

# Living in luxury

**PREMIUM HOUSING** The luxury space has seen a lot of recent additions in the form of personal suites inside a sports city, holiday homes, premium villas, integrated communities of cottages, penthouses that come with an aqua gym, a high-end mini-theatre et al.

Luxury living in the form of premium villas, gated communities and holiday homes has been on an upswing, all thanks to a rise in disposable incomes and attitudinal changes among a large section of Indians.

The following are some of the recent additions to the luxury space

Prime Properties, the initiative launched by Saffronart and Cushman & Wakefield earlier this year, is back with its second edition in the form of its Fall 2010 catalogue, with a focus on some of the most luxurious and unique getaways and holiday homes in India. In line with the rising trend towards second home ownership in India, this catalogue brings some of the finest holiday properties to the discerning buyer. In addition, the catalogue includes city homes in some of the most upscale neighbourhoods in India.

The Fall 2010 catalogue includes an exclusive portfolio of a quiet chalet in the hills of Kodaikanal, seaside bungalow just off the beautiful East Coast Road stretch in Chennai, apart from picturesque Goan holiday homes and villas - including a colonial renaissance bungalow

styled by famed designer Tarun Tahiliani in quiet Salvador do Mundo village, a charming holiday estate in Ribandar, and boutique luxury villas overlooking the Mandovi River.

In Chennai, they have Sahana, an apartment in the heart of the city, at Poes Garden. Also, they have Raj Bagh, a chalet in Kodaikanal

## Great landscaping

Jaypee Greens has launched 'KASSIA', the personal suites at Jaypee Greens, Sports City near Greater Noida.

The Kassia suites are available in 1/2/3/4 bedroom options and reflects the grandeur of tropical lifestyle with innovative architecture and landscaping. The Kassia suites have a unique architectural design that helps to maintain privacy, adequate ventilation and sunlight for every home.

Kassia is launched at Basic Sale Price (BSP) of Rs 2850 psft, with an inaugural discount of Rs 150 psft on BSP for a limited period of time.

Jaypee Greens Head-Sales & Marketing Manu Goswamy said, "Kassia is an offering from Jaypee Greens by virtue of its tropical theme and outstanding features.

"These personal suites range from 770 to 2140 sq ft to cater to the varied needs of customers, from an individual to an entire family."

The social club with Kassia homes will offer facilities like swimming pool designed as a miniature beach with wave pool, palms to create the tropical aura, fitness facilities including weight and cardio room, spa, aerobic and yoga room, sports lounge, library, kids play area and party rooms.

## Green boulevard

Kassia Homes are in close vicinity of the "Green Boulevard" which serves as the green spine to the entire city offering unique living experience where one can relax, jog, and stroll in the lap of nature.

Also, you can experience the thrill of Grand Prix races which will be hosted in the neighbourhood.

An international motor racing track is under construction in Jaypee Greens Sports City.

Also, a gigantic cricket stadium planned at Jaypee Greens, Sports City hosting cricket matches on regular intervals will make life of cricket fans, an absolute delight.

## Premium villas built in Tuscan style

The Prestige Group marked its entry into the residential segment in Hyderabad with the launch of the much anticipated Prestige Royal Woods, a premium residential enclave situated off Outer Ring Road.

Located in Kismatpur and spread over 25 acres, Prestige Royal Woods features 152 spacious three and four bedroom villas, a fully accoutered clubhouse and various common amenities all set within dense and verdant landscapes intermingled with a network of pedestrian trails, walkways



**STANDING TALL** Lake Verandahs, Bannerghatta, a property of Hiranandani Upscale.

and water bodies. Built in the Tuscan style of architecture, the villas have been designed with contrasting cladding elements to provide reprieve

from the heat and a user-friendly environment that complements the scenic landscape.

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The villas have also been planned in a manner to overlook extensively designed landscaped parks with water bodies, jogging tracks, gardens, leisure spaces, etc. while the living and dining spaces overlook a lush garden environment.

The units have been designed according to Vaastu requirements. Prestige Royal Woods also comes with a fully equipped clubhouse.

It boasts of a squash court, badminton court, gym and other amenities designed around a landscaped court overlooking a pool.

## Community of hi-rises

Hiranandani Upscale also has a range of residential projects including:

Integrated community of hi-rise towers at Egattur, Old Mahabalipuram Road, Chennai

Integrated community of villas and cottages at Devanahalli, Bangalore

Apartments and chalets at Bannerghatta in Bangalore

## Residential community at Hyderabad

### Pinnacle of luxury

Mantri Developers, are set to change the skyline of Bangalore with the launch of their luxury project - Mantri Pinnacle, touted as the tallest residential tower in South India.

Located at Bannerghatta Road, Bangalore, Mantri Pinnacle is a 46 storied tower that offers a breathtaking view of the city. With 133 residences Mantri Pinnacle offers world-class planning and lavishly proportioned houses, with all the essentials of gracious living.

Speaking on this occasion of the launch, Sushil Mantri, Chairman & Managing Director Mantri Developers Pvt. Ltd. said, "Mantri Pinnacle is a definitive statement in luxury and opulence and with its towering height, it promises to be the most impressive edifice in Southern India.

Mantri Pinnacle will meet the aspirational needs of our discerning customers and will create an exclusive residential space that that will offer cus-



**IN STYLE** The Prestige Royal Woods project in Hyderabad comes with a fully equipped clubhouse and other facilities.

tomers amenities and features that have hitherto never been seen in the city." Landmark features of this iconic project include four penthouses offering accommodations of unrivalled splendour with a private swimming pool and landscaped rooftop terraces. Each duplex, straddling three connected floors with a personal elevator opening into each penthouse. Crowning the tower and commanding the most impressive views are a sky lounge on the 41st floor and observatory on the 42nd. Residents can also avail of a helipad on the 46th floor.

Other amenities at this landmark include, fully air conditioned flats with personal con-

## COMMERCIAL RENTALS UP

Rental prices of most commercial hubs in the country show an upward movement when we compare rentals of Q3-10 (Jul-Aug-Sept) over Q3-09, says a study by 99acres.com. Barring a few localities in Mumbai, commercial localities across key metros have seen an upward movement in their rental prices.

Commenting on the same Vineet Singh, Business head, 99acres.com said, "As far as commercial rental trends are concerned, I see rentals increasing over this period. Renting of commercial space is preferred vis-a-vis buying, and lack of new supply coming in immediately in the near term, we will observe rental values continuing to escalate." A detailed analysis of

commercial rental trends of the country, show that prime commercial hubs like Connaught place, which is a central business district of the national capital, saw rentals escalate by 100% from 75 PSQF (per square feet) in Q3-09 to 150 PSQF in Q3-10. Andheri (West), Goregaon (East), Malad (West) in Mumbai saw a depreciation in rental prices within the range of 10% and 15% respectively. The south has also seen a booming commercial rental market. The upmarket localities of Koramangala in Bangalore (south) and Banjara Hills in Hyderabad also saw rentals move upwards by 18% and 50% respectively when we compare per square feet prices of Q3-10 over Q3-09. DHNS