

TIMES REALTY ICONS

An Optimal Media Solutions Initiative, A division of Times Internet Limited, circulated with The Times of India, Chennai

Sunday, 23 September, 2018

An Advertorial and Real Estate promotional Feature

REAL ESTATE ICONS OF CHENNAI

Growing need for residential & commercial spaces have given thrust to the real estate industry in metros. Now the real estate industry has a rainbow of options to offer, which is making evaluation in the real estate space a herculean task. The key objective of this research survey was to identify a list of Top Real Estate Players/Projects in Chennai in their respective categories.

Best Mixed-Use Residential Project 2018
BSCPL Infrastructure Ltd
Bollineni Hill Side

Most Aspirational Lifestyle Project 2018
Ozone Group
The Metrozone

Most Trusted Builder of the year 2018
Jain Housing & Constructions Ltd.

Best High Rise Project 2018
SPR Construction Pvt. Ltd.
Osian Chlorophyll

Women Entrepreneur in Real Estate sector 2018
The Chennai Homes

Best Affordable Premium Residential Project 2018
Ozone Group
Greens

Luxurious Clubhouse of the year 2018
Amarprakash Developers Pvt Ltd.
Club Aurum

Best Ultra Luxurious Project 2018
Vijay Shanthi Builders Ltd.
The Art

Best Plot Developer 2018
Nova Life Space Private Limited

Best Integrated Township 2018
Green Home Farms And Resorts Pvt Ltd.
Villagreen Vista

Best Iconic Residential Tower 2018
Landmark Housing Projects Chennai Pvt. Ltd.
Vertica

Best Commercial Developer 2018
Bhoomi And Buildings pvt ltd.

Best Villa Developer 2018
Nova Life Space Private Limited

Best Residential Villa Project 2018
Alliance Group
Alliance Humming Gardens

Best Intergrated Lifestyle Township 2018
L&T South city Projects Pvt. Ltd
Pragnya Eden Park

SPECIAL CATEGORY

Best Affordable Premium Villa Project 2018
S&P Foundation pvt ltd.
S&P Signature Villas

Best Customer Centric Project 2018
Lancor Holdings Ltd.
TCP Altura Sholinganallur

1 brand in south India – Affordable housing projects
Alliance Group
Urban Rise

Survey Methodology

The research study had 3 major modules i.e. Desk Research, Factual survey (Participatory Survey) & Perceptual rating survey.

Module 1 (Desk Research)

A secondary/desk research was conducted to make an exhaustive list of real estate players in Chennai. The various sources used for generation of real estate entities list included: Directories of Credai Chennai, BAI, REDAI, NAR, etc.

Module 2 (Factual Participatory Survey)

In Module 2, near about 180 entities in Real estate were sent the factual data questionnaire. The factual nomination sheet focused on general information about the participant—infrastructure, success stories etc.

Module 3 (Perceptual Survey)

In this module, a perceptual questionnaire was administered among different target group viz. A total of 200 Listing and 300 Main interviews were

conducted in Chennai.

In this questionnaire, the target respondents were asked to rank & rate the different real estate projects/ players in their respective categories on key parameters (on a scale of 1 to 10 where 1 means poor & 10 means excellent).

Final Analysis & Ranking

In this module, analysis of both factual sheet scoring & perceptual data analyses was done to arrive at the final score each of the entities/ projects. The final score for an entity/ project were weighted to average of Perception Score and Factual Score. Based on the performance final ranking were drawn in respective categories.

Some caveats/assumptions:

- Best efforts were made to reach universe of estate players in Chennai; however, any entity that has not sent complete "Fact-Sheet" within the allotted time were not included in the survey.
- Any entity which has expressly state that they don't wish to participate in the survey were excluded from the survey
- Only top ranked real estate players/ projects in their respective category/ zone were featured in the survey

About i3RC Insights Pvt. Ltd. (i3RC)

i3RC Insights Pvt. Ltd. (i3RC) is a boutique research & consultancy firm that is focussed on offering Superior Client Service, Strategic Insights, Innovation, Quality & Commitment. i3RC has a young and dynamic team of research-



ers who are very passionate about their work and are always willing to put that extra effort to make every project a great success. i3RC is a full member of MRSI and follow MRSI code of ethics while conducting every research project. Given their commitment to quality, i3RC has developed a 3 tier and multi stage quality control system to deliver excellent quality.

Note: Present survey has been exclusively conducted by an independent Research Agency named i3RC Insights Pvt. Ltd. (i3RC) using stated methodology for arriving at given rankings. The publication house and its affiliates/employees/authorized representatives/group companies are not responsible/liable for the above rankings. Readers are advised to take an informed decision before acting upon the survey rankings.

THE RETURN OF THE HOME BUYER

The Indian real estate market is defined as much by customer sentiments as the government policy decisions and the economic scenario. Although real estate is typically the favourite investment avenue of Indians, low returns over the past few years had made it unattractive.

2018, however, has been the year of consolidation for real estate. With consumer confidence making a comeback, the market is expected to not only maintain its momentum, but also jump up a few notches. In fact, latest estimates suggest that there has been a rise in new launches and sales, with unsold inventory steadily declining. Good deals are available and buyers are increasingly looking at ready to move in units. With more compliances and transparency, the realty sector is truly in good shape.

REVIVAL POST RERA

RERA has managed to restore consumer sentiments to a great extent and helped the sector tread on the path of revival. Although it was a initially a disruptor in the industry that resulted in a temporary slowdown in real estate activity, homebuyers are slowly returning to the market on the back of a price correction, pent-up demand, easier payment schemes and increased credibility instilled by the new regulatory regime.

Picking the right property to invest in holds the key to getting better returns. Policy actions normally have a positive mid to long term effect on the industry, and investors can expect returns over the next 5 years to be significantly higher than in the previous 5 years. With RERA scheduled for full implementation this year, developers are expected to focus on delivering ongoing projects in time and avoid penalties for non-compliance.

One of the biggest takeaways of the new initiatives is that it has created a level playing field where all developers are treated equally and customers can evaluate and decide based on available data and not just by perception.

HOUSING FOR GEN Y

India is set to become the world's youngest country in the world with 64% of its population in the working age group. Developers and promoters have realised this potential and made efforts to reach out to this burgeoning consumer base. They are increasingly spending more time on client's

needs and requirements. They are quite literally coming up with something to suit every palette. In the current scenario, properties for sale include community living projects, theme based townships and mixed development projects. The new township projects have minimal built up area and thereby offer an increased land space. Offering a serene environment in the midst of nature, Club Houses, Swimming Pools, Schools, Medical Facilities and entertainment options within the premises have got Chennaiites aspiring for more. The proximity of these communities to different workplaces has drastically cut down on travel time, thereby paving the way for a better quality of life.

THE BUDGET HOME BUZZ

With its mission of housing for all by 2022, the Centre has been pushing the Pradhan Mantri Awas Yojana (PMAY), with interest subvention for first-time buyers and interest benefit for developers. This has ensured a sudden boost in the demand for budget homes. 2018 will go down in history as the year of the affordable segment. Big and established players with corporate pedigree have made their foray into the segment, furthering the improvement of the quality of homes built.

With an increased supply in the affordable segment and economy picking up, the movement from rural to urban is also set to accelerate. According to experts, developers in the city have witnessed a rise in demand for affordable housing as well as ready-to-move-in homes.

THE VERDICT

Going forward, the outlook for the residential real estate segment is very optimistic. The current real estate market in Chennai is favourable for property buyers and is poised to offer good returns in the coming years.

Buying a house is a long-term commitment, hence every individual needs to be careful before making any final decision. Shortlist the options available in the market as per choice of location, amenities, configuration and various other factors, while keeping budget in mind. Assessing the credibility of the developer must play a major role in decision making. The buyer friendly market is sure to encourage many home buyers to fulfil their dream of owning a property.

PREPARE TO ENJOY THE PRIVILEGED LIFE

**S&P
SIGNATURE
VILLAS RECEIVES
AWARD FOR BEST
AFFORDABLE
PREMIUM VILLA
PROJECT 2018**



Prabakar, Managing Director

S&P SIGNATURE VILLAS



CMDA Number : 22/2017

For close to one and a half decades, Chennai based S&P Foundation Pvt. Ltd. has focused on developing niche, urban-centric residential properties. The developer believes in delivering exceptional value to home owners by offering living spaces that celebrate life rather than just walls that make up an apartment or villa. S&P's fast developing property Signature Villas has been adjudged the 'Best Affordable Premium Villa Project' in the prestigious Times Business Awards 2018.

Drawing from one of the largest land banks of approximately 350 acres in and around Chennai city, valued at Rs. 2500 crores, S&P began its journey with successful projects like S&P Garden, S&P Residency and S&P Lakeview, which stand as testimonies to the company's commitment to innovation and quality. The company further established itself when it launched its flagship project, an 80-acre township, S&P Living Spaces (Phase I). Other projects like S&P Essence (Phase II) which is under construction and the soon to be launched S&P 24 Carat, have strengthened the company's foothold in the fiercely competitive real estate industry. S&P Foundation also offers villa plots on Oragadam Main Road and township projects in Mogappair West. In the pipeline are also apartment projects in Nedunkundram near Tambaram and in Nalambur. With over 3.8 million square feet of all-encompassing townships under development, S&P Foundation is poised to emerge a premier real estate developer in the country providing unrivalled value to all of its stakeholders.

S&P Foundation is highly passionate and committed to deliver the best experience for home buyers. Maintaining the highest levels of professionalism, integrity and service, the developer not just meets their client's requirements, but delivers outcomes beyond expectations. The homes are crafted with exemplary attention to design and aesthetics, built with an unmatched quality of construction and situated in prime locations, to ensure tremendous appreciation in the years to come. S&P Foundation is highly focused on delivering quality projects that touch lives and win the hearts of its customers.

Understanding the pulse of the customer has always been a priority for S&P Foundation and this has translated into offering developments that are sensitive to customer needs and in tune with emerging trends. The close knit townships of the company foster the cherished sense of community. The well planned spaces ensure comfort and convenience at every step. The spacious, serene and contemporary homes are designed to not just cater to the current needs of your family, but offer the best even a decade on. With the best of architects and specialists in the field on board, you can be assured that you are buying a home of your dreams at the right price.

EXPERIENCE AN ENHANCED LIFESTYLE AT S&P SIGNATURE VILLAS

Redefine your lifestyle in a home that is a reflection of who you truly are. S&P Signature Villas is your answer to a luxury dwelling that is everything you want it to be and more. Set against the backdrop of the verdant hills of Nedunkundram,

near Tambaram, the project is located far from the madding crowds, while still being superbly connected to the things that matter. The premium township is envisioned for like-minded individuals, who share a passion for the good life.

A HAVEN OF HAPPINESS

S&P Signature Villas has been inspired by the idea that you can live close to the city and still enjoy the peace and tranquillity of idyllic living. A place away from the hustle and bustle, but not secluded; where you can feel relaxed and still be connected to the best things the city has to offer. The serene and calm environs and verdant surroundings make you look forward to coming back home. S&P Signature Villas have been built with the new-age homeowner at the forefront of its design credo, combining luxury living with natural surroundings to deliver a contemporary home that promotes well-being and serenity.

A LOCATION PAR EXCELLENCE

A life of bliss awaits at S&P Signature Villas. Located near the thriving and coveted neighbourhood of Tambaram, the villas are in close proximity to the city's main artery the GST Road, Tambaram railway station and the airport. The location offers excellent connectivity to Mahindra World City, OMR, Porur, Vandalur & key SEZs. The elegant homes are also conveniently situated near reputed schools and colleges, renowned hospitals, major banks and other essential services.

A HOME TO MATCH YOUR SUCCESS

Tucked away amidst leafy islands of exclusivity, S&P Signature Villas welcome you to a luxury experience without parallel. The 350 villas set across 18 acres in the Phase I of the project cater to a wide range of tastes, lifestyles and budgets. The well designed streetscapes, aesthetic surroundings and pleasant environment can easily transport you to any better part of the world, right here in Chennai.

Prepare to take your lifestyle to a whole new level at the 2, 3 and 4BHK villas that extend between 1182 sq.ft. and 2134 sq.ft. that come with their own private garden. Get one step closer to nature as you enjoy garden views from your living room, dining room or even your bedroom. The uniquely crafted homes are efficiently planned to ensure you realize the difference space can make to good living.

THE WORLD OF PRIVILEGES

Designed by renowned architects, the aesthetics at S&P Signature Villas spell luxury and opulence in every way. The exquisite homes are complete with top of the line facilities and ahead of the times specifications. Celebrate life sans limits as you enjoy preferential access to a club house that is a true epitome of luxury and class. The international clubhouse is fully equipped with state-of-the-art facilities that add to the fun of children and adults alike.

Jump start your day with an energetic workout at the fully equipped gymnasium or unwind over some indoor games with your loved ones at the end of it. The spa and relaxation centre, mini theatre and plush lobby with library ensure your weekends are never the same again. Also benefit from several other conveniences including a multipurpose hall, crèche, coffee shop, supermarket, unisex salon, pharmacy, laundromat and more. The lifestyle amenities and conveniences are sure to take you to the next level of luxurious living.

The affordable price tag with 2BHK villas beginning at just Rs. 55 lakhs onwards, seals the deal. S&P Signature Villas is the perfect investment for buyers looking to enjoy the privileged life with the promise of optimum returns in the future.

REDEFINE LUXURY WITH NOTHING BUT THE BEST:

- Located in one of the fastest appreciating neighborhoods
- 18 acres verdant land in Phase I
- 350 Contemporary Villas
- Spacious family sized independent houses
- 2,3 and 4 BHK homes with private gardens
- Optimal space maximization
- World Class Club House
- Commercial complex in the premises with all conveniences
- Well-designed streetscapes
- Brightly lit roads
- Fully Equipped Gymnasium
- Multipurpose Hall
- Indoor Games
- Mini Theatre
- Spa and Relaxation Centre
- Plush lobby with library
- Crèche

S&P
AESTHETIC. EFFICIENT. EXTENSIVE.

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