

SUBHANKAR PARIK

GRIHA Pravesh Buildteck, in association with Phadnis Infrastructure, is developing Griha Pravesh, a real estate project at Sector 77, Noida. Spread over five acres of lush landscape, Griha Pravesh lies within a gated community that combines nature with elements of modern-day living.

In keeping with the contemporary ethos of ensuring an environment-friendly project with lower carbon footprints, the promoters are gold-rated members of Indian Green Building Council's 'Green Homes' – the first rating programme developed in India, exclusively for the residential sector.

Griha Pravesh provides two-, three- and four-BHK luxury homes, garden apartments and penthouses at the starting price of Rs 60 lakh. The flat area ranges from 1,175sq ft to 2,569 sq ft. Abhay Kumar, CMD, Griha Pravesh Buildteck says about 74 per cent of the project is already booked. The total investment in the project is about Rs 500 crore and will get completed by June 2014, he says.

To bolster safety norms, the project structure has been approved by IIT, Mumbai – the only project in NCR to secure this approval, claim the builders. "We have also ensured seismic zone V compatibility and provided water softening facilities in the building," says Kumar.

In consonance with green building guidelines, Griha Pravesh has installed solar panels for common area lighting and hot water supply. Apart from rainwater harvesting systems, water recycling is being undertaken for gardening as well as plantations. To bolster safety norms, the project structure has been approved by IIT, Mumbai – the only other project in NCR to secure this approval, claim the builders.

The project is barely 10 minutes from the shopping hub of Sector 18 (Great India Place) Noida, 1.5 km from Sector 50, 3 km from Sai Dham, 2.5 km from the nearest metro station, besides being close to premier schools and educational institutions.

The project claims to be the first in NCR with stack parking facility for optimum space utilisation along with electric charging points for electric vehicles.

Griha Pravesh project to come up in Noida



Independent view

"Grih Pravesh Buildteck is a relatively lesser known brand in the segment but standing firm on the parameters of project execution, construction and delivery. Its track record with some projects in Pune has been remarkable. In the Noida project, however, the company needs strong brand building since the market in North India in general and Delhi-NCR in particular is very competitive and brand conscious. Though I rate the Grih Pravesh Buildteck in Noida above some other over-glorified projects in the same vicinity, yet they are not very high on the customers' top of mind recall value. Track2Realty has rated this project A+ in the given micro market and I personally recommend it to the buyers since the lesser brand value is also working in their favour as it is keeping investors and speculators away."

— Ravi Sinha
CEO, Track2Realty