

## FAST FACT

TO PROMOTE SALES IN THEIR PROJECTS, DEVELOPERS AND BUILDERS ARE OFFERING SPECIAL DISCOUNTS, GIFT VOUCHERS, SUBVENTION SCHEMES, LED TVs, REFRIGERATORS ACs, MODULAR KITCHENS, FREE CAR PARK, CLUB MEMBERSHIP, ETC

# Freebies add to FESTIVE FERVOUR

Pic: Rajesh Mitta

The season is marked by joy, enthusiasm, positive vibrations, and high levels of religious fervour. To add to the spirit of celebrations, we plan to float various lucrative schemes over an extended period of time. We have a plan where a buyer pays 10% now and the rest at the time of possession. Dhiraj Jain | Mahagun Group

## QUICK BITES

CASH DISCOUNTS UP TO RS 1 LAKH, 5-GRAM GOLD COINS, 1.5 TONNE SPLIT AC, NOMINATION IN A LUCKY DRAW FOR A 2BHK FLAT, AND ASSURED GIFTS ON EVERY VISIT TO THE PROJECT SITE BY A CUSTOMER ARE THE ICING ON THE CAKE

DEVELOPERS ARE ALSO OFFERING CUSTOMERS EUROPE TRIP VOUCHERS IN SOME OF THEIR PROJECTS



As a large number of buyers are tentative in their plans, developers, in order to attract them, offer freebies, discounts, and special finance schemes. **TEAM TIMES PROPERTY** looks at what is on offer this Navaratra

**D**emand for real estate is at its peak during the festive season that starts from Navaratra and continues up to Diwali. As a large number of buyers are tentative in their plans, developers, in order to attract them, offer freebies, discounts, and special finance scheme.

This year, too, developers are offering a large number of schemes and freebies to woo potential customers.

Anil Sharma, the CMD of Amrapali Group, said, "This time our buyers can avail the offer of 'no-EMI till possession' in our projects in Noida and Greater Noida West."

Amrapali Group has introduced new

payment plan and freebies for this Navaratra. The group is offering fully-modular kitchen and cupboards in all bedrooms in its Greater Noida West projects. A gold coin will be offered with every booking in Noida and Greater Noida West projects. In addition, there will be one lucky draw every day from September 25 to October 2, 2014. Customer eligible for the scheme will get appliances like airconditioner, LCD TV, refrigerator, washing machine, microwave, and food processor.

Dhiraj Jain, the director of Mahagun Group, says: "The festive season is characterized by joy, enthusiasm, positive vibrations, and high levels of socializing and religious fervour. To add to the spirit of celebrations, we plan to float various lucrative

schemes over an extended period of time. We have a special payment plan in which a buyer has to pay 10% now and the rest at the time of possession if they buy in Mahagun My Woods, Mahagun Meadows, Mahagun Mirabella, and Mahagun Moderne and a payment plan in which they pay 15% now and the rest at the time of possession if they buy in Mahagun Mezzaria."

Vikram Nath, the director of Logix Group, says: "We have a special '30-50' payment plan in three of our projects-Blossom County, Blossom Green, and Blossom Zest. This plan gives customers a chance to pay 50% of the basic cost and add on at the time of booking and the remaining 50% of the basic cost at the time of possession."

Vijay Jindal, the CMD of SVP Group, says, "After the Union Budget 2014-15, the market is demonstrating positive sentiments and SVP Group has come up with a '50-50' payment scheme on some of our projects to help along this sentiment. We are offering fully-airconditioned flats in Gulmohur Residency during Navaratra."

Tata Housing is planning to offer its customers an international holiday package in addition to flexible payment options. "The festive season is considered to be an auspicious time to purchase property and hence we feel it is the right time to offer something unique to our consumers. We are planning to offer our buyers Europe trip vouchers in projects like Gateway Towers in Mulund, Primanti in Gurgaon

and The Promont in Bangalore. We are also offering gold vouchers for Amantra in Mumbai during Navaratra," A Hariresh, senior VP (marketing and sales) of Tata Housing Development Company, said.

Gurgaon-based Raheja Developers Ltd, on the other hand, is planning to launch new projects as also some special payment plans during the festive season.

Navin Raheja, the CMD of Raheja Developers, says: "We have always had a tradition of best project launches during Navaratra. This year we are launching a number of special payment schemes as well during Navaratra, which will help homebuyers in their decision making."

Griha Pravesh Buildtack Pvt Ltd, which is developing a project in Noida, has lined up a number of schemes to woo customers. It is offering cash discounts up to Rs 1 lakh, 5-gram gold coins, 1.5 tonne split AC, and nomination in a lucky draw for a 2BHK flat and assured gifts on every visit to the project site by a customer.

Seeing the positive mood of customers and the growing demand, Vardhman Estate and Developers has launched Vardhman ETA Residency, a residential project offering 2-, 3-, and 4BHK apartments, in Greater Noida's ETA sector. The group is offering an inaugural discount of Rs 250 per sq ft on all bookings to celebrate the festival and make the investment of its customers more beneficial. Noida-based Antriksh Group is offering a discount of Rs 1 lakh on every booking till October. Rakesh Yadav, the MD of Antriksh Group, said, "Every year, between October-December, the environment in the real estate market goes upbeat."

Ravi Saund, the COO of CHD Developers, said that for existing customers the group is offering 1% discount on payment received on or before time on EMIs. "We are also offering 3-4 % discount across all properties for a purchase made during the festive season," Saund said.

David Walker, the executive director of SARE Homes, says: "During the festive season, market sentiments are very positive and high as developers offer discounts, unique schemes, and launch new projects. SARE Homes is also offering customers an opportunity to earn gift vouchers worth Rs 1.25 lakh at the recently concluded home booking carnival held at our SARE Meadow Ville township at GST Chennai."

The TDI Group is offering an assured gift of a gold coin on each booking of an apartment in Lake Grove during the scheme period; the company has also announced a bumper prize of Honda Brio Car through a lucky draw.

(With inputs from A K Tiwari and Sanjeev Sinha)