

News update

Hiranandani Sands launched

Dr Niranjan Hiranandani – led Hiranandani Communities has launched 'Hiranandani Sands' a coastal destination township at Alibaug. Spanning 225 acres, the township will be featuring luxury homes, signature villas, plotted developments, and branded serviced apartments, offering residents a personal beachfront and private jetty access. Designed with a sustainability-first approach, the township features 27 acres of reserve forest with more than 7,000 trees afforested and enjoys proximity to 100 acres of natural wetlands. The first phase of the township spans 3.3 lakh sq. ft., comprising three residential towers with 330 units, all of which were sold out at launch. This is a RERA-approved development.

Amrante Boulevard unveiled

Vardhman Amrante has unveiled its flagship mixed-use development, Amrante Boulevard, in Ludhiana, bringing together premium retail, grade A office spaces, hospitality, and recreational entertainment avenues. Strategically located on the main canal road, South City, Ludhiana, the area boasts of renowned residential townships and developments, excellent healthcare facilities, educational institutions, and is well-served by prominent retail and entertainment destinations. This project is expected to not only complement the city's growth but also elevate its identity as a hub for aspirational lifestyle destination.

SKA Divine launched

Located within Wave City along the Delhi-Meerut Expressway, SKA Divine is spread across approximately 5 acres. The project comprises three towers.

To share information about your home purchase decision, new launches and real estate-related events, write to us at realestate@fpj.co.in. Consulting Editor: Vijay Pandya

Psychology of home buying

There are several long-term implications of the choices you make

Dr. Malini Saba

Buying a home is never just a financial move. It's personal. It's layered with dreams, fear, and that quiet desire for belonging we don't always talk about. Every time someone looks at a house, they're really asking themselves one question: Can I see my life here?

You can run numbers, check square footage, and analyse appreciation trends, but when you walk into a space and something inside you softens, logic quietly takes a step back. That's how it begins for most people. Not with spreadsheets. With a feeling.

Emotion

It's strange how the smallest details can trigger attachment. Maybe it's the way sunlight lands on a wooden floor. Maybe it's the faint smell of rain that lingers near an open window. In that moment, the brain doesn't think about home loans or repaying them through equated monthly instalments (EMIs).

The heart does the talking. People start to imagine. They see themselves making tea there, hosting family, and coming home tired but safe. That imagination turns a piece of real estate into something living. Something that is their own.

And that's powerful. Because humans don't buy homes just to live in them. We buy them to belong somewhere.

Logic

Then, of course, the head steps in and the voice of logic starts echoing in your mind. The mind asks questions the heart never wants to answer. What's the



resale value? How's the commute? Will this area grow or fade? It sounds boring, but it's the voice that saves us later.

Emotion makes a house feel warm. Logic makes it sustainable. Both are necessary, even though they rarely agree at the same time. One pulls you toward what feels right. The other holds you back until you're sure it is right. The trouble is, we often listen to one while silencing the other.

Selection

Then the quiet tug of war begins. Every buyer goes through it. You fall for a house that's slightly

out of reach: a little too expensive, a little far from work, a little impractical, but the heart insists. You justify it. You find reasons. You say, I will manage.

And sometimes, you do. Sometimes emotion gives you the courage to stretch a little, to build a life bigger than your fears. But other times, it becomes the weight that drags you down, the loan that tightens life's breathing space.

That's why awareness matters. Not detachment, just awareness. You can love a house deeply and still know when it's not meant for you.

Stability

Home is never just walls. What people really buy is stability; a sense that life has an anchor. Even in fast-growing cities, where change is constant, the emotional pull of a home remains the same. We want to return at the end of the day to something familiar, something that feels ours.

Practical choices shape how easy that life will be. Emotional choices decide how alive it will feel. Both are valid. Both are necessary.

Balancing

You have to find a middle ground. There's no formula for the perfect decision. You listen to your heart when it tells you the space feels safe. You listen to your head when it tells you to pause. You take a little from both and build something that makes sense to you.

And one day, when you walk into that space and both sides go quiet. No overthinking, no hesitation, just peace. That's the moment you'll know you are home.

The writer is a self-made businesswoman, philanthropist, psychologist, fitness enthusiast, author, environmentalist, passionate culinarian, and a global advocate for women, girls, and human rights, with a keen interest in real estate, business innovation, and women's empowerment.

Assign priorities before buying

It is advisable to assess and evaluate the value of an apartment prior to its purchase; let us examine the factors to be considered

Piyush Rambhia

Buying an apartment is one of the biggest financial decisions most families make, and the stakes are higher than ever. With property prices in the Mumbai Metropolitan Region (MMR) on a steady rise—Thane alone has seen a 46% increase in rates over the past three years, from about Rs. 13,550 to nearly Rs. 19,800 per sq. ft—evaluating the true worth of a home has become critical before signing on the dotted line.

So how can a buyer distinguish between a fair deal and an overpriced property? Experts point to six factors that determine value, but not all deserve equal weight.

Location

Time and again, data shows that location and connectivity remain the top driver of value. Apartments near metro lines, arterial roads, business hubs, schools, and hospitals consistently outperform others in both appreciation and resale. Even a modest flat in a prime neighbourhood tends to hold its value better than a luxury tower in a far-flung suburb.

Space

The second most important factor is space. Buyers should look closely at the carpet area versus super built-up area. In Mumbai, the gap is the widest in India, with as much as 43% of space lost to loading—meaning buyers often pay for areas they cannot use. Understanding the price per usable square foot is key to judging whether the apartment is truly

worth the asking price.

Growth

Historical appreciation offers clues about where values are headed. Mumbai's median rate stood at around Rs. 27,500 per sq. ft in FY 2024-25, growing about 6% year-on-year. Micro-markets like Jogeshwari to Borivali saw the highest sales in the city, highlighting where demand—and therefore value—is rising fastest.

Gauge

Other factors matter too: the developer's reputation and track record, the quality and age of construction, and the range of amenities on offer. While lifestyle perks such as gyms and clubhouses can tip the scales between two similar projects, they should never outweigh fundamentals like location and legal clearances. With Mumbai still carrying an inventory of over 84,000 unsold flats worth Rs. 2.57 lakh crore, buyers must also check demand-supply balance in the area.

Value

When evaluating an apartment, prioritize location, usable space, and appreciation trends above all else. Amenities, design flourishes, and marketing glitz may dazzle, but long-term value lies in fundamentals. In today's fast-moving market, an informed decision today can safeguard not just your savings, but your family's future prosperity.

The writer is Partner at Palladian Partners Advisory Ltd.

Transform your weekend home

Convert it into a blissful retreat by following a few simple Vastu guidelines and adhering to its principles

Nitien Parmar

Owning a weekend home isn't just about having a second property—it's about creating your personal sanctuary, where peace, happiness, and relaxation flow effortlessly.

But here's the truth: a weekend home without the right Vastu energy can feel heavy, chaotic, and far from peaceful. Imagine stepping into a space where every corner invites calm, every wall radiates positivity, and nature feels like a part of your home.

That's the magic Vastu can bring—and you deserve it! Discover the secret to a relaxing escape by following a few simple Vastu guidelines and adhering to its principles.

Create a gateway to joy. Vastu Shastra—India's ancient science of architecture—holds the key to balancing the natural energies of your home. Even your holiday or native home can benefit!

- Vastu ensures peace, prosperity, and positivity.
- It aligns your space with universal energies so you feel calm the moment you step inside.

Here are a few simple Vastu tips for a relaxing weekend home:

Sunshine

Let the sunshine in; place big windows on the North and East walls. Having bigger windows towards the East and North is like opening your heart to life itself. The gentle morning sunlight from the East fills the home with hope, positivity, and a feeling of fresh beginnings each day. From the North comes a calm, steady flow of energy, bringing peace, clarity, and prosperity into your spaces. Together, they create an atmosphere where emotions feel lighter, families bond with warmth, and the soul feels deeply connected to nature.

It's not just good Vastu—it's like letting joy and abundance walk right in, every single morning. Natural light uplifts your mood, boosts energy and connects you to nature.

Aromas

Fill your home with soothing aromas. Keep lavender plants for calmness and use jasmine to invite romance and warmth.

Sounds

Tune into positive sounds; soft music, gentle wind chimes, or a water fountain



furnishings ground your energy. As per Vastu, they become pathways for cosmic flow inside your home.

Zones

Relax, recharge, repeat with a meditation corner in the North-East, yoga space facing East for sunrise energy and dining area in the South-East for mindful meals.

Entrance

An organised entryway translates into a peaceful mind. Create a clutter-free entrance for shoes, coats, and bags, a neat entry welcomes positivity.

Outdoors

For outdoor Vastu bliss, the outdoor kitchen or barbecue should be in South-East or North-West with the fire pit towards South-East for cosy nights. The fountain or water feature should be in the North-East for peace. A small herb garden can be created in the North-West or East for joy and fresh meals.

Sustainable

Sustainability equals stress-free living, so install solar panels on the South-East roof and set up the rainwater harvesting facility in North-East. Utilise eco-friendly materials like bamboo flooring to enjoy guilt-free weekends knowing you're protecting the planet too.

Personalise

Personalise your second home with positive energy. Hang nature-inspired art, add décor that reflects your happy memories. Make it your space where you smile every time you walk in.

Peace

So, are you ready to transform your weekend home? Your second home should feel like your first source of peace—a place where stress melts away and joy blossoms. Don't wait. Start by applying these simple yet powerful Vastu tips today.

The writer is Chief Vastu Consultant, Vastu Plus and has authored several books on the subject.

Trend influencers & drivers

Realty buying is fuelled by a deep-seated fear of missing out along with the urge to create a revenue generating asset

Dr. Prashant Thakur

Urbanisation and FOMO

India is urbanising like there's no tomorrow - nearly 42% of the population is expected to live in urban areas by 2035, from 34% in 2022. Property prices are tracking this trend, on steroids. With this comes a deep-seated Fear of Missing Out (FOMO) - if I don't buy now, I may never be able to afford it.

According to ANAROCK Research, the average ticket size in Mumbai increased from INR 1.5 crore in 2020 to INR 2.15 crore in 2024. The thought of being 'priced out' spurs younger buyers into early action, even if it means stretching finances.

Second Income

Unlike earlier generations, modern Indians don't just buy to live—they buy to earn. From co-living spaces to short-term rentals on platforms like Airbnb and Stanza Living, property is an income generator today.

Fractional ownership in commercial real estate is booming among HNIs and



NRI's eyeing INR 10–25 lakh investments that can yield 8–10% annual returns. Platforms like Strata and hBits are seeing exponential growth.

It's not just bricks and mortar. The quintessential Indian love affair with real estate is an emotional investment cloaked in rationality. It is about stability, status, security, and sometimes, just a sense of having 'arrived' in life.

To paraphrase the slogan of a Mumbai-based architect, we don't buy homes in India. We write our stories—one EMI at a time.

The writer is Executive Director & Head, Research & Advisory, ANAROCK Group. This is the second part of the article that appeared in the previous REJ page dated October 12, 2025

Concrete acceleration transforms market

The shifting festive calendar has positively impacted the number of real estate transactions during September 2025

Purna Mistry

Mumbai's property market delivered its strongest September on record, defying the usual slowdown during the inauspicious Shraddh period. Property registrations in the Mumbai municipal region surged 32% year-on-year to 12,070 units, while stamp duty collections jumped 47% to Rs. 1,292 crore, according to Knight Frank India.

The upswing was largely driven by the shifting festive calendar. Unlike last year, when Shraddh

stretched into October and delayed home buying, in 2025 the fortnight ended earlier (September 7–21) and was immediately followed by the onset of Navratri (September 22–October 2). This overlap helped sustain buyer activity and translate into the best-ever September performance for Mumbai's real estate market.

Momentum also reflected steady demand for housing, with residential units accounting for nearly 80% of all registrations. On a sequential basis, registrations rose 7% month-

on-month, while revenue collections increased by a sharper 29%, highlighting sustained buyer confidence despite affordability pressures at the lower end of the market.

Prashant Sharma, President, NAREDCO Maharashtra, explained, "The 12,000+ property registrations recorded in Mumbai this September reflect the strong confidence homebuyers continue to place in the city's real estate market. This growth highlights the sector's resilience and maturity, while the early arrival of the festive season has provided an additional boost to an already robust market momentum."

As per Kaushal Agarwal, Chairman, The Guardians Real Estate Advisory, "The 32% surge in property registrations Y-O-Y underscores that end-user demand continues to be the primary driver of Mumbai's real estate market. Supported by a favourable festive calendar, stable interest rates, and a healthy supply pipeline, the market momentum is set to remain strong through the coming quarter, making the outlook highly encouraging."