THE ADDRESS

MONTHLY REAL ESTATE INFOZINE

MARCH 2017

NOIDA PROPERTY

Brighter Times Ahead for Noida Real Estate

THE RERA IN PAC

How RERA is impacting common citizens

SQUAREYARDS.COM

UNION BUDGET 2017

What the budget had in store for Indian realty The Address March 2017

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THE ADDRESS

Editor's Note



Square Yards' monthly infozine, The Address comes up in a fresh avatar. We have incorporated a new design concept to satiate the evolving tastes of our readership base.

With every edition, our team of researchers, communicators & creative professionals comes up with a catalog of latest real estate insights on global & Indian real estate. This time in our cover story section, we have written about the upcoming real estate development in Noida region. Although market sentiments have been slow in Noida region in the recent times; but with a host of high-profile infrastructure development & upcoming business parks, market sentiments are expected to soon take off.

Looking at recent policy level changes, we have covered in details about how the recent union budget will influence real estate & the impact of RERA on the prevailing real estate sentiments. To enable discerning real estate buyers, we have also come up with a ranking list of 5 major Indian destinations, that could give high appreciation in the coming time.

In the technology section, this time we have mentioned about our new innovative interface along with a featured interview with Mr. Deepak Kushwaha, AVP technology, Square Yards. Along with our regular features, there are also plenty of other exciting features to cater to our diverse readership base. Hope you enjoy reading & feel free to come up with your valuable feedback!

KANIKA GUPTA SHORI EDITOR-IN-CHIEF

THE ADDRESS

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Investing in Historic Districts

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A REAL ESTATE INFOZINE BY SQUARE GLOBAL GROUP

MORTGAGE TOOLS AT SQUARE CAPITAL

Balance Transfer Tool

A simple process showing, how much you save by switching a home loan from high rate of interest to another lender offering low rate of interest?

EMI Calculator

The EMI calculator makes use of intuitive and smart graphics to show the process of loan amortization.



Loan Eligibility Tool

Users can check what is the amount of loan that they are eligible for, through this very simple tool.

Tax Rebate Tool

This is a cool tool that lets a person calculate next five years' tax rebate benefit on the home loan.





Located on the South West of Delhi-NCR region, Noida is one of the major metropolises in the North India known for being a blend of real estate, manufacturing, service & tourism industries.

In the recent times, the realty market sentiments in Noida has not remained unscathed from the general slowdown that has swathed the entire Delhi NCR region due to inventory overhang. However, Noida that also includes Greater Noida, Noida Extension & Yamuna Expressway is authoring new corridors of infrastructure & economic development.

The otherwise subdued sentiments are once again crackling with the flames of new launches & major infrastructure upgrades. As per the report by Colliers International, for Q3, 2016; one out of six new launches in India is situated in Noida. With new roadways, tourism mega projects & urban clusters in the offing, the realty market in the city is expected to further move up the curve in the times to come. The city & its adjoining region could be a safe bet for both segments- end users & investors.

Market Overview of Noida Real Estate

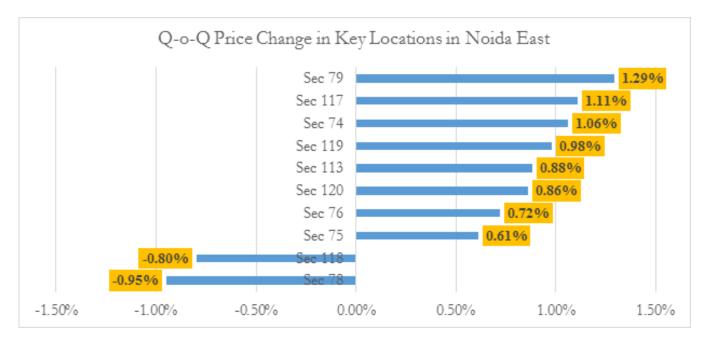
By Paritosh Kashyap

Noida East would Continue with Significant Growth

The eastern part of Noida that comprises of hosts of major residential sectors such as sector-70 to 79 & sector 118-121, continues clocking reasonable growth even amidst a general slowdown in absorption. Most of the locations have grown by 0.6 -1.3% Q-o-Q.

The market in Noida East is driven by robust social infrastructure & surge in demand. As a growing community, near around 400,000-500,000 new residents are further expected to join Noida East soon.

A large percentage of the population on Noida East commutes to New Delhi & Gurgaon for work. Presently they use Noida City Center metro station. However, with the proposed extension of the metro line, metro is soon expected to enter the Noida East Micro market. The arrival of metro is expected to wield more eminence to the to the real estate industry in the given market.



Source: Square Yards Global Intelligence Cell

Other popular micro market is expressway (Not to be confused with Yamuna Expressway) located between Noida & Greater Noida. The Micromarket has a significant presence of major IT companies such as Accenture, Dell, HCL & Cognizant, that drives the demand for quality residential unit. Major developers in the micro market include Supertech, Amrapali, Gaursons, Mahagun, Antriksh, Ajnara, Panchsheel and Arihant among others.

Upcoming Roadways- Boost to Infrastructure In & around Noida, major roadways including Faridabad-Noida-Ghaziabad (FNG), Yamuna Expressway & Hildon Bridge are under construction, that will enhance the connectivity between Noida & other parts of Delhi NCR. Adjoining to these roadways are upcoming residential hubs & new launches.

Work is under progress on the FNG highway that will conveniently connect Haryana with UP. Out of the total 56 KM, the Noida region will comprise of around 20 KMs of the stretch. Some sources indicate that FNG might be extended to connect with Sohna, thereby further smoothening the connectivity in the Delhi NCR. After FNG is operational residents from UP & Haryana can commute bypassing Delhi.

Work is almost complete on the 8 lane Bridge over the Hildon river that will connect sector 118 & 121 in Noida with the sector 1 & 4 in Greater Noida. The bridge will smoothen movement between Noida & Gr. Noida & elevate residential activities in these parts.

Yamuna Expressway, the 165 Km roadway between Greater Noida & Agra is located on the Southern frontiers of Noida & evolving into a self-sufficient economic corridor comprising of world class commercial, residential. entertainment & education facilities.

Yamuna Expressway could be the Future

Yamuna Expressway, as discussed above could be one of the epicenters of growth & urban activities in the Noida region in the times to come. Often called the Expressway of the future, the 165 KM long roadway will connect Greater Noida with Agra & reduce the travel time between the two, drastically by around 90 minutes. Bordering the Yamuna River, the mega project will have a host of mega projects such as education universities, residential communities, sporting complexes, tourist attractions & much more. The Jewar airport is also supposed to be located on the Yamuna Expressway. The greenfield airport once operational can significantly elevate the economic profile of the Yamuna Expressway.

Greater Noida Acclaimed as the Tourism Destination of the Future With a host of high profile tourism projects in the pipeline, Greater Noida is expected to soon make its mark felt on the global tourism industry. Post, inauguration of the Buddha Circuit in 2011, it has already got the glimpse of how a global metropolis should look like.



"Although, price movements have been slow now, once completed Yamuna Expressway could be among the most sought after real estate destinations in the country. The present time might be suitable to make an investment into the micro market as the benefits could be multifold." - Anthony Abhinav, Manager Research, Square Yards."

A large night safari & world class cricket stadiums are in offing. It is expected that post inaugurations of the stadium, international level IPL matches will be conducted in the Greater Noida Sports Complex ground. IPL matches in conjunction with Night Safaris & other major tourist attraction could be great experiential pull for tourists around the globe. Night Safari will be built across a sprawling area of 250 acres with E&Y assigned as the advisor. It is estimated that the total cost of the project will be in tune of INR 1500 crores (USD 218.6 million).

The night safari will be built on the lines of open zoos in China & Singapore. Expected to be opened on 2017-18, this will only be the world's 4th such adventure. Greater Noida also has the India Expo Mart, one of the largest marts in Asia.

Noida will continue to attract investors & buvers in the times to come. Noida is secured, stable & there are healthier sentiments driving the market. To cater to the heightened demand more numbers of new launches will come into the Noida market. There are various spellbinding construction & infrastructure projects that will further add to the momentum.



SQUARE YARDS HAS BAGGED THE "MARKETER OF THE YEAR" AWARD DURING THE 9TH MAGPPIE ESTATE **AWARDS**

SY thanks, all it stakeholders for continued support and patronage

INFRASTRUCTURE

- The combined spend on infrastructure is estimated at INR 3,96,135 crore.
- Out of this Highways alone will witness an inflow of INR 64000 crore.

AFFORDABLE HOUSING

- Affordable Housing getting an infrastructure status is a major reform for housing in India.
- Carpet Area and not built up area will be considered as a size parameter for low-cost houses.
 The basic size still remains 30-60 sq meters.
- Allocation for Pradhan Mantri Awaas Yojna hiked to INR 23000 crore.
- Builders will now be given 5 years to complete a project under affordable housing.

TAXATION

- The time span for relief in capital gains tax arising on sale of a property has been reduced from 3 years to 2 years.
- Property developers entering into Joint Development Agreements, will get respite from taxes on unsold inventories in context to capital gains. This is because the tax would only be levied in the year in which a real estate project is completed.

MORTGAGE & FINANCE

- National Housing Bank will refinance individual loans worth INR 20,000 crore.
- Abolition of FIPB will liberalize FDI norms, giving a major cheer to Indian economy in general with better investment climate
- The ban on Cash transactions above INR 3 lacs.

UNION BUDGET 2017 -AFFORDABLE HOUSING RULES THE DAY

BY TUSHAR MANGL

Finance Minister Arun Jaitley presented his fourth Budget today. Though, as expected rural expenditure and upliftment remained the overall theme, affordable housing dominated the real estate space in the budget. Almost every decision impacting real estate sector was related to affordable housing. Here are some salient points directly impacting the impacting the Indian property markets.

Overall, the union budget turned out to be positive for Indian real estate, specifically the housing sector. However, the other aspects of real estate, like commercial property, hospitality, retail etc. were not impacted at all. The focus remained on the housing needs of the lower middle-class segment.

The announcement of infrastructure status for affordable housing is a major step forward. This will enable more avenues of low-cost finance and more investments in affordable housing. The increase in the area for affordable houses by classifying carpet area instead of built up area is also a welcome step."

Kanika Gupta Shori, Economic Times, O2nd February, 2017



TOP REAL ESTATE REGIONS TO INVEST

SQUARE TIMES LISTS 5 TOP INDIAN REAL ESTATE DESTINATIONS TO INVEST IN 2017.

BENGALURU .

Least impacted by Demonetization

HYDERABAD

Rapid increase in commercial property uptake

CHENNAI

A traditionally safe and steady real estate market.

THANE

The market fundamentals remain as strong as ever.

PUNE

Pune is expecting a major infrastructure upgrade.

Source: SquareYards.Com/Blog

THE RERA IMPACT

BY ARUN PRAKASH

The Real Estate Regulatory Authority bill (RERA) was passed by parliament in March 2016 and notified by the central government on May 1st that year with states mandated to notify their respective rules by 31'st October. However, only four states and six union territories have complied so far. In a recent letter to all chief ministers, Union Minister for housing Venkiah Naidu has reminded that states must notify their rules by 30th April to meet the deadline of 1st May 2017.

The implementation of RERA has been eagerly awaited by most real estate investors and prospective buyers.

Let's go back to that morning a little less than a year ago when news of the RERA being passed made the headlines. How did it impact a few ordinary people?

Manjula Chaturvedi, 64 has had a smile on her face since morning. Vishal Bhagat, 39 is particularly cheerful today. Sanchit and Payal Sinha, both 28, have scheduled a busy weekend for themselves. Suresh Anand, 53 is on his way to the office, earlier than usual. Manjula, a retired teacher has accumulated about 43 lakhs from savings and her late husband's retirement payout. Two years ago, she had decided to invest in a highrise apartment project in Greater Noida, but then most friends and relatives advised her to stay away from the real estate sector. They caustically remarked her funds were safer with her banker than with a builder. Safer maybe, but they were diminishing in value. While she was aware of the kind of returns real estate can yield in the long run, she was particular that her money is invested securely and safeguarded somehow. And then, this morning's newspaper headlines brought a smile to her face.

Suresh Anand had been preparing for this day for almost a year. He was aware of every clause in the RERA bill. He had kept a track of every proposed amendment, and knew of the pressure exerted by the builders' lobby while the bill was being drafted. After all, he was part of that lobby.

"This is an unusual day for these five people. There's news been trickling in since last evening. A long pending piece of legislation has finally been passed by parliament. The Real Estate Regulatory Authority Bill, RERA is on its way to becoming law."

"For these five people, and a few million more across India, a timeline now divides Real Estate - A pre RERA era and more importantly, a post RERA era."

Vishal Bhagat had also been tracking the RERA bill journey with great interest. He knew the passing of this bill just might be the catalyst that would turn around the depressed real estate market. For a serial investor like him, an upswing in market rates during 2016-17 would help him exit from a few under-construction projects giving him fresh funds to invest in newly launched projects. Newly launched and covered by the RERA bill provisions.

Sanchit and Payal Sinha are both corporate executives, living in a rented apartment in Gurgaon. Their housing loan was swiftly approved a year ago, and they'd been getting calls from broker and developer offices offering attractive projects to invest in. But Payal was clear that she didn't want to invest in a flat with an uncertain delivery schedule. She also didn't want to sign on a one-sided builder buyer agreement. A few months ago, she had told Sanchit that the passing of the RERA bill was just a matter of time. And yesterday, that time arrived.

Manjula Chaturvedi is aware that out of every cheque she hands over to a builder, 70% of its amount goes into an escrow account from which funds can only be used for that particular project. Payal and Sanchit realize that this will ensure that there flat, when booked, will get delivered in time. Suresh Anand wasn't too happy about this, he'd have preferred a 50% limit, but then non-diversion of funds would mean happier customers who'd again invest in any new project of his.

Sanchit is reassured to know that every builder must file details of all approvals with the state regulatory authority, clearly, mention the carpet area, take responsibility for fixing structural defects for up to five years, and set up an allottees association within three months of handing over possession.

There's one provision in the bill that has Vishal Bhagat very relieved. Whenever his installment payment got delayed he's had to pay penal interest @ 18 to 24 percent to the builder. However, on those projects whose handing over is delayed, and he knows all his are running behind schedule, the builder has got away with a measly penalty of a few rupees per square foot per month of delay. But now he'll be on a level playing field with the builder. The rate of interest payable in case of default or delay will be the same for Vishal as well as the builder. Vishal now expects speedier construction in new projects. He also hopes the ambiguity about the bill's provisions being applicable to existing projects gets sorted out soon.

But Suresh Anand is against RERA being applied to under-construction projects. He feels he already has a lot of work cut out to meet the RERA bill's provisions. But somehow, he's upbeat. He foresees a revival in the market.

That could, and will definitely
happen. Payal and Sanchit have
scheduled a visit this weekend to
one of Suresh Anand's new
housing project site which is
being marketed as RERA
complaint. Maybe, Manjula
might be a visitor there soon.
Vishal Bhagat was once a regular
investor in Suresh Anand's
projects.

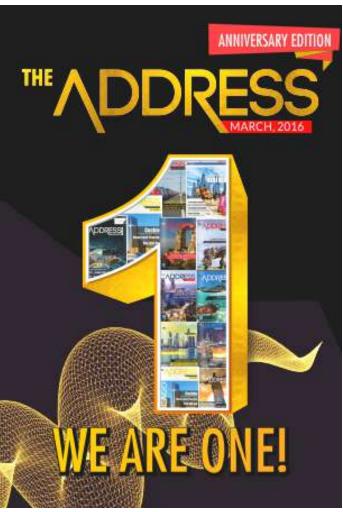
"HIS SERIAL INVESTOR INSTINCTS HAVE BEEN REAWAKENED."

Almost a year later, they're still awaiting the roll out of RERA in their state. Here's hoping it happens by the 1st of May.



Inviting Submissions for The Address





Get your work featured in global real estate infozine The Address. Original submissions related to real estate, housing, home decor and similar themes are invited.

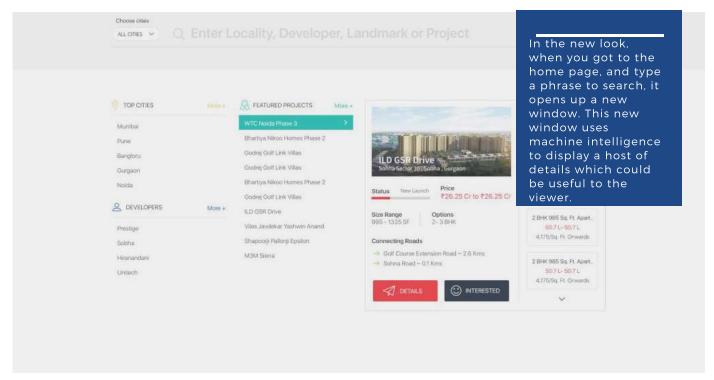
Write to us at theaddress@squareyards.com

www.SquareYards.Com/Blog

SquareYards.com Releases a new Property discovery interface

A reform in the way property search is done

by Tushar Mangl



nnovation has always been a buzzword at the tech center of Square Yards at Gurgaon. The team keeps coming up with new and innovative technologies to improve customer experience. Recently the team reformed the way property search and discovery happens over the website.

and click on the search button. This opens a filtered page with key recommendations pertaining to projects available

Free Text Search Enter a phrase in the search box in the specific city as worked out by specially designed algorithms. It also uses a map view to pinpoint locations, making the interface quite easy for the user.

"Search and Discovery technology is revolutionizing how property discovery can be made. It goes beyond the normal 'search' concept to the realms of discovering relevant and exact content. This is made possible through dedicated yet complex data filtering and analytics."

Phrase search

If a user enters a keyword like a developer name, locality or project name in the search box, a search page comes up. The right-hand side features a special filter display with filters like -

- Price
- Zone & Location
- Connecting Roads
- Unit Preferences
- **Project Attributes**
- Developers
- On the left-hand side, a user can view all items pertaining to the research.

1

CITY WISE SEARCH

A city wise search helps narrow down the search further. It has similar discovery options like in all cities view.
But with added options like landmarks and popular roads
Popular Roads
This is a brief list of major roads crisscrossing the city.
Land Marks
Important landmarks of the city are listed here

2

DEFAULT VIEW/ALL

CITIES VIEW
Keeping in mind simple
design aesthetics, the default
page is divided into several
sections. These pertain to top
cities, developers, featured
projects and project snapshot.

Top Cities
This is a list of top 5 cities as tabulated by Square Yards algorithms. It can be expanded to an extended list.
Developers
Top 5 developers from around the World are listed here. A user can click on more to get a further list.

3

DEFAULT VIEW/ALL CITIES VIEW

Featured Projects
The most favorite projects of
the users are listed here. The
list is current and updated on
real time basis.

Project Snapshot
A selected project is featured
here with several important
details like price, size, and
configurations. It also gives two
options one for further details
and another button to express
interest in the project.

Q&A: DEEPAK KUSHWAHA

Associate Vice President, Square Yards

ON NEW PROPERTY DISCOVERY FEATURE

Its the way forward. We have to move ahead from Search to Discovery

HIS TAKE ON ADVANTAGES OF GOING DIGITAL

"It Brings in a lot of efficiency and effectiveness in operations. Things get streamlined.

HIS FAVORITE PROPERTY TOOL

The Scatter Plot feature on SquareYards.Com is very cool and useful.

ON THE UPCOMING INITIATIVES

We are spreading our reach to more global and local destinations.





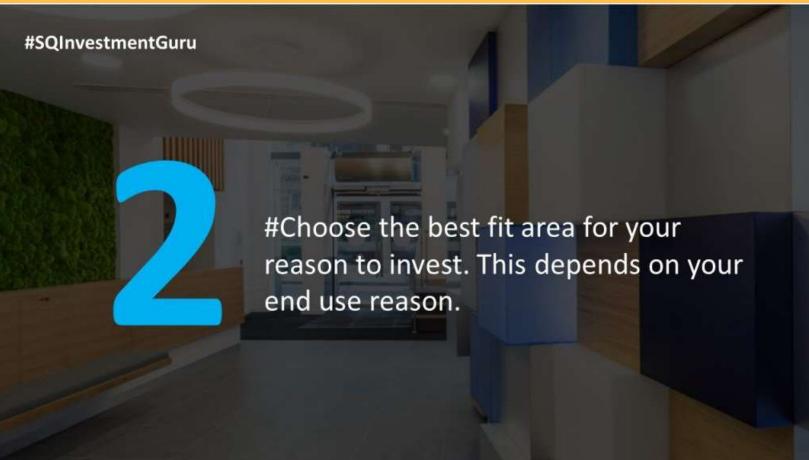
5 NINJA TECHNIQUES

to Choose best property for investment:

Property investment is a very tricky decision for investors. We have compiled a foolproof checklist for property investments. Tick following things off your checklist for perfect investment.

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Connect to Square Connect

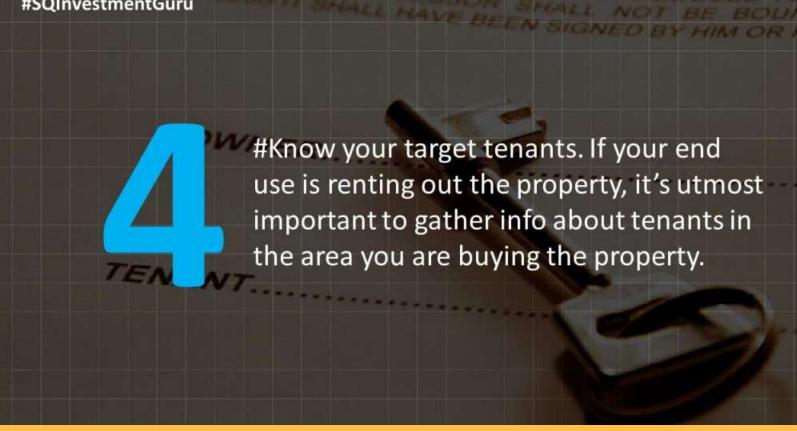
India's first productivity boosting mobile app for Real Estate brokers







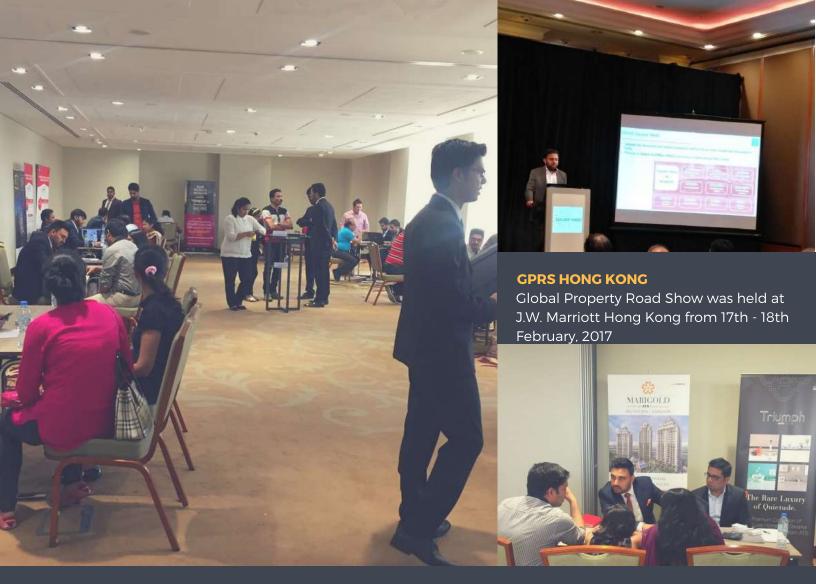






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IRR SINGAPORE

Indian Realty Revelry witnessed participation from marque developers from India.

EVENTS ROUND UP

A RUN-DOWN ON EVENTS THAT HAPPENED RECENTLY

Square Connect conducted a Channel Partner meet on 8th February, at Monarch Luxur Hotel, Bengaluru. It provided an incredible business proposition for channel partners; which include real estate agents & individual financial advisors to sell Monarch Aqua project on good business terms.

IMC MUMBAI

Investment Multiplier Carnival was held in Mumbai's Hotel Sahara Star from 28th-29th January.2017





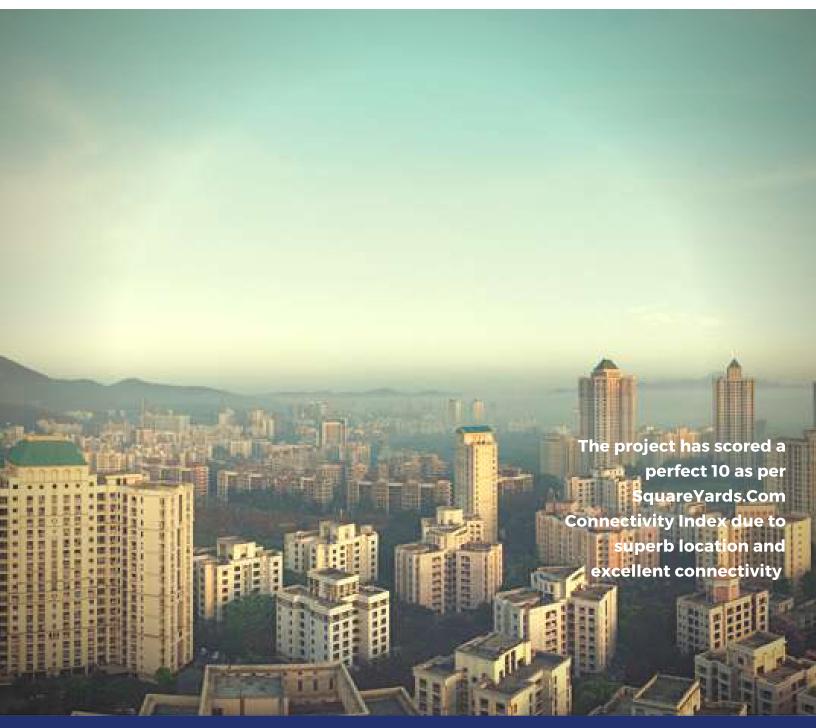
Spread across the landscape of more than 200 acres, Hiranandani Estate is Thane's biggest and finest planned community housing over 5000 happy families. Eco-friendly by nature, Hiranandani Estate is built on the concept of community living.

Location

- 7 Kms from the Thane Station and 2.5
 Kms from the Eastern Express Highway, 1 1.5 Km after the Manpada Junction
- Shuttle buses run regularly to and from the Thane station.
- It is 28 Kms from the International Airport and 30 Kms from Domestic Airport

Ameneties

- Hiranandani Hospital
- Hiranandani Foundation School
- Club House
- Hiranandani Business Park
- Arcadia Commercial Complex & Shopping Mall
- Landscaped Gardens



HOW TO BUY AN AFFORDABLE HOME?

SURBHI GUPTA

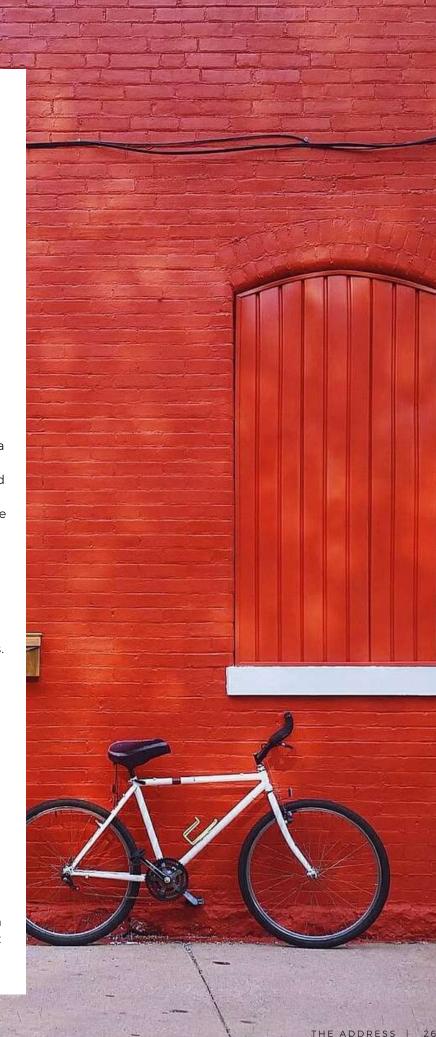
Today is the time when builders are marketing their projects as an affordable version of middle class 'dream home'. With more than average location prospects and decent amenities, these properties can be a good investment options for first time home buyers. But not all 'affordable' tagged units are wise choice to bank upon. Here are few things that you should assess before you take leap of faith into 'pocket-friendly' segment which is yet to be explored by investors.

Choose your builder wisely!

If you are investing in under-construction project, it is always advisable to put money in a project backed by well-known builders. Since they have a reputation to maintain, they would adhere to ethical business practices and construction quality. Apart from this, a property in a branded project would fetch you better resale value than in a new project of an unknown developer.

Choose your location wisely!

Buying on the city outskirts can be a wise option if the infrastructure is in place. Better connectivity, safety, lifestyle conveniences, proximity to hospitals, schools, colleges – these are few characteristics that should be considered before you sign the deal. Since investment within city limits can be expensive, you can check out properties in suburban areas but don't forget the golden rule- 'Deal with well-known builders only'.







INVESTING IN HISTORIC DISTRICTS: EVERYTHING YOU SHOULD KNOW ABOUT ZONING AND REGULATIONS!

Shweta Yadav

Excerpt 1:

Mr. Bharat owns a house near a protected monument in South Delhi. He wants it to be reconstructed as it is in dilapidated condition. He is looking for a good lawyer to seek permission to get his own house renovated.

Excerpt 2:

Buildings come up around the sprawling Gulbarg fort in Kalaburagi. Social activists have taken up this issue with the Director-General ASI (Archaeological survey of India). Construction work has been stopped till further notice.

Guess what's wrong with these developments? These are built around historical monuments in the regulated zones which are covered by a specialized set of rules that aim to protect and preserve the cultural heritage.

As an investor, you should be aware of these zones and the specialized regulations covering them because you may unknowingly contravene these which can cost you a bunch of money and time.

"HISTORIC DISTRICT IS THAT SECTION OF A STATE WHICH CONTAINS BUILDINGS, PROPERTIES AND SITES THAT ARE CONSIDERED VALUABLE & ARE PROTECTED FOR HISTORICAL & ARCHITECTURAL REASONS. THEY REFLECT OUR UNPARALLELED & RICH CULTURAL HERITAGE."

Zoning regulations specify whether a piece of land around a historical monument can be used for carrying out any residential, commercial or industrial activity.

The act of preserving our rich cultural heritage dates back to 14th century AD. Later during British rule, Bengal regulation (XIX) & Madras regulation (VII) were passed which vested the government with the power to intervene whenever historical monuments were under threat of encroachment. In 1861, The Archaeological Survey of India (ASI), an organization under the ministry of culture was set up for the archaeological researches and preservation of the cultural heritage of the nation. It is headed by a director-general.

Maintenance of ancient monuments and archaeological sites is the prime concern of the ASI. Besides it regulates all archaeological activities in the country as per the provisions of the Ancient Monuments and Archaeological Sites and Remains Act, 1958. This act was amended in 2010 to provide better protection to India's heritage.

As per this act, the prohibited & regulated zone extends up to 200m around a protected monument. Any development/redevelopment or renovation of an existing structure is strictly prohibited in this zone. Any painting, plastering activity or demolition of any part of the buildings in the historical precinct is not allowed without the prior permission of concerned authorities.

No permission for any developmental activity shall be granted in the prohibited areas of the protected monuments. Any person who owns a property which existed in the restricted zone before the day of 16th June 1992 or which had been subsequently constructed with the prior permission of Director-General & desires to carry out any renovation or repair, may make an application to the competent authority for the same.

As per the provisions laid down under the Ancient Monuments and Archaeological Sites and Remains Act, any construction or redevelopment or renovation carried out in prohibited area without obtaining prior permission from the Director-General will be considered unauthorized & illegal. Violation of any regulation will lead to the penalty of two-year imprisonment and fine of rupee one lakh or both.

To sum up, rehabbing in a historical district or owning a property in a historical precinct is not as same as owning a property in a non-historic area & comes up with various terms and conditions. A bit of carelessness and ignorance may lead you into a big trouble.

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