



A TIMES PROPERTY Presentation

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MULUND: PRINCE OF SUBURBS

overall profile of Mulund. "I bought this apartment at Rs 6000 per sq feet and it has appreciated today to Rs 14000 per sq feet. The fundamental reason behind this appreciation has been the infrastructure development and connectivity. It is no more only a residential zone but connectivity too has opened up the floodgates of economic opportunities in the neighbourhood as well.

luxurious complexes located in serene localities. The Mulund west area encompasses not only residential complexes but also several business centers and plush shopping malls. Rohit Shetty, a resident of Amar Nagar, Mulund west, believes no other suburb is so well-connected to other suburbs and other cities as Mulund by adequate network of trains, BEST buses

In Mulund, it has simply translated into 'connectivity, connectivity and connectivity'. Biswaroop Padhi, principal partner of Square Yard Consulting, points out that even though these locations have in the recent past witnessed massive development of residential projects, Mulund west specifically has come up, thanks to the first and second generation Gujarati business families that make up a significant chunk of the demographics of the area. HNIs with a requirement of 2-BHK or 3BHK prefer to live here. "Mulund east is favoured generally by the middle class and lower middle class families. Generally, 1-BHKs are preferred here," says Padhi.

Abhay Kumar, CMD of Grih Pravesh Buildteck, also believes that the attractive quotient of Mulund, as a suburb, has increased manifold due to the simple fact that it is not a non-commutable destination from south Mumbai and other key corporate locations. He nevertheless has a caveat here that the real growth of Mulund is not behind but ahead. The true potential of Mulund is much more. "Infrastructure projects have provided the perfect backdrop for realty growth in and around Mulund. Over the years, Mulund has established as a key residential destination; something that also fuelled the economic activity in the region. However, only when the offices come up in this market and the way infrastructure is improving in the region, I feel Mulund can shape up as a key corporate destination in future," says Abhay.

There is no denying that the infrastructure and connectivity have changed the urban demographic pro-



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When Rachna Modgil bought a house in Aruno-

Moreover, working in any other part of Mumbai and living in Mulund is very much a reality now," says Modgil.

Due to its ultramodern infrastructure and amenities, it is often referred to as the 'prince of the suburbs'. It is also the greenest suburb of Mumbai

and roads including a national highway. Mulund is a stop for slow local trains as well as semi-fast local trains on the central line of Mumbai's suburban network. "Mulund as a destination has benefited from important infrastructure projects - the Eastern Express

SM KABEER