

Indian Real Estate

BOOM OR DOOM

The Indian office
market 2022

Improving investment
climate in India

Emerging trends in
real estate

Post covid boom in
residential real estate

TOGETHER TOWARDS NEWER MILESTONES

Association of Property Professionals Delhi NCR



The APP logo is all about networking, collaborating & growth. Active networking is vital to career and growth.

The red & blue colour in the logo shows the hot & cold times faced by members but the merging of APP letters into each other shows the togetherness and strength.

The Association of Property Professionals Delhi NCR (APP Delhi NCR) is the Delhi NCR chapter of NAR India which aims to enlighten Indian realtors and train them to imbibe and adhere to international best practices which in turn inspires confidence in investors and consumers. The core focus of NAR-India is to elevate the standards of practice of the real estate brokerage business to a global level by promoting ethics, transparency, accountability and respect for rule of law and good governance.

The association aims at streamlining and promoting the profession of real estate brokerage in India. APP encourages members to follow the highest professional and ethical standards in the industry, also bring a lot of credibility by arranging conferences, seminars, conventions of huge magnitudes.

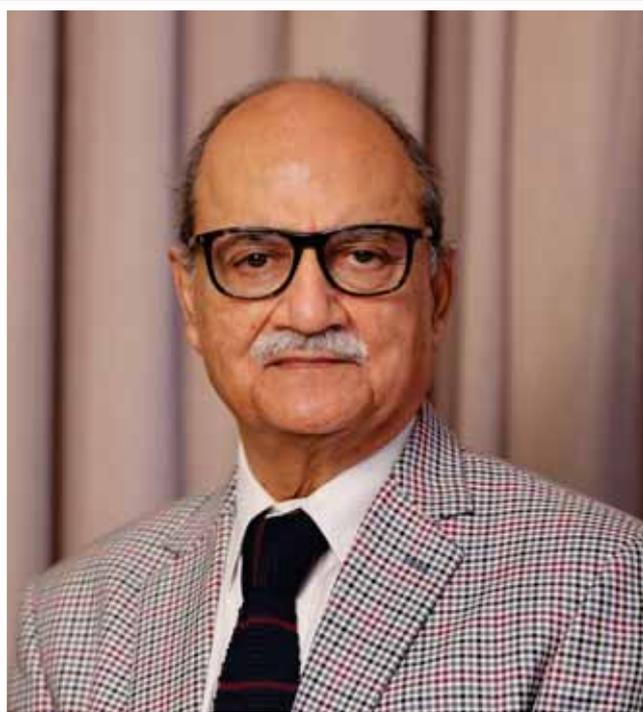
More so APP gets the direct advantage to our members by conducting certification programs and lectures by renowned speakers.

By becoming a member of APP Delhi NCR you get access to various updates on new laws, taxation and opportunities of doing business comfortably with most dependable fellow brokers.

At APP we keep organising various CSR events every year, like plantation drive, blood donation camps, e waste drive, Clothes donation with Goonj, blankets distribution etc.

With a dedicated team of 13 Governing body members and 5 compassionate advisors APP take pride in getting complete support by our 150 + member strength.





NAR INDIA LEADERSHIP

Congratulations to the leadership and all APP members for launching your newsletter. It has been my pleasure and privilege to be associated with your organization since its inception. APP has been one of the earliest constituents of NAR-India and has over the last decade and a half made a very significant contribution to the growth and development of NAR-India and to organized Realty in the country.

APP has always followed procedures, protocols and administrative norms which make an association run in a democratic and smooth manner. Besides having an organised change of guard every 2 years, you all have had a system of periodically sending different leaders to represent your organisation at the governing bodies of NAR-India. As a result, your organisation's goals and objectives have always been in sync with the goals and objectives of NAR-India. APP has conducted 3 excellent conventions one of which was for a president who had come from a smaller city and won against your own candidate. This demonstration of generosity is exemplary and typical of your leadership. Your organisation was among the first to empower women and elect Anuja Sinha as the first woman to head any association in NAR-India.

The number of leaders of NAR-India who have come from APP is long and illustrious. Just to name a few, you

have contributed one Vice Chairman Sam Chopra, two presidents – Sam Chopra, and Tarun Bhatia, Vice President – Tarun Bhatia, Treasurer – Tarun Bhatia, Head-International Affairs – Tarun Bhatia, Head-Education Committee – Tarun Bhatia, Head-Women Empowerment Committee - Anuja Sinha, North Zone Heads – Tarun Bhatia, Ashwin Jain, Kshitij Nagpal, Nitin Jain.

I have had the privilege of working with all your leaders. They have initiated many events and activities in NAR-India that had been now institutionalised. To name a few – World Realtor Day which was started by Sam Chopra. Tarun Bhatia was the first NAR-India leader to be invited on the Board of NAR-Global, Anuja Sinha started the women empowerment wing of NAR-India. You all contributed to 4 Zonal Heads who help to grow the footprint of NAR-India in the north.

This newsletter will help your association communicate better with each other and inform the Real Estate community of the activities of the APP.

Good Luck and God Bless you all.

Ravi Varma
Chairman NAR-India



NAR INDIA LEADERSHIP

The Important role of a Realtor and their increasing relevance in the future.

Helping consumers in buying, renting or selling residential or commercial properties, real estate realtors are and will probably remain a vital part of the real estate ecosystem

While the Indian real estate sector has been witnessing many technological disruptions in the recent past, real estate agents or realtors as they are also called have also been evolving in line with changing consumer trends. However, despite the increasing use of technology to automate many functions within the real estate sector, these realtors bring a lot of tangible benefits that make them indispensable to both consumers and developers alike. Let us look at how these realtors play an important part in the real estate ecosystem and understand why they will continue to hold an important place even in a technology-intensive future.

A real-time market intelligence provider for consumers and developers

Despite the rise of online real estate platforms, realtors are increasingly gaining importance due to the insights they provide about micro-markets and their superiority in understanding the little nuances of every property. In a country as diverse like India, buyer choices and preferences vary dramatically from place to place, further underscoring the role of realtors in providing real-time and relevant inputs to cater to every customer's need. Whether it is finding a pet-friendly housing society, selling an ancestral property or even renting out commercial real estate; realtors can be invaluable in concluding a real estate transaction in the shortest amount of time.

For the developer community too, these realtors can act as ambassadors for a project or even city, leveraging their connect with the local populace to improve its visibility. Additionally, with RERA making it compulsory for realtors to register with it and market only approved projects, these realtors provide their services with increased transparency and accountability that benefits both parties in every transaction. What's more, with most realtors having forged strong relationships with their customers, they can provide developers with vital market intelligence regarding the product mix, pricing strategies and even guide them on what amenities are desired by those looking for their next real estate purchase.

Using technology aids to facilitate faster decision-making

With more than half of India's population actively participating on social media platforms, realtors have

been increasingly using the latest digital technologies to reach out to a wider audience, sometimes even helping them arrive at a decision without having to leave the comfort of their homes. Contrary to popular opinion, many realtors have successfully transitioned to this changing consumption landscape and are getting increasingly tech-savvy in order to cater to the millennial and GenZ population.

As a result, buyers are able to access floor plans, video tours and even schedule virtual meetings to narrow down on their dream property faster. Moreover, with new-age realtors giving setting an example for traditional realtors by providing consumers with an immersive and engaging experience, the entire real estate broking business is undergoing a positive transformation that will ultimately benefit consumers and developers alike.

Bringing trust and expertise to every real estate transaction

A fact that is often ignored when arguing in favour of technology, is the human touch and an implicit trust that realtors bring to every discussion involving two parties. With most realtors having decades of experience in markets that they operate in, this combination of having a trusted advisor who uses a wealth of knowledge to facilitate better decision-making cannot be compensated by even technologies like Artificial Intelligence (AI). Moreover, with more Indians seeking to purchase a home that delivers on an ideal work-life balance, the skill of realtors in shortlisting properties that could achieve this is proving to be a greater value addition than ever before.

Imagining a future with more tech-savvy Realtors

While there are many predictions about how technologies like AI could replace the role of realtors, markets like India will most likely continue to rely on them for much longer than more developed economies like the USA. However, it will crucial for the more than 1 million realtors to up their game and increase their pace of technology adoption to stay relevant in the future. For those realtors who continue to invest in increasing their digital footprint, embrace automation technologies and prepare themselves for future disruptions though, their role will most probably remain as relevant as it has been for the decades past.

Sumanth Reddy
Vice Chairman,
NAR India



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**Park View City 2, Sohna Road,
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Apartment
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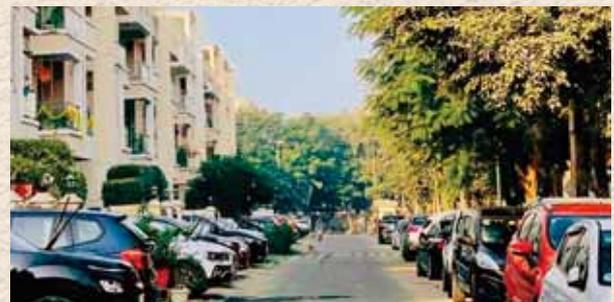
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RERA Registration Number 368 of 2017 dated 18/09/2017
(Haryana Real Estate Regulatory Authority, Panchkula - 134109, Haryana)

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NAR INDIA LEADERSHIP

In a Solopreneurship, Revenue is Vanity and Profit is Sanity.

Why would a President or Pradhan Sevak (as people refer me) of NAR India, not start with NAR India for an article in the first ever Newsletter of APP- Association of Property Professionals, a flagship association from Gurgaon NCR and a greatly contributing member of National Association of Realtors India? Because APP and NAR India consist of Realtors and most Realtors are Solopreneurs. For Solopreneurs, the crux of business is to understand that Revenue is Vanity and Profit is Sanity.

When my dear friend Tarun Bhatia, Immediate Past Chairman APP Delhi NCR & our Immediate Past President IPP at NAR India called me to pen in an article for APP's first Newsletter, I knew instantly that I will pen in something different and more related to business for the Realtors. At the outset, let me Congratulate Team APP for their first Newsletter publication. A small step for an organization but a giant leap for Realtors, Brokers and Agents especially in North India as effective news and knowledge sharing can become a great marg-darshak for every Real Estate Industry stakeholder. Kudos to Tarun Bhatia, Sam Chopra, Atul Khera, Abhishek Jain, Ashwin Jain, Kshitij Nagpal, Nitin Jain, Anuja Sinha and of course the President Ricky Sharma, President Elect Timmy Buddhiraja and Secretary Mitesh Poddar and all of Team APP for yet another great initiative.

So, let us start with some Money Rules for a Solopreneur Realtor.

- Revenue is vanity. Profit is sanity.
- Spend money to buy time.
- Raise your prices and value.

We talk about professionalizing the industry environment and delivering great service to our customers, but let no broker, agent and Realtor ever forget that we are also into business and the purpose of business is to make money. As members of Real Estate Associations and via our associations as members of NAR India, we invest a lot into our Education & Skills to master the Real Estate transactions domain and we do our business Ethically as we undergo Code of Conduct and Code of Ethics certifications besides many technical and commercial Real Estate courses and certifications.

Now let us understand and focus on what motivates the high-ticket real estate clients

- Money – Your work should make them more money
- Time – Your work should free up their time
- Status – Your work should make them look good
- Fear – Your work should help avoid a negative outcome

Learn to talk about these things & the dramatic upturn in your business will be visible while delivering value to your clients that they will appreciate.

A Realtor is paid what we call Success Fee. Sometimes clients question it because they have no clue about the unsuccessful efforts. Hence explain to clients that you charge for the output and value delivered and not hours worked.

Plan from your Goals to your execution. Remember 99% of work emergencies are really poor planning in disguise.

If you have a Team, Plan their time too. It is ironic that we scrutinize small expenses but hold 10 people hostages in a conference room for meetings all day. Pointless meetings have a massive opportunity cost.

Clients crave the following :

- Clarity : Share with them periodically, what you are doing.
- Consistency : Do what say you are going to do, every single time.
- Certainty : Show them how you get repeatable results.

In personal lives, it's a taboo sometimes to talk about money. In business, it's a paradox and Those who don't talk about money, don't make it.

I sincerely hope that these tips do help a few Realtors scale up & organize their business to meet their Goals. Education and Learning is the key to continuous growth and development and at NAR India, we are focused on

imparting knowledge through our education arm, IIRE, India Institute of Real Estate. We also have advanced tech courses in Real Estate with our knowledge partners RICS and IIM Bangalore. We are focused on

- Growing the Real Estate Industry
- Growing the Realtors business
- Growing Realtors

For our Hon'ble Prime Minister, Shri Narendra Modiji's dream of 5 trillion US Dollar economy in India by 2030, Real Estate will have to play a 20% part and be a 1 Trillion \$ Industry. Thus, as a Realtor, in next few years, you are not just shaping your business but shaping the economy of the country. As we say at NAR India, our journey from Good to Great is about building a great India via our contributions at NAR India. As an Agent or Broker your contribution begins by joining an association like APP and via APP become an automatic NAR India member and contribute to the Industry and Nation while growing your own business. Together, we can and we shall. As we are all experiencing, NAR India is not just an organization, not just an umbrella over all Realtors heads but it is now a Momentum and anyone associated with the broking industry who is not a part of it will miss out being a part of History that is being created.

At the 14th NAR India Convention titled, "Yes Realtor" held in August at Bangalore, one of the 1700+ Realtors present in audience answered to a question by a

motivational speaker who asked, what do you want to become and he answered, " I want to become the President of NAR India, one day". It swelled our hearts to see ambition in young Realtors who want to give back to the Industry and past Presidents like Tarun and Sumanth, besides me and all future Presidents like Shiva and Amit feel very elated to see the Realtor world in India shape up so well. I urge all of you who read this to join NAR India at the 15th NAR India Conventions titled, "NARVIGATE (11/76)" being held at Coimbatore, Tamil Nadu on the 18th and 19th of March to learn, network, exchange business and witness another Magnum Opus from NAR India.

Once again, I thank all at Team APP for the wonderful initiative of publishing this Newsletter and wish them the very best of success in this and all future endeavors. I feel privileged and honored to be a part of the maiden edition and via this medium I wish every Agent, Broker & Realtor in specific and every Real Estate stakeholder in general the best of times ahead. The wishes are on behalf of all Leadership Team, Office Bearers and Governing Board of NAR India.

Best wishes, always

Samir Arora

Pradhan Sevak (President)
National Association of
Realtors India (NAR-India)



NAR INDIA 14TH ANNUAL CONVENTION, BENGALURU



SETTING THE ROADMAP FOR FUTURE REALITY LANDSCAPES

Mapping the road ahead with the NAR India 14th Annual Convention

The 14th edition of the prestigious NAR Annual Convention was held at the Bengaluru Palace from 6th to 7th August, 2022. The annual convention served as an all-important platform that brought together vast number of realtors and real estate specialists representing various associations from the length and breadth of the nation. The convention was dotted with a wide variety of unique workshops, networking opportunities and festivities.

Another feather in the cap of this esteemed convention was the presence of some of the industries best and brightest minds. This two-day event offered advice and feasible solutions to brands and professionals regarding different career stages and positions. Starting from the initial meet and greet session of the General Body members to the in-depth session on multiple real estate growth



14th NAR India Convention, Bengaluru

prospects to setting goals for the future to a glittering closing night party, NAR made this a memorable event that would be etched in

minds forever. And the fact that it was heartily attended by more than 2000 attendees from all over the country reflected the associations wholehearted commitment to provide something unique and beneficial for the industry professionals.

With all these and much more, this annual convention has emerged as one of industries most coveted and anticipated informative gathering for operating realtors from India.



14th NAR India Convention, Bengaluru



NAR INDIA LEADERSHIP

Decoding Indian real estate pricing trends and projections for 2023

With a post-Covid real estate boom leading to higher real estate investments in 2022, all bets are on strong consumer demand inducing further price appreciation in the year ahead

While the Indian real estate sector exhibited steely resilience during the COVID-19 pandemic, strong consumer demand and rising incomes have resulted in major housing markets within the country growing by 40% in the first nine months of 2022. According to independent property consultant Knight Frank India, cities like Mumbai, Bengaluru, and the National Capital Region (NCR) have been witnessing increasing sales, with the third quarter recording the highest unit sales so far. What's more, sales in the July-September 2022 period are 20% higher than those reported in the corresponding period in 2019, fuelling expectations of double-digit growth numbers in 2023 as well. There are some microtrends that are contributing to this resurgence. There could be markets that could potentially offer even higher appreciation potential in the year ahead.

Indian real estate is emerging as a preferred investment avenue amidst market volatility.

Apart from factors like rapid urbanisation and a rising population contributing to increased demand for affordable housing units in major Indian cities, investors too are making a beeline for residential and commercial real estate. With equity markets stagnating amidst increasing inflationary pressures, real estate investments are ramping up due to the attractive rental yields and the potential for further price appreciation.

This is despite real estate prices already appreciating between 10 and 30 percent across India in 2022, highlighting India's growth story that is inviting both domestic and international venture capital (VC) interest across segments within the Indian real estate sector. In fact, according to a recent CII survey for H1 2022, [59% of the respondents are strongly inclined towards investing in real](#)

[estate](#), compared to only 28% who continue to prefer investing in Indian equity markets instead. We see this trend only getting stronger as [India cements its status as the fastest-growing major economy in the world](#).

Rising per capita income and growing social infrastructure in Tier II and III cities

Unlike the popular perception that growth in the real estate sector will be concentrated in metropolises, investments are getting more broad-based as the Indian government pushes on with its infrastructure development focus. While capital inflows into commercial and office spaces recorded a 53 percent growth in the first three quarters of 2022, institutional investors are actively investing in greenfield and ready-to-use Tier II and III cities with an eye on the future.

This trend is corroborated by the [fact that per capita incomes in cities like Goa and Sikkim have trumped those seen in the country's capital, Delhi, for FY2021-22](#). As more professionals and even expats move back to their native towns due to a permanent shift towards hybrid working, cities like Kochi, Chandigarh, Jaipur, and Varanasi, among many others, will witness increasing demand for smart housing and commercial real estate units. With the Union Government stepping up infrastructure building even in India's rural hinterlands, it is widely believed that such upcoming urban centres will witness better price appreciation than the other major housing markets in the country today.

Robust demand for ultra-luxury units and vacation homes will get stronger.

With rising household incomes and more Indians featuring among the world's wealthiest citizens, the ultra-luxury residential real estate segment has been booming, with demand often outstripping supply. Even in markets like Mumbai, Delhi, Bengaluru, and Kolkata that have traditionally had a healthy pipeline of such units, consumers are

increasingly opting for projects that boast amenities that are on par with those offered by international developers. This change in consumption patterns has prompted Indian real estate developers to launch new luxury housing projects that can cater to this burgeoning class of domestic investors.

Additionally, 2022 has been the year for vacation homes and plotted development schemes, as upper middle-class buyers venture into investing in second homes that are nestled away from the hustle and bustle of city centers. Taking cue from this new trend, leading Indian developers are investing heavily in developing gated projects in upcoming destinations like Sarjapur, Palghar, and even in towns surrounding major metros, so as to cater to the proliferating demand for better lifestyle spaces. Both these segments should continue to attract domestic consumers and investors, boding well for further capital appreciation.

Even as the Indian real estate sector acts as an important driver powering India's holistic development, the developer community will need to intensify their focus on upgrading construction and design standards to those offered in developed countries. This will require them to raise funds through additional avenues such as real estate investment trusts (REITs) and attract more Indians to actively invest in the country's real estate economy. With REITs offering proportionate ownership of income-generating real estate assets, more Indian developers will have to establish their own REITs, educate investors on their long-term value generation potential, and seek more investments through this route. Not only will this bring in more foreign investments, but it will also tap into the country's large population base to establish a sustainable financing model that will lead the Indian real estate sector to new heights in 2023.

Shiva Kumar
President Elect 2023-2024,
NAR INDIA

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Connection is the energy that is created between people when they feel seen, heard and valued.”

- Brene Brown

Here is an insight into the exclusive connections built between most of the top Delhi NCR developers and APP members. The APP members feel honoured as these events present a perfect opportunity for the realtors and developers to establish stronger relationships.

In today's era where we have access to the best online tools and varied digital methods to get updates on all the upcoming projects, these kind of exclusive LET'S CONNECT events presents an extra edge for the developer's as well as industry pro's by exchanging thoughts and business strategies in a truly unique arena
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Signature Global Event  Hyatt Gurugram, 15th June, 2022



Whiteland Event
8th Sep, 2022

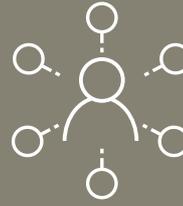


Royal Green Event Ambience,
Gurugram, 21st Sep, 2022 



Whiteland Event, 8th Sep, 2022 





Strong Teaching Connects

It's almost Circa 4 PC (post-COVID19), and everything seems to be falling back in place, particularly for the Real Estate and Construction industry where we keep coming across reports and inputs from the industry stalwarts how everything in this sector has started going in the right direction, upwards that is. On the other hand, India also seems to be inclined and fully committed to take over the manufacturing leadership from China and hence the focus on infrastructure development – airports, ports, highways, warehouses, industrial parks, mandis, etc. Apparently, India is now poised to start realizing its dream of becoming a \$5-Trillion Economy in the not so far future.

India also seems to be making very progressive developments on the education front, with the NEP 2020 that promises to revolutionize education and become a Global Guru in the years to come. The Government is taking all necessary steps to put India into a Leadership position and the world is also recognizing the potential of India on the Global Political Map, with India taking over the Presidency of Group of 20 (G20).

However, we are faced with a very alarming situation, particularly for the Built Environment Sector where on the face of it everything seems to be going extremely well, on the other hand, the factual position when it comes to youngsters joining the industry as a profession of choice, the numbers recite an altogether different story:

FACT: Closure of Programs in many colleges:

Engineering seats drop to lowest in a decade; 63 institutes to shut in 2021

The latest data from the All India Council for Technical Education (AICTE) show that engineering seats at the undergraduate, postgraduate and diploma levels declined to 23.28 lakh-the lowest in at least 10 years. The reduction in seats this year, on account of institute closure and decreased admission capacity, is pegged at 1.46 lakh.

A very disappointing fact is that over a five-year period from 2016-2021, the number of engineering seats has fallen from 30 lakhs to 24 lakhs.

Any Guesses on why this is happening? The major reason why we are faced with this situation is the fact that the Campus Placements are just not happening for the students pursuing Civil, Electrical, Mechanical streams, all that happens is campuses is placements for IT Jobs. The civil engineering branch has registered the **lowest placement rate – 57%** – in 2020-21 in 10 Indian Institutes of Technology (IITs), as per data available at [Careers360](https://careers360.com). According to the report, all other colleges, including the prominent National Institutes of Technology (NITs) showed a similar trend. Similar data over the last few years has indicated that approx. 70% of the Civil Engineering students in India don't get placed at all. With no campus placements, it is next to impossible to attract students to the engineering programmes, or for any other programme for that matter.

We, at **RICS India**, delved deeper into the problem to understand why

the companies are awry of going to the campuses these days and the major reason we found was that they are not able to find the suitable skillsets with students. The companies hiring from the campuses have to give a very intensive learning and development programme to these fresh graduates to make them compliant to their requirements. However, these graduates sooner start looking for greener pastures once their knowledge is enhanced to become more industry relevant. A big factor behind the students lacking the relevant competencies and skills is also the fact that the engineering programmes need to undergo a dramatic improvement to become more relevant to today's requirements.

In the pre-COVID times, I had personally been going all over the country and giving lectures and workshops to the students in leading engineering colleges talking to them about the need to prepare themselves better for the industry so that they are able to attract good employers to the campuses, however these stand-alone lectures cannot change the situation entirely. Those students who could draw their inference from these lectures came and joined the RICS Schools of Built Environment in Noida and Mumbai and got placed profitably, however majority remained on a lookout for a suitable placement, which never came.

Looking at this situation, and one of the key objectives of **RICS** (Royal Institution of Chartered Surveyors) being '**Growing the Profession**' we have now initiated the **Early Engagement Programme** to help

these students become a suitable resource for the Built Environment Sector. Under this initiative, we are working on bridging the employability gap between the student and the industry employer by taking the students through a well-defined path over the years while the student is still in the college in line with the students interests and aptitude.

We are now in the process of enrolling these students as **RICS Student Members**, which is absolutely free of cost and once they have become our Student Member, we give them a systematic access to our knowledge portals, newsletters and journals, webinars, seminars, conferences, etc., while at the same time introducing them to various professions and job-roles within the Built environment Sector through workshops, Industry Guest Lectures, Site-visits, Internships, etc.

We are also talking to the industry players to share with us their induction programmes – the essential knowledge that gets delivered to the fresh recruits upon joining the organization so that we can in turn curate and take relevant

programmes to our Student Members and prepare them accordingly for the respective organizations. This will help the students get relevantly placed and the organization to spend lesser time and resource to bring the recruits to speed for their requirements. And once the campus placements are back in colleges and students again start getting relevantly placed in the core jobs, the admissions in these programmes are also bound to go up. Needless to remind here, all students seeking admissions for higher education have only one objective in mind – to get placed in a good job with a good organization.

While we at RICS India have recognized this situation and have started working on this with a dedicated team working with me, we can be successful in our mission only when the industry players also come forward to work together with us to keep the Sector booming. We all need to strategically work on the situation to revive engineering, else all the aggressive growth plans may come to a halt for the lack of suitable human resource. How long

can the industry depend upon only the senior managers, who don't have suitable teams under them? How will we work on our succession planning if don't have the young blood joining the ranks? How long we will keep training the fresh recruits and losing them out to our competitors?

It's high time that we work together as a Sector, focus on our future resourcing, and put a strategy in place and make it happen for the future of the Sector. We are ready and waiting at RICS India, are you?

I'd like to remind of the famous lines from Lawrence Bossidy, Former COO of General Electric – **"Nothing we do is more important than hiring and developing people. At the end of the day, you bet on people, not on strategies."**

Article by:

Prof.

Anupam Saxena MRICS

Head-University Partnerships
and Early Engagement
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Reflecting through the APP initiatives.....

APP CSR ACTIVITIES

DONATING TO SAVE LIVES

Blood Donation Camp

" There is always something to offer if you are willing to donate " – driven by the core of this tagline, this year's blood donation camp was organized by APP along with due support from the Rotary club of Gurugram cosmopolitan. The event held at the Galleria market, Dlf phase -4 on 9th March 2022 was a huge success dotted with a healthy turnout.



APP Annual blood donation camp, DLF Galleria market, 9th March 2022

FOR A GREENER TOMORROW

PLANTATION DRIVE

Driven by a dream for a sustainable future , the annual plantation drive was successfully accomplished on 4th August'22. Leading as a CSR initiative by the APP team, the event held at Government collage, Sector-9, Gurugram was held on Kargil Day paying heartfelt special homage to the brave soldiers who lost their lives for the country.



APP Annual Plantation Drive, Sector 9 Government College, 4th August'22

WALKING ON THE PATH TOWARDS CHANGE

ELECTION TIME

The elections for the President & the Governing Body members for the year 2022-2023 were successfully conducted on 27th April 2022 at USI , Rao Tularam Marg.



APP Annual Governing Board Elections

The much awaited APP office registration was done on 23rd Aug'22, which is a big milestone for all of us. The day of the registration was graced by our office bearers and associates who had worked together relentlessly to make this day a possibility. Hope this new landmark will usher in more goodness and prosperity our way.



APP Office Registry

A CONFLUENCE OF THOUGHTS

CII CONFERENCE

The confederation of Indian Industry (CII) organized its 18th conference on 14th Sep'22 at ITC Maurya Shereton, New Delhi. This conference has been marked as one of the industry's most informative gatherings leading various fruitful opportunities to get up close and personal with fellow industry professionals and exchange success stories.



CII Conference Maurya Shereton , 14th September 2022

“ Journeys aren't remembered for mileage-they are remembered for moments. ”



“ Some memories are unforgettable remaining ever vivid and heartwarming! ”





NAR INDIA LEADERSHIP

PROPTech : The future of real estate sector

How PropTech is shaping the real estate brokerage industry?

PropTech, short for property technology, refers to the use of technology in the real estate industry. It encompasses a wide range of applications, from online property listings and virtual tours to smart home systems and virtual reality tools for real estate. In the brokerage industry, PropTech has had a significant impact by providing new ways for realtors and agents to connect with clients and streamline their workflows.

One way that PropTech is shaping the brokerage industry is by providing new platforms for realtors and agents to advertise and sell properties. For example, online property listing websites such as 99acres, Realtor.com, Zillow etc. allow realtors and agents to list properties and reach a wider audience of potential buyers and renters. These platforms also provide tools for realtors and agents to manage their listings and communicate with clients, such as scheduling showings and receiving offers.

Another way that PropTech is impacting the brokerage industry is through the use of virtual reality (VR) and augmented reality (AR) tools. These technologies allow realtors and agents to create immersive experiences for clients, such as virtual tours of properties or interactive floor plans. This can make it easier for clients to visualize a property and make a decision, and it can also save time for realtors and agents by reducing the need for in-person showings.

Overall, PropTech is changing the way that real estate agents do business by providing new tools and platforms for connecting with clients and managing their work.

What does the future hold for Prop Tech?

It is difficult to predict exactly what the future holds for PropTech, but it is likely that technology will continue to play a significant role in the real estate industry. Here are a few potential developments that could shape the future of PropTech:

Increased use of virtual reality and augmented reality: As VR and AR technologies continue to improve, it is likely that they will be used more frequently in the real estate industry for tasks such as virtual property tours and interactive floor plans.

Greater adoption of smart home systems: As the market for smart home devices continues to grow, it is possible that more properties will be equipped with connected devices such as smart thermostats, security systems, and

appliances. These systems could make it easier for Realtors and agents to manage properties and for buyers and renters to control their living environments.

Continued growth of online property listings: Online property listing websites are already popular among realtors and agents and consumers, and it is likely that these platforms will continue to evolve and expand in the future.

Development of new PropTech applications: As technology advances, it is possible that new PropTech applications and tools will be developed to meet the changing needs of the real estate industry. These could include anything from automated property valuation tools to virtual assistants for managing rentals.

Overall, the future of PropTech is likely to involve a combination of these and other developments, as technology continues to transform the way that real estate agents do business.

What can real estate agents do to embrace prop tech?

There are a number of ways that real estate agents can embrace PropTech and integrate technology into their work:

Use online property listings: Online property listing websites such as 99acres, Realtor.com, Zillow etc. can be a valuable tool for agents to advertise and sell properties. These platforms provide tools for realtors and agents to manage their listings and communicate with clients.

Utilize virtual reality and augmented reality tools: VR and AR technologies can provide immersive experiences for clients, such as virtual tours of properties or interactive floor plans.

Take advantage of smart home systems: Smart home systems can make it easier for Realtors and agents to manage properties and for buyers and renters to control their living environments.

Explore new PropTech applications: As new PropTech tools and applications are developed, realtors and agents should consider how these could be used to improve their workflows and better serve their clients.

Stay up to date with industry developments: To stay competitive in the PropTech age, it is important for realtors to stay informed about new technologies and trends in the industry. This could involve reading industry publications, attending conferences and workshops, or joining professional organizations.

To bring home the advantages of PropTech, we are delighted to inform you that we (NAR India) have tied-up with Keydemand for commercial real estate enquiries for our members. A Memorandum of Understanding was signed with Keydemand at the 63rd NAR India Governing Body Meeting in Goa on the 19th of December, 2022.

Keydemand.in is India's 1st B2B demand led proptech platform that allows realtors to access live leads submitted by brands and corporates having requirements for retail and office spaces.

The platform is focused on B2B commercial real estate requirements wherein demand of brands will be listed on the platform and realtors will be able to use the proptech to submit their inventory directly to brands.

Key features of the platform are:

- 100% verified leads;
- Lessor's detailed requirements are showcased for supplier's to access and submit relevant property options;
- Explore current demand across various asset classes, sizes, cities, localities and business;
- In-app messaging module: An in-app messaging module for the lessors and suppliers to connect without disclosing either user's contact information to maintain privacy;
- Inventory on the platform is not visible to other realtors and developers. Only to commercial tenants;

- Platform matches inventory to demand automatically;
- Demand notifications for new leads listed on the platform

As a part of our MOU with Keydemand, NAR India members will enjoy,

- A) Complimentary subscription (value pack) for a period of 90 + 90 days
- B) Avail their 1+2 offer on paid subscriptions 90 + 90 + 90 days Our members will be able to choose one of the above offers to start their subscription using a coupon code which will be shared in this month (January 2023).

Hope our members will be making use of this offer and will look for relevant demand for your inventory on www.keydemand.in.

By embracing PropTech and integrating technology into their work, real estate agents can improve their efficiency and better serve their clients in the modern age.

Article by:

Mr. Tarun Bhatia

Immediate Past President, NAR India
Advisory Council Member, APP Delhi NCR



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The Indian Office Market in 2022

The trends in the office market in India in 2022 till now and how things might be for the future.

Despite the slowdown in commercial real estate activity in the wake of the COVID-19 times, the office market has not seen any major fluctuations overall across the country. Companies have increased their focus on having healthier workspaces and are more intent on having amenities that allow larger teams to function cohesively across different locations. While hybrid work is being supported by many, the importance and viability of office spaces has not been undermined in the least. Probably the slowest period for transactions in the office

market had been the first half of 2021. Even in the same period, the transactions almost were equal to the preceding period. So, how is the market now, considering we are almost at the end of 2022?

The second half of 2021 ended on a rather favorable note for the Indian office market indicated by the transaction volumes that scored a post pandemic high, with the promise of a sustained recovery. It is interesting to note that India's GDP at around the same time was lower than the expected pace of 8.7% for FY 2022. Even if H1 2021 volumes were lowest among those of the recent years, they still managed to match volumes of the preceding period. The Omicron

period of early 2022 was probably the milestone after which corporate India started an earnest return to office. This improved physical occupancy levels, and combined with a revival in hiring, it also served to increase transaction activity across markets.

A total of 25.3 million square feet of office space was in transactions in the first half of 2022, as compared to 12.3 million square feet during the same period in 2021. Yes, the growth seems massive as the base period was affected by the pandemic. But even when compared to 2021 H2,

the transaction volumes of H1 2022 are merely 2% lower. Had the

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Website: <http://nriestatedevelopers.com>

Email: Sandeep@nriestatedevelopers.com

Omicron variant not been a factor, the H1 2022 transaction volumes could have been the post pandemic high.

All the markets across India have grown substantially across India, but even then, 5 out of the eight prominent markets have seen significant growth even as per that standard. Bengaluru stays in the lead with 7.7 million square feet of transactions that account for 31% of the total area transacted in H1 2022.

Service sector companies were the most active in gaining new office space, followed by the IT sector. The IT sector's share of 31% in the transactions in H1 2021 fell by a few points to 27% in H1 2022. But it is expected that the IT sector being primarily office bound in its operations will soon see the

numbers bouncing back in the very near future. While direct leasing from IT sector reduced, co-working and managed office sectors' transactions picked up pace to 17% of total transactions in terms of



space, in H1 2022 compared to 10% in H1 2021.

Rental levels were rather stable, or grew slightly across all markets in H1 2022, occurring again after H1

2019. At 13 and 8% YoY respectively, Bengaluru and Pune markets grew the most during H1 2022.

Bengaluru and Hyderabad contributed the most as per the total completions in H1 2022, accounting for almost 46% of the total completions. New completions in H1 2022 saw a 61% growth YoY.

With all these numbers out in the fore, it is clear that the pandemic is not one of the concerns that might be pulling back on the market trends. However concerns on economic growth and its impact on corporate growth could affect how occupiers decide for the second half of 2022.

<https://blog.strataprop.com/the-indian-office-market-in-2022/>



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NAR INDIA LEADERSHIP

Post Covid Boom in Residential Real Estate

As the Hon. Secretary of NAR-India, I am expected to shoulder a lot of responsibilities. Very often I become the Information and reference point for the organisation and its members making it extremely crucial for me to keep myself abreast with the latest real estate market trends especially in the country. And many a times lot of behind the scenes work in the association and interactions with multitude of industry stakeholders augment my knowledge and add value to my perspectives.

Therefore, I would take this opportunity to share some thoughts on Post Covid Boom in Residential Real Estate.

I would like to thank Association of Property Professionals, Delhi NCR for reaching out to me on this.

The imposition of COVID-19 on the world undoubtedly posed significant challenges but in a brighter side, also brought with it opportunities in Residential Real Estate.

This God foresaken pandemic triggered a shift in consumer behaviour and that is one of the factors enabling this sector to bounce back which was expected to go into a slump.

Although the residential sector meandered through some tough times in recent years, it is not ready to taper right now and will accelerate supported by policy initiatives, greater affordability and

rising interest from institutional investors.

Property has always accounted for a large proportion of an average Indian household's asset holdings and is not likely to change any time soon. Enhanced transparency and a tilt towards the usage of superior quality products are resulting in financially sound projects. Moreover, the concept of remote working during the lockdowns have given an additional tailwind to the residential sector due to the growing need for homeownership.

Spending time at home 24/7 gives a different perspective on its importance as compared to doing 9 to 5 rounds.

After Covid, profound changes were seen in terms of preferred home sizes with an upward trend in spacious units and even expedited decision making. Those who had a time frame of 1-2 years are now immediately looking for closures.

With a realised need for a long term connection with their house, the buyers scout for better experiences in anticipation of pandemic like situations in the future. Demand for larger apartment projects that include extra space that could be used as home offices is gradually on the rise. All these factors augur well for positive residential market sentiments and long-term prospects of the sector.

The current boom could be majorly attributed to the low bank interest rates besides the pent-up demand

for investment projects by NRIs creating a gap between demand and supply and consequentially guaranteeing a surge.

Even the segment that preferred to go for a minimalistic approach, opting for rental housing without having to tie themselves down to hefty home loans and stress associated with it are now finally settling with the relevant idea of owning their home units. This sentiment for owning a home ran deep during the pandemic menace giving birth to this foremost need for stability and security.

In Tier 2 cities, the rate at which the development is taking place has in turn infused positivity in real estate of these areas and is sure to witness a grand boom in the coming times. The difference in land costs in these cities as compared to the metros is enticing new generations to relocate.

A consolidation of supply-demand from credible developers along with iron affirmations of trusted realtors in the country are working towards converting those trends into actual transactions.

Note: The above piece of writing is authored by the Hon. Secretary, NAR India, Mr. Hitesh Thakur who lives and works in Indore, Madhya Pradesh.

From
Hitesh Thakur
Hon. Secretary NAR India

Investment climate in India has improved considerably since the opening up of the economy in 1991.



This is primarily attributed to ease in FDI rules in India. India, today is a part of the top 100 clubs on Ease of Doing Business (EoDB). FDI inflows in India stood at \$45.15 bn in 2014-15 and have consistently increased since then. Moreover, total FDI inflow grew by 65.3%, i.e. from \$266.21 bn in 2007-14 to \$440.01bn in 2014-21 and FDI equity inflow also increased by 68.6% from \$185.03 bn during 2007-14 to \$312.05 bn (2014-21).

India has attracted a total FDI inflow of \$27.37 bn during the first four months of F.Y. 2021-22 which is 62% higher as compared to the corresponding period of F.Y. 2020-21 (\$ 16.92 bn).

India received the highest annual FDI inflows of \$84,835 mn in FY 21-22 overtaking last year's FDI by \$2.87 bn. Also, FDI equity inflow in FY 2021-22 were \$ 59,825 mn.

FDI Equity inflow in Manufacturing Sectors have increased by 76% in FY 2021-22 (\$ 21.34 bn) compared to previous FY 2020-21 (\$ 12.09 bn).

Total FDI inflows in the country in the last 22 years (April 2000 - March 2022) are \$ 847 bn while the total FDI inflows received in the last 8 years (April 2014- March 2022) was \$ 523 bn which amounts to nearly 40% of total FDI inflow in last 22 years.

In FY 2014-15, FDI inflow in India stood at mere \$ 45.15 bn, which increased to \$ 60.22 bn in 2016-17 and further to the highest ever annual FDI inflow of \$ 83.57 bn reported during the FY 2021-22.

Total FDI inflows in the country in the second quarter of FY 2022 (July - September) is \$ 16.6 Bn and total FDI equity inflows stands at \$ 10.3 Bn.

Singapore (27.01%), USA (17.94%), Mauritius (15.98%), Netherland (7.86%) and Switzerland (7.31%) emerge as top 5 countries for FDI equity inflows into India FY 2021-22.

Top 5 sectors receiving highest FDI Equity Inflow during FY 2021-22 are Computer Software & Hardware (24.60%), Services Sector (Fin., Banking, Insurance, Non Fin/Business, Outsourcing, R&D, Courier, Tech. Testing and Analysis, Other) (12.13%), Automobile Industry (11.89%), Trading 7.72% and Construction (Infrastructure)

Activities (5.52%).

Top 5 States receiving highest FDI Equity Inflow during FY 2021-22 are Karnataka (37.55%), Maharashtra (26.26%), Delhi (13.93%), Tamil Nadu (5.10%) and Haryana (4.76%)

Automatic Route

Under the Automatic Route, the non-resident investor or the Indian company does not require any approval from

Government of India for the investment.

Government Route

Under the Government Route, prior to investment, approval from the Government of India is required. Proposals for foreign direct investment under Government route, are considered by respective Administrative Ministry/ Department.

<https://www.investindia.gov.in/foreign-direct-investment>

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NAR INDIA LEADERSHIP

Ahmedabad, India's First World Heritage City

Introduction

Space Experts Wealth Advisor LLP a 35 year old Property Advisory company is based in Ahmedabad, Gujarat and currently headed by 2nd generation Entrepreneur Nishit Shah who has served as Secretary ARA 2 Terms President ARA and Treasurer NAR 2 Terms.

Having served more than 500 + Clients, Leased more than 25 lac sqft of Commercial Office Space and Retail Showrooms we provide strategic Investment & Transaction Advisory to all genre of clients to the utmost satisfaction in the most professional way possible.

We consistently tend to evolve with the changing Real Estate trends and update our customers on the New offerings like

Coworking Space - Coliving Space - Senior Citizen Homes - Preleased CRE - Fractional Ownership & Warehousing Properties.

Besides our competency in Mall Leasing Advisory and High Street Leasing we specialise in Land transaction deals across the upcoming pockets with complex understanding of Ahmedabad & surrounding areas.

Some verticals which we feel will give us a lot of opportunities in the coming years in Ahmedabad and other cities in Gujarat are listed below.

Warehousing

The warehousing market in India is expected to grow to ₹2243.79

billion by 2026, expanding at a CAGR of 10.90%, as per the Warehousing Market in India 2022 Report published by Netscribes (India) Pvt Ltd.

The growth of third-party logistics is the second-largest incentive causing the rise in demand for warehouses. In 2021, the 3PL (third-party logistics) sector acquired the maximum warehousing space, succeeded by e-commerce.

Due to increasing Foreign Direct Investments and relaxed policy reforms, the agriculture and manufacturing sectors will continue to increase 3PL warehousing demand. The newer industries like e-commerce with 30 minutes and 10 minutes deliveries in the last-mile segment, telecommunications, healthcare, and IT will be other stronger driving forces for 3PL warehousing.

The industrial and warehouse real estate market in India is witnessing a steady growth and expansion and

this is likely to continue.

Ahmedabad is the largest city in the State of Gujarat and the 7th largest urban agglomeration in India. It is the second-largest producer of cotton in India. Several business conglomerates such as Adani Group, Reliance Industries, Nirma Group of Industries, Arvind Mills, Claris Life Sciences, Cadila Pharmaceuticals, Shell, Vadilal Industries Ltd., Rasna, Bosch Rexroth (Germany), Stork and Rollepaal (Netherland) are present in the district.

The biggest node of the DMIC and Ahmedabad Dholera Special Investment Region (SIR) are also located in close proximity from Ahmedabad and work on this node is currently underway.

Over the decade, rapid growth in Real Estate residential and commercial projects has pushed the city limits outwards and hence the warehousing hubs too. Starting from Aslali-Kheda, Sanand, we have new areas Changodar-Bavla-



Bhayla-Bagodara-Rajkot / Viramgam-Becharaji / Chatral-kadi-Mehsana gradually developing into Warehousing clusters.

We have strategic BTS and Ready to Move Warehousing facilities available around Ahmedabad in Gujarat ranging from 10000 sqft to 5 lakh sqft suitable for all kind of Businesses.

Residential

Home loan sanctions double in 3 years in Gujarat. According to the latest quarterly report issued by the State Level Bankers' Committee (SLBC) on Thursday, the outstanding loans under housing finance have grown from Rs 77,065 crore in the September quarter of 2019-20 to Rs 1.51 lakh crore in the corresponding quarter of 2022-23 - up 97%.

The wealthy in semi-urban belts always seek better quality of life and good infrastructure in cities and as a result the residential segment in major cities of Gujarat is booming.

Better infrastructure and job opportunities lure the youth to cities of Gujarat which in turn are potential new home buyers," Ajay Patel, chairman, Credai Gujarat explained.

Inspite of an increase of Rs. 1000 - 3000 Rs /- sqft post pandemic demand for High End luxury apartments have increased in Ahmedabad and pockets like Iscon Ambli - Bodakdev - Science City - S.G. Highway have seen New Residential projects launched with a minimum ticket size of 5 crore up to 15 crore with 3 BHK to 6 BHK apartments with All luxurious amenities. New policy of high rise and iconic buildings which allowed maximum permissible floor from 22 to 70 storied as per new GDCR resulted in announcement of more than 50 such new projects last year.

We have Multiple Ultraluxurious Residential Apartments with the Best Amenities with size admeasuring 5000 sqft to 10000

sqft, Besides Weekend Residential plots with Waterbodies and Beautiful Natural Landscape just 30 mins drive away from Ahmedabad.

GIFT CITY

GIFTCity, an emerging global financial and IT services hub and a first-of-its-kind in India, is designed to be at or above par with globally benchmarked business districts. GIFTCity presents us with a one-time opportunity to create a "Delaware-like island" that while being under Indian control, can provide entrepreneurs and investors with the best of both worlds

Can India realize its opportunity to truly become a global hub and take on Singapore, Abu Dhabi, Delaware, Cayman and Mauritius as the preferred destination for all.

Let's truly make this our GIFTCity, one that attracts and retains tremendous wealth creation and value Ahmedabad is one of the most vibrant markets in the country today. With the Mumbai-Ahmedabad Bullet Train project back on track, the belt is seeing an incredible response and there is an upward increase seen in prices. I think it is a sound investment for people to make, no matter where they live in the country. Can India's new finance hub in Gujarat become the next Singapore or Dubai?

In the state of Gujarat, just a few glass-fronted towers greet the 20,000 employees of companies such as JPMorgan Chase & Co. and HSBC Holdings Plc who commute in each weekday. Its full name is Gujarat International Finance Tec-City, but it's more commonly known as GIFT City.

What's drawing these companies? An exemption from the many rules and taxes that hamper business and trading in the rest of India. GIFT City is an experiment in free markets nestled inside a \$3 trillion economy—one of the world's fastest-growing—that's long been reluctant to let its national currency,

the rupee, become a plaything of international investors. The goal is to create a welcoming place where India-centric trading that's moved to Dubai, Mauritius or Singapore can return home.

Modi's government has offered an array of incentives, including a 100% tax holiday for a decade to businesses that set up within the hub's International Financial Services Centre, or IFSC. Rules are being tweaked to encourage Indian companies to lease ships and aircraft through GIFT City rather than on foreign shores. Foreign universities will eventually be allowed to bypass regulations to open local campuses, and companies can use an international arbitration centre to avoid India's notoriously poor contract enforcement mechanisms.

The most vibrant Commercial/ Residential Investment opportunity is today available in GIFT City which is the dream project of the PM and India's First and Only IFSC.

• CO WORKING

- The Indian co-working segment has seen a steep jump in business after the pandemic. In a time when organizations are trying to strike the balance between productivity and avoidance of cost overrun, India's co-working segment offers a suitable solution to the pressing occupier needs and requirements.

As per Savills, in 2022 the total co-working leasing will amount to 12 million square feet, comprising around 20% of the overall leasing. This is notable growth from 2019 when the segment accounted for 14% of the total office leasing in India.

The upswing in the market will continue in 2023, driven by the organizational quest to create the right balance between employee productivity, motivation, collaboration, and overall price optimization.

Gujarat's few leading co-working space expands its horizons to other vicinities, as they are riding upon a strong wave of many-fold expansion through technical expertise and corporate tie-ups. A Start up Accelerator focusing on nurturing innovative Start ups by providing them with the required support. They understand the changing needs of the time and have bolstered many entrepreneurial journeys at their Centres. They are your equal partners in growth, supporting through their strategic partnerships and allied services. They don't limit their horizon to just offices spaces but encourage brainstorming and cross-pollination of ideas as a means of collaborative growth and development.

With more than 10 lakh square feet of Co-Working Spaces in Ahmedabad – Gandhinagar – Vadodara – Rajkot they intend to

close the F.Y 2022 -23 with approx. 15 lac square feet in managed co-working spaces.

We can offer Office Spaces to the Co working Operators in the Evergrowing Market of Ahmedabad & Gandhinagar .

Ahmedabad

For Ahmedabad, the city has already been a business hub and now with connectivity getting a boost, it is a viable residential option for many."

In fact, CREDAI-Colliers-Liases Foras' Housing Price-Tracker Report 2022 states that the city has seen the second-highest jump in prices than any other metros with the YoY increase in price coming in at a whopping nine per cent.

Ahmedabad's GDP is about \$68 billion behind Pune \$92 billion and Hyderabad \$75 billion.

Some of the areas preferred by Corporates and MNC companies for Office use include S.G.Highway, Bodakdev, Iscon Ambli Road, S.P. Ring Road, and GIFT CITY @ Gandhinagar.

Some of the areas preferred by buyers for Residential apartments include Ambli, Bopal, Science City, Shela, South Bopal, Shilaj, Vaishnodevi, Zundal on the Western side and Nikol on the Eastern side.

Understanding the versatility of the growing real estate across India, based in Ahmedabad – Gujarat, we tend to have an edge among our competitors which helps us in providing the ideal solution to all property seekers across Ahmedabad and other cities of Gujarat in all desired verticals.

Mr. Nishit Shah
Treasurer, NAR India

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NAR INDIA LEADERSHIP

Retail leasing business is booming in post covid-19 era especially in North India

According to the Retailers

Association of India (RAI), the retail industry achieved 96% of pre-COVID-19 sales in September 2021, driven by the rising demand from consumers.

Increasing purchasing power has led to the growing demand.

Policy Support

About 51% FDI in multi-brand retail. 100% FDI in single-brand retail under the automatic route.

In April 2022, the government approved PLI scheme for textiles products for enhancing India's manufacturing capabilities and exports with an approved financial outlay of Rs. 10,683 crore (US\$ 1.37 billion) over a five-year period.

Increasing Investments

Foreign retailers entering the Indian market. Earlier they had to partner with the third party to sell their products in India. Now they can sell directly through their own stores and online sites.

India's retail trading sector attracted US\$ 4.11 billion FDIs between April 2000-June 2022.

Retail market in India in 2020 was USD 883 billion which is expected to touch USD 1000 billion by 2025.

Why North does better when it comes to Retail?

1. Vagaries of weather, winter wear contributes big time to retail sales. Everyone needs separate

wardrobes for summers and winters which add to more sales.

2. Extended Social circles - Increase the demand as people don't want the repetition of their outfits
3. Kitty cultures- Kitty culture in north is big revenue generator for retailers. Ladies tend to buy expensive stuff to show off while meeting their friends during outings.
4. Big fat weddings-
Weddings in north are the money spinners for retail. North Indians tend to spend a lot more than their pockets on weddings. Expensive clothing, jewellery, cars and so on.
5. Short distances thus better social life and different avatars viz morning, office and evening gatherings- Much convenient lifestyle
6. More spending on show off- Social status matters a lot in North which promotes more spending on expensive brands.

Overall retail leasing business has a bright future in the coming years.

Chetan Chopra

Joint treasurer/Director North Zone.
NAR- India (2022-2023)

6 Emerging Trends In India's Real Estate

Even with the aftershocks of the Covid-19 pandemic, the Indian real estate sector is believed to make a comeback in 2022 by adapting to the changes and new trends going on in the market. To stay relevant in this industry, companies need to adapt to the rapidly changing environment and follow the trends to maintain a firm grasp on the dynamics of the real estate space.

Evolved PropTech Ecosystem

Digitization has become one of the key differentiators in the business. It is no different for the real estate space. India's real estate sector is using it to create an open communication channel between agents and buyers via a responsive digital environment.

Use of Innovative Construction Technology

Many real estate companies are using disruptive technology in construction to stand out in the competition and provide buyers with quality products that are durable and yield less maintenance costs.

Cutting-edge Marketing Technology

Technology like customized CRM and other marketing tools help developers to get their product in front of the right audience and sell faster. It has been a boon for developers and brokers alike who were looking for robust digital platforms to connect with their clients more efficiently.

Increased Housing Demand

With people getting the hang of the new normal, homes with workstation setup and even regular homes in general are becoming popular. Since work from home has given people a chance to spend more time with their families, the demand for quality homes has gone up.

Marginal Rise in Prices

As the effects of pandemic are cooling down, the price of the real estate has increased 5-8 percent due to a rise in the cost of construction, and rates are expected to go high by 5-7 percent more.

Development of Suburbs & Tier-2 Property Markets

Suburbs are densely populated, thereby resulting in higher living costs. While Tier-2 cities are not as heavily populated as Tier-1 cities but almost resemble the same quality of life. This could probably elevate the demand for real estate in both the urban categories in the next few years. This calls for an extensive need for real estate in Tier 1 and Tier 2 cities. So, if you consider the above-mentioned real estate trends in India that are dynamically influencing the industry, it is evident that investing in real estate in 2022 is not such a bad idea.



Source: <https://www.tarc.in/blog/emerging-real-estate-trends-india>



INTRODUCTION

M/s IKA All India Realty Pvt. Ltd. is a realty company based in Delhi NCR, with a current focus on the micro markets of NOIDA, Greater Noida, and YEIDA (Yamuna) in residential, commercial, industrial and institutional properties. The company is a start-up by Mr. Shobhit Batra, who has over two decades of experience in the real estate industry, having worked with a leading realty organization of India. He held various positions in the company and went from being a marketing executive to VP of Sales & Marketing.

IKA Realty was founded with a vision to become an Indian IPC (International Property Consultant) and is led by Shobhit Batra who has experience of leading teams of over 100+ professionals across different verticals of the organization, trained more than 250 team members and have extensive experience working with top corporations in India. He holds an MBA in Sales & Marketing from AMITY University, a double Bachelor's degree in Law and Commerce, a certification in Leadership from IIM Ahmedabad and is currently pursuing for MRICS. He is associated with the APP (Association of Property Professionals), a member body of NAR (National Association of REALTORS) for more than 10 years and has been an active member of its governing body. Shobhit has a passion for reading, running and cycling, and is also a regular participant in marathons. He also

loves to travel and explore the world.

The IKA All India Realty Pvt. Ltd. team is working to develop two property portals, www.ikarealty.in and www.allindiarealty.in, which will provide customers with a valuable source of information about the real estate industry. These portals will likely include detailed listings of properties for sale or rent, information about local real estate markets, and resources for buyers and sellers. It's a great initiative as it will give customers an easy way to access information about properties, real estate market trends, and other important information about the industry.

KNOWLEDGE BYTE BY IKA REALTY

NOIDA/GREATER NOIDA /YEIDA (YAMUNA EXPRESSWAY AUTHORITY)

HISTORY OF THE CITIES

The District Gautam Buddha Nagar, also known as Noida and Greater Noida, was formed on September 6th, 1997 by carving out portions of Ghaziabad and Bulandshahar districts. The district includes Dadri and Bisrakh blocks from Ghaziabad and Dankaur and Jewar blocks from Bulandshahar. 18 other villages from Bulandshahar have also been included in Dankaur and Jewar.

The area has a rich historical background, with roots dating back to the Treta Yuga (Ramayana era) as Bisrakh, the birthplace of Rawan's father, Viseswa Rishi, is located in this land. In the Dwapar Yuga (Mahabharata era), Dankore was the site of Dronacharya's Ashram, where the Kauravas and Pandavas received training in weapons and warfare. Eklavaya, a disciple of Dronacharya, also hails from this area.

The people of this land were actively involved in India's freedom struggle. Prominent figures include Shri Gopi Chand, Shri Ram Nath, and Shri Harsharan Singh. Bhagat Singh, Sukh Dev and Rajguru also used the village of Nalgara on the Noida-Greater Noida Expressway as a hiding spot during the struggle and planned bomb attack on assembly from Nalgara.

IKA Realty plans to provide more information and knowledge about the real estate market and the scope of the real estate business in the micro markets of Noida, Greater Noida and YEIDA (Yamuna) in future editions.

Shobhit Batra
CEO IKA Realty

**NOIDA
GREATER NOIDA
YEIDA / YAMUNA**

sb@ikarealty.in



- RESIDENTIAL
- INDUSTRIAL

SHOBHIT BATRA

98784-98784

WWW.IKAREALTY.IN
WWW.ALLINDIAREALTY.IN

- COMMERCIAL
- INSTITUTIONAL

REAP BENEFITS AS A MEMBER

- Training and knowledge sessions
- Networking and business opportunities
- National and international exposure.
- Recognitions and rewards.
- NAR and APP recognitions.
- Usage of NAR and APP logo on visiting cards.

WHY SHOULD YOU JOIN APP...

With APP membership, you open doors to a world of opportunities.

- Education sessions with the best industry experts.
- Let's connect events with all top developers.
- Networking opportunities with Delhi NCR'S top realtors and developers.
- Internal networking and business exposure in large numbers and monetary volumes.

THE PROGRESSIVE VOICE OF PROPERTY PROFESSIONALS

Objectives of APP-DELHI NCR

- Provides adequate networking opportunities for its esteemed members.
- A common voice of real estate professionals in the Delhi NCR.
- To promote best productivity and industry leading code of ethics amongst the members
- Providing access to skills and educational opportunities.
- Undertake market research and disseminate information to enhance professionalism.



GOVERNING BOARD TEAM

APP, DELHI NCR (2022-23)



Mr. Sam Chopra
Advisory Board



Anuja Sinha
Advisory Board



Mr. Tarun Bhatia
Advisory Board



Mr. Atul Khera
Advisory Board



Mr. Abhishek Jain
Chairman, APP Delhi NCR



Mr. Ashwin Jain
Advisory Board



Mr. Kshitij Nagpal
Advisory Board



Mr. Nitin Jain (Ipp)
Immediate Past President



Mr. Ricky Sharma
President



Mr. Mitesh Poddar
Secretary, APP Delhi NCR



Mr. Timmi Budhiraja
President Elect, APP Delhi NCR



Mr. Gaganpal Singh
Hon. Governing Board



Mr. Geetender Gupta
Hon. Governing Board



Mr. Rajeev Saluja
Hon. Governing Board



Mr. Amal Goel
Hon. Governing Board



Ms. Sonia Sachdeva
Hon. Governing Board



Mr. Surender Kumar Yadav
Hon. Governing Board

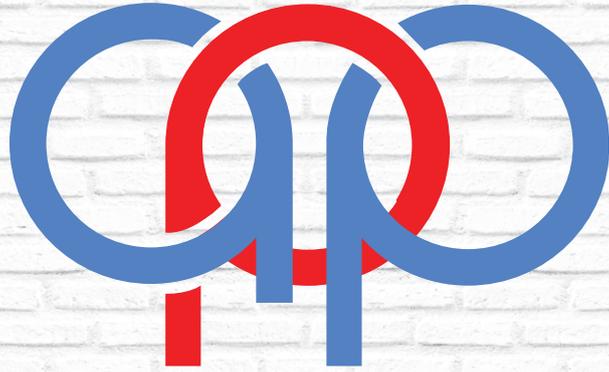


Mr. Tarun Jain
Hon. Governing Board



Mr. Yogesh Kapoor
Hon. Governing Board





Association of Property Professionals
Delhi NCR

UPCOMING EVENTS

FEB 2023	APP Cricket match	MAR 2023	APP annual blood donation camp ----- NAR India 15th annual convention, Coimbatore	APR 2023	APP annual GB elections
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APP MEMBERSHIP FORM:

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<https://narindiadirectory.com/home>

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For Advertisements and Information contact Team Real Talk

Sonia Sachdeva: 9599697370, **Yogesh Kapoor:** 9810040302, **E-mail:** Realtalk@appncr.com

APP Office Address: UG 001, Sushant lok Plaza, Block A, Sushant lok 1, Gurugram