

Auspiciously eternal

AN AKSHAY TRITIYA REAL ESTATE SPECIAL

ADVERTORIAL AND PROMOTIONAL FEATURE | A CONSUMER CONNECT INITIATIVE

KEY MARKET DRIVERS THIS AKSHAY TRITIYA

Shilpa Pandya takes a look at whether, the fiscal year 2012-2013 could get off to a positive start for property buyers and sellers, along with the drivers that will accelerate transaction volumes on the festive day

project, points out that the projects with strategic locations and connectivity with value for money deals, will see more transactions. Moreover, there will be more preferences for ready possession properties than those under construction. Once the decision to buy a property is made, the customer prefers to do so on an auspicious day like *Akshay Tritiya*. The bottom line is that one can pull off a balancing act between the heart and the head. Use your head to get the best deal and book

are successful. Mohanjeet Singh, a Navi Mumbai realtor, concurs that the property market sees increased activity during festivals like *Akshay Tritiya* and the positive sentiments associated with such festivals, often motivate fence-sitters to take the plunge, when they would otherwise have procrastinated. "Developers are well aware of this and seek to capitalise on these sentiments via increased marketing efforts. In that respect, festivals like *Akshay Tritiya* can act as a powerful market force. We find that the relevance of such festivals is on the decline as far as superstitions are concerned. The main driver is the special package offered by developers and banks" he points out. Nayan Bheda, CMD, Neptune Group concludes by saying that *Akshay Tritiya* rules the roost when it comes to property-linked decisions. This day, considered very auspicious by religious Hindus, is known to affect the realty market, owing to its consequences on the buyers' psyche. Right from *Gudi Padwa* to *Akshay Tritiya*, sales tend to go up by at least 10 per cent.

Religious sentiments run high on this day and no amount of cajoling or convincing can change the buyer's mind. Potential home-buyers usually insist on either, paying the initial signing amount of their home, finalising a property deal or just moving into their new home on *Akshay Tritiya*, to ensure a prosperous future, Bheda sums up.

on *Akshay Tritiya* to avail of festive incentives and discounts. Atul Shah, Goldstar Group, underlines this by saying that if home seekers are in need for self-use, they better go for it during *Akshay Tritiya* where ever they are getting the right deal, as there are very few options that are available with the right size and right price, in the present market scenario. Festivals are always good days for customers and builders. That is why most builders offer good schemes and rates to incentivise bookings, which most of the times

discount of upto Rs two lakhs for its projects located in Dombivli, Asangaon, Mira Road, Dahisar and Wadala, he shares. Smita Thorat, founder, Regenti Corp, feels that buyers are still tradition bound to an extent but have now become more price sensitive. The buying decision has become more price centric, vis-à-vis sentiments or tradition.

The drivers therefore, would be attractive discounts or payment structures that would help to book sales on the festive day, she opines. Atul Modak, head, Kohinoor City

So what will be the factors and driving decisions during the first festive occasion of the fiscal year 2012-2013 and what are the benefits in store for home buyers? Shailesh Sanghvi, director, Sanghvi Group of Companies, is optimistic about the upcoming *Akshay Tritiya*, attributing his opinion to the feasible and reasonable discounts due to which, there is a positive sentiment in the market, especially pertaining to affordable and value housing. Continuing with its trend, Sanghvi Group is offering a limited period

Finding a house or a spouse are both tasks that pose equal dilemmas. What are the qualities that one should give priority to? Should stylish appearances and public perceptions drive your decision or the inherent positive qualities and subtle positive attributes? With festive occasions like *Akshay Tritiya*, the decision becomes that much harder because underneath the cosmopolitan veneer, Mumbaikars still display a marked preference for getting a great deal without compromising on traditional values whenever possible.

The benefits of having a money plant at home

For *Akshay Tritiya*, **Shahin Ashraf Ali** shares some tips on placing the money plant in a way that it increases your chances of welcoming finances into your home

A money plant is housed at homes for different reasons. While most of these reasons are decor oriented and sometimes, even for first aid purposes, it has another important use too - bringing a money plant at home has its roots in Feng Shui and is believed to attract wealth into one's home. The money plant is said to bring in or enhance the already existing wealth creating vibration of a space. This *Akshay Tritiya*, if you would like to experiment with the vibrations of this common indoor plant to attract more wealth, then here is the general how-to:

- >> Each of the eight different directions of a house has its own unique wealth impacting vibration. Become aware of it.
- >> Find where the eight directions are in your house.
- >> Decide which directional *chi* you need more to increase your money making ability.
- >> A money plant empowers the life force of the direction it is kept in. Place your pot (preferably made of either metal or clay) of money plant in the direction of your choice with your prayer of intentions.

- North - Facilitates inflow of cash and speedy recovery of cash from clients/customers.
- Northeast - Making money by taking risks.
- Northwest - Conserving, penny saved is penny earned.
- South - Attracting wealth through networking/contacts.
- Southeast - Working now to reap the harvest in the future.
- Southwest - Earning through savings.
- East - Attracting new avenues of prosperity.
- West - Financial progress in your existing work.