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'THANE'S REAL ESTATE SHINES BRIGHTLY THIS FESTIVE SEASON'



PROJECT THEMES - A GLOBAL PERSPECTIVE
TECHNOLOGY - GOING BEYOND THE REAL ESTATE BOOST
OUTREACH TO BROKER FRATERNITY@CREDAI MCHI BKC EXPO

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'THANE'S REAL ESTATE SHINES BRIGHTLY THIS FESTIVE SEASON'

The Global economy is facing multiple challenges, at the same time, India seems to be doing relatively better. The festive season has been positive across the Indian economy – demand for automobiles, purchasing of gold and jewelry, and not to forget real estate – which has also gained during the festive season.

While Indian real estate has done well over the past few months, Thane continues to stand out with time-bound deliveries, gradual price appreciation and capital values rising steadily – the hall-mark of a mature, developed real estate market. As infrastructure projects come close to completion, the positives that these projects will create for Thane are obvious – effectively, making Thane 'future perfect'. The CREDAI MCHI Property Expo held at BKC, Mumbai was the perfect barometer for gauging real estate demand across the Mumbai Metropolitan Region (MMR).

The interaction with property brokers was a positive step; CREDAI MCHI Thane was given the opportunity of making a presentation to the 1000-plus brokers attending the event. We look forward to more such outreaches to brokers from different locations, showcasing Thane's real estate as an ideal option.

The past couple of months have seen Thane's cultural aspect, with 'Rass-Rang Thane 2022' being held successfully. As a city, as a real estate hub and a home destination of choice, it is not just square feet of space that Thane offers, but also the cultural richness and tradition.

CREDAI MCHI Thane played its part in ensuring that the event was a thumping success; we are grateful to Hon'ble Chief Minister Shri Eknath Shinde for his continued support to the event.

As a mark of our respect for the Hon'ble CM and his positive attitude towards the industry and Thane's real estate, CREDAI MCHI Thane created a Diwali light-up across Thane's flyovers and prominent locations. We hope that the festive cheer will enhance sentiment and ensure Thane's real estate continues its growth trajectory.

In February 2023, we have planned for the 20th Property Expo by CREDAI MCHI Thane. Planning of conceptualization is in process; and we look forward to a successful property expo. So, lots has happened in the past couple of months and much is planned for the future. As we move ahead, let us all work together and take CREDAI MCHI Thane to greater heights. I also hope that this festive season brings joy and happiness for all stakeholders in Thane's real estate as also the City



**Mr. Jitendra Mehta, President
CREDAI MCHI Thane**

and its residents.

Among the drivers of home sales in Thane, as indeed across the country, was the all-time low interest regime. This had resulted in low interest rate-home loans encouraging home seekers to opt for an extra bedroom. We have seen this in Thane, where a home seeker looking to buy a 1 BHK ended up buying a 1.5 BHK or a compact 2 BHK flat instead. This was the dream coming true for many a home seeker, it fulfilled aspirational values and drove sales of homes across India as in Thane.

The impact of this, when seen along with inflationary trends of primary raw materials such as cement, steel, labour, etc., as also the inflationary impact on property prices - together, these factors have the potential to impact residential sales, which in Thane, happened well through the first half of 2022.

Declining interest rates have been among the key drivers of housing

demand growth over the past couple of years; while the Covid-19 pandemic reinforced the importance of physical assets like real estate.

Will this stance of the RBI, of a rate hike, impact housing demand? In Thane, it doesn't seem to be having much of an impact – although the jury is still out on how it will impact in the near future.

While Indian real estate has done well over the past few months, Thane continues to stand out with time-bound deliveries, gradual price appreciation and capital values rising steadily



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‘Meeting challenges successfully, together as a team’



Mr. Manish Khandelwal
Hon. Secretary

It has been a tough task to navigate the Covid-19 challenges, but as the adage goes, “when the going gets tough, the tough get going”. CREDAI MCHI Thane has responded to the challenges posed by Covid-19 and the results are visible to all. As a result, we, the stakeholders in Thane’s real estate, have emerged stronger and the outlook is even better.

As a part of Thane’s social fabric, CREDAI MCHI Thane has always been among the first responders whenever there is a challenge; similarly we have been the torchbearers of celebrations in happier times. I am Thankful to all who helped us organize a very successful Rass-Rang Thane 2022. It was an experience we all will cherish!

The festive season also saw new project launches as also some members launching new phases in existing projects. The demand/ supply ratio in Thane has always reflected a healthy market scenario; and this year has been an apt example. Our members have come up with upgraded offerings, effectively taking Thane’s real estate to further evolved levels in terms of the product offerings.

The city is growing, both vertically and horizontally. From skyscrapers that touch the clouds to Geographical locations within the City, as also peripheral areas - from ‘Upper Thane’ to ‘New Thane’ and many such options which will come up in the future.

Through all of these, the primary aspects of Thane’s real estate – stable, steady and growing – continue to be an integral part of the growth story of the ‘City of Lakes’.

We at CREDAI MCHI Thane have been active during the past year, with activities that spell “consistent growth”. The same positive spirit will continue through the coming months, and we particularly look forward to the Property Expo being planned for the coming February. As we all get together and work with the spirit of unity, the basic principle of CREDAI MCHI Thane as a real estate developers association comes through.

Working together, as a team, we will achieve more success in the days to come!

‘Development Plan is the road-map for Thane’s all-round development’



Mr. Gaurav Sharma
Hon. Treasurer

As Thane continues on its growth trajectory, ensuring a bright future will be properly planned development; and it is the Development Plan (DP) which plays a major role in this.

As I recall, the last DP was in 1999 and from the planned activities mentioned in that, some aspects still remain to be done, as of now. The new DP is being worked on, and the right way for implementing the same will be time-bound work to make what is planned into a reality.

As real estate developers, the perspective is simple: once the DP is finalized, implementation of infrastructure and amenities within the DP should be done in time bound manner. This requires the authorities to expedite the acquisition of lands marked for public purpose and ensure financial closure for the development.

In a scenario where public infrastructure is the backbone of the city, the DP should be done in time bound manner.

Planning and DP should be done with a forward looking perspective, considering issues other than population growth – such as our changing needs coupled with technical advancements which have impacted our daily lives.

Inspiration can be derived by picking aspects from other similar cities from around the world. Thane’s future will be about planned development, and we need the DP to be properly implemented.

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Implementation of infrastructure and amenities within the DP should be done in time bound manner



'We have been voicing all concerns'



Mr. Jay Vora
President, Youth Wing, CREDAI MCHI THANE

The Youth Wing at CREDAI MCHI Thane has been actively supporting our seniors, as also has been proficiently active since inception.

As a team, we have been working hard to get members of the Youth Wing to come and bind together, by organizing various events. We have seen an increase in the strength of the youth wing members, by bringing in new members as well.

Over the past few months, we have consistently organized at least two events every month, including study trips and been actively working with the parent body, CREDAI MCHI Youth Wing Mumbai, hosting Red Talks and Seminars, including the one where we were addressed by Mr Gautam Singhania.

We have improved the outreach of CREDAI MCHI Thane with different initiatives including the digital campaigns. These were planned so as to be an inclusive activity, incorporating views of member-developers. The efforts included promoting the members' organisations in the digital campaign. Also, strengthening and increase of social media activity was carried out.

As a team, we have been actively providing support to our senior members on issues faced by the industry, as also in resolving them.

The Youth Wing successfully curated events including the CREDAI MCHI Property Expo and Rass-Rang Thane, and many more - post 2 years of Covid-19 restrictions.

The Thane Youth Wing has become an important part of the Parent Body (Mumbai) Youth Wing. We have strengthened ties with them and helped organize events as also actively participated in activities and shared responsibilities.

Our interaction and engagement with senior members of CREDAI MCHI Thane has become extremely stronger in terms of all decision making.

We have been voicing all concerns faced by the industry be it issues like environment, value engineering and other problems faced by the city and the industry to the respective authorities.

'System-wide acceptance is needed'



Mr. Abhishek Parmar
Hon. Secretary, Youth Wing, CREDAI MCHI THANE

Happy Diwali to all! Thane is a city that has always been full of positive vibes, and this festive season has been very positive.

The responsibility of making our cities safe and livable lies with our generation, one I am an active member of. We operate on fancy sounding terms like market trends, returns on investment etc but often forget that our core responsibility is to bridge the gap between life, people and spaces. Given the volatility of our current times, most of us are thankful to keep the engine running. However, there needs to be a radical transition in our approach as an industry if we want to retain our ecological balance, economic growth and overall wellness of our city.

Thane, the city which has its own identity and no longer depended on its neighboring city Mumbai. This city has become a maximum city over a period of time. Thane is lucky to have one of its stations on the High speed railway

(Mum-Amd) corridor. This is surely going to bring a lot more development and economic growth to all sectors of industry.

So the next time you have a friend over, the only public places you can hang out in is not a private enclosure like a restaurant or a mall.

The next time you wake up to the sound of birds is not when on your annual vacation, but the vertical forest that grows on the parking lot facade. Let's work towards an environment where children can safely play without having cars invade their natural habitat. As idealistic as this sounds, we can make it happen!

Let's work towards an environment where children can safely play without having cars invade their natural habitat.



'Aspirations of achieving constructive work during our tenure'



Mr. Nimit Mehta
Treasurer, Youth Wing, CREDAI MCHI THANE

The future will be scripted by the young – the GenNext. The Youth wing is set up under CREDAI MCHI Thane, an organisation which has been doing great work over the years. This has been the first opportunity for the new generation to step up, and learn from our Mentors, our seniors in CREDAI MCHI Thane.

For all of us in the Youth Wing, the experience has been about 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 and I am confident we are moving in the right direction.

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

We also co-ordinate and participate in activities being carried out by the Parent Body's Youth Wing of CREDAI-MCHI (Mumbai). In Thane, which is a vibrant real estate hub, we look forward to working on multi-faceted activities. The Youth Wing, traditionally, supports our seniors and the past few months have been a learning experience.

The current scenario is one where we particularly need to focus on knowledge events and marketing activities. These will help showcase Thane as a real estate hub. As we progress & come close to the New Year, it will bring in new challenges, and while we all in the Youth Wing would like to share our plans and our thoughts on how to deal with the new set of challenges, I would like the plans to unfold itself as it comes.

I am confident 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. ■

'New segment of first home buyers'



Mr. Tejas Vyas
Jt. Secretary, CREDAI MCHI

There is a distinct trend in terms of home seekers buying their first home at a younger age as compared to previous years. This trend has become well defined especially after the Covid-19 Pandemic, especially the lockdowns. For the Youth Wing, this represents an opportunity for the entire team to engage with this new segment of home buyers, and take the initiative to create a roadmap for our seniors to create projects which would have some aspects that would be in sync with the requirements of these 'younger aged first home buyers'.

The Next Gen Home Buyer has requirements of a home which are very different from the aspects which Thane's real estate has been addressing over the years. Primarily, these are the segment of 'renters' who have seen the advantage of having their own home during the pandemic. So, the first aspect which I have seen is that these 'young, first home buyers' look for compact homes, again the no-frills type. So, Studio Apartments/ 1 RK/ compact 1 BHK flats are options that suite their requirements.

At the same time, they want to remain connected to their work place and their social circle, so while the project location can be in peripheral areas, transport and connectivity needs to be available in close vicinity. These two are the main aspects which have been seen in this new, emerging segment of fist home buyers. Across Thane, especially in peripheral areas, projects can consider adding a wing or such segment within the project where such compact sized, no-frills homes can be made available.

The numbers in terms of this new segment are gradually growing; and while the numbers might not be large enough for real estate developers in Thane to create projects aimed at this segment, the potential definitely exists. Given proper nurturing, this segment will definitely grow in terms of overall numbers, and going ahead, will be one of the major growth segments, especially in peripheral areas of real estate conglomerations like Thane. ■



'Thane's real estate will see a very big change'

A great city is the sum total of great buildings, great infrastructure and great people



In today's digital world, I look up 'CREDAI MCHI Thane' on Google, and it says: "a natural partnership with all city stakeholders CREDAI MCHI THANE has always been very clear that fine housing complexes and shopping malls cannot stand in isolation. A great city is the sum total of great buildings, great infrastructure and great people. CREDAI MCHI Thane has been committed to growth of the real estate sector and is credited with the harmonious growth and rise in quality and standards of construction in Thane City in the past decade."

This is what it is today, and we all are proud of the achievements over the years. But, when I go down memory lane, I recall how starting of the CREDAI MCHI Thane Unit was similar to a rollercoaster ride. Most of the real estate developers working in Thane were not very keen nor very concerned about the issues that impacted Real Estate Development. The volumes were low and so were the number of Developers.

I credit Mukesh Bhai Savla, our first President, for putting up a great effort in bringing us together and set the ball rolling. Personally, I would have loved to devote more time to the Association, especially in its formative years. Our then Hon. Secretary put efforts in taking the association forward. For me it was a great learning experience.

Today, everything has changed. The Developers are young, thriving, more professional and have the zeal to grow beyond. Today's challenges are different than Yesterday's challenges.

Thane in the 1980's was a sister city for Mumbai. Today it is the preferred choice of Mumbaikars looking to live a better life. This is all a result of infrastructure development, organised development of large layouts, closing of industries which availed large chunk of lands for development – and the role played by CREDAI MCHI Thane. Let me add here – it is also thanks to removal of Octroi and soaring real estate prices of Mumbai.

In this decade, Thane's real estate will see again a very big change due to UDCPR and increase in FSI as well as introduction of ancillary FSI, which effectively has brought Thane from a city of 'mid-rises' to 'skyscrapers'. Soon, we all shall witness towers and higher towers and even higher towers along the skyline of Thane.

Entry of e-commerce giant Amazon will again positively impact Thane. But with all this, we are likely to face the challenges of infrastructure as well as social infrastructure support. So, my earnest appeal to the concerned authorities to look into:

- The required infrastructure and social infrastructure support of a different level.
- My concern is about the control on quality of construction and delivering right quality product by We, the Developers. As challenge in maintenance and repairs in high rise towers shall not create vertical slums or poor quality housing stock.
- To bring the affordability of housing the systems and processes of approvals shall be more streamlined and simplified.
- It shall move from subjective working to objective working.
- It shall save a tremendous amount of time to reduce the finance cost burden upon the Developers and in turn on the buyer.
- We, The Developers need to upgrade ourselves in terms of technology and building materials which can be greener and environmentally concern.

We all collectively shall work towards this great cause of offering quality affordable housing to the masses at large and make Thane more preferred location.

**Chaitanya Parekh is Past President,
CREDAI MCHI Thane**



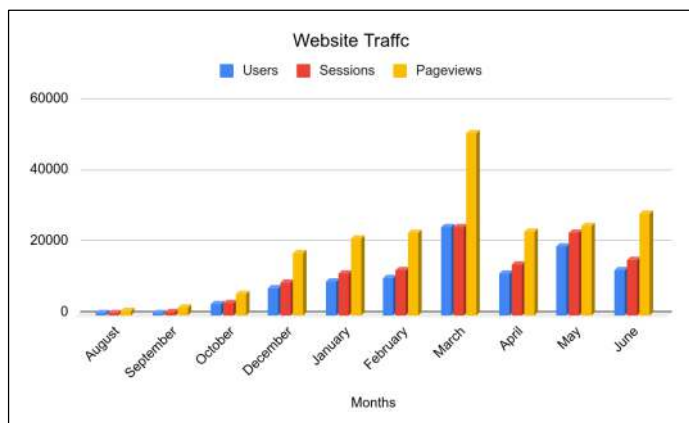
THE POWER OF GROWING DIGITALLY

The Success Story of CREDAI MCHI Thane’s Digital Growth.



CREDAI MCHI Thane, like the rest of the world, have stepped up their digital game and have witnessed its success within the span of a year. One of the major contributors to digital growth is the increase in our online presence. The key to growing digitally has been the activation along with regular updation of the content available on the website. With a simplified user interface, the website has around 5000+ content pages. Along with the content pages, the traffic on the website has also increased consistently.

Initially in the month of August 2021, the average users on the website were around 562, with 633 sessions which represents the user visits on the website. Along with this, the website had around 1,219 pageviews, which defines the total number of pages viewed. Later, in September 2021 the website had 496 users, 709 sessions and pageviews which

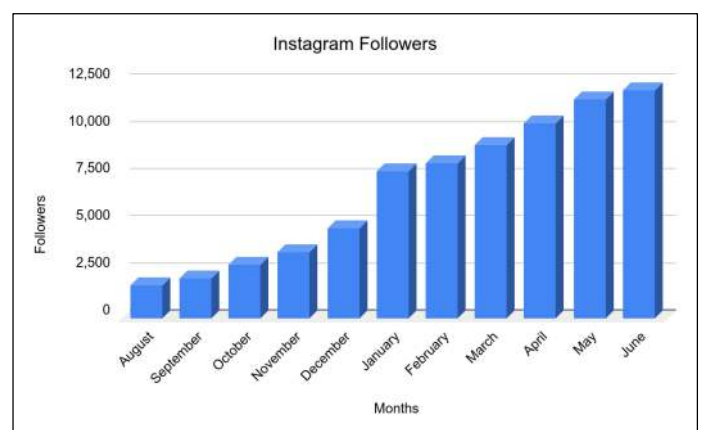


had increased upto 2,004. From the month of October to December 2021 the users have multiplied from 3,096 to 7,579; which improved the sessions from 3,385 to 9,169 and the boosted pageviews from 6,028 to 17,430.

After the increased traffic of users in the last five months of 2021, we have also seen significant growth in the initial months of the year 2022. For instance, from January to February 2022 the website showed a rapid growth from 9,338 to 10,532 users, 11,554 to 12,575 sessions and 21,715 to 23,155 pageviews. In the month of March we saw an intense growth in the traffic, because of the Property Expo we hosted in that particular month. The number of users increased upto 24,610, with 24,860 sessions and 51,238 pageviews. Later, from the month of April to June 2022 the users escalated from 11,704 to 12,549 similarly increasing the sessions from 14,184 to 15,505 and pageviews from 23,400 to 28,695.

Jitendra Mehta, President of CREDAI MCHI Thane gave us a vision of exploring and expanding digitally in order to enhance the operational process as well as the customer experience. We followed his vision which led us to the eminent digital growth that you can see today. Along with the growth in traffic on our website, we also focused on various social media channels like Facebook and Instagram and its engagement.

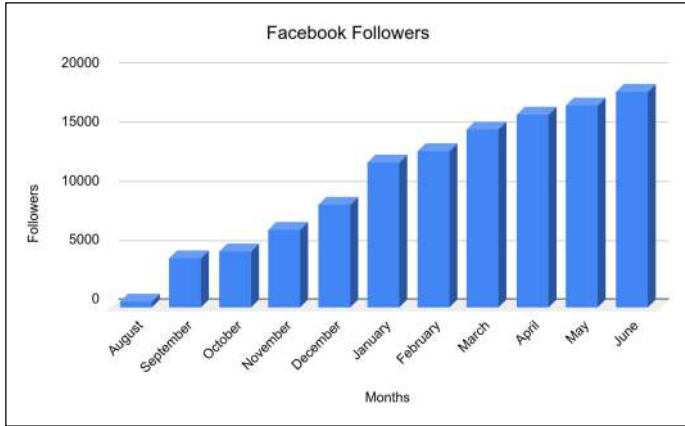
Our Instagram Page initially had 1,712 followers in the month of August 2021. With consistent efforts the followers increased from 2,100 to 3,502 in the months of September to November 2021. By December 2021 our Instagram page



had 4,752 followers. In the initial months of 2022, in January the followers had surged upto 7,800. In the later months, during February to April 2022 the followers increased from 8,200 to 10,289. The months of May and June also witnessed a growth in followers from 11580 to 12,100 respectively.

We started from around only 478 followers on our Facebook page in August 2021. Followed by a massive surge in the number upto 4100





in September 2021. The upcoming months of 2021 showed a prominent growth from 4,730 followers in October, to 8,691 followers in December. Later, the Facebook Page had a boost in the number of followers upto 12,244. Similarly, the rise in the number of followers continued from 13,200 in February to 16,289 in April and to 18,298 in June.

Along with the website and social media channels, we also promoted the well-known Property Expo, Thane. We boosted the Property Expo digitally, where all the prestigious exhibitors participated. The Property Expo saw a footfall of around 4500 families within its 4 day span.

After witnessing the huge success of Property Expo, we took the Property Expo online in a digital format. The people who weren't able to visit, could now visit the expo virtually at just the click of a button. All of the exhibitors who had participated in the offline Property Expo are now a part of the ongoing Virtual Property Expo. We also conducted lead generation campaigns for our exhibitors, where we provided them with overseas leads. We generated the leads from various foreign lands like Dubai, South Africa, Singapore and many more. The Virtual Property Expo not only helped us to connect the exhibitors with foreign customers looking for investment options in India, but also NRIs interested in real estate investments within India. The Virtual Property Expo is easily accessible, no matter what part of the world you live in.

The Virtual Expo promotes the real estate projects of noteworthy developers from Thane and nearby areas. We

have created a platform where the users from all around the world can invest in a property in India and get to know about the process. To make the process even simpler, information regarding several finance institutions and their schemes is also offered on the website.

The website of CREDAI MCHI Thane is uniquely designed and consists of various pages where the users can find relevant information. The website features leading developers and developer groups in and around Thane. These leading developers are the members of CREDAI MCHI and exhibitors of the Property Expo. Latest news related to real estate and other topics can also be easily found by the users, which keeps them informed about the developments in the real estate sectors. The website also contains blogs and articles explaining the new trends, facts and other information often from the real estate industry. Users can also find contact information of ventures connected to the

construction business such as civil contractors, brokers, interior designers, architects, paint manufacturers and many more.

The website has an E-library section, dedicated to the documents regarding the rules and regulations in real estate that have been formed and circulated by the government authorities or civic bodies. The section also lists the processes and protocols that are needed to be followed while investing in real estate. To list a few the E-library includes crucial documents from the Government of India, Maharashtra Real Estate Regulatory Authority, Urban Development Department etc.

Along with the website and social media channels, we also promoted the well-known Property Expo Thane

CREDAI MCHI Thane has organized various exhibitions and events, focusing on social, cultural and business subjects. Training sessions and workshops



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Project Themes - A Global Perspective

The idea of theme-based developments has recently swept the real estate industry.



Themes! Have you ever thought about what makes this simple word so fascinating? It is the beautiful thought of recreating something unique and mesmerizing for ourselves. Theme-based parties and theme-based weddings have always been trending because we wish to live a life as grand and beautiful as shown on the big screen. However, have you ever thought about living in a home where the landscapes have been recreated based on vacation destinations?



The idea of theme-based developments has recently swept the real estate industry. The availability of facilities such as a swimming pool, clubhouse, and gym in a project is no longer



a luxury but a requirement. Residential developments based on themes are now being built by developers in order to provide their clients something novel and opulent.

Puranik Builders pioneered this idea of recreating global destinations in the motherland. With a tagline that promotes the concept of ideas that stay with you, they brought the most happening and inspiring global destinations to India and as close as Thane and Pune, just for you.



Puranik's unique projects aim at giving families a chance to live a lifestyle inspired by destinations they love. Homes that will speak to them with the aesthetics, ideologies, and the beauty of the locations everyone has at some point wanted to strike off their bucket lists.

So, here's a little about these projects and about the essence, they captured to recreate:

Puranik's Rumah Bali - Inspired by the idyllic beauty of Bali and the philosophy of building a charming landscape, Rumah Bali came to life. An idea of giving you a lifestyle similar to living in Bali.

Puranik's Tokyo Bay - Where you embrace the urban chaos and live with



Project Themes - A Global Perspective

The idea of theme-based developments has recently swept the real estate industry.



an edge of minimalistic elegance! At Tokyo Bay, you experience the Zen lifestyle in every nook and corner of its structural existence.

Puraniks Abitante - Inspired by the Italian way of life, at Abitante Fiore, you get to experience the purity encompassed in the beauty of nature. Here you breathe in the freshness of nature at its best while enjoying your time eye-catching the scenic views around you.



Puraniks Aldea Espanola - Where you live the Spanish-influenced lifestyle, with a blend of a unique design, style, substance, and space; this project speaks volumes about the beauty and structures of Spain. A home that you would love to come back to!

Puranik Builders provide you with an internationally inspired living experience by bringing the worldwide presence of certain spectacular cities to life via their innovations and rhythmic freshness at an economical price. The distinctive concept of theme-based projects, which they introduced to



Thane and Pune, helped them solidify their reputation in the eyes of their clients.

According to Mr. Shailesh Puranik, Managing Director of Puranik Builders, their theme-based developments have had the following effects on the real estate industry, "Real Estate has seen an increase in demand for residences, post covid and with a flurry of festivals.



The real estate sector is upgrading everyday, and introducing theme-based projects to our clients at a fair price adds value to their investment. At Puraniks, we think families should be able to live a holistic lifestyle that meets their various demands. We are committed to offering our clients a superior product at the best price."

With a successful history, Puranik Builders has constructed 5,54,197 areas, with 35 projects already completed, 23 projects in progress, and 17 more on the horizon. They want to realize many more goals and uphold the originality and youthful concept of the Ideas that stay with you.

**Shailesh Puranik is Former President,
CREDAI MCHI Thane**



'Beyond just square feet of space: Community Living'

A home which provides a healthy lifestyle along with a rational and serene mindset is something we all wish for



As a real estate developer, I have seen and experienced the various aspects which make Thane special. For someone looking for a home, the one thing that sets Thane apart from other real estate hubs in western India is the aspect of the Community. It is not about just square feet of constructed

space, but of homes with families, and families which together create a community.

This is what sets Thane apart from all urban conglomerations in western India and also the Mumbai Metropolitan Region (MMR). As someone whose childhood was spent in Thane, I recall the lifestyle which went beyond just amenities and common facilities and was all about friendship, being neighbours in the truest sense of the term – being part of a community.

Present day, a home which provides a healthy lifestyle along with a rational and serene mindset is something we all wish for. Any city which offers these – truly a luxury and is a privilege – Thane is the obvious answer.

During the Covid-19 pandemic, as home seekers began to appreciate the value of having a shelter, one that was also about the community which one became a part of – Thane has been the obvious choice for home seekers.

I have no qualms in declaring that I am a Thane boy, and that Thane has a special place in my heart. As I have been living in Mumbai for last couple of decades, I have the answer when anyone asks: what separates Thane from Mumbai. The response is: Community Living.

I have some great childhood memories of being a 'Thane Boy' and being part of a community of nearly 50 kids and their parents living in the same housing complex. It was a life which was enriched by the community living aspect. This is the Thane of my childhood, which as a real estate developer I



FULLY EQUIPPED FITNESS CENTRE





try to recreate for my customers.

There's another side to my preference for Community Living: the aftermath of the Covid-19 pandemic, which has created a greater sense of shared concerns – the foundation of Community Living – and it was about compassion and a greater understanding of challenges faced by neighbours.

Perhaps, the most defining moment of the pandemic was the realization that neighbours were like family; and in times of despair, it was neighbours - the community – which came to the rescue.

This dovetails perfectly with my concept of living amidst a community. Of having neighbours who are not just co-residents, but actually the extended family. This is where I focus on my projects in Thane, trying to create the obvious advantage of Community Living.

This is the aspect where Thane homes break through the clutter, ensuring that a Thane home is not just about square feet of constructed space, but an entire community.

Given the reality that Community is built from residents and not just numbers, the planning stage of my projects has entire focus on not only quality, but also ensuring good

amenities so that children can bond together and create the basis of the Community.

I believe that the younger years are the times when one can really enjoy, later on it is just the rat race we are all in. So, even if the size of homes may be smaller; the common amenities in the project create the platform for the Community to be nurtured.

So, in my newest project, we are planning to make a library, so that children can take advantage of space to come together. Plus, for higher studies, they will require higher concentration.

I have studied in a library so I can understand what we go through as students; when we need that space which is silent and also encourages for studying a few extra hours.

I will look forward to creating the Community in all my projects, and am happy to note that most of my fellow members in CREDAI MCHI Thane are also on the same path. This makes a Thane home special for the home seeker. Let's ensure we provide them with a properly planned Community Living experience!

**Faiyaz Virani is Jt Treasurer,
CREDAI MCHI Thane**



‘PROPTECH: The future of real estate marketing’

The past two years have seen a tremendous growth of digital and on-line platforms



It's all about "Information" when it comes to on-line real estate listings. Home seekers across the globe are sitting either in front of their Computers or finding their homes on various apps on their Smart Phones/iPads on line while those with properties to sell – including developers – are listing their properties on line on portals or broker's digital platforms to find buyers for their homes.

PropTech in India is at a brink of explosion today as more and more Developers have started embracing technology and the collective effect of online presence will result in an increased traction/turn over to the stake holders. The Search for buying a Home has come from Macro to Micro. For example – If someone searches for a 2 BHK in Thane, the search is differentiated into either a location, a project or a developer. PropTech enabled marketing will help developers reach out to the home seeker whose requirements match their inventory or upcoming projects.

The past two years have seen a tremendous growth of digital and on-line platforms listing and powering housing sales,

across Mumbai City, Suburbs and the Mumbai Metropolitan Region (MMR) - especially homes in Thane – given that Thane offers homes built by some of the top Developers in Maharashtra. Thane is home to developers who have created marketing campaigns which made stakeholders go "wow", now is the time to add the power of PropTech to their marketing activities.

For developers, their potential customers – home buyer profile – are largely similar when one looks at Mumbai Suburbia and Thane. The segmentation is mixed, beginning with Couples who are starting young with both earning, upgrade from an existing smaller or older building etc. Home seekers looking for a home in Thane like to review most of the information, such as the exact location, proximity to highway and train/upcoming metro stations etc online; by shortlisting options using platforms powered by PropTech.

Price sensitive markets like Thane have an immense amount of competition considering most of the projects are within a short radius – at times, just 5 kms - and for the potential home buyer, visiting different sites at different stages of construction is not a possibility. For most home seekers, the reliance comes from the online information present.

Buyers today want to be well informed, and from plain vanilla listing websites, they want more information. This is where a PropTech powered platform comes in, with popular property listing websites and portals listing most of the Projects in

Thane. The question is: is the information updated real time? Does it offer major details of the project like number of Bedrooms, Areas, RERA Number, Approximate Pricing, Floor Plans, E Brochures etc.?

The ideal scenario is where a PropTech powered platform offers unique feature like showing the last 10 Transactions of any Under Construction or Ready Possession Project, which will enable the buyer to understand timelines along with price-points. The all-important question being: when was the last property sold in a project and at what price?

This brings in the transparency and the deep understanding of the number of transactions done across the past year and at what price-points they were signed up.

For a channel partner, on signing for a

PropTech in India is at a brink of explosion today as more and more Developers have started embracing technology





project, the information they get is usually the current prices being quoted. If the channel partner had access to previous transactions and could show the appreciation in capital values, it definitely helps the channel partner close sales much quicker. Effectively, this mitigates the need for the channel partner to depend upon external unconfirmed sources.

Online Property listings are here to stay for good and what is required is more and more reliable and authentic information in easy formats to be shared so that the channel partner as also the end user/ buyer can access the same and come forward to transact.

Any online information which is authentic helps in the process of shortlisting and the home buyers can reach out to the Developer much quickly. Home buying is a process of maturity to an extent, the seeding of the idea to buy a home, to getting the finances arranged, applying for a loan, to understand the location, infrastructure impact, project, pricing, availability, financial viability of the developer, time

lines for delivery, quality which you need, the amenities and the design and even fengshui/vastu plays a role in deciding. So all these aspects of buying a home are all there on line on the websites which help you eliminate the ones which don't suit your requirement.

Online Property listings are here to stay for good and what is required is more and more reliable & authentic information

More and more online searches are encouraging developers to put as much information on line to benefit the consumer so that the information is shared correctly with the Home Buyer and its uniform across all websites and there is no discrepancy in the data.

About the Author: Sandeep Sadh is a Mumbai-based property consultant whose work in terms of real estate marketing and sales has always been tech-driven.

From leveraging technology for his own property consultancy to creating a PropTech-powered platform, the popular property listing website www.propi.in, he has been the 'first mover' on

leveraging technology to drive property sales



Giving a vision to Thane's real estate landscape

rapid growth in the real estate demand in Thane was the driving factor in the formation of TEAA



Thane, the 'heart' of Mumbai, has been a hub of tremendous growth and development in the last few decades. The city of lakes boasts of large open spaces, a green landscape and plenty virgin lands for good quality real estate development.

The city played the role of an industrial hub with the Industrial Areas growing. This saw an influx of many people from other cities and even Mumbai, relocating to the city of Thane. Thereby generating a need for good quality, fast and affordable housing solutions.

To my knowledge, around that time there were more than 150, young and dynamic, real estate consultants, who were

playing an important role in helping flat buyers make the right choice. Besides, CREDAI MCHI Thane played an important role in sharing the right information and giving a platform to consultants through various expos and meetings.

I have vivid memories of Mr. Chaitanya Parekh of the Soham Builders, introducing the township concept to the city of Thane bringing in a change in the skylines of Thane. Similarly, Vasant Vihar, Siddhachal, Raheja's Garden Estate and Lodhas gave an opportunity to young couples or mariners to invest in affordable flats which also had the facilities of schools, markets around them.

This rapid growth in the real estate demand in Thane was the driving factor in the formation of TEAA or the Thane Estate Agents Association, in the year 2001.

Today, the association has more than 300 members who have been positively contributing towards creating value in the real estate space by sharing of information, creating customer and budget – friendly options for home owners.

Today, Thane competes with the most developed cities yet maintains its greenery, its lakes and its rich history. I have been fortunate to take up the role of the Secretary of the TEAA that aims at a concentrated effort in the selling, marketing and knowledge- sharing in the real estate industry.

I have grown with the city and I can say that organizations such as TEAA have helped the estate agents in Thane achieve a lot and provided a great platform to all.



Bharat Malik is a Founder-Members of the TEAA



‘OUTREACH TO BROKER FRATERNITY@CREDAI MCHI BKC EXPO’

Thus, it becomes a wonderful market for the retail giants as well.



It came in as a great news that there is a slot reserved at the mega CREDAI MCHI Expo in BKC to present on why THANE as a city should be the focus area of the channel partners and on behalf of the Thane unit I was given the opportunity to do the same.

It's always an experience to visit the mega real estate extravaganza and this was happening after 2 long years so it was even better. The presentation arena was filled with enthusiastic channel partners more than 1000 as

announced by the organisers.

After a few panel discussions it was my turn. As I always like to keep the presentation crisp, first up we had a 4 minute video about what thane has to offer in terms of infrastructure and lifestyle. Post that the most important thing ‘Numbers’, we supported our appeal with numbers and data what we at thane unit truly harvest and monitor. I could say from the reactions that they were pleasantly surprised to know that the cities market is performing so well and that to consistently.

And at the fag end it was demography. Thane, when it comes to the average age is fairly a young city, with most of the members of the family earning. Thus, it becomes a wonderful market for the retail giants as well. This along with the geographical advantage and infrastructural boom makes it a treat that a well read channel partner could hardly resist.

And as it is said you need to have an impact full end, I ended it with the local train. Well there are just two things which differentiates mumbai from any other city in the world the first being the soul to the city and second being it's lifeline the local train. Thane definitely has a soul and in 1853 the first ever local train was commissioned from now CST to Thane. Well as you see Thane was always important so if you haven't yet boarded this train please do it fast.

So that was the presentation and from the reactions I felt it was well received by the audience. I would like to thank and congratulate the entire team for pulling out such a spectacular event.

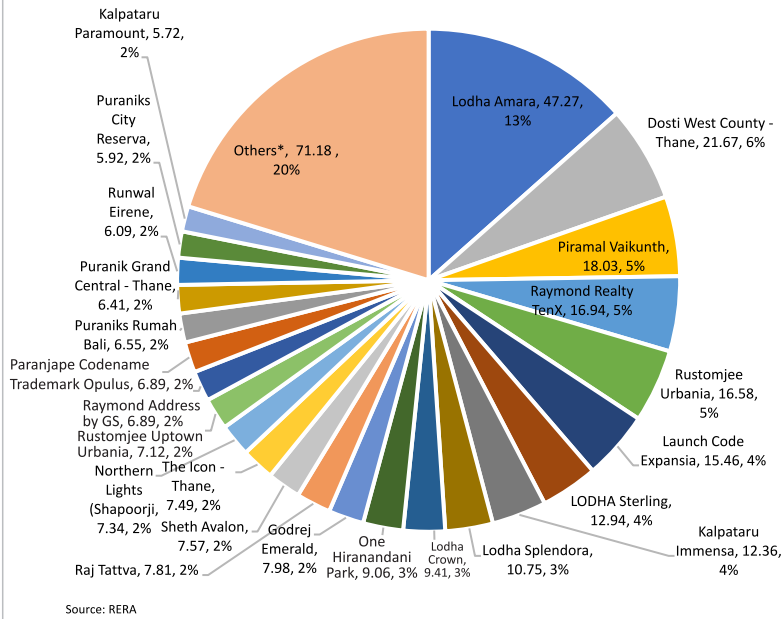
**Manthan Mehta is Past President,
CREDAI MCHI Thane Youth Wing** ■



RERA DATA & REGISTRATION DATA STUDY

MM Research Report-Thane-June 2022

~351 lakhs Sq. ft. of supply across the projects

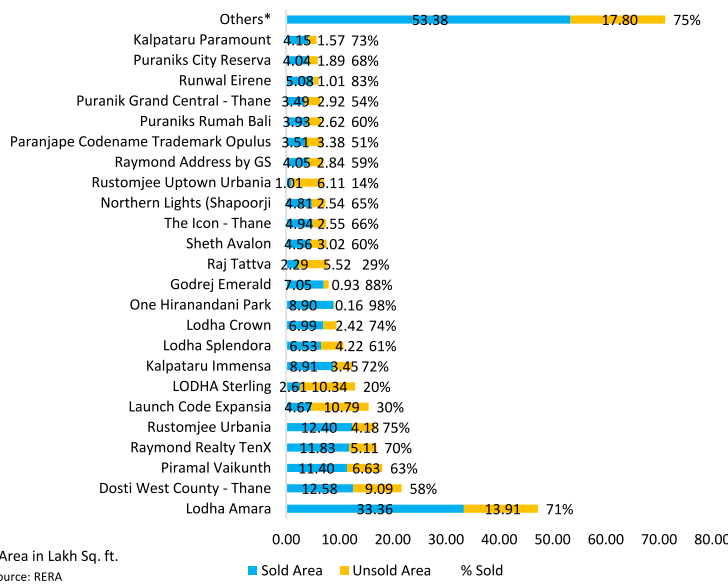


- Lodha Amara (13%), Raymond Tenx (5%) 18% of total supply
- Highest area* sold – Lodha Amara (33.36 lakhs Sq. ft.)

Others* included Kalpataru Sunrise ,Mahavir Spring ,Unnathi Woods Supreme ,Godrej Exquisite ,Tata Serein,Neelkanth Woods Olivia,Wadhwa Courtyard,Sheth Zuri,Vijay Orovia,Wadhwa Elite - Kolshet,Hiranandani Estate - Lake Enclave,Puranik Ikigai,Cosmos Horizon - Thane,Hiranandani Eagleridge - Thane,Highland Springs,Lodha Casa Viva - Raymond,Dosti Desire,Ashar Edge,neelkanth greens,Lodha Codename Rare Gem - Raymond,Ashar Sapphire - Thane,Viraj Tower,Neelkanth Palms III - Krishna,Hiranandani The Walk,Hiranandani Estate - Flamingo- Thane,Raunak Residency - Pokharan,COSMOS JEWELS

*Area in Lakh Sq. ft.

~125 Lakhs Sq. ft. area unsold



- 124.99 lakhs Sq.ft. unsold, 36% unsold
- 226.46 lakhs Sq.ft sold 6% sold
- Highest % Area Sold – Runwal Eirene(83%) One Hiranandani Park (98%)

Others* included Kalpataru Sunrise ,Mahavir Spring ,Unnathi Woods Supreme ,Godrej Exquisite ,Tata Serein,Neelkanth Woods Olivia,Wadhwa Courtyard,Sheth Zuri,Vijay Orovia,Wadhwa Elite - Kolshet,Hiranandani Estate - Lake Enclave,Puranik Ikigai,Cosmos Horizon - Thane,Hiranandani Eagleridge - Thane,Highland Springs,Lodha Casa Viva - Raymond,Dosti Desire,Ashar Edge,neelkanth greens,Ashar Sapphire - Thane,Lodha Codename Rare Gem - Raymond,Viraj Tower,Neelkanth Palms III - Krishna,Hiranandani The Walk,Hiranandani Estate - Flamingo- Thane,Raunak Residency - Pokharan,COSMOS JEWELS

*Area in Lakh Sq. ft. Source: RERA

■ Sold Area ■ Unsold Area % Sold

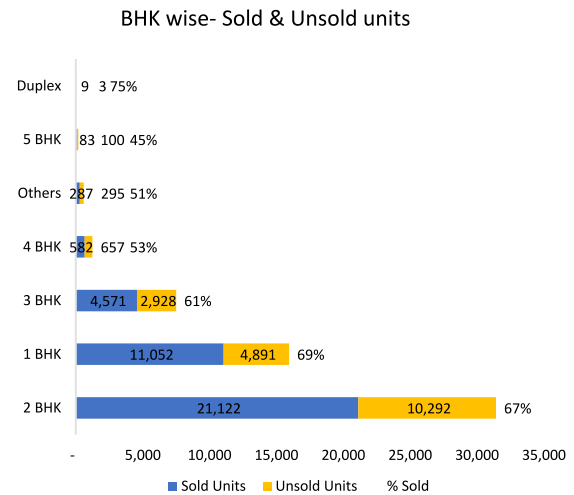
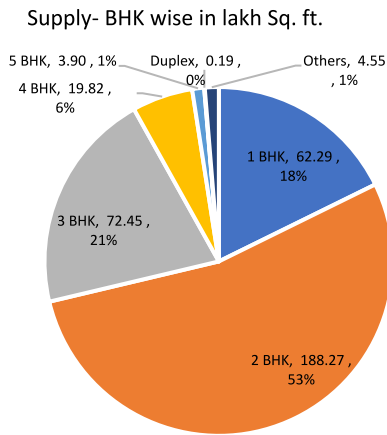


RERA DATA & REGISTRATION DATA STUDY

MM Research Report-Thane-June 2022

~53% of the supply is of 2 BHK*

| 67% of 2 BHK & 69% of 1 BHK*s units sold



- 3BHK (21%) & 1 BHK (18%) contributes majority of the supply
- 61% of the 3 BHK units sold & 31% of 1 BHK units remaining unsold

Source: RERA * 1 RK includes 1 BHK, *1.5 BHK includes 2 BHK, *3 BHK Includes 2.5 BHK & *4 BHK includes 3.5 BHK

Major Completion of projects in 2025 | Upcoming supply of ~ 117 Lakhs Sq. ft.



- Hiranandani The walk, Lodha Casa Viva, One Hiranandani Park, Tata Serein, Lodha Codename Rare Gem
- Ashar Edge, Kalpataru Sunrise, Raj Tattva, Vijay Orovia
- Godrej Emerald, Hiranandani Estate – Flamingo, Lodha Splendor, Raunak Residency, Sheth Zuri, Cosmos Horizon
- Godrej Exquisite, Hiranandani Eagleridge, Hiranandani Estate - Lake Enclave, Kalpataru Immensa, Kalpataru Paramount, Lodha Amara, Mahavir Spring, Northern Lights, Runwal Eirene, Rustomjee Urbania, Sheth Avalon, Wadhwa Courtyard, Paranjape Codename Trademark Opulus
- Highland Springs, Lodha Crown, Rustomjee Uptown Urbania, Piramal Vaikunth, Raymond Realty TenX, Icon
- Dosti West Conty, LaunchCode Expansia, Unnathi Woods, Northern Lights (Shapoorji), Mahavir Spring
- Raymond Address by GS
- Puraniks City Reserva
- LODHA Sterling, Puranik Grand Central
- Puraniks Rumah Bali, Puranik Ikigai

Yearwise delivery in lakhs Sq.ft.

Source: RERA



CREDAI MCHI THANE 20TH PROPERTY EXHIBITION IN FEB 2023

The 20th edition of the expo Exhibition has been planned to be larger than life

CREDAI MCHI Property and Finance Expo @ Raymond Grounds, Thane West, 3 to 6 Feb 2023.

CREDAI MCHI Thane's Property and Finance Expos have been a must-attend ritual for home seekers each year. The upcoming expo will be the 20th edition of the CREDAI MCHI Thane Property and Finance Expo, which will be held from 3rd Feb 2023 to 6th Feb 2023.

The expo will provide an opportunity to Home Buyers and Business Visitors, Channel Partners and Real Estate Agents to come and meet the Developers, their sales teams and understand the projects that showcase the best of Thane homes.

The beauty about Property Exhibitions is that you get to evaluate many projects under one roof; meet a lot of different people including those from sales teams, home finance agencies and channel partners, other stake holders in real estate etc.

The upcoming 20th property expo is under the able leadership of CREDAI MCHI Thane Hon. President Jitendra Mehta; Hon. Secretary Manish Khandelwal, Treasurer Gaurav Sharma, Expo Committee Chairman Sandeep Maheshwari and the rest of the CREDAI MCHI Thane Team.

"We will ensure that home buyers get the best possible options at the Property Expo where we expect more than 50 Developers to participate, and they will showcase more than 100 Projects across Thane and the Mumbai Metropolitan Region," said Jitendra Mehta.

"The Expo is also festive time for home seekers; sentiment is the catch-phrase. The expo and the offers in from Developers will make it interesting for home seekers," added Manish Khandelwal.

Gaurav Sharma added that home loans will be an important aspect of the expo, adding that some special offers can be expected from housing finance companies during the expo.

Sandeep Maheshwari pointed out that other offers would include Zero Stamp Duty, Easy Payment Schemes, Home Loan at special rates with Selected Financial Institutions etc. "A few developers are likely to roll out offers like offering lucky draws, gifts on booking the home as also Gold Coins, Air Conditioners and Modular Kitchens as add ons," he added.

So all in all it will be a good opportunity for home seekers – for developers and other stakeholders, including home finance companies, it will be an ideal platform. The branding opportunities as also marketing platforms will be available over a 4 day period.

The 20th edition of the expo Exhibition has been planned to be larger than life, with B2B activities offering a wide array of opportunities for stakeholders in real estate.

The line-up of activities over the 4 days will include broker interactions, Marketing Master Classes, Motivational Speakers, Award Night for the best, Business Networking Meets and Channel Partner Panel Discussions to understand the real estate market in depth – participating will be the 'who's who' of real estate.

Looking forward to seeing you participate in CREDAI MCHI Thane Property Expo 2023. ■



TECHNOLOGY - GOING BEYOND THE REAL ESTATE BOOST

In India, technology now plays a significant role in the growth of not only businesses but society as a whole.



Digital technologies are now being used in several critical ways, including in the banking and finance sector, education, communication, healthcare - and real estate.

During the pandemic, these technologies came to the forefront. Education went entirely online for a long while, and Indians learned how to use UPI to receive and make payments via UPI. Hospitals launched e-consultations, bringing medical care into Indians' homes. And, very pertinently, Indian homebuyers made themselves familiar with how to use digital interfaces to find the homes of their choice.

Interestingly, this was not just a metropolitan phenomenon. At our development firm, digital interactions with customers via the website and digital channel partners gave us some exciting readings. From as early as April 2020 - a month after the first wave of Covid-19 started and lockdowns were imposed - property enquiries were coming in from many tier 2 and tier 3 cities of Maharashtra, and even from rural areas.

Fast-tracked Tech Evolution

In a very short time, homebuyers across India learned how to find homes via the Internet, using developer websites, apps, and the major real estate portals. This new-found knowledge about leveraging digital platforms coincided with a massive surge in the desire for homeownership.

The Indian real estate sector and other marketplaces using digital technologies took a massive leap forward within less than a year. Under normal (non-pandemic) circumstances, such a rapid evolution would have been impossible. As

always, demand drives supply - and the suddenly surging demand for homes made it imperative for buyers and property sellers alike to adopt technology quickly.

More recently, leading developers have even begun enabling property registrations via digital interfaces in their offices. All this has made digital technology accessible to most Indians, including in the previously under-penetrated rural areas. As India's technological adoption grows, so will its overall economic prosperity.

Technology and GDP have become inextricably interlinked today. Digital infrastructure is literally changing our lives - and the economy.

Promises and Pitfalls

While digital adoption is increasing in India, the fact remains that this is a vast country where no facet of progress can unfold uniformly. The government must do more to help rural Indians understand and use technology to aid their economic prospects. This need goes far beyond making tech-driven homebuying possible - rural India needs access to other vital resources and marketplaces.

As it is, the migration of rural dwellers to urban cities is increasing. Developing countries like India are undergoing a steady metamorphosis from a farming-driven rural economy to the urban model of industrial growth and proliferation of the services sectors. Urbanization is part and parcel of development in more developed countries. India is not far behind.

Not only is India's urban population increasing, but more and more rural parts of the country are being reclassified as semi-rural and urban areas. Urban India's boundaries are growing steadily. This means that the traditional differences between rural and urban requirements are also decreasing. Digital India must empower all parts of the country equally to ensure that rural-to-urban migration can be seamless.

Revamping Laws in Digital India

Many of India's laws are antiquated and were not formulated with something as disruptive as digital technologies in mind. This is becoming more and more apparent. For example, in an age of cyber crime where tech-savvy scamsters exploit the knowledge loopholes of under-informed Indians, the legal system must impose strict punitive actions and preventative measures.

The Indian Penal Code requires various revisions. This is admittedly happening - but at too slow a pace. Likewise, provisions such as digital property registrations will only be uniformly beneficial when they apply to property transactions across the country.

About the Author: Anil Pharande is CMD, Pharande Spaces, a Pune-based leading real estate construction and development firm. He is also President - CREDAI (Pune Metro)



THE LIFE STRUCTURES OF AN IDEAL INSTAGRAM PROFILE

Instagram is an excellent way to find customers where they're already spending time.



Using Instagram for business can drive brand awareness, boost sales, and build and track audience engagement.

It's an excellent way to find customers where they're already spending time. It can also provide valuable audience insights to use with all your marketing plan strategies.

By Dalvir J Reel

The best Instagram profiles share a couple of things practically speaking, including effectively recognizable usernames, a conspicuous profile picture, a constant flow of Instagram Stories and photographs, an educational yet superb bio, a connection to a significant presentation page or mission, and that's just the beginning.

Using Instagram for business can drive brand awareness, boost sales, and build and track audience engagement. It's an excellent way to find customers where they're already spending time. It can also provide valuable audience insights to use with all your marketing plan strategies.

"With 500 million day to day clients and in excess of 80% of Instagram accounts following a business account, it's vital that advertisers incorporate Instagram as a piece of their virtual entertainment showcasing technique."

1. Public (Not Private) Profile

Naturally, your Instagram profile will be public - - meaning anybody on the planet can see your profile and posts on Instagram.

In case you're making an Instagram profile for business, that is the thing you need: You believe any body should have the option to see your posts and follow your image assuming they need to. (In any case, assuming you keep your profile hidden, anybody who visits your profile will not have the option to see your photographs, which could stop them from following you.)

2. Conspicuous and Accessible @Username (i.e., Handle)

Start by ensuring your username is unmistakable and effectively accessible, like your business name. On the off chance that your business name is as of now taken as a username, have a go at keeping your business name as the initial segment of your username so that individuals looking for your business are bound to go over your record. For instance, the Australian sports clothing line Lorna Jane utilizes the username @credaimchi."

3. Effectively Accessible Business Name

Next, try to add your full business name to the "name" part of your profile. This will show up under your profile picture and under your username in search."

4. An On-Brand Instagram Profile Picture

Your profile photograph is one of the main things individuals see when they visit your Instagram profile, as it's shown noticeably in the upper right-hand corner. It ought to be something effectively conspicuous - - something on-brand with your other informal communities.

Using Instagram for business can drive brand awareness, boost sales, and build and track audience engagement.

Presently, notice that profile photograph in the picture above is a circle. That is not the users decision; Instagram really crops your profile photograph into a circle (110 pixels in breadth) when you transfer it to the app.

You don't need to make the circle picture yourself. As a matter of fact, since you'll need to trim your photograph into a circle in the application, you'll preferably need to transfer a square photograph with your logo in the middle, set so the edges of the photograph can be cut off without a problem.

For reference, remember the base profile picture size



for Instagram is 110 x 110 pixels -- an ideal square. Try not to digress excessively far from this base; remaining under 200 x 200 is supported so clients don't see a foggy or extended photograph while visiting your profile page.

5. Great, Significant, Instructive Bio

Like your profile photograph, your "profile" (i.e., the depiction at the highest point of your profile) is one of the main things guests to your profile will see. You have a maximum of 150 characters: Use them to tell individuals what you're about and convince them to follow you. Incorporate what your identity is and what you do and make certain to add a smidgen of character."

The following are a couple of models for inspiration: WeWork: "WeWork furnishes you with the space, local area, and administrations you want to make a day-to-day existence, in addition to a living.

Oreo: "See the world through our OREO Wonder filled lens.

6. Identifiable Connection in Your Profile (That You Change Regularly)

One of the greatest dissatisfactions individuals have with Instagram -- particularly organizations -- is that it is precisely near an ideal stage for pushing traffic away from the application to a site, a Twitter page, or elsewhere. That is on the grounds that interactive URLs aren't permitted anyplace with the exception of the single "site" enclosed with your bio.

That's the reason you'll need to add a connection to the "site" confine your business' Instagram bio. This makes it simple for individuals to go directly from Instagram to your site, blog, or a particular campaign. One slippery method for getting individuals to tap the connection in your profile? By alluding to that connection in individual photograph subtitles. At any point seen subtitles that express something like "Connection in bio"? They're attempting to guide you to their profile page, so you click the connection in their bio.

Engage clients by refreshing that URL often to highlight your



most recent blog content, YouTube video, item, or proposition. For instance, would you say you are running a challenge, or need to expand supporters of your blog? Simply change the connection, and afterward post a photograph that makes reference to the new connection in its subtitle.

7. Empowered Notifications

Before you tap out, check your "Choices" settings to ensure notices are empowered so you can see when individuals offer or remark on your photographs. This'll allow you to draw in with them all the more rapidly and effectively, very much like a great deal of organizations truly do on Twitter.

8. Top notch Photos

High quality photographs are a tremendous piece of an enhanced Instagram profile. At the point when individuals visit your profile, chances are, the principal thing they'll do is look at the initial ten or so photographs in your feed. The nature of those photographs will be a major consideration whether that

individual follows you or not.

So, forever be thinking about your Instagram photographs along these lines: On the off chance that you have nothing gorgeous to post, post nothing by any means.

9. Reliable, Customary Posts

An enhanced Instagram profile is a functioning one. Since photograph quality is so significant, you don't have to stress over presenting on your Instagram account on various occasions a day as you accomplish for most other virtual entertainment organizations. All things considered, center around making excellent substance -- and afterward posting them at the ideal opportunities for your targeted audience.

To ensure you're posting reliably, download this virtual entertainment content schedule layout from the internet and begin arranging out your Instagram posts. Over the long run, you'll need to develop an excess of photographs for long schedules. ■

Cont'd From Page 09

have also been organized by MCHI Thane, and promoted by us. Many successful events such as The Tree

Plantation Drive, Sports Day, Seminar on RERA Compliances etc were promoted. We have covered over 35+ important events as well as promoted them, a glimpse of which can be found on the website and social media channels.

One such event was the E Registration Training Workshop/ Seminar with over 90+ participants, which explained the process of E-registration for property. The event was very successful with the presence of many reputed officials from the industry.

Jitendra Mehta also adds, expanding digitally has become a necessity rather than a trend in today's technologically advanced world. Our digital team strategically plans the

projects and believes in delivery of result oriented work.

Jay Vora, Youth Wing President has thoroughly supported us in executing the vision of remarkable digital growth. Digital growth/ transformation is the key to future business. With excellent strategies, perfect execution and a hardworking team like ours digital growth is achievable.

Lastly, we would like to specially thank all the committee members and youth wing members of CREDAI MCHI Thane, who gave us a vision of growing digitally and have entirely supported us in transforming that vision into a reality.

Dalvir J Reel is CEO of Digikraf, a leading Digital Marketing agency based in Thane.



RBI Monetary Policy - Inevitable Hike Will Make Homes Costlier



The 50 Bps hike by the RBI end-September 2022 was expected, especially since no global economy has hinted towards any kind of moderation. Inflation continues to ravage almost all economies, and India is no exception. ANAROCK's recent Consumer sentiment survey also highlighted that at least 61% respondents saw high inflation as a major concern for them, seriously impacting their disposable incomes.

With this repo rate hike, home loans will get dearer soon. This could impact residential sales to some extent during the upcoming festive quarter, particularly in the affordable and mid-range housing segments.

The hike in home loan rates will be in addition to the other increasing costs such as inflationary trends of construction input costs. With the overall acquisition cost increasing further, developers will have to seriously consider doling out targeted offers and discounts to boost sales during the critical festive quarter.

The silver lining is that only when the home loan interest rates breach the 9.5% mark will housing sales see a 'High Impact'. If rates remain between 8.5-9%, the impact is expected to be moderate.

Anuj Puri, Chairman - ANAROCK Group

Housing Sales in Top 7 Cities to Create New Peak in 2022, Breach Previous High of 2014

Going by the momentum in housing sales in the ongoing festive period and that of the first three quarters this year, 2022 will likely breach the previous peak of 2014 with all-time high sales across the top 7 cities. Total sales in the top 7 cities are likely to exceed 3.6 lakh units in 2022. In the previous peak year of 2014, the top 7 cities saw 3.43 lakh units sold.

Jan-Sept 2022 saw sales and new launches surpass the full-year readings of 2019 with approx. 2.73 lakh units sold in 9M 2022 and 2.65 lakh units launched. 2019 saw over 2.61 lakh units sold in the entire year, while new supply stood at 2.34 lakh units. Going by the momentum in housing sales in the ongoing festive period and that of the first three quarters this year, 2022 will likely breach the previous peak of 2014 with all-time high sales across the top 7 cities. Total sales in the top 7 cities are likely to exceed 3.6 lakh units in 2022. In the previous peak year of 2014, the top 7 cities saw 3.43 lakh units sold.

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\$3.8 Bn Funding Needed to Meet India's 223 Mn sq. ft. Warehousing Demand in Next 3 Years

- Grade A warehouse absorption rose from 34 Mn sq. ft. in 2018 to 48.5 Mn sq ft in 2021 at a CAGR of 12.6%, supply up from 37.8 Mn sq. ft. to 51 Mn sq. ft in the same period at CAGR of 10.6%
- Grade A warehouse leasing across 7 cities at approx. 160+ Mn sq ft, highest in MMR & Pune with 37%, Bangalore, Chennai & Hyderabad with 32%
- Among top 7 cities, MMR has the highest average rent at INR 27/sq. ft., Hyderabad lowest at INR 20/sq. ft.
- Of top 10 micro markets, Western region (Bhiwandi, Chakan & Panvel/Taloja) dominates Grade A warehousing space leasing share with 41%

Over 45 Data Centres Spanning ~13 Mn Sft to Boot Up in India by 2025-end

- Currently, there are 138 data centres (DCs) across India with ~11 Mn sft & 737 MW of IT capacity (building ready); at least 57% of the current IT capacity is in Mumbai & Chennai



- By 2025-end, altogether there will be 183 DCs in the country with ~24 Mn sft & 1,752 MW of total IT Capacity
- Over 69% of future new supply in terms of IT capacity (nearly 1,015 MW) will come up in Mumbai & Chennai; of this, at least 51% is in Mumbai alone
- Additional potential exists for nearly 2,688 MW of future unplanned supply in India where land has been locked in by DC operators; 78% of this unplanned IT capacity concentrated in Mumbai & Hyderabad

Luxury Housing Sales Double to 14% in H1 2022 from 7% in 2019

Indian luxury housing has performed remarkably well post the pandemic, with overall sales rising steeply across the top 7 cities. Latest ANAROCK Research data finds that of approx. 1.84 lakh units sold in these cities in H1 2022, about 14% (approx. 25,700 units) were in luxury homes. Contrastingly, of 2.61 lakh units sold in the whole of 2019, just 7% (approx. 17,740 units) were in the luxury category. MMR and NCR have led luxury homes sales with H1 2022 seeing approx. 17,830 units sold in these two cities alone. In 2019, they accounted for a mere 11,890 luxury homes sold in the entire year.

Top 8 Cities See 68 Land Deals for 1,656+ Acres in 9M 2022

- Jan-Sept. period of 2021 saw just 20 land deals for over 925 acres across these cities
- Of total land deals in 2022 (Jan-Sept.), nearly 40 deals over 590+ acres proposed for residential development, 147 acres for Industrial & Logistic Park and Warehouse, 119 acres for data centres, 115 for mixed-use development & 26 acres for commercial, among others
- Hyderabad tops land deal share with 46%, NCR comes a distant 2nd with 14% & Bengaluru had a 13% share
- MMR clocked the highest number of land deals, but for small land parcels.

Homes Worth INR 1.56 Lakh Cr. Sold in Top 7 Cities in H1 FY23, Yearly Gain of 119%

- Approx. 1,73,155 homes were sold across the top 7 cities in the first two quarters of FY23, against 87,375 in the corresponding FY22 period
- INR 71,295 Cr total estimated value of homes sold last year in H1 FY22
- Overall sales value in H1 FY23 was highest in MMR at INR 74,835 Cr, followed by NCR at INR 24,374 Cr & Bengaluru at INR 17,651 Cr
- Among the top 7 cities, NCR saw highest yearly total sales value growth of 175% – from INR 8,896 Cr in H1 FY22 to over INR 24,374 Cr in H1 FY23

- In Hyderabad, housing sales value rose by 130% - from INR 6,926 Cr in H1 FY22 to INR 15,958 Cr in H1 FY23

3BHKs in Highest Demand for 44% Respondents

– CII-ANAROCK Survey

- 38% of respondents still prefer 2BHKs; in the previous survey (H1 2021), 46% preferred 2BHKs while 40% voted for 3BHKs
- Demand share for 4BHKs has also risen – from 2% pre-Covid to 7% now
- High inflation has majorly impacted disposable incomes of at least 61% of respondents
- Luxury properties priced >1.5 Cr gaining traction with 4% rise in vote share - from 6% in pre-Covid 2019 survey to 10% in H1 2022
- High impact on housing sales expected if home loan interest rates breach the 9.5% mark
- Despite offices & schools resuming, 42% of respondents still prefer homes in the city peripheries

Top Luxury Housing Markets See Up To 18% Rental Growth in Last 2 Years

- Among localities in top 7 cities, Mumbai's Worli saw highest rental growth (18%); avg. rentals (for a min. 2,000 sq. ft. home) increased from INR 2 lakh in 2020 to INR 2.35 lakh in 2022
- Bengaluru's Rajaji Nagar saw a 16% jump in the same period – from INR 56,000 in 2020 to INR 65,000 in 2022
- Most top luxury markets saw double-digit growth in rentals in the last two years; pre-Covid, the avg. 2-year luxury rental hikes were single-digit
- Capital appreciation in these luxury markets remained in single digits (2-9%) in last 2 years
- Bengaluru's Rajaji Nagar saw highest capital appreciation of 9% with avg. prices - from INR 5,698 per sq. ft. to INR 6,200 per sq. ft.

Studio Apts Supply Share Down to 9% H1 2022

The overall supply share of studio apartments, among the hottest-selling configurations before the Covid-19 pandemic, has been dipping across the top 7 cities since 2020. Latest ANAROCK research shows that out of 1,063 projects launched in H1 2022 across these cities, only 91 projects offered studio apartments - a 9% share. In contrast, of the 1,921 projects launched in 2019, around 368 (19%) had studio apartments. In 2020, the share was 15% - of 884 projects launched in the year, approx. 130 projects offered studio apartments, while in 2021, 145 out of 1,207 launched projects had them as options.

Reports mentioned in news items are
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THANE GLOWS IN FESTIVE FERVOUR THIS DIWALI

Tribute to CM Shri Eknathji Shinde by CREDAI MCHI Thane



CREDAI MCHI THANE EVENTS...



DISCUSSION MEETING ON DEVELOPMENT PLAN 2023-43 @ URCT TMC FELICITATION OF SHRI. ASHOK PATIL DY. DIRECTOR DEVELOPMENT PLAN, TMC.



IDOLS MAHARASHTRA BY SAKAL SPONSORED BY CREDAI MCHI THANE AT TIP TOP HOTEL THANE



CREDAI MCHI THANE PRESIDENT MR. JITENDRA MEHTA WELCOMED BY. CHIEF MINSITER SHRI. DEVENDRAJI FADNAVIS AT LOKMAT THANE NEW OFFICE OPENING EVENT AT RAM MARUTI ROAD THANE



INSURANCE CAMP BY POST OFFICE



CREDAI MCHI THANE EVENTS...



CREDAI MCHI YOUTH WING REAL ESTATE DIALOGUE (RED) EVENT WITH MR GAUTAM SINGHANIA CMD RAYMOND GROUP & CREDAI MCHI THANE'S 3RD BI-MONTHLY MAGAZINE LAUNCH.



CREDAI MCHI THANE YOUTH WING ORGANISED STUDY TOUR NO 2 OF CIDCO TOWER 96 FLATS BUILT IN 96 DAYS



SEMINAR ON GST RELATED ISSUES & LATEST AMENDMENTS ON CONSTRUCTION SECTOR & AUDIT BY DEPARTMENT

CREDAI MCHI THANE EVENTS...



E-REGISTRATION TRAINING SEMINAR FOR REGISTRATION FROM DEVELOPERS OFFICE ATTENDED BY 120 SALES AND REGISTRATION STAFF



BHUMI PUJAN & PRESS CONFERENCE OF RAAS RANG THANE 2022



WELCOMING NEW THANE COLLECTOR SHRI. ASHOK SHINGARE (IAS)



WELCOMING NEW TMC COMMISSIONER SHRI. ABHIJEET BANGAR (IAS)

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