

Publication	The Economic Times – Financial Times
Edition	Delhi-NCR
Date	11 <sup>th</sup> July 2013

# NCR Realty Market Luring Non-resident Indians

Falling rupee has been enticing NRIs to invest in real estate properties in Delhi-NCR

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**T**O CASH on the falling rupee scenario, the Delhi-NCR developers are targeting non resident Indians (NRIs) with hordes of high-end studio apartments being announced in the last six months. Various developers have reported a 30 percent increase in NRI queries, while sales have shot up by around 15 percent in the segment.

Ravi Saund, COO, CHD Developers said, "With the rupee touching 60 to a dollar; this is a lucrative time for NRI's to park their money in India by investing in real estate. Developers are thus making use of this opportunity to offer high end studio and luxury apartments in Delhi - NCR. We are also planning to target this segment by launching projects very soon; one at Dwarka Expressway, sector 109 and another at Sohna."

He said the falling rupee might not be a good sign for the Indian economy but it surely is attracting NRI's to invest in real estate. "The real estate prices have been escalating in the last few years and we do not see any fall in them in the



near future. For those who have already invested and paying mortgage, this would be the best time to close those mortgages."

## BOOST IN BUSINESS

Standing in sync with CHD views, RK Arora, CMD, Supertech Limited said, "The fall in rupee has accelerated investment in real estate to a great extent. Approximately 10 to 15 percent increase in sales has been recorded in the last three months."

Elaborating on the advantages of dealing with NRIs Arora said, "NRI customers having seen the kind of developments abroad easily understand the value we provide. Majority of them prefer to invest in one shot in which case

the developers are in a position to offer competitive rates." He said that Noida, Greater Noida, Yamuna Expressway and Gurgaon are in high demand among the NRIs investing in Delhi-NCR real estate.

However, Mohit Goel, CEO, Omaxe Limited said that NRI attention was shifting towards emerging tier-2 and tier-3 cities like Bhiwadi, Bahadurgarh, Sonapat, Rohtak, Sohna Road and New Gurgaon. "We have launched studio apartments in our project India Trade Centre in Greater Noida, in Omaxe Europa in Omaxe Meadow Green City in Bhiwadi and one more is proposed to be launched in Bhiwadi," said Goel.

He said that in the current sce-

nario, developers are providing studio apartments for the NRIs. However, the demand for residential space is also equally high among NRIs. In the coming times, we may explore more cities. "In 2012, there has been 20-30 percent rise in NRI's query and estimate suggests that major chunk of investment is expected to come from NRIs in 2013," added Goel.

## WEAK RUPEE OUTLOOK

Reena Rohit, chief manager, non agri commodities and currencies, Angel Commodities Broking shared about rupee's outlook in the coming quarter. "Weak global markets and choppy sentiments with respect to the emerging and developing economies along with a strengthening Dollar Index is expected to lead to a continuation of poor sentiments in the domestic markets. The rupee in the near-term is expected to test 62 and could further weaken to levels around 64 and strengthening of the Dollar Index will mainly act as major factor to further weakness in the currency."

To take advantage of this weak rupee outlook, Ajay Aggarwal, MD, Microtek Infrastructure Private Limited said, "Since, NRIs are showing interest in Dwarka Expressway and New Gurgaon, we are coming with NRIs specific studio apartments in Dwarka Expressway's (NPR) sector 103, 104, 111 and New Gurgaon sector 81, 86, 95A for the same category."

He said that investments coming from NRI's or FII are long term investments and are more reliable because they are speculation free investments. However, Aggarwal warned that NRIs want

quick possession and hence developers need to ensure timely delivery and take lesser time in completion of such projects in comparison to the normal residential projects in Delhi-NCR or any other location in India.

## NEW PROJECTS

Giving reliability to Aggarwal's claims, CHD's Ravi Saund said, "We are all set to launch our very own corporate tower - CHD Sky One - at Dwarka Expressway, Sector 109, which will offer high-end studio apartments. To meet the demands of NRIs, we have roped in Pei Cobb Freed and Partners Architects LLP to design the unique tower. Apart from this, we are also planning to develop another project in Sohna, the process of which is in the pipeline."

However, Saund denied any kind of delay in projects targeting the NRIs citing, "Normally, project delay occurs when there is lack of fund, which is quite unlikely in case of such high-end NRI specific projects. The NRI segment is very specific about their requirements and is usually armed with detailed research before investing in the project of their choice."

"We have also experienced that NRI customers ensure that the payment is done on time and there is no need for rigorous follow-ups which is very unlike our local buyers. Apart from this, since NRI's are law fearing, they deem abiding to the law high importance and thus facilitate transparent dealings and don't upset the normal process," concluded Ravi Saund of CHD Developers.

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