. "Not just have there been bookings during the event, we have also seen home seekers make the initial move in the expo, with a follow up over the next few days, in effect, making their dream homes a reality – in Thane," he added.

The event's inauguration set the trend; and over the four days, we saw serious home buyers completing their deals either during the event or post the event. The home seekers were positive about the return of the expo, many described it as something which added to the convenience of home seekers. The advantage of comparing various options under one roof along with the advantage of home finance options being available at the event, makes it a win-win for home seekers, he added.

In the 'new normal' post the pandemic, home buyers have missed the advantage that the property expo provides, said Rajul Vora, Vice President, CREDAI MCHI Thane. "It is about selecting a home from a wide choice, across different segments and price points, created by a wide variety of leading real estate brands - all under one roof, and day 2 of the expo saw this aspect being appreciated by home seekers."

The excellent response mirrored home buying trends. The expo was back in 2022, after a two year break following the Covid-19 pandemic. Thane's real estate not only retained its vibrancy and price stability during the pandemic, it also saw sales not getting impacted as a result of the lock-downs, he added.

It was giving due weightage to the requests from home seekers that saw CREDAI MCHI THANE organize its annual property and home finance expo – PROPERTY-2022 THANE- from 11th March to 14th March 2022, at Raymond Ground, Pokharan Road.No.1, Thane (W) 400601, said Sachin Mirani, Vice President, CREDAI MCHI Thane. "Due importance was ensured, so that the event was held under a Covid-19 appropriate set-up. This year, entry for home seekers to the expo was free, and we provided transportation from Anand Cinema, Thane East and Modella Mills Compound, Mulund Check Naka to the venue," he added.

"As one of India's fastest growing urban conglomerations, Thane has been a favourite destination for home seekers, and post the pandemic, is witnessing higher levels of demand by discerning home seekers from Mumbai city, suburbs and the Mumbai Metropolitan Region (MMR), apart from Thaneites who look forward to upgrade their living standards and move to bigger homes. PROPERTY-2022 THANE provided the perfect platform for

home seekers to make their dream homes into a reality, and we were very happy to see the positive response from expo visitors," he added.

The venue this time, Raymond Grounds, Pokhran Road 1, Thane west was closer to the city centre, and this has made a major difference to the convenience factor for expo visitors, said Manish Khandelwal, Hon. Secretary, CREDAI MCH Thane. "The venue provided a wide range of choices, all under one roof, which was appreciated by expo visitors. It was a vast array of options, which created the perfect platform to select one's dream home in Thane," he added.

The transport linkage in form of bus service also played a major role in making it easier for home seekers to visit the event, said Gaurav Sharma, CREDAI MCHI Thane Hon. Treasurer. "The expo was back on demand from home seekers post the two years when the pandemic did not allow the event to happen, and we were pleasantly surprised by the good turnout, as also the large number of serious enquiries which will be followed up for conversion into sales over the near future," he added.

Thane is evolving into a global city, and for home seekers, it is among the best options in the Mumbai Metropolitan Region, said Ajay Ashar, Immediate Past President, CREDAI MCHI Thane. "The expo has been instrumental in many home seekers getting a variety of options, and I am sure most visitors to the expo found their dream home, in the dream city of Thane, at the ideal home selection platform: PROPERTY 2022 THANE," he said.

"CREDAI MCHI Thane is one of the most respected associations," said Jitendra Mehta. "The confidence that a home seeker gets while buying a home from a member of the association, especially during the annual property expo organized by CREDAI MCHI Thane is immense – as witnessed through the four day event," he concluded.

PROPERTY 2022 THANE
Total Registrations at Venue: 8,950
Total Online Registrations: 13,500
No of Site Visits during Expo: 3,700
No of Flats Booked during the Expo: 221
Quantum of Home Loans sanctioned: Rs. 750 cr.



'HOME BUYERS' CONFIDENCE IN THANE REAL ESTATE IS REASSURING'

Immediate Past President Ajay Ashar shares his thoughts Thane's real estate's intrinsic strength



Mr. Ajay Ashar, Immediate Past President

India's real estate, the Thane story: your perspective?

India's real estate sector is expected to reach a market size of US\$ 1trillion by 2030 and contribute 13 per cent of the country's GDP by 2025. Thane accounted for maximum housing launches in Q4 2021 (25 per cent) and maximum sales (27 per cent) across the Mumbai Metropolitan Region (MMR). These two statistics lay out the importance of Thane's real estate; and how it enables home seekers to get their dream homes in the city of their dreams – Thane.

Is there any connect between job opportunities and demand for homes?

As jobs are created, there's always a matching demand for homes. Thane has evolved from an industrial township to a city where 'sunrise sectors' thrive – IT, ITeS, Organized Retail, Data Centres, Logistics, to mention a few. Business growth powered by real estate offering workplaces in Thane is 'non-polluting, job creating'. Obviously, this has been a major cause of high demand for homes too.

So, how would you describe Thane, in this reference?

Thane has evolved into a city which offers walk to work opportunities across all major commercial sectors. Wagle Estate offers one of the best examples of modern workplaces which are in close proximity to residential real estate.

These are challenged times – your take?

Real estate as an industry, has faced many challenges, but the one aspect where we have not had any doubts has been home buyer confidence in Thane. Thankfully, we saw authorities keep coming up with various time-limit restricted schemes - like the stamp duty reduction towards the end of 2020 or the special scheme that reduces

for women home buyers stamp duty by a per cent, to give an example. As a result, during the challenged Covid-19 times, the home seeker sentiment made the shift from 'fence sitter' to 'actual buyer'. This, even during the second wave or third wave of the pandemic. Now, we face a new challenge with cost of construction shooting up to a point where it is no longer about reduced margins but project viability. The Ukraine issue has complicated the global supply chain disruption, so we need all stakeholders to come together and help navigate these challenged times.

Is the attitude of authorities helpful?

Yes, suggestions by the housing industry have been accepted by the state government, which helped the sector return on track despite the Covid-19 pandemic. After a sluggish five years, the real estate industry has been gradually reviving since the past one year. My suggestion is that waiver on stamp duty, which the government had withdrawn, should be reintroduced in the interest of the industry and homebuyers.

The pandemic no longer causes a slowdown for real estate?

Yes, and this is largely due to the vaccination program making it possible. The country and Thane are both, working towards near-normalcy and we are seeing home buying across not just Thane, but also the Mumbai Metropolitan Region (MMR) shift into high gear. During the pandemic, neither did construction of homes stop, nor did home buying. Moving ahead, PROPERTY 2022 THANE saw home buying sentiment surge, as home seekers realized that the safest place to be during any challenged time like the pandemic, is one's own home.

Tell us something about the expo?

PROPERTY-2022 THANE, a team effort by CREDAI MCHI THANE, saw see more than 30 real estate developers and leading home finance providers offering some of the best options that a home seeker would want. The advantage of having a wide array of options under one roof, with the option of directly interacting with representatives of real estate brands and home finance providers saw many a home seeking family select their dream home and make it a reality.

What other factor do you see influencing the home buying decision?

That's simple. The home seeker is opting to go ahead and buy a home – we saw this at the PROPERTY 2022 THANE expo.

One finds a synergy between CREDAI MCHI and the city of Thane?

CREDAI MCH Thane has always considered itself as a part of Thane's social fabric; each of our members have a stake in the city's growth. It is not just about business; but also about being a part of the city's social fabric. I am thankful to all my colleagues at CREDAI MCHI Thane for their positive attitude and support in setting up PROPERTY 2022 THANE. Together, we will ensure many a home seeker's dream home becomes a reality.





## THANE REAL ESTATE: TRACKING THE GROWTH STORY

Mumbai's sister city, once known as the City of Lakes is better known as the City of Opportunities

Thane, as a city, has transformed as a result of a booming and bustling economic scenario, with growth in business, transport and real estate activities. Present-day, Thane is recognized as one of the best planned cities of India, which truly is neat, clean and green - a real estate destination of choice.

Since the past few decades, Thane has been constantly evolving. Today, it is a proud, self-sustaining city in Maharashtra, and with some excellent residential and commercial real estate options, is all set to evolve into a Global City in the near future.

As an evolving city, Thane has witnessed phenomenal growth across various economic parameters - be it high-end residential accommodation, high-street retail, multiplexes, shopping malls or work spaces. It extends to include office spaces, IT & ITeS spaces, logistics spaces, entertainment spaces including auditoriums, art galleries, entertainment complexes, international schools, supermarkets, healthcare services and such other developments - which translate into one term: 'real estate'.

Thane has evolved into a global city, all set to take off. From its superb connectivity through major highways leading out of Mumbai as also to the existing airport/upcoming new airport, and to the JNPT port - Thane is truly the centre-point of the MMR. As a bustling, cosmopolitan Metro City, Thane's real estate has evolved and developed along correct lines. It is truly the MMR's premier real estate investment option with maximum growth potential.

Ensuring that real estate growth happens along a structured path with proper planning, Thane's real estate scenario witnessed the birth of the first Unit of what was then the Maharashtra Chamber of Housing Industry. Since then, the industry has grown in sync with Global Best Practices. CREDAI-MCHI Thane (as it is now called) has been hugely instrumental in the development process of Thane, especially from the real estate perspective.

From the perspective of residential as also commercial real estate, Thane is an ideal destination for investment in residential, commercial and other segments of property. CREDAI-MCHI Thane after a break of three years, successfully held its Annual Real Estate and Housing Finance Expo, PROPERTY 2022 THANE from 11 to 14 March. This unique platform, apart from enabling home seekers to get their dream homes, also helped investors and end-users connect with Thane's leading real estate developers, residential as also commercial. PROPERTY 2022 THANE provided the buyer and investor a safe and secure property buying experience.

Thane represents a wide array of real estate investment options, and CREDAI-MCHI Thane through PROPERTY 2022 THANE, shared those opportunities, the options and excellent options available for both, end-users as also investors. It is not just about square feet of space: the Thane real estate story is also about opportunities which the city offers. And, if past realty appreciation trends are any indication, sky is the limit in times to come. ■



## ORGANIZING THIS HUGE EVENT HAS BEEN A CHALLENGING TASK

The 19th edition of CREDAI MCHI Thane's real estate and home finance expo saw good response by home seekers



**Mr. Sandeep Maheshwari, Exhibition Committee Chairman**

### As Chairman, Exhibition Committee, your thoughts on the event?

It was a challenging task to organize a property and home finance expo after the pandemic-related break of two years. Organizing and holding the exhibition was an important decision, given that CREDAI MCHI Thane had been receiving requests from home seekers since a long time. The pandemic is a reality; and safety concerns were paramount while organizing the event. We had decided on a date in February, but spread of the Omicron variant caused that date to be delayed. In the 'new normal', in a world where the term, 'safety and security' takes on a totally different meaning with reference to the Covid-19 pandemic, CREDAI MCHI Thane went ahead with the revised date - and, home seekers, across the event, came in large numbers.

### What makes this expo so special?

The very first point is that it is organized by CREDAI MCHI Thane, which is one of the most respected association of Thane's Real Estate Sector. Apart from the organizers being trusted, the property and home finance expo was organized after continuous feedback received from home seekers, who were looking forward to being able to check our various property and home finance options under one roof. This aspect, more than anything else, reflects upon the trust and confidence buyers have in both, CREDAI MCHI Thane and the expo.

### PROPERTY 2022 THANE was held at a new venue this time?

The venue, Raymond Grounds, Pokhran Road No 1, Thane West, was new, as compared to the previous few editions of the expo. Along with the new location, the expo also reflected upon the type of homes required in the 'new normal', post the pandemic. PROPERTY-2022 THANE had been planned keeping Covid-19 appropriate behaviour in mind, and CREDAI MCHI THANE ensured that it was a safe and secure event for home seekers.

### How did the event differ from previous editions?

This edition of the expo was structured to support the home seeker and

facilitate their visit. So, entry for home seekers to the expo was free; transport was arranged from Anand Cinema, Thane east as also Modella Mill Compound, Mulund west to the venue; Covid-19 appropriate behaviour was ensured. The organizing team ensured in providing home seekers with the perfect platform to make their dream homes come true.

### The pandemic has been a challenging time?

Yes, and we must not let down our guard. Consider this aspect: even during the worst phases of lockdowns during all three waves of Covid-19, Thane's real estate retained its vibrancy and sales were not majorly affected. Price fluctuations did not happen, neither did time-bound completion of projects. Thane is a mature real estate market; and it will be the first choice for home seekers across Mumbai and the MMR.

### CREDAI MCHI Thane is more than just as association of real estate developers?

Yes, it is an integral part of Thane city's development. CREDAI MCHI Thane played its role by setting up Covid-19 jumbo hospital as also being a part of the relief work being done for Thaneites during the pandemic. We are a part of Thane, as we are the builders of the new Thane.

### How does this expo impact home buyer sentiment?

When a home seeker realizes that CREDAI MCHI Thane, as an organization, is concerned about the city and its citizens and stands up to support the city in any crisis, it becomes a stakeholder in the city's growth. This obviously creates a positive impact in minds of home buyers and also impacts sentiment positively.

### PROPERTY 2022 THANE being a success is an extension of this?

That is true. CREDAI MCHI Thane, as an important part of the social fabric of Thane City, responded to feedback by home seekers who wanted the expo to return this year. We did the needful, now we are seeing home seekers selecting their dream homes and making it a reality through the event.

### How do you sum up the expo this year?

When it comes to visitors, the numbers reflected actual home seekers and not casual expo visitors, that was a very positive development. Over the four days of the expo, we saw good crowds at stalls of banks and home finance companies, where they were sourcing information such as the period of disbursement, the tenure and eligibility on home loans. Apart from this, the home finance stalls also had experts with answers to legal queries and this, hopefully, has helped clarify doubts on the documentation process. Overall, the response is satisfactory not just from a real estate perspective, but also the home finance aspect.

### What were your thoughts on the last day of the expo?

Every good thing comes to its logical end; PROPERTY 2022 THANE achieved its goals. It was the ideal information centre, where home seekers received information about Thane, the surrounding region, properties and the loan aspect. The visitors will not buy their properties right away - we will see sales from such visitors spread across the next couple of months, like on auspicious days like Akshaya Tritiya. Thane's property gets buyers simply because it offers some of the best options, across different budget segments, in a city which is culturally vibrant. ■





FELICITATION OF HON'BLE CABINET MINISTER SHRI EKNATH SHINDE SAHEB BY HON. SECREATRY MR. MANISH Khandelwal



FELICITATION OF HON'BLE TMC COMMISSIONER DR VIPIN SHARMA BY EXHIBITION COMMITTEE CHAIRMAN MR. SANDEEP MAHESHWARI



PRESS CONFERENCE TO ANNOUNCE 19TH REAL ESTATE AND HOUSING FINANCE EXPO 2022



EXHIBITOR CATALOGUE INAUGURATION



PRESIDENT MR. JITENDRA MEHTA & MR. AJAY ASHAR IMMEDIATE PAST PRESIDENT FELICITATING SHRI. JAIJEET SINGH POLICE COMMISSIONER



FELICITATION OF MR. BHAVESH GANDHI FROM REGENCY GROUP



LIGHTNING OF LAMP AT 19TH REAL ESTATE & HFC EXPO



FELICITATION OF SHRI MAHESH RAWAL, DY. ENG. TDO, TMC



SHRI EKNATHJI SHINDE SAHEB VISING THE STALLS AT 19TH REAL ESTATE & HFC EXPO 2022





# CREDAI MCHI THANE TO HOLD VIRTUAL PROPERTY FEST

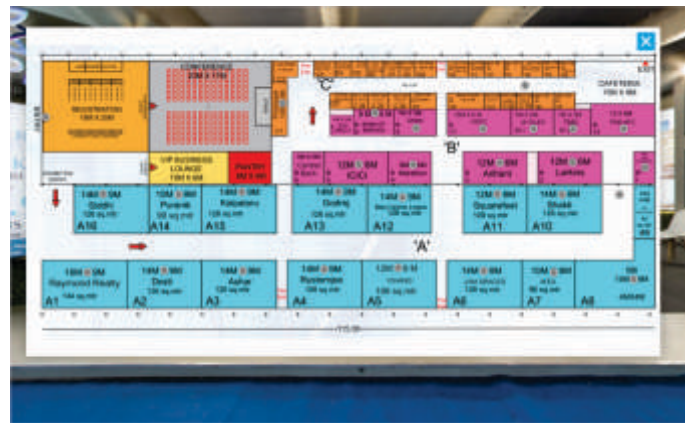
The Success of PROPERTY 2022 - THANE is being replicated on the digital platform

We all witnessed the success of PROPERTY 2022-THANE. The question at the end of the successful event was: how to reach out to those who were unable to attend the event in person? The expo organizing team brainstormed with the Digital team, and came up with a solution: take the real world property expo on-line, in a digital format. Host it on the internet, and open up opportunities for those who couldn't visit the expo in person to attend it virtually.

Jitendra Mehta, President, CREDAI MCHI Thane explains: all developers who participated in the expo, and the projects which they exhibited during the expo, will be hosted on the virtual expo. In effect, this extends the life of the expo, albeit in a virtual avatar. It also provides a second opportunity to all

platform to showcase Thane's real estate. The value-add will be global Indians, the NRIs who will be able to visit the virtual exhibition easily from their phone, tablet, computer or laptop - from the safety of their location, whichever country they may be located in," he adds.

Jay Vora adds that the virtual expo will be easily accessible 24x7. "Home seekers can visit exhibitors stalls, listen to speakers, download project brochures, visit developers website and get all the information they need to plan for their property purchase or investment in Thane's real estate," he points out. "That's not all, the virtual exhibition will let home seekers connect directly with respective project developers and also get the best deals."



who missed attending the highly successful 19th edition of CREDAI MCHI Thane's property and home finance expo," he adds. Jay Vora, Youth Wing President, adds that the virtual expo is not just about extending the tenure of the expo; it also provides better, effective and enhanced promotion of Thane's real estate.

He adds that the actual expo was aimed at potential home buyers and investors from Mumbai, suburbs and the Mumbai Metropolitan Region (MMR). "The Online Expo will connect Thane's property with millions of imminent purchasers through the web, and these will not be restricted only to the MMR or Maharashtra; but across India and even abroad," he adds.

Digital is a unique platform for holding property expo, explains Dalvir J Reel, CEO of Digikraf, a leading Digital Marketing agency based in Thane. "If visitor's safety is a priority, and bridging gap of thousands of miles across Oceans the aim, the virtual property expo is available at the click of a button. With all exhibitors and properties which were exhibited during the real world expo, with most developers offering similar festive discounts, offers and promotions as they did during the actual expo, it will create the perfect

Jitendra Mehta says, "Conferences, trade shows, career fairs, and seminars are omnipresent in most geographies, and are leveraged by companies and large organizations. These events are part of campaigns to either reach a larger audience, attract home buyers, or reach out to investors. In the current global scenario, not all who wish to attend such events are able to attend physically. This is why CREDAI MCHI Thane has opted to host this virtual event."

While in-person events and conferences are a tried and true method of holding events, taking these to a virtual environment is something we are working out as a marketing outreach from CREDAI MCHI Thane, which not only reaches out to those who missed the expo, but also helps reach out to NRIs as well. This is an endeavor to take CREDAI MCHI Thane and its members on the digital highway, keeping marketing in sync with the Digital Age Transformation we are witnessing," he concludes.



INAUGURATION OF 19TH REAL ESTATE & HFC EXPO 2022 BY TMC COMMISSIONER DR VIPIN SHARMAJI & THANE COLLECTOR SHRI RAJESH NARVEKARJI & SBI CGM SHRI. PRAVIN RAGHAVENDRA



THANE POLICE COMMISSIONER SHRI. JAIJEET SINGHJI VISITING STALLS AT 19TH REAL ESTATE & HFC EXPO 2022



ASHAR GROUP-MOST CONSUMER CENTRIC EXHIBITOR OF THE YEAR



NAVI HOME LOAN - BEST HFC STALL



PURANIK GROUP - BEST INFORMATIVE STALL



RAYMOND REALTY - BEST STALL DESIGN



RUSTOMJEE GROUP-MOST INNOVATIVE BRAND COMMUNICATOR OF THE YEAR



SHAKTI GROUP - BEST DEBUT STALL



# SITE OFFICES - 'JO DIKHTA HAI, WO BIKTA HAI'

How professional sales galleries help sell housing projects



**Mr. Sunil Mishra, Head- Strategy, Anarock Group**

The sales office - property buyers see it at every new housing project site but probably cannot guess how much thought and investment has gone into creating it. The sales/site office or sales gallery is an integral and vitally important part of the entire real estate transaction lifecycle. A project's sales prospects decrease drastically without an attractive and well-functioning sales office to display its USPs to best advantage, handle walk-ins, and manage



scheduled site visits.

When we visit a mall, our senses immediately take in (and respond to) the creativeness of displays. The appreciation and response process is almost entirely subconscious - but as most retailers and mall developers know, it is by far the most powerful marketing tool. Naturally, the stakes in selling properties are much higher for both buyers and sellers.

Today, the site office is an inalienable feature in housing projects

from affordable to mid-segment and luxury.

## A Short History

The professionally crafted on-site sales office is still a fairly new phenomenon in India. Before expert agencies began to perfect the art of 'mega-conversion' sales offices, housing sales in India used to take place from Portacabins or sample flats. The sales office concept was first introduced in select luxury projects to give buyers a more experiential sense of the developer's offering. The concept was eventually adapted even at affordable housing projects to accommodate more customers on the site and streamline the sales processes to increase conversions

The sales office has evolved to become an indispensable part of the overall property marketing process. At an under-development housing project construction site, the sales office creates the very first impression in the minds of potential customers. Here, the marketing team gets the only real opportunity to showcase the virtues, benefits, and appeal of a project that has yet to come into existence.



As the project's development gathers pace, the site office supplements and helps complete the visible signs of progress, helping customers to visualize how life will be once they move in.

Most customers may see the sales office only once or twice, but it must obviously remain functional and effective for much longer. It is by no means a use-and-dispose feature and has a rather prolonged lifecycle. We see that in mid-to-large real estate developments, it remains in place for at least 2-3 years from the day of launch, until at least 90% of the project's overall inventory is sold, or until the space it occupies is eventually required for the final development push.

That is a long time, and developers must make considerable effort to ensure that it serves its full purpose over such a period.



Considering its vital function in the overall project marketing process, they invest significant resources into their sales offices. The capital investment can range from INR 60-70 lakh to INR 2-5 Cr, depending on the scale and scope of the project. The actual cost of erecting and maintaining a good sales office usually comes to as much as 0.5% of the total project cost.

There are distinct advantages to making the sales office part of a permanent structure rather than investing in a temporary sales office. Many developers make the sales office a part of the clubhouse, which is finally handed over to the housing society. This way, it becomes an asset that homebuyers inherit - adding to the overall value proposition and reducing setup and maintenance costs.



The size of a sales office is usually anything from 1200 sq. ft. to 5000 sq.ft., and some township sales galleries are as large as 8000-10000 sq. ft. of covered area. For larger new phase launches, developers invariably refurbish or build new sales offices and show flats. How big a role does site offices play in the overall project marketing? How much do they usually add to the final revenues? Fair questions. The fact is that until the project is fully developed and occupied, the sales or site office is its nerve centre. Apart from the online space, it is the primary bridge connecting developers to

their customers and vice versa. From here, customers can seek and obtain critical information and clear doubts and queries.

The sales office is also the place where price negotiations take place, and cheques are signed. With the exclusion of NRI customers, almost 100% of property transactions take place at the site office. Not only is the sales office effectively the developer's Point of Sale (POS), but in the case of new launches, the customer's entire physical property experience happens there. 80-85% of a project's sales can be attributed to an on-site sales office.

Moreover, customers' positive experience at a good sales office becomes a matter of word-of-mouth promotion, which increases the site visits rate. In terms of revenue, a good sales office with a streamlined and aesthetically pleasing process can increase the conversion ratio by 4-5%. Moreover, the quality of the site office can lead to better per-unit revenue for the developer. Overall, a good sales office

Even in new markets, the combination of a developer's brand and an excellent site/sales office can deliver adequate sales numbers even without show flats. Grade A and B developers can expect a sales boost of as much 50% in mature markets by investing in a superb site office. Creating an impactful site office is now largely entrusted to specialist marketing agencies who understand all the audio-visual nuances that positively impact buyer psychology.

## Examples of effective site offices

The Pan-India Joyville line of projects and Northern Lights in Thane benefitted greatly from superlative site offices in the affordable segment. In the mid-segment, ParkWest (Bengaluru), Capitol Heights (Nagpur), and Tritvam (Kochi) saw site offices proving to be very effective 'sales converters'. In the luxury and ultra-luxury segments, The Imperial (Mumbai) and Imperial Avenue (Dubai) have helped ultra-HNIs to impactfully visualize and redefine their end-use requirements thanks to well-crafted site offices.

Some of India's best sales galleries can currently be seen at the sites of Lodha Group in Mumbai, DLF, Sumitomo and M3M in Delhi-NCR, and Embassy and Sobha in Bengaluru.





THE NECESSARY AMENITY FOR FUTURE PROJECTS

The evolution of EV charging stations to being a necessary amenity for Thane’s real estate projects

“History is not just the evolution of technology; it is the evolution of thought” – James Redfield

There was a time when the invention of a simple circular wheel changed the way human race used to survive, then came a breakthrough machine which was coined with the term ‘evolution’ and that machine was an engine (heart of a moving vehicle).



But now is the time that an evolution is happening again and the heart of the vehicles is changing, its evolving and developing for the good and is known as a ‘motor’. Yes, you read that right ‘motor’, with the fuel change from fossil fuels to electricity brings in a change in the machine parts as well.

The automobile segment now is tending to adapt the fuel change from our petrol and diesel to electrically operated vehicle which runs on a battery for a greener and a better future.

Now there’s no denying the fact that future of the automobile sector is hybrid or 100% electric vehicle and hence we are witnessing an evolution right Infront of our eyes. We definitely want to be an integral part of this evolution, right?

So how can we do that? This tough question has a really beautiful and a very simple answer: provide the people with the infrastructure they crave for.

Infrastructure and an environment for a machine is what makes the machine running successful, and this responsibility has to be taken by the builders of the society who actually build the infrastructure for a better living of the human beings.

Let’s just try and understand it in simple words, FOR ex. People living in a society start purchasing Electronic Vehicles but then what they notice is that their society isn’t providing them with the facility to get their vehicles charged, hence disappointment and a failure at the society’s end.

No builder wants to disappoint its people. SO, I have a solution for you and the solution just lies in these two words “START EARLY”.

Yes, if we start today and start providing people with the amenities, they 100% require in the future then as a society we stand at a level higher than the others.

It is very easy to plan the EV charging points in the society which is under construction or is still getting planned and with the government

regulations coming up for the parking lots in the societies it will be a compulsion to provide the residents with a dedicated EV Charging slot.

But what if a society is already built and has no charging station to provide its residents with? No issues we have got your back and it can aesthetically be planned out without much of a fuss. This is what we are here for. We are here to provide you with EV Charging solutions on a whole, be it the planning, the hardware, the software or the services we



have got it all covered for you.

A society who wants to evolve, who want to be a part of the change and who for the business perspective wants to have a first mover advantage we have a suggestion for you’ll: Now is the time or else it’ll be way too late to regret.

We at SR Venture firmly believe in the constructive growth of the societies and that only happens when the members of the societies are provided with all the amenities they want and they need and that’s where we as a human race evolve together.

Swetank Vaidya is Director, SR Venture



TRACING THE ARCHITECTURE EVOLUTION OF THANE’S REAL ESTATE

Ar. Shreyash Sarmalkar shares his thoughts on Thane’s real estate from an architectural perspective



Mr.Ar. Shreyash Sarmalkar

Q: How has Thane’s Real Estate & Architecture evolved over the recent past?

Thane is a rapidly growing metropolis situated on the outskirts of Mumbai. It is the most preferred investment destination in Mumbai Metropolitan Region (MMR). As per reports, Thane city is the 15th most populated city in India with a population of 1,890,000 according to the 2011 census. In 2022, the figures must have increased by manifold. Thane has witnessed dramatic development over the past few decades.

Q: What sets Thane’s real estate apart from other neighbouring cities?

According to me what sets Thane apart and makes it a preferred choice among masses is availability of these very important key driving factors:

- Strategic Location,
- Excellent infrastructure development,Excellent connectivity by road, by rail and very soon by metro & possibly by water transport too,
- Good number of Hospitals, amazing Educational Institutions, Hotels & Restaurants, Playgrounds, Malls, etc.,
- An array of affordable & luxury abodes with Lifestyle amenities,
- Well secured abodes with end-user safety & security facilities with 24x7 surveillance, manned security, etc.
- Adequate parking facilities, open, recreational & play areas,
- Ample job opportunities and a few other similar plus points.

Q: How would you describe the change in Thane’s skyline over the past few years?

I would say that immense transformation is seen in Thane’s Real Estate and Architecture over the past few decades. Construction of multi-storeyed buildings with lifestyle amenities as also safety and security features define the ‘new age’ Thane skyline.

What has driven Thane’s architecture through its evolution process?

Architecture is often driven by innovative progressive creative ideas/ thinking. In Thane, this includes the desire to create safe, well connected smart abodes. Prior to 1990, structures were not exceeding 3 or 4 stories. Then, the race was on, to soar to the skies by exploring growth in vertical space. The manner in which Thane’s architecture has changed over time provides a fascinating insight. This is best seen in the drastic transformation from the conventional way of construction

to Mivan construction techniques, further leading on to Smart Buildings and Smart Residences. These in turn, evolved through best in class Home Automation facilities, which enhanced the end user comfort, safety, security and many more lifestyle-based amenities. Truly, Thane’s architecture has transformed the city’s skyline.

Q: Is it restricted only to residential real estate in thane?

This transformation is seen in residential as well as commercial sectors along with excellent recreational spaces, Green Building features and IGBC rated structures, thereby making Thane one of the most sought-after destinations for both sectors. The best part is that this change can be experienced by many, those in Mumbai and the MMR, thanks to the excellent connectivity which adds ease of movement.

Q: Commercial spaces are challenging- working comfortably while not becoming too relaxing! Your thoughts on how Thane’s commercial real estate can offer the right balance in interiors?

Yes commercial spaces are challenging. Current era has seen a shift in workplace culture. Employee Health and Wellness is the need of current era thereby forcing all developers and their design team to think on innovative ways for providing comfort to end users. This can be achieved by enhancing the comfort workplace quotient of end users by provision of advancements in Technology.

Q: Thane commercial spaces are evolving and the subtle undertone is digital services?

One has to view the holistic picture. Present-day, the trends have moved towards digitalization and virtual world has come into play. There is a continuous development of new technologies utilized in construction of Thane’s commercial real estate. Employees play a major role in how an office space looks, functions and operates. Internet of Things (IoT) is one very important feature in enhancing comfort of end users at the same time not over relaxing. It is a balance of sorts, which results in enhanced output with time saved and connecting all critical activities vide your laptop or even a handset or vide a central command control centre.

Q: Coming to the eco-friendly aspect, how would you rate Thane’s real estate in this regard?

Creating structures which are Green Building rated is definitely a value-add. Similarly, providing column free interior spaces with ample natural light, proper ventilation with proper escape/ evacuation paths creates secure commercial properties. This has added further to the value of Thane’s commercial real estate for end users.

Q: Now, looking at the Holistic aspect, how does Thane’s real estate score vis-a-vis aesthetics?

Aesthetics is one aspect where Thane scores high, but it is not the last word. For example., nothing comes above human safety. Similarly, availability of ample car parking for occupants and visitors is a plus-factor in Thane’s real estate. Excellent facilities and other necessary amenities like gymnasium, indoor sports facility, recreational – break out areas, amphitheatre, separate smoking zones, proper waste management systems etc. are value-adds.

Ample and dedicated space for provision of earth pits, installation of HVAC ODUs, DG Sets, etc. for occupants – all these features will attract customers and definitely go beyond just the aesthetics of the structure.

Q: If you had to take a summation of the points you have touched upon in your response, what would be your last word on architecture and Thane’s real estate development?

From safety and security to aesthetics, from a safe environment to digitally enhanced real estate - all of these define Thane’s real estate as ‘creation of constructed space which is comfortable, modern, and emotionally pleasing to the end-users/ occupants.

The author is Founder, Principal Architect & Project Management Consultant at ESSQUARE





## PROPERTY CONSULTANT MAHESH MAKWANA / IPP TEAA



**Mr. Mahesh Makwana (IPP TEAA)**

Bringing in trust and confidence in the minds of the buyers is a common goal for real estate developers and property consultants. The importance has grown, more than ever, especially in current challenging times of the pandemic. It has become a necessity to join forces and work together, to achieve this common goal.

The win-win scenario for stakeholders in Thane's real estate, especially when it comes to marketing and sales, is the bi-lateral agreement for mutual co-operation. This, between the Thane Estate Agents Association (TEAA), and CREDAI-MCHI Thane. This leading association of real estate developers is presently led by the able leader, Shri Jitendra Mehta, who has mentored our association (TEAA) since its inception.

The positive nature of this cooperation is best reflected in the various knowledge events which are organised for TEAA members, which help enhance skills and help Thane's real estate sales and marketing evolve to the next level. These knowledge events are mostly organised in association with CREDAI-MCHI Thane. These events see sharing of experiences from real estate developers, which obviously helps Realtors adapt to changing demands of the new age customer.

The biggest outreach of real estate to customers, investors and end-users of Thane's real estate is the Real Estate and Home Finance Expo organised by CREDAI-MCHI Thane. This event witnesses TEAA being represented with a stall allotted exclusively for TEAA, and this is given by CREDAI-MCHI Thane without any charges. It reflects upon the positive spirit which CREDAI-MCHI Thane has, and we see this in the educational events for realtors which CREDAI-MCHI Thane facilitates, with its resources.

This year too, the PROPERTY-2022 THANE expo organised by CREDAI-MCHI Thane saw participation by TEAA, including a knowledge event during the expo. It is activities like these, where CREDAI-MCHI Thane supports TEAA in its endeavour to promote Thane as a property destination; attracting prospective customers and investors.

Not everything happens smoothly, and in the event that any party to

a transaction faces any problem or has a difference of opinion – be it a property buyer/ investor; any real estate developer or Realtor; on any aspect of the transaction; there is a cell which address such grievances. It works to safeguard all stakeholders.

The best part of this set-up is that over its existence, we have hardly received any grievances from customers against MCHI-CREDAI, Thane or TEAA. One or two complaints which were received were addressed immediately and resolved amicably. We have set up a standard code of conduct and ethics, which induces a sense of discipline and respect for each other.

Thane has always been a front runner when it comes to infrastructural development. As a real estate hub, it also offers a plethora of choices in residential as well as commercial real estate. The offerings of Thane's real estate caters to varied customer needs like pricing, amenities, sizes of units etc.

CREDAI-MCHI Thane frequently organises exclusive events during the launch of new projects for TEAA members, offering them privileges like discounted rate, better brokerage incentives, first mover advantages etc. Recently, in association with CREDAI-MCHI Thane, TEAA organised a conclave of real estate consultants from across India wherein more than 400 delegates participated in the events along with dignitaries from CREDAI-MCHI Thane, NAR-India (an umbrella institution for Real estate consultants' associations PAN-India). The event witnessed participation and attendance by dignitaries, including Thane's First Citizen: Mayor Shri Naresh Mhaske ji, who inaugurated the event.

This event wouldn't have been possible without the various sponsorships by CREDAI-MCHI Thane members and guidance and support by our very own Shri Jitendra Mehta.

We regularly exchange information about trends and developments, current and future, of Thane's real estate. TEAA also provides CREDAI-MCHI Thane with the market pulse and sentiments of the buyers, their requirements, aspirations, grievances etc. We jointly promote the ethical practices followed by both, CREDAI-MCHI Thane and TEAA, which seek to reach out to the general public through exhibitions, digital media and personal interactions with the customers.

CREDAI-MCHI Thane is a credible association of builders and developers which has adopted ethical practices and has always adopted the policy of putting "Customer First" and always stood by TEAA. We look forward to a glorious future which both organisations, together, will help create in Thane's real estate.







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SEMINAR ON CUSTOMER CENTRICITY AS STRATEGY BY MR. KAIZAD HATERIA



CREDAI MCHI THANE HANDED OVER 4 DESKTOP COMPUTERS & 30 OFFICE CHAIRS TO POLICE COMMISSIONER OFFICE.





# CONTENT IS KING!! LET'S UNDERSTAND WHY



**Mr. Dalvir Reel - Digikraf**

Content marketing is the creation, publication, and distribution of content that reinforces important company messages. Content is primarily accustomed attract and build trust with target audiences by sharing expertise and establishing authority. Consistent, quality content also helps organizations achieve thought leadership within their market, build brand awareness, boost organic search, and generate and convert leads.

Content is the foundation of nearly every kind of selling – from product marketing to email marketing to social media. But it's also a strategic marketing approach in its claim. So, while content is usually one aspect of a marketing team's overall marketing plan, most marketing teams build out separate content plans to define content activities, set production schedules, and keep the team in sync.

A content plan aligns content work together with your overall marketing team strategy, defines the content you'll create, and sets timelines for getting it done. Your content plan will include the content needed to support specific campaigns, product launches, or other initiatives to achieve new audiences. It should also define the plan for your regular production cadence, which could include blog posts or newsletter content. Creating a calendar may be a good way to bring all of those deliverables together.

#### What are the components of a content plan?

Content plans can incorporate many various sorts of content. When creating a content plan, consider the kinds that resonate best together with your

audiences. For example, Blog post, E-book, How-to guide, Infographics, Newsletter, Success Story, Syndicated content, User generated content, Video, White Papers, case studies, etc.

But building a good content plan involves rather more than that. you need to ground your plan in measurable and time-bound goals, define workflows, determine your content mix, and far more. Content may be a vital a part of any organization's efforts to draw in and convert leads.

**Set your goals:** Start together with your overall business and marketing goals and determine how content will facilitate you achieve those goals and when. This step should come first.

The goals you set now will influence the remaining decisions you create about your content plan. Content marketing goals might include increased website traffic, conversions, or share of voice.

**Complete an audit:** If this is often your first content plan, document all of the content you have already got and the way well it performs against KPIs. And identify where your content is failing to support the customer journey or speak to customer needs. Keyword analysis is additionally important here – rummage around for missed opportunities supported your target terms. Your audit will facilitate you decide what kinds of content or topics to incorporate in your plan and what you wish to go away go in order to realize your goals.

**Decide your content mix:** Each sort of content brings a singular set of advantages, so it's important to use your goals to work out which kinds of content you may create. Search-optimized website content and blogs are great for increased web traffic, while social media content can help boost brand awareness. Remember who your customers are too. Know what sorts of content they're going to read and interact with and make your mix accordingly.

**Determine delivery channels:** After you opt the kind of content you would like to form, determine how you'll deliver it to your audiences. This decision should be supported the everyday buyer journey for your company's products or services. What channels do prospects use to interact together with your company before converting? what quantity research do they conduct before making a purchase? Email drip campaigns, paid advertising, and social media are commonly used channels for distributing content.

**Brainstorm themes and topics:** Once you have got selected your content and channel mix, decide at a high level what themes you would like to write down about and identify specific topics within those themes. it's important to confirm that the themes you decide on tie back to the company's overall vision and strategy. Your content should always help move overall organizational objectives forward.

**Detail production workflows:** It is important to work out what steps are involved within the creation of every piece of content. Who within your organization must review each piece? What does the editing and approval process look like? this can facilitate you create a concept that's possible to be completed within your set timeframe.

**Set a production cadence:** With workflows in mind, determine how often you wish to publish content. does one want to post two blog posts per week or three? What about daily social posts? Then determine the resources you would like to accomplish it. you would possibly need additional in-house support or even freelance writers if your required cadence isn't manageable with the resources, you currently have. otherwise, you might have to adjust your cadence so it's realistic for your current team.

**Create a schedule:** Once you have got defined production workflows and cadence, set timelines for every piece of content and assign the work to the acceptable internal team members or outside resources. this can keep your team in sync and on schedule. Schedules are often visualized in an exceedingly calendar that clearly show go-live dates additionally as any associated themes, campaigns, or personas.

**Define dependencies:** Lastly, determine what all has to happen for you decide to achieve success – including cross-functionally. this can facilitate your prioritize work and set your aggroup to fulfill deadlines. for instance, a script must be completed before a videographer can begin acting on a video.

So, Content is KING!! and it's incredibly effective – in B2B where buyers are constantly researching before reaching out to companies to make a purchase. Content can serve as a way to attract potential customers and differentiate your products or services during this critical research phase.



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# INVEST IN FUTURE INVEST IN THANE 2.0



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