

VOLUME #9
APRIL, 2018
THANE



What's Inside?

Quality of Life in Thane city

And what does this mean for real estate development in the country?

Pg. 05

How to attach the 'correct' price tag to your house before giving it on rent?

Pg. 09

How to create your workspace at home?

Pg. 15

CONTENT

03 MESSAGE
About CREDAI-MCHI - Thane unit

04 MESSAGE
Vision and Mission

07 A GOLDEN BET ON PROPERTY

08 BUYER'S BENEFITS

15 HOW TO CREATE WORKSPACE AT HOME



05

09

HOW TO ATTACH 'CORRECT' PRICE TAG TO YOUR HOUSE BEFORE GIVING IT ON RENT?



09

11

LIVING IN AN AREA WHICH HAS ACCESSIBILITY TO HEALTHCARE CENTERS IS A BOON



11

13

LIVE AND LET'S PLAY!



13



17

WE ARE "CREDAI MCHI - THANE UNIT"

A natural partnership with all city stakeholders 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. MCHI 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.

Its aim as an Association of Developers has been to seek rational rules and regulations which are uniformly applied across the board as this will to a great extent result in speedy construction, cost reduction, fair pricing and a push for better quality standards at par with the developed world, with a high level of transparency.

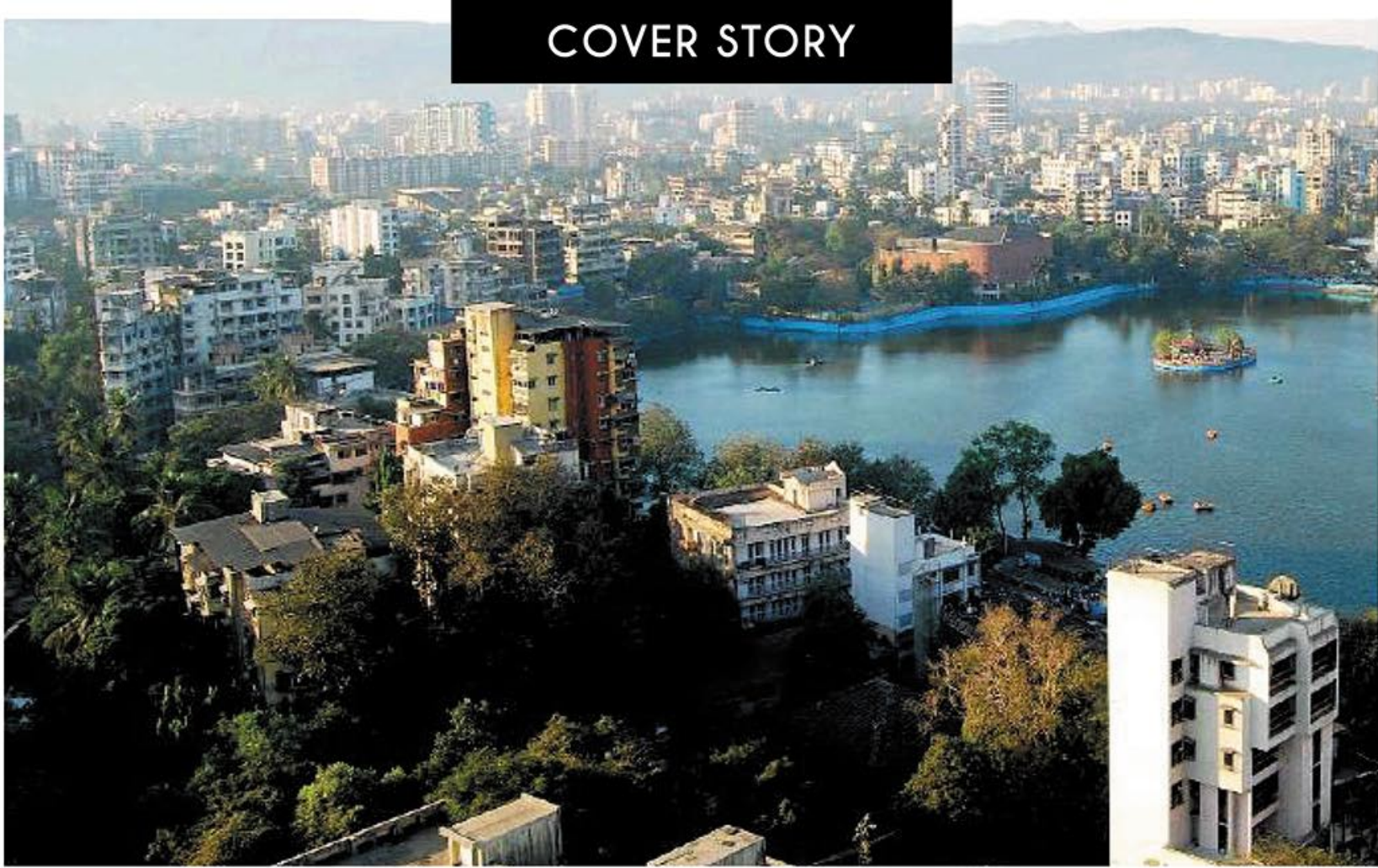
VISION & MISSION

MCHI-THANE has always believed that a great city is the sum total of great buildings, great infrastructure and great people. MCHI-THANE believes that through strategic partnerships with the Thane Municipal Corporation, MMRDA and MIDC Thane which have already contributed substantially to the infrastructure, Thane can become a Great City with tremendous potential for Real Estate and Commercial Growth.

This will attract huge investments leading to ample lucrative employment opportunities for its citizens. The general climate of prosperity will trigger high investment and growth in retail and entertainment complexes. All that is needed for encouraging this virtuous cycle is longterm vision and mutual co-operation on the part of all stakeholders.

MCHI-Thane intends to reposition Thane City as:

- Well governed with good infrastructure
- Eco-Friendly
- Cost Effective
- Culturally Advanced
- Vibrant Cosmopolitan City
- In short, a great place to Live, Work and Play



- Courtesy: timesofindia -

QUALITY OF LIFE

...AND WHAT DOES THIS MEAN FOR REAL ESTATE DEVELOPMENT IN THE COUNTRY?

It is widely known that the next big growth drivers for the Indian economy, alongside the consumption and infrastructure story, will stem from the fast rate of urbanisation. The census data on urban population for the last three periods (1991, 2001 and 2011) reveals that the rate at which population is rising in the urban areas is more than 30 per cent. While this presents a great opportunity for the real estate sector, it also poses a number of challenges.

BUYERS TODAY ARE LOOKING BEYOND THE PRICE OF THE PROPERTY



KNOW YOUR CITY

- Thane is also called the 'City of Lakes'
- **Total population:**
1,841,488
- **Average literacy (%):**
89.41 per cent
- Thane is a part of the '100 smart city mission' list

- Source: 2011 Census

CHANGING DYNAMICS:

A good quality of life has emerged as a key criterion for home-buyers and that reflects in their homehunting process. "The buyers today are looking beyond property price and appreciation potential. And this shift in mindset has emerged because the speculative buyers have disappeared from the market with only 'genuine' end-users making their presence felt. Buyers are buying to live and not to sell. Also, with India emerging as a 'young economy', we have witnessed a paradigm shift in the age group of people buying property (in short: the millennials are rapidly making strides in the realty sector)," says K T Ravindran, dean emeritus, RICS SBE, Amity University.

Reiterating a similar line of thought, Amol Prabhu, partner, Shashi Prabhu & Associates (SPA) goes on to add, "Twenty years ago, the parameters of living a good quality life were - residing in a high-rise building, a balcony with a good view, an intercom system, multiple elevators and probably a garden. Today, such parameters are considered substandard. Home-buyers today are wellread, well-travelled and well-informed and therefore, they do not make their decision in isolation. It is dependent on a variety of factors depending on which category the buyers fall onto."

- Courtesy: timesofindia -

A GOLDEN BET ON PROPERTY

Home-buyers have finally woken up to the fact that property is indeed one of the best investment bets and there is no occasion better than the auspicious ***Akshaya Tritiya*** to lock in on their dream home couple of years

-Courtesy: epaper.timesofindia.com-

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BUYERS BENEFIT

Experts strongly believe that we are currently living in a buyer's market. Hence, from lucrative discounts and offers to freebies, developers apply all the tricks in the book so that fencesitters turn into active buyers and finally make that home purchase. However, since homebuying is one of the most important decisions of one's life, it is imperative to be clear about one's needs and requirements and then go ahead and make that purchase.

While Akshaya Tritiya is expected to ring in prosperity with potential buyers looking to go on an investment spree, there is also an unsettled debate around what to pick – underconstruction property or readyto-move-in homes. While both these options have their own set of pros and cons, experts advise buyers to weigh both the options carefully before booking their dream abode.

On one hand, underconstruction properties offer better value buys with a high appreciation for capital even during the construction period; on the other, ready-to-move-in homes have the GST advantage and zero execution risk. Hence, even though home-buyers should aptly take advantage of this auspicious occasion, the risk should be a well-calculated one, as it is a once-in-a-lifetime investment decision.

DID YOU KNOW?

HOW TO ATTACH THE 'CORRECT' PRICE TAG TO YOUR HOUSE BEFORE GIVING IT ON RENT?

A house in a mature market will always yield better returns as compared to a place in a developing market. Hence, make a call accordingly;

Stay abreast with the key infrastructural projects in the adjoining areas and about future developments since it will help your cause;

Major differentiating factors between properties are - A reputed developer, Amenities provided by the builder and The society (presence of swimming pool, gymnasium, clubs, parks, etc);

Neighbourhood among others. For instance, if you have purchased a project in an area, which has easy access to various modes of transportation and basic amenities, you can always command a higher rent as compared to others because of this added advantage. Hence, factor in all these things;

A property, which has a developed infrastructure, strong connectivity to employment hubs and a good social infrastructure (schools, colleges, hospitals, retail, etc) will always fetch better rental returns.

- Courtesy: Times Of India -





- Courtesy: Times Of India -

ALL ABOUT YOUR HEALTH

LIVING IN AN AREA, WHICH HAS AN EASY ACCESSIBILITY TO HEALTHCARE CENTERS AND HOSPITALS CAN BE A BOON

Winston S. Churchill once said, "Healthy citizens are the greatest asset any country can have." Taking care of your health is not only going to benefit you but also your family. Your health is heavily dependent on your lifestyle choice; however, in a world where a race against time can lead you to success; health at times, may go out of the window. This is the unfortunate truth about your lifestyle. Staying healthy and fit requires a proper diet, regular exercise and constant effort to always make healthy lifestyle choices. This can get a little difficult and that's when we require healthcare centers. Living in an area, which has easy accessibility to healthcare centers and hospitals can be a boon in itself. A few seconds can prove to be the difference between life and death and thus, it is essential that homebuyers keep in mind the closest healthcare centre when purchasing a home.

- Courtesy: Times Of India -

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PAGE

12

LIVE AND LET'S PLAY

Real estate companies are crafting world-class 'sports cities' with limited edition residential units for home-buyers who aspire to take their game a notch higher

A new, sporting India is emerging on the heels of massive wins by Indian sportspersons in the global arena, thus making way for some serious professional sports action at home. Believing in starting young, more families are encouraging their children to take to competitive sports by enrolling them in sports clubs and gyms in their neighbourhood or apartment complex. Encashing on this potential in nurturing young sporting talent by providing worldclass facilities at their doorstep, real estate firms are launching exclusively designed sprawling 'sports cities' at par with international standards.



- Courtesy: Times Of India -


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HOW TO CREATE YOUR WORKSPACE AT HOME

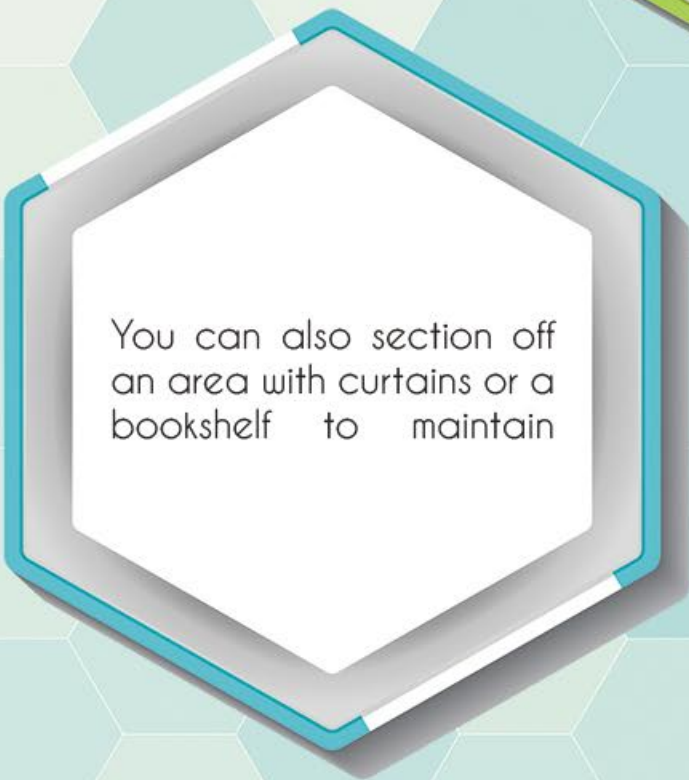
Make use of the vertical space by incorporating floating shelves or racks

Identify corners or spaces that are less used and set up your desk there


Adding office furniture like a lamp, stationery, storage bins, notepads



Incorporate a bunk bed
or levitate your bed and
use the space below as
your workspace



You can also section off
an area with curtains or a
bookshelf to maintain



Create a niche in your
cabinets and keep a
space open to work at
your desk



HAPPY
Akshaya Tritiya

PROSPERITY THROUGH PROPERTY

The house you looked at today and wanted to think about until tomorrow may be the same house someone looked at yesterday and will buy today, said famous US real estate consultant Koki Adasi. Hence, experts have always maintained that the right time to purchase a house is now. And if you have been closely watching the market, then Akshaya Tritiya is your best chance to make that most essential purchase of your life.

AUSPICIOUS TIMING

Akshaya in Sanskrit means something that never diminishes, while Tritiya implies the third tithi of the month. Hence, this day is considered to be one of the most auspicious days in the Hindu calendar. It is strongly believed that any new task started on this day or any new purchase made on this day grows and prospers continuously. Therefore, making a high-value purchase (whether it is gold, car or real estate) would usher in good tidings and luck. And since purchasing a house is an unrivalled ambition, it is considered highly auspicious to seal the deal on the occasion of Akshaya Tritiya.

- Courtesy: Times Of India -

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CREDAI - **MCHI**
THANE UNIT

Address: 501, 5th Floor,
Plot No - A-123/4,
Odyssey IT Park,
Road No. 9, Wagle Estate
Thane (W) - 400 604,
Maharashtra, India.

Website: www.mchithane.org

E-mail: mchithane@gmail.com
mchithaneexpo@gmail.com

Mobile: (+91) 9833 4583 23

Telephone: (+91) 22 2580 6868
(+91) 22 2580 6865