The Wadhwa Group
Landmarks planned with passion

Coverage Dossier

For

July 2020

By

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COMMUNICATIONS

new-age image & reputation curators

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Publication	Times of India
Date	14th July 2020
Page No.	02

Mulund complex fights Covid with pre-emptive action, task force

TIMES NEWS NETWORK

Mumbai: In the aftermath of the Covid outbreak, housing societies in the city have devised innovative ways to protect their residents. In Mulund (west), a vast complex named Atmosphere was quick on the uptake—even before the national lockdown began on March 25.

The 43-storey skyscraper, with three wings, towers over the skyline along the Mulund-Goregaon Link Road. It comprises 700 flats and has around 2,500 residents. The society is yet to be formed, given that most families moved into this new building just a year ago.

Despite this, on March 20, Atmosphere set up a task force of 36 members and devised a WhatsApp group to deal with the pandemic. This includes lawyers, corporate executives, doctors, nurses and engineers who contribute their expertise to the cause.

#MYSOCIETYPRIDE

Right away, the garden, swimming pool, gym and clubhouse were closed. Chandrashekar Iyer, a retired corporate executive who is a member of the task force, said, "We revamped our security system and restricted the entry of incoming vendors to milk suppliers. No visitors or guests were allowed. Residents were given coupons to restrict their market visits to two per week. We arranged for food chains, medical stores, egg and vegetable vendors to supply items to residents in the premises, and even allotted time slots to groups of 10 to minimise crowding and queues. They stand in marked circles and wear masks. We even brought in a mobile ATM."

Some residents of Atmosphere volunteered to give their scooters and motorcycles so society staff can commute to work. Essential staff, such as security personnel, were given room to stay in the basement of the building, and their meals were taken care of by residents.

Medical stores, egg and vegetable vendors supplied items to residents in the premises, and time slots were given to minimise crowding

New residents who wished to move in were permitted to do so in phases—one per wing, per day, and a limited number of labourers were allowed to complete fitouts, while instructed to stay inside the premises. They cooked their meals indoors to minimise external contact.

Masks, social distancing, temperature scanning, oximeter checks and sanitising have become routine at the complex. Task force member Janhvi Pradhan Deshmukh, a corporate lawyer, said, "With the lockdown easing we are granting relaxations but with caution. Maids are allowed with health certificates and Aarogya Setu verification."

Despite the stringent curt
11 Atmosphere residents test
positive for Covid so far,
whom nine have recovered. I
house doctors like Nitin Zal
Nilesh Tatkare and Priyan
Purandare are guiding Cov
suspects and patients throu
teleconsultation, and are n
working with hospitals to pr
vide beds.

Continuing checks inclu
preventing entry of perso
from containment zones, A
gya Setu clearance, temperat
re scans, masks and a well-de
ned quarantine policy. Loc
MLA Mihir Kotecha has be
in touch every day for updates

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Publication	MINT
Date	4th July 2020
Page No.	01

Indiabulls Housing Finance gets ₹2,200 cr lifeline from Oaktree

Gopika Gopakumar & Jayshree P Upadhyay

MUMBAI

Indiabulls Housing Finance Ltd (IBHFL) has raised ₹2,200 crore from Oaktree Capital by pledging a part of its real estate loans to the global stressed assets investor, two people directly aware of the transaction said, requesting anonymity.

The transaction is expected to breathe a fresh lease of life into Indiabulls Housing, which has been in talks with investors for several months. The fresh funds are expected to be used to meet payment obligations.

As part of the terms of the deal, Oaktree will buy non-convertible debentures (NCD) to be sold by Indiabulls Housing, according to the people cited above. The NCDs will be guaranteed by an underlying real estate portfolio valued close to ₹4,500 crore, comprising loan exposures to developers such as Wadhwa Group and Sheth Developers.

A spokesperson for Indiabulls Housing did not respond to an email query. A spokesperson for Oaktree declined to comment.

In a similar transaction last year, now bankrupt Dewan Housing Finance Ltd (DHFL) sold wholesale loans worth ₹1,375 crore to Oaktree to reduce its project finance loan book and raise immediate liquidity.

The fresh funds are expected to be used to meet the company's payment obligations. MINT

Indiabulls Housing Finance has pledged a part of its real estate loans to the global stressed assets investor

Indiabulls Housing's business has been under pressure as is evident from ratings downgrades. In March, Moody's Investors Service downgraded the home financier from B2 to B3, with a negative outlook, citing a challenging fund-raising environment. Rating agency ICRA had also downgraded the long-term rating of the company from stable to negative. The rating action was driven by Indiabulls Housing's investment in Yes Bank's additional tier I bonds and the continuing challenge of resource mobilization.

In May, Indiabulls group sacked almost 2,000 employees as part of measures to contain the fallout of the disruption caused by the coronavirus outbreak. The move came in the wake of the senior management of taking a 35% pay cut for fiscal 2021. Company chairman Sameer Gehlaut decided to forgo his entire salary for the fiscal, while vice-chairman Gagan Banga opted to take a 75% cut in remuneration.

The current debt refinancing is part of the first step that the company wants to use to handle the financial stress.

The outstanding loan book stood at ₹1.02 trillion, as of 31 December 2019, with an average cost of borrowing at 8.8%, according to the public filing by the housing finance company.

"Indiabulls is in talks with other private equity investors for a debt refinancing of nearly ₹7,000 crore. The second stage is raising funds via preferential issues. The recently relaxed

TURN TO PAGE 13

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Publication	Western Times
Date	20th July 2020
Page No.	02

Indiabulls arm gets Rs2,200crore lifeline from Oaktree Capital

New Delhi: Indiabulls Housing Finance Ltd (IBHFL) has raised Rs2,200 crore from Oaktree Capital by pledging a part of its real estate loans to the global stressed assets investor, two people directly aware of the transaction said, requesting anonymity. The transaction is expected to breathe a fresh lease of life into Indiabulls Housing, which has been in talks with investors for several months. The fresh funds are expected to be used to meet payment obligations. As part of the terms of the deal, Oaktree will buy non-convertible debentures (NCD) to be sold by Indiabulls Housing, according to the people cited above. The NCDs will be guaranteed by an underlying real estate portfolio valued close to Rs4,500 crore, comprising loan exposures to developers such as Wadhwa Group and Sheth Developers.

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Publication	Property House
Issue	May 2020
Page No.	55

CorpGini

CORPGINI

Real Estate Developers need to re-align and respond quickly to the new norm of digitization to stay relevant

- *CorpGini's virtual panel session on 'Re-thinking Real Estate Marketing Considering the COVID Situation' highlights the new mantra for success*

Every real estate professional wants to grow their business and marketing plays a vital role in reaching the right audience and leaving an impact on them. CorpGini in association with BWW, Comezzo, Elegance Enterprises and Go Smart Bricks curated a Virtual Panel Discussion on 'Re-thinking Real Estate Marketing Considering the COVID Situation', which presented the best of minds of real estate marketing. The objective was to gather insights and try to capture the mood of industry leaders and evangelists alike, to help stakeholders come together, evaluate, plan ahead and discuss opportunities in what definitely are tumultuous times for the industry at large.

Neha Jain, co-founder, CorpGini, started the session welcoming the panellists and participants. "We bring you second series of AEC Punch following the huge and overwhelming success of the first series held earlier. Our goal is to help corporates in the real estate sector to make informed decisions. We are not just restricted to having discussions, we went ahead and identified solutions by startups that would be relevant for real estate marketing initiatives. This Virtual Panel Discussion organised by CorpGini is an opportunity to collaboratively explore solutions," she affirmed.

Pawan Gupta, CEO and Founder, Comezzo, moderated the session. "The real estate landscape is going significant changes due to COVID-19 and many of the changes will be permanent; social distancing, work from home, will become the new norm. It is vital for the real estate industry to re-imagine the current and post COVID scenario that would influence the customer journey like never before. Identifying the important changes in the journey from discovery, selection to transaction, would be the key driver for communication and marketing strategies going forward. Accelerating the use of digital technology and analytics is inevitable now. Digitisation steps such as virtual tours, enabling immersive experience, chatbot, website information architecture, online booking enablement are key in the current context. Builders need to re-align and respond quickly to this new norm to stay relevant," he pointed out.

Amit Jain, Co-Founder & CEO, CorpGini, said, "CorpGini is a platform for corporates to explore disruptive solutions and given the current COVID-19 scenario, it is essential to come up with innovative ways to deal with the 'new normal.' With experts providing perspectives and startups presenting myriad opportunities to facilitate the transition, these Virtual Panel Discussions offer a concrete blueprint and smart strategies that can be emulated across the real estate industry. We have seen a lot of interest from the panellists and participants who want to interact with the startups and these will be taken forward to further enable the process."

Aspects covered during the session included re-aligned real estate marketing in the COVID-19 era, Brand Communication Post COVID-19, innovative strategies to attract customers, digitization as the new norm, planning digital marketing strategies, overcoming current challenges in real estate, revisiting sales process by tech enablement and re-thinking project marketing.

Vyoma Pandit, Chief Marketing Officer, Shriram Properties, shared that customers in the present scenario are of two types; opportunists who have money and people who may not have money but want to buy so they are confused. "Whenever there is a pressure on cash flows and costs, the first thing that goes under the razor is marketing budgets. One can either sell the same thing to newer customers or the second thing, to be done now, which is communicating differently to the same set of customers. How smartly you convert matters now," she said.

Bhasker Jain, Head – Sales, Marketing & CRM, The Wadhwa Group, opined "Sentiments are mixed but there is still demand, for properties nearing completion. We need to optimise budgets and use the right channels, constantly engaging with the existing database. Focus instead of being scattered, look at more B2B channels, corporate channels and touchpoints. On the brand side keep engaging with existing customers. We have to be more focused and look at content rather than only the platforms."

Suresh Rangarajan, CEO, Co-live, underlined, "Housing will only be evergreen, pandemics will only underline the need for a house. I strongly believe communication is very important during a crisis. The PM has spoken to the nation 5 times during the COVID-19 crisis. We also need to do the same. Communication doesn't need to be sales driven; connecting is important, create content which they will be able to empathize. Digital will be important. We should be going back to each bucket of customers and creating education on housing."

Shashikiran Kalyanpur, Real Estate Consulting CMO, pointed out "People know that homes are important but are worried about revenue streams, inquiries will start for sure. It is very important to go back to existing clients. Builders have a huge database, the most important thing now is to gain the trust of customers. Right now it is a big job for CRM and sales staff to get customers back into the fold. You need to start looking at existing leads."

Ravikant, MD, Elegance Enterprises, explained that "Customers are confused. As people coming out with attractive offers, they try to grab it. Communication is very important. I don't think we should cut down marketing cost. You need to reach out to customers. People were scared. During the initial days of COVID-19, we started sending a message 'Hope you and your family are safe.' Now people have realised that things are cooling down so we do sales-related activities, the lead flow is high. We should keep our funds and pump them in marketing, the platform should be right and communication should be right."

Bharat Gaddam, CEO Cognitive ROI, described the people in the market today as bargain hunters. "People are looking at getting a home that creates an opportunity for working from home. They may be changing for a better rental if not purchase due to salary cuts. This is a great opportunity to do two things. We need to understand what kind of marketing mix will work. We have got budgets cut but are they across or on what wasn't working earlier? There has to be an understanding

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Publication	Realty NXT
Date	1st July 2020
Mode	Instagram
Link	https://www.instagram.com/tv/CCGcj4Bjwke/?igshid=1pj00evh5urms

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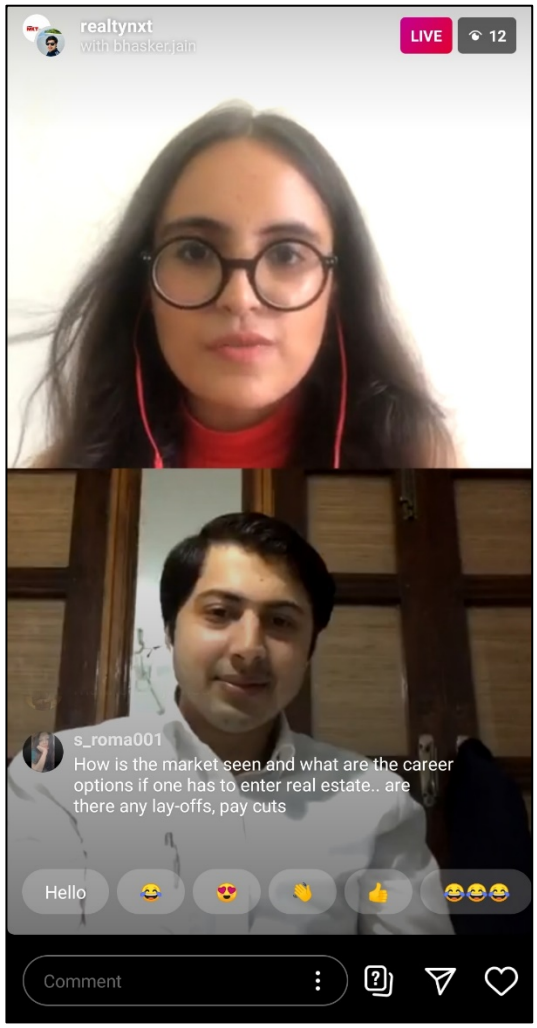
Publication	Realty NXT – Let's Talk Business Series
Date	1st July 2020
Mode	Instagram
Link	https://www.instagram.com/tv/CCGcj4Bjwke/?igshid=1pj00evh5urms



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Publication	Wise X-Change – E-Talk Show
Date	19th July 2020
Mode	Facebook
Link	https://www.facebook.com/watch/live/?v=901634353665882&ref=watch_permalink

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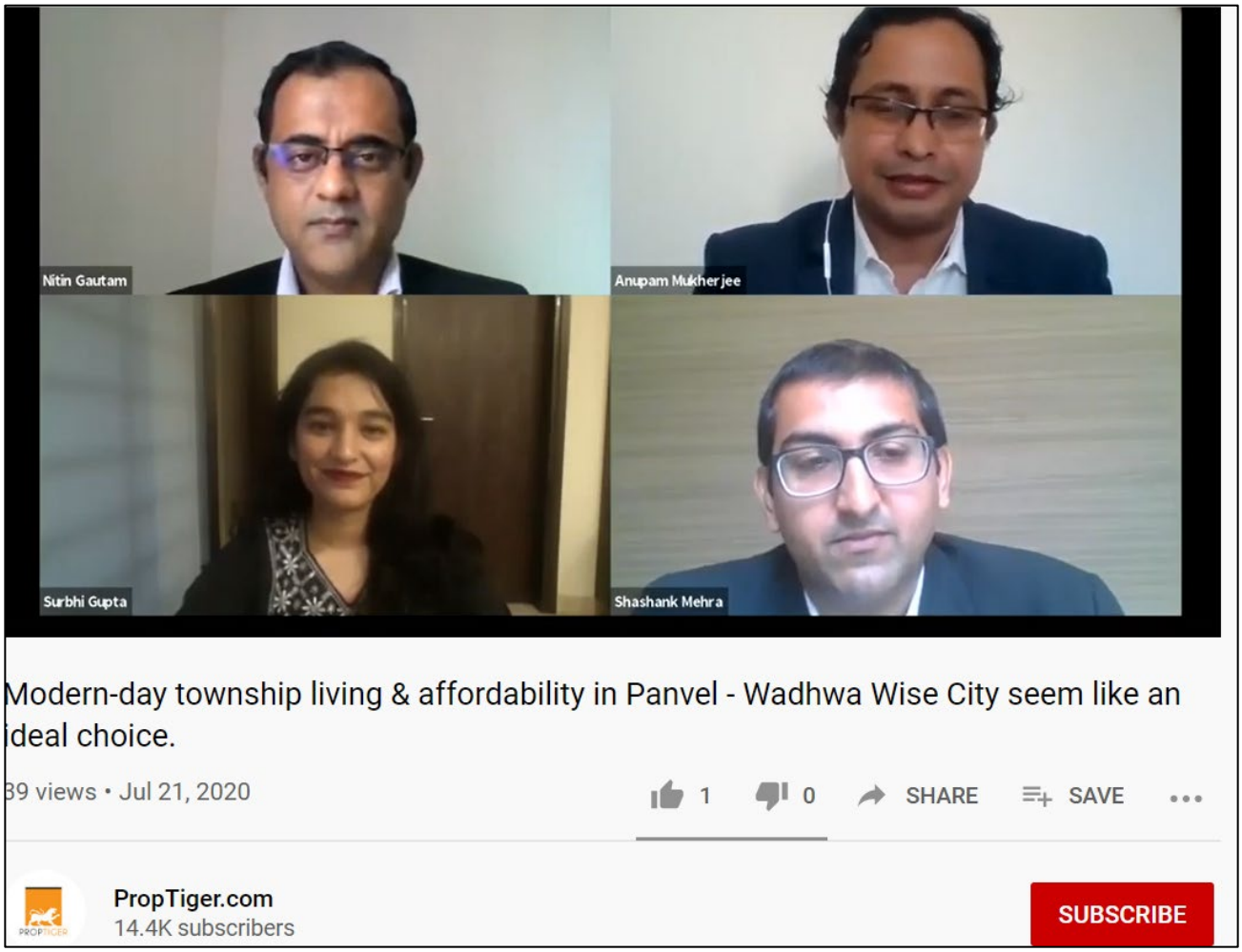
Publication	PropTiger
Date	21st July 2020
Mode	Youtube
Link	https://www.youtube.com/watch?reload=9&v=MruPfZfr7R4



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Publication	Hindustan Times
Date	4th July 2020
Link	https://www.hindustantimes.com/business-news/indiabulls-arm-gets-2-200crore-lifeline-from-oaktree-capital/story-00v7oRblB2J4oYZfhXSj4M.html

Indiabulls Housing Finance Ltd (IBHFL) has raised ₹2,200 crore from Oaktree Capital by pledging a part of its real estate loans to the global stressed assets investor, two people directly aware of the transaction said, requesting anonymity.

The transaction is expected to breathe a fresh lease of life into Indiabulls Housing, which has been in talks with investors for several months. The fresh funds are expected to be used to meet payment obligations.

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A spokesperson for Indiabulls Housing did not respond to an email query. A spokesperson for Oaktree declined to comment.

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Publication	MINT
Date	3rd July 2020
Link	https://www.livemint.com/companies/news/indiabulls-housing-finance-gets-2-200-cr-lifeline-from-oaktree-11593797173459.html

livemint

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Publication	VC Circle
Date	6th July 2020
Link	https://www.vccircle.com/paytm-vijay-shekhar-sharma-to-acquire-51-stake-in-raheja-qbe-general-insurance

In another development, Indiabulls Housing Finance Ltd has raised Rs 2,200 crore ($295 million) from Oaktree Capital by pledging a part of its real estate loans, two people aware of the transaction told *Hindustan Times*.

The persons stated that Oaktree, as part of the deal, will buy non-convertible debentures (NCDs) to be sold by Indiabulls Housing.

The NCDs will be guaranteed by an underlying real estate portfolio valued at close to Rs 4,500 crore ($600 million), comprising loan exposures to developers such as Wadhwa Group and Sheth Developers.

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Publication	Construction Times
Date	23rd July 2020
Link	https://constructiontimes.co.in/re-thinking-real-estate-marketing/

CONSTRUCTION TIMES
innovative & informative

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Publication	Realty NXT
Date	27th July 2020
Link	https://realtynxt.com/2020/07/27/we-dont-believe-that-the-demand-for-commercial-real-estate-will-go-down-ram-naik/

REALTY NXT DECODING THE REALITY IN REALTY

8. Could you shed some light on your clients?

Our esteemed clients include Industry leaders like The Wadhwa Group and Sunteck Realty among others. Most of the A+ and B+ category developers operate with us. We have been very choosy about the developers we work with. When we pick up a product we see to it that it has a financial closure as well. To tick our box, developers have to be committed to deliver the products and collaborate with CPs as well.

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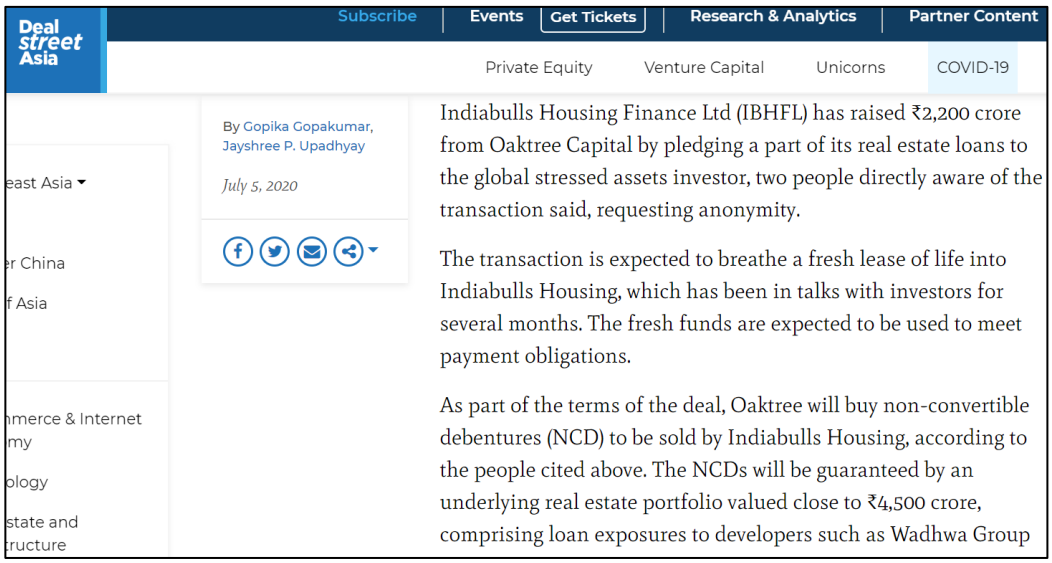
Publication	Dalal Street Asia
Date	5th July 2020
Link	https://www.dealstreetasia.com/stories/indiabulls-oaktree-195775/



Deal street Asia

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Private Equity | Venture Capital | Unicorns | COVID-19

By Gopika Gopakumar, Jayshree P. Upadhyay

July 5, 2020

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Missed Opportunity

- **Story Participation - Govt may allow 100% FDI in completed housing projects**

- Opportunity was shared on 20th July 2020

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Thank You

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Coverage Dossier

For

August 2020

By

minePRO
COMMUNICATIONS

new-age image & reputation curators

The Wadhwa Group
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Publication	The Economic Times
Date	22nd August 2020
Page No.	8
Edition	Mumbai

SOPS, MORE SOPS

Many cos are offering discounts along with incentives such as booking amount refunds, assorted freebies, among others

Wadhwa Group is offering the option to move into ready apartments by paying 10%, with no goods and services tax (GST) payment. Wadhwa Group's managing director Navin Makhija said the offer to move in now and pay later solves customers' current liquidity woes of paying everything upfront. Real estate developer Kalpataru is also launching a subvention scheme where the customer pays 10% now and nothing for the next two years.

Apart from such offers, property consultants expect a stamp duty rate cut could push sales during the festive season.

"Apart from the obvious homebuyer benefits, the government can generate badly-needed revenue via increased registrations after the most severe downturn in recent history. Affordable and mid-segment properties, which are in maximum demand, would see the most traction from such a move," said Anuj Puri, chairman, Anarock Property Consultants. States including Maharashtra and Karnataka are considering reduction in stamp duty rates.

The Wadhwa Group
Landmarks planned with passion

Publication	The Economic Times
Date	22nd August 2020
Page No.	3
Edition	Kolkata, Bangalore, Hyderabad, Chennai, Ahmedabad

Realtors Unveil Festive Season Offers

Developers dole out refunds, waivers, cashbacks while some states consider lowering stamp duty

Kailash.Babar@timesgroup.com

Mumbai: Developers have announced several offers to lure homebuyers, hoping for a spurt in demand in the festive season, especially for affordable and mid-income segments. Home loan rates are lower and there may be reduction in stamp duty.

Many companies are offering discounts along with incentives such as booking amount refunds, statutory fees waivers, cash-back schemes, easy payment structuring and assorted freebies.

For instance, Hiranandani Group has launched an assured rental scheme for one-bedroom apartments at its project Regent Hill in Hiranandani Gardens Powai. It is offering a rental of ₹50,000 on these apartments to buyers, with 5% assured capital appreciation for five years.

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ANIRBAN BORA

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Publication	The Economic Times
Date	22nd August 2020
Page No.	3
Edition	Pune

Realtors Unveil Festive Season Offers to Lure Homebuyers

Booking amount refunds, statutory fees waivers among incentives offered

Kailash.Babar@timesgroup.com

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ANIRBAN

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Publication	Business Standard
Date	27th August 2020
Page No.	04

Discounts galore as developers, lenders look to lure homebuyers

The last of a three-part series looks at the strategies of realty, NBFC firms this festive season

SAMREEN AHMAD, RAGHAVENDRA KAMATH & SUBRATA PANDA
Bengaluru/Mumbai, 26 August

This week, a prominent builder in Mumbai put out advertisements in newspapers, inviting people to pay only ₹2 lakh and book a two-bedroom luxury apartment in the Sion-Wadala area, a residential locality in the central suburbs, on the occasion of Ganesh Chaturthi.

Early birds would get a free two-wheeler and the advantage of locking in the cost price at ₹96 lakh, way lower than the ₹1 crore-plus that is typically quoted for a two-bed flat in this area.

The realtor's phone hasn't stopped ringing since the ad was released. As Anuj Puri, chairman, Anarock Consultants, puts it, the Covid-19 pandemic, with its attendant need for safety and security in these uncertain times, has underscored the importance of owned homes. So if the deal is sweet, there are lots of consumers who are keen to invest on a home.

Some experts argue that with inventory levels at record highs and home sales down 70 per cent in most cities in the June quarter, developers don't have too many options at their disposal. Liquidating inventory is their top priority and to take advantage of the festive season, most are offering discounts, flexible payment options, on-call support, WhatsApp assistance, and even virtual tours and presentations for those unable to visit building sites.

In a bid to widen their customer base, many real estate players are also reaching out to non-resident Indians keen to invest in their home towns.

Experts say that the convergence of online and offline in an industry such as real estate is a key lesson from the pandemic. And this festive season is seeing builders — small, medium, and large — put this strategy to use.

Take Bengaluru-based Brigade Enterprises. This month, the real estate firm will hold its annual exhibition, 'Brigade Showcase', virtually for the first time, in addition to holding an offline event. The company's executives say that the experience has been simulated to resemble a regular expo, with specific stalls for various projects, and ease of entry, exit, and navigation for participants. The builder has also lined up flexible payment options at the expo to convert enquiries into hard sales.

"We realised that liquidity could be a concern for many and, hence, have come up with innovative financial schemes such as EMI holidays, says Rajendra Joshi, chief executive officer (CEO), residential, Brigade Enterprises.

Joshi adds that the booking and cancellation amounts have also been relaxed to ease the decision-making process of prospective buyers. For serious buyers, there are freebies on offer such as iPhones and other consumer durables.

Other realtors are also pulling out all the stops to lure prospective buyers. For instance, Puravankara has introduced 'Purva Cash', which is a virtual real estate currency that can be redeemed against any Puravankara or Provident (a subsidiary company) project during its upcoming Big 72 Hours sale in September-October. The developer has also lined up a mega online fest for Provident Housing during Dussehra.

"There is a positive sentiment towards home-owning owing to the pandemic. People are viewing real estate as a safe nest. They want to buy a house and live in it rather than live in a rented place. With this improvement in buyer sentiment, we are expecting greater traction in enquiries," says Ashish R Puravankara, managing director (MD), Puravankara.

Puri endorses this view, saying that real estate sales this festive season will be driven by a "returning sentiment". "Serious enquiries have already come back to 60 per cent of pre-Covid levels, and site visits are increasingly resulting in hard sales. Window shopping, a trend visible earlier, is down," he says.

To tap into this momentum, Mumbai-based developers are banking on 10:90 schemes, wherein a buyer pays 10 per cent of the amount upfront and the balance amount is paid on possession.

Godrej Properties, too, is continuing its 10:90 scheme in some projects. Chairman Pirojsha Godrej recently told *Business Standard* that each project would have its own payment plan linked to the project strategy and funding requirements.

Mumbai-based Wadhwa Group has launched 'Post-Paid Homes', where buyers can move into its properties in the Mulund, Thane, Goregaon ,and Ghatkopar areas by paying 10 per cent upfront and the balance amount later.

Sunteck Realty, too, has launched a 10:90 scheme at Naigaon and Goregaon, where projects are almost ready and will be delivered in less than six months.

As for the non-banking financial companies and small banks, they are also launching new products — albeit, cautiously — to attract customers. The loans being disbursed are mostly for personal needs, transport, and housing finance.

For instance, Ujjivan Small Finance Bank has launched festive campaigns for personal loans with the twin objective of providing customers with instant finance and contactless documentation. "Our expectation is that the overall demand will pick up in October — November. While there is recovery right now, it should get better in the Dussehra-Diwali period," says Umesh Revankar, managing director and CEO, Shriram Transport Finance.

Deo Shankar Tripathi, MD and CEO, Aadhar Housing Finance, says that new requests for loans are at around 90 per cent of what it was during this time last year and that disbursements are at around 75 per cent. "We are seeing an uptick in demand for new loans in the ticket size of ₹9-25 lakhs," he says.

Homebuyers are slowly making their way back into the market.

Series concludes

FESTIVE STRATEGY

PART-III REALTY

VIRTUAL REALTY

- Brigade is holding its annual exhibition online for first time
- Brigade shifted a bigger allocation of its spends towards NRI markets
- Puravankara has launched virtual real estate currency
- Provident Housing will be launching 'Big 72 Hours' sale during September-October
- Mumbai-based Wadhwa group has launched 'Post-Paid Homes'
- Ujjivan Small Finance Bank has launched some distinct festive campaigns for personal loans

Publication	Construction Week
Issue	August 2020
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A NOVEL APPROACH

Even as the pandemic leaves a debilitating effect on India's construction sector, some forward-thinking organisations are preparing for healthy sustenance in a post-COVID world

BY KANCHAN PRATAP

When the going gets tough, the tough get going, goes an ancient aphorism. What else can be more apt when one considers India's construction business today? A lockdown that continues to be in force in many parts of the country has eaten away four productive months of 2020-21.

Before the pandemic hit, the country's real estate sector had already been experiencing a demand slump. The unending lockdown came across as an unanticipated existential threat for many.

Taking a 360-degree business transformation approach, they are readying themselves to succeed during and after the Covid-19 pandemic. Let's explore how these smart players are looking at making progress in the areas of contract sanitisation, employee health, and technology readiness.

CONTRACT SANITISATION

With lockdowns resulting in labour shortage and delays in project completion, businesses and customers have to deal with losses as well as frustration. According to **Sumit Rakshit, MD & head, project management, Savills India,** the current situation will force businesses to relook at construction contracts. "The three main clauses, the essence of time, force majeure, and doctrine of frustration will come into greater play from now on," he describes. Going forward, he adds, 'pandemic' will be

> GOING FORWARD, FORCE MAJEURE CLAUSES WILL BE MORE HOLISTICALLY DRAFTED TO ENSURE NEITHER PARTY IS UNFAIRLY AFFECTED.
>
> FARSHID A COOPER

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▲ Aparna HillPark Lake Breeze.

CERTAIN CHANGES THAT MAY COME BY ARE INDEMNITY DISTRIBUTION BETWEEN THE DEVELOPER AND CONTRACTOR.

SHARAD MITTAL

included in force majeure in construction contracts "to safeguard risks as it frees the parties involved from liabilities when such extraordinary circumstances occur."

In the construction business, force majeure usually covers events such as war, natural calamities, or steep, unanticipated shortages of essential materials but rarely covered pandemics so far. **Farshid Cooper, MD, Spenta Corporation** opines that it would be interesting to see how the judiciary views contract disputes arising from the delays attributed to the lockdown as several states have imposed different types of lockdowns with varying lengths. "There is no standard framework in which one can assess the true length of delays or nature of the harm caused due to the lockdown," he says. "Therefore, going forward force majeure clauses will be more holistically drafted to ensure neither party is unfairly affected by the same in any eventuality."

Motilal Oswal Real Estate Fund CEO Sharad Mittal says that post-COVID, contracts will be made robust keeping in mind a larger goal of "shared responsibility", especially in the case of unprecedented events like this pandemic or other communicable diseases. "Certain changes that may come

REGISTER LABOUR FOR BENEFIT TRANSFER AND DEPLOYMENT TRACKING DURING EMERGENCIES AND STIPULATE USE OF TECH

DEBEN MOZA

by are indemnity distribution between the developer and contractor, enhancement of force majeure clauses and their incorporation in labour contracts, and mandatory labour insurance," he predicts.

Post Covid-19, a few additional clauses will be incorporated in contracts with vendors and other stakeholders to protect the interest of every party involved, according to **The Wadhwa Group's director for projects, Mukesh Jaitley**. He lists out these changes: Making the contractor liable to take insurance for his staff & workers covering COVID-19 infection; addition of situations like pandemic, lockdown, travel restriction in the force majeure clause allowing only time extension to the contractor and monetary compensations to be defined clearly under such period, and contractor to adhere by the guidelines, rules and regulations declared by the government and local authorities due to any situation without any additional cost to the client.

Barring some reference in the Indian Contract Act 1872, the Indian laws do not define Force Majeure specifically, observes **Deben Moza, executive director - head of PMS, Knight Frank India.** As a result, he opines, the doctrine of frustration might

be invoked for small players who don't work on comprehensively drafted contracts and face litigation in such situations. He recommends a six-point strategy for companies in this respect: Deploy mutual risk and reward sharing contracting options e.g. integrated project delivery model; revisit milestone versus running account billing contracting options to facilitate contractor cash flows; incorporate explicit relief provisions as a percentage of outstanding. Caveat: the main contractor should pass a similar percentage in all sub-contracts; implement clear guidelines on facilities to be provided by contractors to workers; include minimum wage guarantee clauses for labour during emergencies. Register labour for benefit transfer and deployment tracking during emergencies; and stipulate technology use as part of the contract to track workers' movement and health.

HEALTH, SAFETY AND PROJECT GOVERNANCE

With the onset of COVID-19, the importance and awareness on the health and safety of all the people involved in projects have increased, says **Ashish Puravankara, MD, Puravankara.** "During this time," he informs. "Starworth Infrastructure and Construction (SICL), a 100% subsidiary of Puravankara, fumigated all its labour camps daily, supplied daily essentials, nutritious food and conducted Yoga camps." Puravankara also pays for the travel of migrant workers eager to return to work and provides assured daily wages during their quarantine period, post-arrival.

Gera Developments has been providing nutritious meals to

WE HAVE BEEN ORGANISING REGULAR COUNSELLING AND SUPPORT TO ALLAY EMPLOYEE FEARS

ROHIT GERA

WE SUPPLY SAFETY GEARS, MASKS, SANITIZERS, AND GLOVES TO LABOURERS, AND COVERALLS TO SANITATION WORKERS.

RAM RAHEJA

▼ Gera's World Of Joy.

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▲ Salarpuria Sattva believes in offering world-class facilities.

"SAFETY EQUIPMENT HAS BEEN GIVEN TO ONSITE WORKERS AND MANAGERS."

BIJAY AGARWAL

its labourers twice a day besides conducting thermal screening and medical check-ups onsite. The company **MD Rohit Gera** informs that the company has been organising regular counselling and support to allay employee fears during these tough times.

S Raheja Realty has been maintaining hygiene through social distancing by increasing the number of onsite bathrooms and providing soap dispensers and sanitisers at entry and exit points. "Besides following BMC's site-safety directives, we also undertake preventive measures like supplying safety gears, face masks, sanitizers, and gloves to labourers, and coveralls to sanitation and fumigation workers," says **Ram Raheja, the company director.**

"DAILY TEMPERATURE CHECKS, HAND WASH FACILITIES, AND MAKING ISOLATION ROOMS AT LABOUR CAMPS ARE ARRANGEMENTS MADE."

ESHWAR N

Salarpuria Sattva Group provides masks and face shields to workers. "Safety equipment has been given to onsite workers and managers," informs the **MD, Bijay Agarwal.**

In addition to handing over masks to onsite workers, Casagrand conducts training to educate them about the importance of wearing masks, maintaining social distance, and safety precautions. Daily temperature checks and record maintenance, provisioning of hand wash facilities to enable labourers to wash their hands frequently, and making isolation rooms available at labour camp if required are some other arrangements made by the company, says **Eshwar N, its chief marketing officer.**

Going a step ahead, Sumit Woods has also invested in employee insurance. **Mitaram Jangid, Promoter, MD** informs, "Apart from our existing insurances, now we have taken Covid-19 insurance for our labour-class workers. We take onsite precautions like temperature checks and notifying ailments, if any, to concerned authorities."

Mahinda Happinest aims at combining the objectives of worker health and safety with achieving high corporate governance standards. **Amit Pal, chief projects officer, Mahindra Happinest** lists out the measures taken by the company at its sites: Regular supply of food grains and essential hygiene materials for workers by contractors, both during lockdown situations and otherwise; regular health check-ups for workers; ensuring hygienic conditions for workers, both at worker camps and at construction sites; focus on the mental and emotional well-being of workers through counselling, motivational messages and entertainment; regular awareness sessions for workers; and updated SOP to incorporate new health and hygiene best practices across sites. Onsite display of updated SOP for easy understanding and recall.

▲ More care needs to be taken when constructing highrises.

"APART FROM OUR REGULAR INSURANCES, WE HAVE TAKEN COVID-19 INSURANCE FOR OUR LABOUR-CLASS WORKERS."

MITARAM JANGID

"REGULAR SUPPLY OF GRAINS AND ESSENTIAL HYGIENE MATERIALS FOR WORKERS AND HEALTH CHECK-UPS FOR WORKERS HAVE BEEN DONE."

AMIT PAL

TECHNOLOGY READINESS

Even as construction technologies have been evolving continuously over the years, the global pandemic has provided an impetus to their adoption today.

According to Jaitley, due to the migrant labour shortage, more and more mechanisation will become the order of the day. Going forward, innovative construction technologies at

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▲ Sumit Lota, Jain Society - Sion West.

lower cost will be an advantage in achieving the work schedules to move the industry ahead, he comments.

Most leading companies are exploring or have already invested in advanced technologies. For example, an industrialised method of construction, pre-cast technology can reduce labour requirements and increase efficiency. Free of weather constraints, holidays, depletion of labour strength, it can minimise the onsite activities, thus ensuring round-the-clock work and onsite cleanliness, observes Puravankara. "Several manpower-intensive functions will soon be automated, e.g. use of drones for land mapping. Technologies like 3-D printing can potentially disrupt the old construction practices," he predicts.

Resonating with these thoughts, Gera predicts that pre-cast and modular construction will gather momentum. Alternatives to minimise conventional onsite manual production viz. concreting, laying of masonry blocks, waterproofing screeds, joinery and piping works will be sought. These, he

"MAKE THE CONTRACTOR LIABLE TO TAKE INSURANCE FOR HIS STAFF & WORKERS COVERING COVID-19 INFECTION."

MUKESH JAITLEY

"SIOL FUMIGATED ITS LABOUR CAMPS, SUPPLIED ESSENTIALS, AND CONDUCTED YOGA CAMPS FOR WORKERS."

ASHISH PURAVANKARA

believes, will enable speedy construction and minimise human interaction onsite.

Agrees Cooper when he opines that if labour shortage persists, even the technologies like 3D printing and robotics, that are already prevalent in the West, will start being adopted in India "sooner than we may envisage."

Stating that the construction technology is minimizing the dependency on labour, Jangid explains: "The windows, doors, lifts, for example, are made in parts elsewhere and assembled at site. Activities like concreting, painting, etc. are mechanised and can be carried out with social distancing and less labour, making them speedy, efficient and cost-effective simultaneously."

Pal predicts a shift towards mechanical, prefabricated and pre-cast construction. "There is a growing focus on modular construction, and prefabricated and ready-to-fit components will increasingly be used to build homes. The industry will see increasing use of augmented reality (AR) and virtual reality

(VR) to simulate onsite construction going forward."

Robust IT infrastructure allows developers create virtual workspaces minimising physical contact. While ERP, project management and customer service technologies are evolving rapidly, technologies like AR, VR, Big Data Analytics are on the radar of every developer today, says **Aparna Constructions & Estates director Rakesh Reddy.** "The pandemic," he adds, "has forced digital transformation (DX) upon the real estate sector. Energy modelling will turn projects resource-efficient, maximising the use of natural light, energy, and airflow." While highlighting the role of data in the design phase, he also emphasizes that the newer methods such as Mivan Technology will offer significant advantages of quality and speed to developers, going forward. The system involves extruded aluminium rail section welded to an aluminium sheet to make a lightweight panel with good stiffness to weight ratio delivering low deflection under concrete loading.

Raheja foresees a switch from conventional to smart and innovative methods in construction. "New age construction technologies will start playing an important role which will reduce the dependence on unskilled labours," he says stating that his company too employs Mivan technology to reduce the dependence on unskilled labourers.

Rakshit too foresees a bright future for cutting-edge technology. "Drones, communication tools, AR, VR, building information modelling (BIM), etc.," he states, "are geared to assist architects, engineers, project managers, and others with remote working capabilities. Artificial Intelligence will also be a game-changer in this field as it will take over a lot of work when it comes to safety, compliance, and productivity."

THROUGH THE LOOKING GLASS: A POST-COVID-19 FUTURE

During the last few months, one of the biggest challenges that the real estate sector faced pertained to the availability of labour due to reverse migration. As construction activity was permitted across cities starting May, labour strength fell to a low of 10-20% of the pre-COVID levels. While this number has increased over the last two months, it is still far from the pre-COVID levels, observes Mittal. "Going forward, developers may employ a mix of migrant and local labour – while this may increase costs marginally, it would prove as a good hedge against such situations in the future," he says.

According to **Rohit Poddar, MD, Poddar Housing and Development,** the challenging external scenario is bringing in strict discipline in the business practices followed by the industry. "RERA led to the reduction of the skinny capital method of financing a real estate project," he says adding that with the Pandemic, "a killer left-right combination has been dealt.

"NEWER METHODS SUCH AS MIVAN TECHNOLOGY WILL OFFER SIGNIFICANT ADVANTAGES OF QUALITY AND SPEED."

RAKESH REDDY

"RERA LED TO THE REDUCTION OF THE SKINNY CAPITAL METHOD OF FINANCING A REAL ESTATE PROJECT."

ROHIT PODDAR

Unless a project has the right mix of equity and debt, it won't even leave the drawing board."

As a global impact of the pandemic, the global construction industry will increasingly focus on creating sustainable buildings and structures, opines Reddy. "Environmental responsibility is becoming a high priority as buildings are utilising eco-friendly materials and integrating natural sources of energy into the architectural design such as rainwater harvesting, waste management and solar power," Reddy says. "Building Information Modelling has been a growing trend and is now a necessity in the industry. Energy modelling tools can optimize a building's architecture and layout, so efficiency is integrated into the design. This improves the operational efficiency of the buildings, promotes conservation of natural resources and enhances the overall health of residents," he adds.

Anil Khurana, head - architecture & design, Kalpataru,

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▲ Godrej Properties' developments are all green

observes that the public spaces are moving towards an automated environment to mitigate the contagion. "Contactless technology with automated doors, hands-free switches, and cell-phone controlled devices and digital-cash will be more prevalent in commercial and retail developments. Self-cleaning toilets and smaller modular spaces like pod-rooms will soon become the norm." Stating that since buildings are responsible for 40% of carbon emissions, buildings must be made energy efficient with materials like Low-E glass and switchable glass in facades, piezoelectric plasters, translucent concrete, shape memory alloys among others.

Echoing these thoughts, **Anubhav Gupta, business head – Vikhroli, head of CSR and sustainability, founder – GPL Design Studio, Godrej Properties,** says that the use of technology in remote sensor equipment, touchless interfaces, MEP, etc., will play a great role in the future for wellness, productivity, sustainability and facility management. "Integration of health facilities within tall buildings may gain more traction. Like in the healthcare industry, antibacterial and antimicrobial materials may come into common use with the addition of other borrowed practices that provide for a more sanitized, easier to clean and healthy environment. Regulatory measures for both building and maintaining a healthy environment akin to the F&B or healthcare industry may be on the cards."

Raman Gupta, director, branding & construction, GBP Group, says, "The change post-COVID will not just be limited to technologies used in construction, but the sheer management and on-site requisites have to be modified, products like sanitizers, disinfectants have become mandatory. We were already equipped with the latest technologies in construction and will continue to upgrade as per the revising industry standards."

> THE USE OF TECHNOLOGY IN REMOTE SENSOR EQUIPMENT, TOUCHLESS INTERFACES, MEP, ETC., WILL PLAY A GREAT ROLE IN THE FUTURE.
>
> ANUBHAV GUPTA

Post-2020, reconstruction of the construction industry is linked to a larger question of social equity, livelihood security and basic healthcare. Businesses with long term sustainable outlooks will focus on skill development, train their workforce in remote work, software, E-invoicing and digital signatures, mentions Moza. Companies, he concludes, will invest in IT to turn their infrastructure robust, versatile and safe for the workforce and put business data to better use.

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MULUND

Rapidly changing the Suburban Skyline

Mulund is a very fast developing suburb in the north east part of Mumbai, with its ultramodern infrastructure and amenities; it rightly claims to be the "QUEEN" of central suburbs. It is also the "GREENEST" suburb of Mumbai because of its extensive and soothing green cover. Mulund East area is predominantly residential and is home to numerous luxurious complexes located in serene localities whereas the Mulund West area encompasses not only residential complexes but also several business centres and plush shopping malls.

Mulund at present is a part of a real estate phenomenon that features enhanced living and caters to those who want to lead their life in a grand manner. Never seen before towers and townships are being constructed that will change the way real estate is perceived in this part of the city. It is a planned suburb that was designed by German architects Carter and Brown way back in 1922. Hence it's quite similar to Chandigarh with its wide roads and ample greenery, besides being ideally located on the foothills of the Mulund hills.

Describing the growth story of Mulund, Mr. Rajat Rastogi, Executive Director, Runwal Group said, "With the rapid growth of upmarket towers, retail outlets and commercial establishments, Mulund is changing the suburban skyline. Numerous tall towers have marked their presence and more are coming. The infrastructure developments too have played their role in seamlessly connecting Mulund to locations such as Navi Mumbai, Thane, South Mumbai etc. Soon Goregaon too will be added to the list.

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Emergence of a vibrant lifestyle in the region along with the presence of top-notch brands, malls and restaurants have provided the home buyers with access to a high street living. Apart from all this, the location has been surrounded by beautiful green belts. These factors have transformed Mulund into an enviable mix of convenience and leisure making it an ideal destination for those looking to be a part of the buzz, yet have the privilege of green tranquil surroundings."

Mulund, in fact, is one of the busiest railway stations on the central suburban rail network. With Infrastructure-based projects like Mumbai Metro – Line 4 flourishing in the vicinity along with the proposed construction of Goregaon Mulund Link Road, property prices in Mulund are bound to shoot up. These projects when materialized will enhance connectivity and lead to more appreciation in property rates. Mulund is nestled alongside the foothills of the Sanjay Gandhi National Park with easy access to the Eastern Express Highway. It offers easy accessibility to Navi Mumbai through the Mulund Airoli Bridge, Thane-Belapur Road and Thane – Panvel Rail route.

Speaking from the demand perspective, Mr. Kunal Chheda – Vice President, Corporate Affairs, The Wadhwa Group said, "Multi-storied towers and complexes have become a norm in Mumbai's suburbs and Mulund is at the heart of this development. As compared to the more affluent property destinations of Mumbai, Mulund's residential market is still quite reasonable and is therefore seeing considerable demand. Mulund's value proposition is instantaneously enhanced with the seamless connectivity and easy accessibility to social infrastructure like schools, malls, hospitals, restaurants, parks, etc. Located close to the boundary of Navi Mumbai and Thane, this suburb has seen synchronised growth in both residential and commercial sectors. Despite rapid growth in its residential and commercial sectors, it continues to retain a serene atmosphere that appeals to home buyers. With Mulund providing an all-around lifestyle and a holistic living development, one need not go out of the way to live a comfy life."

Despite rapid growth in its residential and commercial sectors, it continues to retain a serene atmosphere that appeals to home buyers. With Mulund providing an all-around lifestyle and a holistic living development, one need not go out of the way to live a comfy life

Mulund is also well-connected with IIT Mumbai, Andheri SEEPZ, Vikhroli IT parks and the SEZ at Powai. LBS Road is today lined with major shopping malls R-Mall and Nirmal Lifestyle; also along the link road, there is D-Mart, popular high street in the form of R-Galleria and the world-class Fortis Hospital. Mulund is also blessed with good infrastructure, better transport facilities (than most other eastern city suburbs) and competent education and medical facilities, making it an ideal residential option for those looking for an upmarket lifestyle. Mulund is also blessed with a number of public parks - Johnson & Johnson Park, Dr. Chintamani Deshmukh Garden, Sardar Pratapsingh Garden, Kalidas Gardens, BMC Garden, etc to name a few.

Mulund is witnessing tremendous growth in terms of upcoming and near-completion projects by various developers. The real estate price graph has been on the rise almost consistently from the year 2013 to 2019. The prices have doubled and in some cases, almost tripled in the past six years.

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હાલની વર્ક ફ્રોમ હોમની સંસ્કૃતિને લઈ ઉપનગરોમાં મોટાં ઘર તરફ વધુ ઝુકાવ

લાઈફસ્ટાઈલમાં બદલાવ લક્ઝરીની માગ વધારશે: નિષ્ણાત

ભાસ્કર ન્યૂઝ | મુંબઈ

કોવિડ-19એ દરેક ક્ષેત્ર માટે નવાં પરિવર્તન સર્જ્યાં છે, જેને માટે ઉદ્યોગો નવા નિયમોને અનુકૂળ વેપારો પર ધ્યાન કેન્દ્રિત કરવા લાગ્યા છે ત્યારે વર્ક ફ્રોમ હોમની સંસ્કૃતિને લઈને રિયલ એસ્ટેટમાં પણ આમૂલ પરિવર્તન આવ્યાં છે. ખાસ કરીને આ નવી સંસ્કૃતિને લઈને મુંબઈનાં ઉપનગરો અને આસપાસમાં કિફાયતી દરના મોટાં ઘરો તરફ ઝોક વધશે એવો નિષ્ણાતોનો અંદાજ છે.

દેખીતી રીતે જ લાઈફસ્ટાઈલમાં બદલાવથી લક્ઝરી ઘરોની માગણીમાં ઉછાળો આવી શકે છે. ધનાઢ્યો મિલકતોમાં રોકાણ ચાલુ રાખશે ત્યારે ડેવલપરોએ ગ્રાહકોની પસંદગીઓ અને વર્તનમાં મોટા બદલાવ માટે તૈયાર રહેવું પડશે. વર્ક ફ્રોમ હોમનું મહત્ત્વ વધી ગયું હોવાથી સક્ષમ ડિઝાઈનથી લાઈફસ્ટાઈલમાં બદલાવ સુધી આ લક્ઝરી ઘરો હવે અંગત સ્વર્ગ તરીકે જોવામાં આવશે. દેખીતી રીતે જ પરિવારના દરેક સભ્ય એકત્ર આવી ગયા હોવાથી દરેકને ઘરમાં તેમની ઈચ્છા મુજબ જગ્યા અને પ્રાઈવસી જોઈતી હોય છે, જેને લીધે કિફાયતી કિંમતે મોટાં લક્ઝુરિયસ ઘરો તરફ ઝોક વધશે, એમ વાધવા ગ્રુપના એમડી નવીન માખીજાએ જણાવ્યું હતું. ઘાટકોપરમાં ધ એડ્રેસ ખાતે અમારો પ્રોજેક્ટ પેનોરમા તે જ જરૂરને પહોંચી વળે છે. અર્થવ્યવસ્થામાં બદલાવ, નોકરીની અનિશ્ચિતતાની પાર્શ્વભૂમાં વધુ કિફાયતી ઘરોની માગણીમાં ઉછાળો આવેલો જોવા મળે છે. ખાસ કરીને ઘર ભાડાં પર કે ખરીદી કરવા માગતા હોય તેઓ વધુ કિફાયતી પર ભાર આપતાં જોવા મળી રહ્યા છે.

અનેક લોકડાઉનને લીધે આશ્ચર્યકારક રીતે નાગરિકોને મોકળાશભર્યાં ઘર વસાવવાનું મહત્ત્વ સમજાઈ ગયું છે. આથી ઘેક કે બાલ્કનીઓ સાથેનાં ઘરોની માગણી નીકળી છે. ખાસ કરીને અમારી પાસે એવા ગ્રાહકો આવી રહ્યા છે, જેઓ જગ્યા અને પ્રાઈવસી હોય તેવાં ઘરો જોવા માગે છે. સંયુક્ત કુટુંબ હોય તેમને માટે આ ખાસ લાગુ થાય છે, એમ ધ ગાર્ડિયન્સ રિયલ એસ્ટેટ એડવાઈઝરીના ચેરમેન કૌશલ અગરવાલે જણાવ્યું હતું.

એનારોક પ્રોપર્ટી કન્સલ્ટન્ટના ચેરમેન અનુજ પુરી જણાવે છે કે નવી પેઢી ઘર ભાડાં પર લેવાને બદલે ખરીદી કરવાને વધુ અગ્રતા આપે છે. ખાસ કરીને વર્ક ફ્રોમ હોમ સંસ્કૃતિ વધી હોવાથી ઉપનગરોમાં વધુ મોકળાશભર્યાં અને ખર્ચ અસરકારક ઘરોની માગણી વધશે. હાલમાં નિવાસી અવકાશમાં મંદી છે, જેમાં ઓક્ટોબર- ડિસેમ્બરમાં સુધારણા જોવા મળી શકે છે. 12 મહિના પછી તે સંપૂર્ણ બેઠું થઈ શકે છે.

The Wadhwa Group
Landmarks planned with passion

Publication	Gujarat Samachar
Date	14th August 2020
Page No.	08

કોરોના મહામારી બાદ જીવનશૈલીમાં બદલાવ સાથે...

રિયાલ્ટી ક્ષેત્રે ટ્રેન્ડ બદલાતો જોવાશે : મોટા ઘરોનો વિકલ્પ અપનાવવા તરફ ઝોક વધશે

મુંબઈ ગુરુવાર

કોવિડ-૧૯થી અત્યારે વિશ્વ ત્રસ્ત છે અને આ મહામારીમાંથી બહાર આવવા લોકો મથી રહ્યા છે, ત્યારે સાવચેતીમાં સોશિયલ ડિસ્ટન્સિંગ માટેની વધતી જાગૃતિ સાથે રિયલ એસ્ટેટ ક્ષેત્રે પણ રહેણાંક મકાનોમાં પસંદગીનો ટ્રેન્ડ બદલાઈ રહ્યો છે. આ સાથે વર્ક ફ્રોમ હોમ જે લોકડાઉન બાદ પણ વ્યવહારુ વિકલ્પ બની રહ્યો હોઈ ઘણા ભાવિ ઘર ખરીદદારો મુંબઈના ઉપનગરો અથવા સીમાક્ષેત્રના વિસ્તારોમાં મોટા ઘરો અને સારા જીવનધોરણ માટે વધુ પરવડે એવા ભાવોએ શીફ્ટીંગ કરતાં જોવાશે એવા સંકેત મળી રહ્યા છે.

વર્ક ફ્રોમ હોમ વધ્યા સાથે અર્થતંત્રની પરિસ્થિતિ અને રોજગારીની અનિશ્ચિતતા વધતાં રિયાલ્ટી ક્ષેત્રે એફોર્ડેબલ પરિબળ પણ મહત્વનું બન્યું

આ બદલાનારા ટ્રેન્ડ વિશે વાધવા ગ્રુપના મેનેજિંગ ડિરેક્ટર નવીન મખીજાનું કહેવું છે કે, પ્રાઈમ રહેણાંક પ્રોપર્ટીઝ માટેની માંગ હવે એવા પ્રોજેક્ટો કે જે કોમ્યુનિટીઝ તરીકે વિકસાવવામાં આવ્યા છે એ તરફ શીફ્ટ થઈ રહી છે. જેથી લોકોને સમાન માનસિકતા ધરાવતા લોકો સાથે રહેવાનો અને સંકુલમાં જ સાથે લેઈઝર સવલતો માણવાના વિશેષાધિકાર ધરાવી શકે. ઘાટકોપરમાં આ જ પ્રકારે વિશાળ અલ્ટ્રા લકઝરી મકાનોનો પેનોરમા પ્રોજેક્ટ વિકસાવનાર આ રિયાલ્ટી સાહસ દ્વારા તમામ વય ગ્રુપ માટે અને પરિવારના દરેક સભ્ય માટે ઈચ્છિત જગ્યા અને પ્રાઈવસીને ધ્યાનમાં રાખીને પ્રોજેક્ટ વિકસાવવામાં આવી રહ્યા છે. કોવિડ ૧૯ બાદ બદલાતી જીવનશૈલી સાથે લકઝરી મકાનોમાં ટકાઉ ડિઝાઈન માટેની માંગમાં વધારો થવાની શકયતા છે.

ગાર્ડિઅન્સ રિયલ એસ્ટેટ એડવાઈઝરીના ચેરમેન કૌશલ અગ્રવાલનું કહેવું છે કે અનેક લોકડાઉન ગ્રાહકોને પોતાના મોકળાશ ધરાવતા મકાનો ધરાવવાનું મહત્વ હોવાનો અહેસાસ કરાવવામાં આશ્ચર્યજનક રીતે મદદરૂપ થયા છે. જેથી ડેક્સ-બાલકનીઓ ધરાવતા અને મોકળાશ આપતા મકાનો માટેની માંગ વધી રહી છે. વર્ક ફ્રોમ હોમથી વધારાના રૂમ તેમ જ ઓનલાઈન મીટિંગો અને ચર્ચા કરી શકાય એવા એકસ્ટ્રા રૂમની જરૂરીયાત વધી છે. વર્ક ફ્રોમ હોમને લઈ રિયલ એસ્ટેટ ગ્રાહકોની પસંદગીમાં બદલાવ સાથે અર્થતંત્રની પ્રમાણેળ પરિસ્થિતિ અને રોજગારી ગુમાવવાની અથવા એની અનિશ્ચિતતા વધી હોઈ પરવડે એવા એફોર્ડેબલ પરિબળ પણ મહત્વનું બન્યું છે. મુંબઈના ઉપનગરો અને સીમા ક્ષેત્રમાં આવતાં વિસ્તારો ભાડાં અને ખરીદી બન્ને રીતે આ પ્રકારના ખરીદદારો માટે વધુ પરવડે એવા છે. મોટાભાગના સમીક્ષકો માને છે કે, જુલાઈ થી સપ્ટેમ્બર માં શરૂ થઈ અને ઓકટોબર-ડિસેમ્બર માં પ્રાઈમ રહેણાંક જગ્યાઓના વેચાણમાં રિકવરી આગળ વધવાની અને સંપૂર્ણ રિકવરીને ૧૨ મહિનાથી વધુ સમય લાગવાની શકયતા છે. સરકાર અને રિઝર્વ બેંક ઓફ ઈન્ડિયા દ્વારા જાહેર કરાયેલા વિવિધ પગલાંઓથી નાણાકીય વર્ષના બાકી સમય માં સકારાત્મક પરિણામો મળવાની શરૂઆત થઈ જશે.

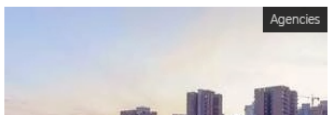
The Wadhwa Group
Landmarks planned with passion

Publication	The Economic Times
Date	21st August 2020
Link	https://economictimes.indiatimes.com/industry/services/property-/-cstruction/realtors-see-housing-demand-pick-up-with-festive-offers-stamp-duty-cut/articleshow/77677369.cms

Realtors see housing demand pick up with festive offers, stamp duty cut

By Kailash Babar, ET Bureau • Last Updated: Aug 21, 2020, 07:13 PM IST

Synopsis
For instance, Hiranandani Group has launched an assured rental scheme for 1 bedroom apartments at its project Regent Hill in Hiranandani Gardens Powai. The company will offer rental of Rs 50,000 on this purchased apartment with 5% assured capital appreciation for the next five years.



MUMBAI: Realty developers are hoping for a fillip in the demand for affordable and mid-income housing in the

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Publication	Hindustan Times
Date	24th August 2020
Link	https://www.hindustantimes.com/brand-stories/visit-this-virtual-property-expo-to-find-your-dream-property-in-mumbai/story-V6qyffcmSnVn01T9SqzZ3L.html

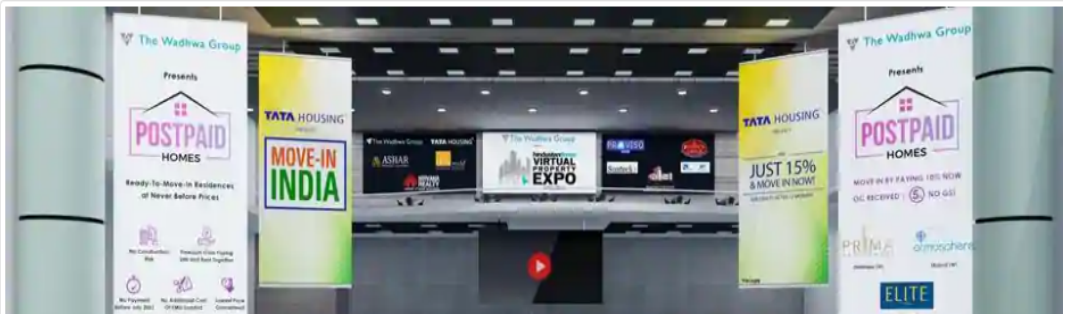
Hindustan Times

Visit this Virtual Property Expo to find your dream property in Mumbai

The digital event will help you search for your dream properties in Mumbai from the safety and comfort of your home.

BRAND-STORIES Updated: Aug 24, 2020 18:51 IST

Promotional Feature, HT Brand Studio



The Wadhwa Group
Landmarks planned with passion

Publication	The Khaleej Times
Date	15th August 2020
Link	https://www.khaleejtimes.com/supplements/india-independence-day/nris-Invest-now-in-property

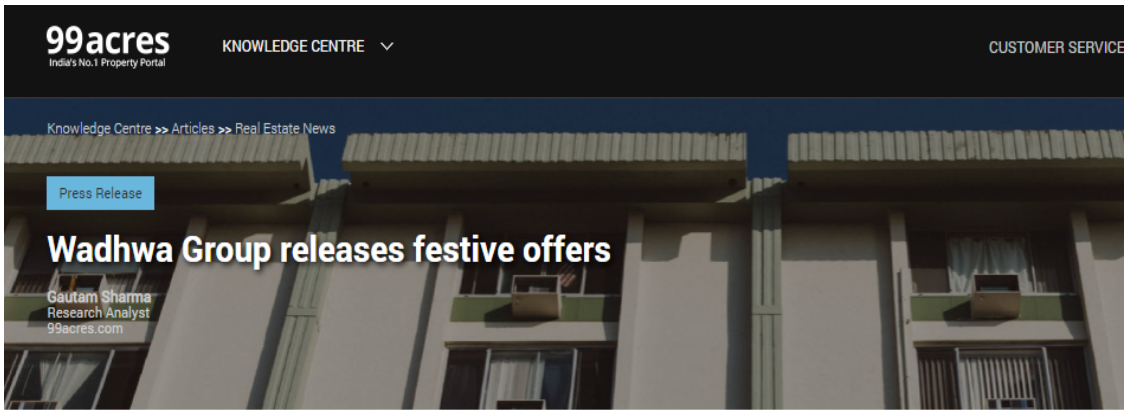
Khaleej Times
INDIA INDEPENDENCE DAY

NRIs, Invest Now in Property

Sandhya D'Mello /Dubai
sandhya@khaleejtimes.com Filed on August 15, 2020

The Wadhwa Group
Landmarks planned with passion

Publication	99 acres
Date	18th August 2020
Link	https://www.99acres.com/articles/wadhwa-group-releases-festive-offers.html



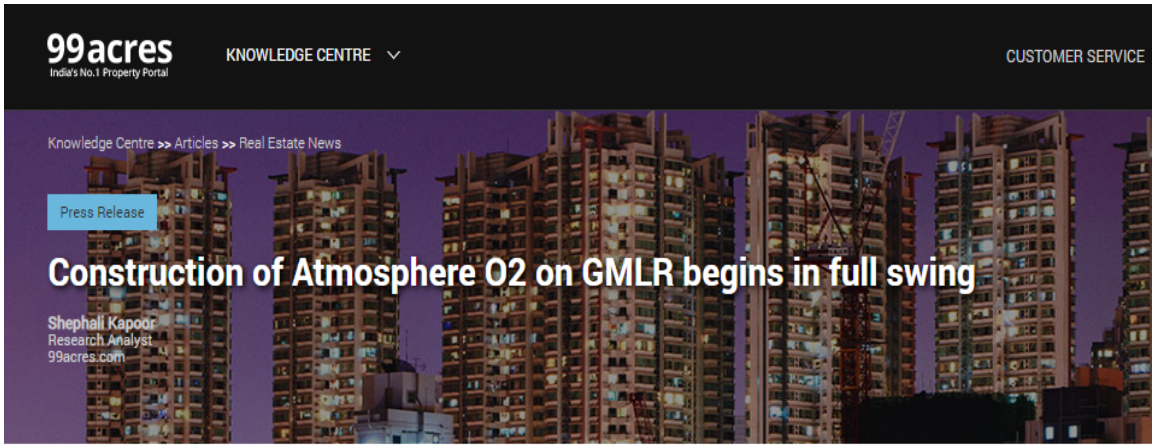
As the festive season is approaching, one of Mumbai's leading real estate firms, Wadhwa Group, is presenting 'Post-paid homes: Move-in-now. Pay-later'. The offer lasts till the end of September 2020 for their Ready-to-move-in projects; Atmosphere – Mulund (W), Elite – Thane (W), Crown Residences – Goregaon (W) and Prima Residences Ghatkopar (W). The offers are –

- Move-in by paying 10 percent now
- OC Received
- No Goods and Services Tax (GST)

The benefits of the offers are ready-possession, risk-free investment, freedom from paying rent and Equated Monthly Installments (EMI) together, no additional cost of EMIs loaded, lowest price guaranteed and no payment before July 2021.

The Wadhwa Group
Landmarks planned with passion

Publication	99 acres
Date	15th August 2020
Link	https://www.99acres.com/articles/construction-of-atmosphere-o2-on-gmlr-begins-in-full-swing.html



Wadhwa Group, in association with MICL and Chandak Group, has recently laid the foundation of Atmosphere O2 towers at Goregaon-Mulund Link Road. The PPC work on the project has commenced keeping all the safety guidelines in mind. The project, which was launched a few months back, offers not only work-life balance but also seamless connectivity with all necessary conveniences in the vicinity. The launch witnessed the sales of over 200 homes merely in three weeks.

Disclaimer: The views expressed above are for informational purposes only based on industry reports and related news stories. 99acres does not guarantee the accuracy, completeness, or reliability of the information and shall not be held responsible for any action taken based on the published information.

The Wadhwa Group
Landmarks planned with passion

Publication	Magicbricks
Date	14th August 2020
Link	https://content.magicbricks.com/property-news/industry-buzz/mumbai-industry-buzz/construction-of-atmosphere-o2-on-gmlr-begins/115338.html

Construction of Atmosphere O2 on GMLR begins

Editor | August 14, 2020 @ 05:48 PM

Mumbai: As the celebrations of Krishna Janmashtami are muted across the world due to Covid-19 pandemic and social distancing norms, we can see something to cheer for the construction labourers as they resume back to work after having a short break due to the virus. The spread of the novel coronavirus had impacted a lot of construction projects as migrant workers returned to their hometown due to the severity of the virus. But after spending a quality time with their families they are back to business. On the auspicious occasion of Krishna Janmashtami, The Wadhwa Group in association with MICL and Chandak Group performed the Bhumi Pujan while they laid the foundation and commenced PPC work of the Atmosphere O2 towers at site on Goregaon Mulund Link Road adhering to all safety guidelines. The project which was launched a few months back aims at offering the 'Best of both worlds' - Be it work-life balance, be it seamless connectivity with all necessary conveniences in the vicinity, or a quality home with the best lifestyle amenities. The launch witnessed sales of over 200 homes just in a span of 3 weeks.

Commenting on the occasion, **Mr. Navin Makhija, Managing Director, The Wadhwa Group** said, "After the roaring success of Atmosphere which boasts of on-time delivery of this iconic structure with quality construction and a distinguished lifestyle with 700+ happy families residing here, we are delighted to start construction of our next phase Atmosphere O2."

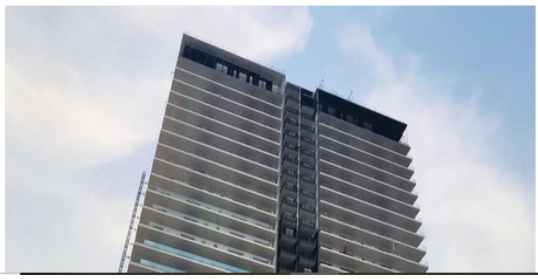
The Wadhwa Group
Landmarks planned with passion

Publication	Construction Week Online
Date	20th August 2020
Link	https://www.constructionweekonline.in/business/14728-high-rises-a-novel-approach

CONSTRUCTION WEEK ONLINE

High-rises: A novel approach

Even as the pandemic leaves a debilitating effect on India's construction sector, some forward-thinking organisations are preparing for healthy sustenance in a post-COVID world



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Publication	Construction Week Online
Date	12th August 2020
Link	https://www.constructionweekonline.in/projects-tenders/14608-construction-of-atmosphere-o2-begins

CONSTRUCTION WEEK ONLINE

Construction of Atmosphere 02 begins

Bhumi Pujan of the site took place on Krishna Janmashtami

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Publication	ACE Update
Date	19th August 2020
Link	https://aceupdate.com/2020/08/19/construction-of-atmosphere-o2-on-gmlr-begins-in-full-swing/

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19 Aug 2020

Construction of Atmosphere O2 on GMLR begins in full swing

Posted On August 19, 2020 in News & Update

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Publication	The Property Times
Date	14th August 2020
Link	https://thepropertytimes.in/festive-offers-by-the-wadhwa-group/

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TOPICS MARKET

Festive Offers by The Wadhwa Group

By **The Property Times News Bureau** - August 14, 2020 133 0

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Publication	The Property Times
Date	12th August 2020
Link	https://thepropertytimes.in/construction-of-atmosphere-o2-on-gmlr-begins-in-full-swing/

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Construction of Atmosphere O2 on GMLR begins in full swing

By **The Property Times News Bureau** - August 12, 2020 53 0

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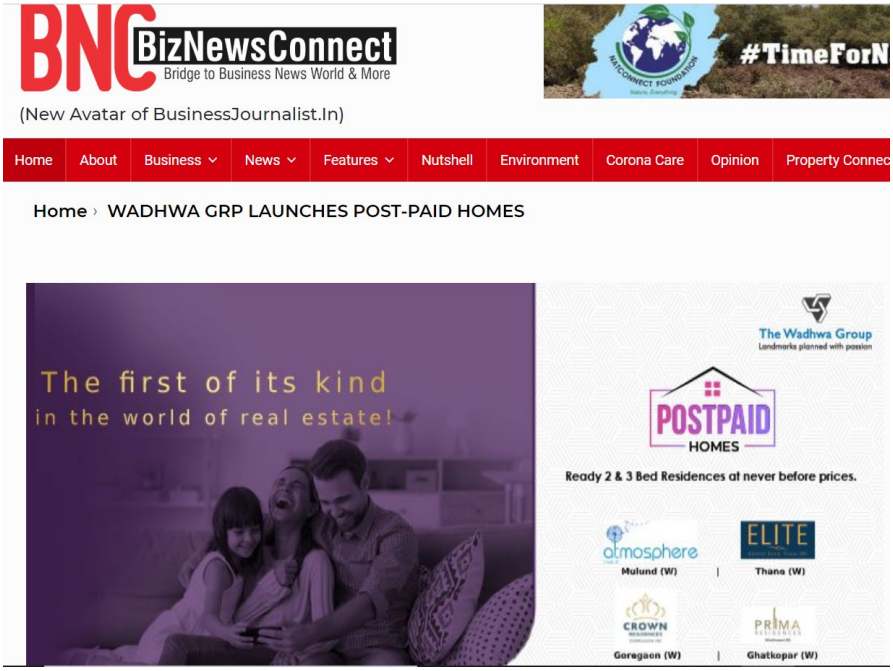
Publication	Biz News Connect
Date	17th August 2020
Link	https://biznewsconnect.com/blogdetails?cname=property-connect&bid=363



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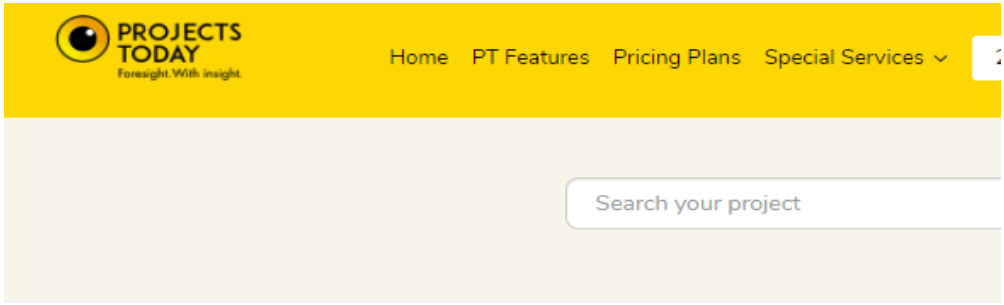
Publication	Projects Today
Date	13th August 2020
Link	https://projectstoday.com/News/Construction-work-begins-on-Atmosphere-O2-towers



Construction work begins on Atmosphere O2 towers

Thursday, 13 Aug 2020

The Wadhwa Group in association with MICL and Chandak Group performed bhumipujan and laid the foundation and commenced PPC work of Atmosphere O2 towers at site on Goregaon-Mulund Link Road, Mumbai in Maharashtra, adhering to all safety guidelines.

The project was launched a few months back and witnessed sales of over 200 homes in a span of three weeks.

The project is spread across 4.72 acre with up to 85 percent open spaces. It will offer two-, 2.5- and three-bedroom residences.

Malls, multiplexes, retail showrooms, hospitals, gyms, spheres of education like schools and institutions are in close proximity of the project.

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Publication	Global Prime News
Date	12th August 2020
Link	https://globalprimenews.com/2020/08/12/construction-of-atmosphere-o2-on-gmlr-begins-in-full-swing-with-bhumi-pujan-of-the-site-commencing-on-krishna-janmashtami/

Global Prime News
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Construction of Atmosphere 02 on GMLR begins in full swing with Bhumi Pujan of the site commencing on Krishna Janmashtami

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Publication	City Air News
Date	12th August 2020
Link	https://www.cityairnews.com/content/construction-of-atmosphere-o2-on-gmlr-begins-in-full-swing

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CITY AIR NEWS

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Business

Construction of Atmosphere O2 on GMLR begins in full swing

Bhumi Pujan of the site took place on Krishna Janmashtami

cityairnews Aug 12, 2020 04:09 0

Publication	Realty Myths
Date	13th August 2020
Link	https://realtymyths.com/construction-of-atmosphere-o2/

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MARKET UPDATES

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Construction of Atmosphere O2 on GMLR begins in full swing

By RM Bureau on August 13, 2020

No Comments / 90 views

As the celebrations of Krishna Janmashtami are muted across the world due to Covid-19 pandemic and social distancing norms, we can see something to cheer for the construction labourers as they resume back to work after having a short break due to the virus. The spread of the novel coronavirus had impacted a lot of construction projects as migrant workers returned to their hometown due to the severity of the virus. But after spending a quality time with their families they are back to business. On the auspicious occasion of Krishna Janmashtami, The Wadhwa Group in association with MICL and Chandak Group performed the Bhumi Pujan while they laid the foundation and commenced PPC work of the Atmosphere O2 towers at site on Goregaon Mulund Link Road adhering to all safety guidelines. The project which was launched a few months back aims at offering the 'Best of both worlds' – Be it work-life balance, be it seamless connectivity with all necessary conveniences in the vicinity, or a

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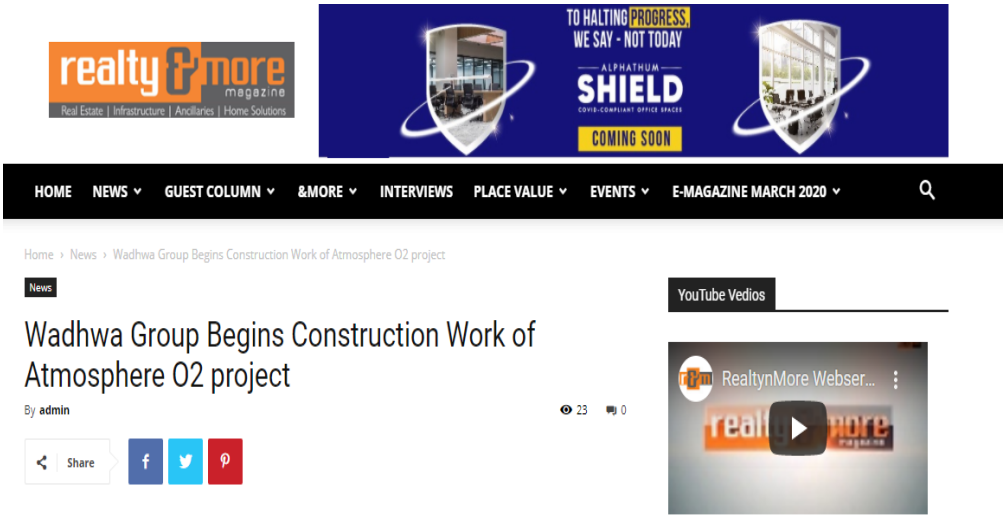
Publication	Realty & More
Date	13th August 2020
Link	https://www.realtynmore.com/wadhwa-group-begins-construction-work-of-atmosphere-o2-project/



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Publication	Indian News And Times
Date	14th August 2020
Link	https://www.indiannewsandtimes.com/2020/08/17/78793festive-offers-by-the-wadhwa-group/

INDIAN NEWS & TIMES

Thursday, September 3, 2020

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Festive Offers By The Wadhwa Group

RAVI NAIR / INT / Real Estate

As the Festive season is approaching, one of Mumbai's leading real estate firms, The Wadhwa Group is presenting "Post Paid Homes" Move-In-Now. Pay-Later.

The offer lasts till end of September 2020 for their Ready-To-Move-In projects; Atmosphere – Mulund (W), Elite – Thane (W), Crown Residences – Goregaon (W) & Prima Residences Ghatkopar (W).

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Max Healthcare Institute Ltd : Network performance overview – Q1 FY21 versus Q1 FY20 (Post IND AS 116)

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Publication	Adarsh Maharashtra
Date	12th August 2020
Link	https://adarshmaharashtra.wordpress.com/2020/08/12/construction-of-atmosphere-o2-on-gmlr-begins-in-full-swing-bhumi-pujan-of-the-site-took-place-on-krishna-janmashtami/

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Publication	Konexio Network
Date	15th August 2020
Link	https://www.konexionetwork.com/NewsDetails.aspx?newsid=08da1d4c-0f0c-4e40-95b5-dde2b911208c

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Festive Offers By The Wadhwa Group

by Our Correspondent - Aug 15, 2020

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Publication	Konexio Network
Date	12th August 2020
Link	https://www.konexionetwork.com/NewsDetails.aspx?newsid=e550ebb3-034a-4119-947d-8174d5112e9f

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Bhumi Pujan of the site took place on Krishna Janmashtami

by Our Correspondent - Aug 12, 2020

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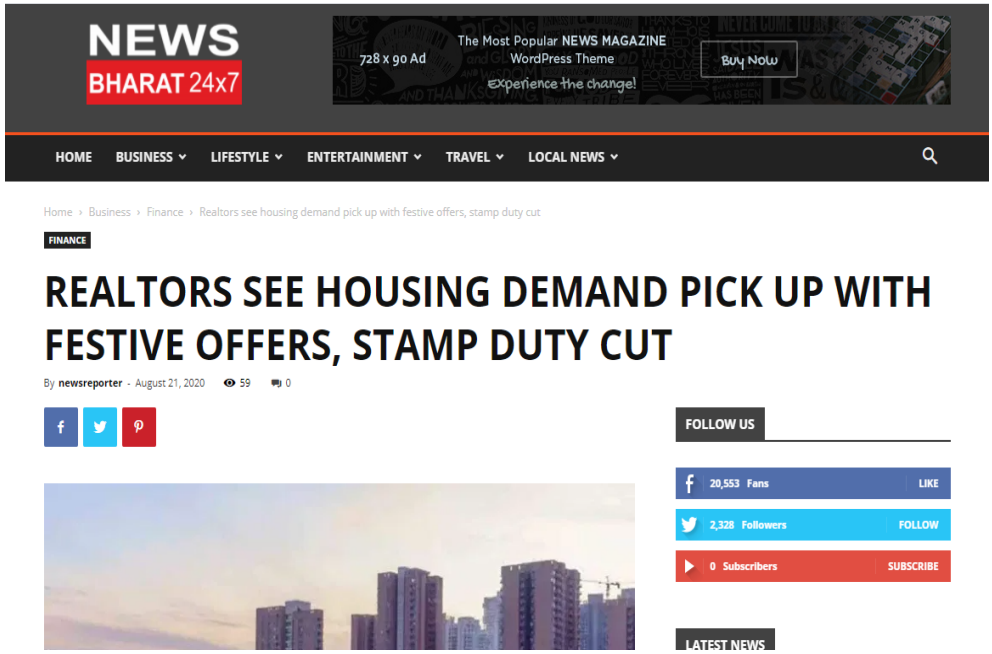
Publication	News Bharat 24x7
Date	21st August 2020
Link	https://newsbharat24x7.com/2020/08/21/realtors-see-housing-demand-pick-up-with-festive-offers-stamp-duty-cut/



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Publication	The Point News
Date	21st August 2020
Link	https://thepointnews.in/realtors-see-housing-demand-pick-up-with-festive-offers-stamp-duty-cut/

THE POINT NEWS

न्यूज़ ताज़ा ख़बर इंडिया शहर विदेश व्यापार खेल कैरियर टेक्नोलॉजी मनोरं

Realtors see housing demand pick up with festive offers, stamp duty cut

August 21, 2020 19

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Award Opportunity

- **Realty+ - Inviting Nominations for the 12th Realty+ Conclave & Excellence Awards, WEST: A Virtual Series**
- Opportunity was shared on 10th August 2020

- **The Future of Tech Congress & Awards presents The Internet Entrepreneur Awards -PROPTECH | REAL ESTATE - 15th October, 2020 | Virtual Event**
- Opportunity was shared on 19th August 2020

Speaker Opportunity

- **TOI Dialogues (Paid Partnership) – Speaker Opportunity for Mr. Vijay Wadhwa**
- Opportunity was shared on 12th August 2020

Missed Opportunities

- **Industry Story – Construction & Architecture Update Magazine on Windows & Doors/ Elevators & Escalators**
- Opportunity was shared on 25th August 2020

- **Industry Story – Stamp Duty Reduction Announcement by Maharashtra Government**
- Opportunity was shared on 26th August 2020

Video Opportunity

- **RealtyNXT – Video participation on Commercial Real Estate**
- Opportunity was shared on 26th August 2020
- Status: The journalist has requested for someone from either MD or CEO designation

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Coverage Dossier

For

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