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Festive Season Sparks Optimism in Real Estate With Attractive Offers, Buyer Demand Surge



As the festive season draws closer, the Indian real estate market is witnessing a surge in buyer interest, with developers gearing up to meet the growing demand. The holiday period, viewed as an auspicious time for major investments, creates a unique blend of opportunities for both buyers and sellers. In addition to the cultural significance, various attractive deals, flexible payment plans, and government incentives are aligning to make this a favourable time for real estate transactions across the country.

Warm Festive Atmosphere Boosts Real Estate Appeal

The festive period brings about a sense of warmth, cosiness, and family gatherings, which makes properties more appealing to potential buyers. As noted by Ankit Lodha, Founder of LA Empire, this time of year, while quieter than usual, draws serious buyers who are ready to make quick decisions. "The holiday season tends to evoke a sense of cosiness and homeliness, which can make properties more attractive. Sellers can capitalise on this by ensuring their homes are well-prepared and tastefully decorated," Lodha explains. By showcasing a property in its festive best, sellers have a better chance of standing out in a market with fewer listings, he adds.

Exclusive Offers, Campaigns Cater To Aspirational Buyers

In line with this sentiment, real estate companies are rolling out attractive offers and promotional campaigns to entice buyers during this period. Amrita Gupta, Chief Interior Designer & Director of Manglam Group, highlights her firm's festive strategy: "We are running targeted campaigns across cities like Jaipur, Udaipur, and Goa, providing exclusive deals to meet the festive demand. With trust and quality, we are well-prepared to ensure families and businesses can find the perfect spaces to begin new journeys."

Echoing this optimism, Mohit Goel, Managing Director of Omaxe, is gearing up for strong buyer interest. "Our projects in key cities like Delhi, Faridabad, and Chandigarh are expected to see significant demand. We are preparing to launch exclusive festive offers to make homeownership more attractive," says Goel.

Kranti Alladi, Chief Sales & Marketing Officer at Concorde, shared that the company has planned extensively for the festive season with three new property launches—two in North Bengaluru and one in Hubballi—offering homes priced between Rs 80 Lakhs and Rs 2.5 Cr. Concorde is increasing marketing spends by 25 per cent and focusing on property exhibitions, NRI marketing, and exclusive payment plans to engage prospective buyers. Through their referral program, Concorde Joyosphere, they aim to foster like-minded communities, while staying connected with homeowners by participating in community events for handed-over properties.

Innovative Payment Plans, Festive Offers Sweeten The Deal

The introduction of flexible payment plans is a key feature of this festive season. According to Manju Yagnik, Vice Chairperson of Nahar Group and Senior Vice President of Naredco-Maharashtra, buyers are presented with a range of options. "Homebuyers can expect flexible payment plans like 30:40:30, 40:60, and no EMIs for a set amount of time. Developers are also waiving stamp duty and registration charges and offering value additions like modular kitchens," Yagnik remarks, emphasising how developers are making it more convenient for buyers to invest in their dream homes.

BK Malagi, COO at Experion Developers, also sees the festive season as an opportune moment for real estate transactions, particularly given the favourable market conditions. "This period is traditionally considered an auspicious time for investments, and we are well-prepared to meet the anticipated demand with attractive deals and flexible payment plans," Malagi notes.

Catering T Evolving Buyer Preferences Post-Pandemic

The pandemic has reshaped buyer preferences, with more people now seeking homes with additional space and work-from-home setups. Rahul Singla, Director of Mapsko Group, points out this trend, stating, "There's been a marked rise in demand for homes that offer more space and lifestyle features. We're expecting strong interest in the mid-to-luxury market segments, as more buyers now prefer comfort, convenience, and enhanced living experiences."

In line with this shift, Vineet Dawar, Sr. VP - Sales & Strategy, Elan Group, adds that areas like Dwarka Expressway and SPR road in Delhi-NCR are emerging as hotspots, with developers offering unique amenities that cater to luxury and sustainability.

New Launches, Creative Festive Campaigns Drive Market Momentum

Developers are taking advantage of the festive buzz to launch new projects and engage buyers through innovative marketing strategies. Bhavik Bhandari, Chief Sales & Marketing Officer at Ashwin Sheth Group, reveals how technology is enhancing the home-buying experience. "The integration of VR and AR has revolutionised property showcasing. Coupled

with exclusive

festive discounts, reduced down payments, and waived fees, we are creating compelling reasons for buyers to invest now," he shares.

Meanwhile, Pradeep Misra, CMD of New Modern Buildwell, highlights the broader market trends, noting that home sales were up 36 per cent earlier this year, a pattern expected to continue. "Builders can borrow at reasonable rates, which helps them start new projects and offer good deals. Homebuyers, too, can secure loans at competitive interest rates," he says.

As Shriram Properties celebrates 25 years of trust and excellence, the company is marking its silver jubilee with a special festive offer. Homebuyers will receive 2.5 kg of silver as part of a campaign aimed at adding prosperity to the season. Vivek Venkateswar, Chief Sales & Marketing Officer, shared that this gesture reflects their appreciation for customer trust and commitment to an enhanced buying experience. Along with the silver offering, Shriram is providing flexible payment plans and quicker processes, ensuring a seamless journey for buyers as they continue to build quality homes and communities.

Push For Sustainable, Eco-Friendly Housing

Sustainability is becoming a key selling point, with eco-friendly homes increasingly popular among buyers. Developers are incorporating features like solar panels, energy-saving appliances, and water-saving systems, which not only benefit the environment but also lower long-term costs for homeowners. This trend reflects a growing demand for environmentally conscious living, further driving interest in new housing projects during the festive season.

Promising Season For Buyers, Developers Alike

The festive season has always been a significant period for the real estate market, and this year is no exception. With flexible payment plans, exclusive offers, and an evolving buyer landscape, the market is poised for strong growth. As Gaurav Mittal, Founder of Golden Abodes, sums up, "This period is traditionally considered highly auspicious for property purchases, and the momentum is palpable. With exclusive offers and strategic initiatives, we are confident that this festive season will be a rewarding one for both buyers and developers."

Indeed, with all the optimism and strategic planning, the real estate sector is set to make the most of this festive wave, making it a win-win for all stakeholders.