

News update

Swamiraj Constructions Rebrands

Swamiraj Constructions has officially announced its rebranding as House of Swamiraj. With a legacy spanning two decades and over 1,700 satisfied homeowners across the Mumbai Metropolitan Region (MMR), the company is now stepping into a new era that fuses its time-tested values with a progressive approach to community-led, wellness-driven living. At the heart of the rebranding lies a transformative vision: to go beyond the developer role and become a curator of experiences that foster belonging, legacy, and lifestyle enrichment.

Phase 6 Ashiana Tarang Launched

Ashiana Housing Ltd. has launched Phase 6 of its flagship residential project Ashiana Tarang, located in Sector 24, UIT Bhiwadi. With a land size of 2.71 acres, this new phase adds 192 apartments to the gated community. The project has already seen 117 units sold in FY 2025-26 across previous phases, generating a sales revenue of Rs. 68.23 crore. The land is fully owned by Ashiana Housing, with no joint venture partners involved, ensuring streamlined execution and project control. The funding model is customer-centric, with construction driven by buyer advances under a structured payment plan.

ASG's new Goregaon project

Ashwin Sheth Group has announced its new residential project in Siddharth Nagar, Goregaon West. Strategically located on a 4.05-acre land parcel, the project will feature five towers - four towers of 44 floors each and a signature 60-floor tower-alongside dedicated retail development. The development will offer approximately 12 lakh square feet of RERA carpet area, with spacious and meticulously designed 2, 3 and 4 bed residences.

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

Focus on the heart of your home

The position of the kitchen is an extremely important parameter while selecting a new residence

Dr. Malini Saba

While making a residential purchase, many people tend to focus primarily on the living room, since that's an area making the all-important first impression on visitors. While there is no denying that fact, there are practical considerations to be also kept in mind while taking such an important decision. After all, the home you own will be your permanent place of residence for many, many years.

Decision driver

For instance, when you're walking through a residence, trying to imagine making it your home, it's rarely just the number of bedrooms or the size of the balcony that seals the deal. It's usually the kitchen that quietly makes the decision for you. Not because it's shiny or trendy, but because something about it either feels right—or doesn't.

Practical aspects

A kitchen isn't just a place to cook. It's where the day starts, where coffee is made half-asleep, where lunchboxes are packed in a rush, and where leftovers are warmed up at midnight. It's where people naturally gather—not because they're told to, but because it just happens.

Beyond layouts

Ask any working woman, especially one trying to juggle deadlines, groceries, and dinner, and she'll tell you—if the kitchen isn't easy to navigate, it shows up in the stress levels. You don't want to trip over a poorly placed drawer when all you need is a spoon. You want your fridge, stove, and sink to form a quiet rhythm. You shouldn't need a designer to tell you what a "triangle" is—you should just feel that it works.



Flow facilitator

Good flow means two people can move around without turning it into a dance. It means being able to fix a quick meal without playing Tetris with pots and utensils. It's these tiny, practical things that decide whether the kitchen becomes a comfort or a chore.

Comfort zone

There's something about the kitchen that affects how you feel without you even noticing. When snacks are easy to reach, you eat better. When the space feels warm and open, you're more likely to cook at home. And when life gets overwhelming, just standing by the stove or making something simple can offer the kind of calm you didn't even know you needed.

Wellness initiator

It's not just about wellness in the way magazines talk about it—it's about a kind of emotional safety. Sometimes, making tea for someone is how we show love. Sometimes, boiling rice feels like the only thing you can control in a chaotic day. And that matters.

Convergence point

Some of the best conversations happen in kitchens. Not around conference tables, not on sofas, but near a sink while rinsing coriander, or while chopping onions side by side. There's no script—just shared space and shared time.

That's why kitchens that open into the living or dining room work so well. You are part of the conversation even while your hands are busy. You're still "with" your family without needing to pause what you're doing.

Rhythm setter

When choosing a home, maybe don't start with Pinterest boards. Start with how you live. Who walks in first in the morning? Who's cooking what and when? Is the kitchen helping—or silently slowing you down? Figure out what problems you face in your current dwelling and look at how the kitchen can help avoid those in the new residence.

Because at the end of the day, the best kitchens aren't perfect. They're lived in. Slightly messy. Full of motion and memories. And they support your life in the background—without ever asking for attention.

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.

Key decision drivers

Lifestyle amenities are increasingly reshaping the home buying process across the MMR



Chandresh Vithalani

In the Mumbai Metropolitan Region (MMR), buyers increasingly view a home as more than just living space—they seek a lifestyle. A recent study found that nearly one-third of urban purchasers now rank on-site facilities—gyms, parks, and co-working lounges—among their top considerations when evaluating properties.

Table stakes: Basic amenities

Today, about seven in ten new MMR developments include essential amenities—landscaped gardens, children's play areas, and walking tracks. Once viewed as premium extras, these features have become mandatory "table stakes," driven by both regulatory requirements and buyers' growing emphasis on health, safety, and community engagement.

Rise of luxury offerings

While basic facilities dominate the mass-market segment, luxury features distinguish the high-end. Roughly one-third of recent launches now boast air-conditioned clubhouses, heated swimming pools, and concierge services. The premium bracket—homes priced above Rs1 crore—has swelled to account for over 40 percent of total project launches, up from under 20 percent just a few years ago, underscoring developers' focus on indulgent lifestyle bundles.

Buyer Preferences and Priorities

Not all home-seekers value amenities equally. Surveys indicate that nearly two-thirds of buyers prefer gated communities for their heightened security and sense of exclusivity. Meanwhile, about one-third highlight recreational and fitness facilities as one of their top three purchase drivers. For many young professionals and nuclear families in MMR, the convenience of on-site leisure options often justifies slightly higher maintenance fees.

Impact on sales velocity and pricing

Projects with luxury amenities sell significantly faster. One industry analysis shows that high-end developments reach full absorption in under five quarters on average—almost half the time it takes for mass-market counterparts offering only basic facilities. This swifter uptake enables developers to command a 15–20 percent premium on pricing, reinforcing investment in further lifestyle enhancements.

Conclusion

As MMR's residential landscape matures, the boundary between necessity and indulgence blurs. Essential amenities remain non-negotiable, but premium features are fast becoming a key differentiator. Developers who thoughtfully balance compliance-driven basics with aspirational lifestyle upgrades will continue to lead India's most dynamic property market.

The writer is a Partner at Palladian Partners Advisory Ltd

Tarun Bhatia

Whether it's your first apartment or a strategic investment, one key player can make all the difference: the intermediary helping you navigate the process. This usually boils down to buying a resale flat via an authorised realtor or a new one through a developer's channel partner. While both seem similar, the path you choose affects not just your paperwork and price, but also your peace of mind. Let's break down the differences and make it easier to decide what's right for your needs.

Situation

A resale flat is one that's had a previous owner. It may have seen a few years—or even decades—of use. Some come with charming upgrades, others might need a little TLC. On the upside, what you see is what you get. A first sale flat, on the other hand, is brand-new and often part of a modern residential project. It comes fresh from the developer's inventory—never lived in, never leased out. For many, that "first key" moment holds a special appeal.

Interaction

In a resale deal, the realtor works on behalf of the individual owner. A good, authorised realtor will know the locality inside out, help verify legal documents, set up site visits, and even assist with society approvals and bank loans. Their job is part matchmaker, part advisor, and part fixer.

A channel partner, however, is empanelled by the developer after a vetting process. They represent the builder and are expected to follow a defined sales process. Their job is to explain the project, handle your booking, and ensure the paperwork flows as per the builder's protocol. There's usually more structure, less guesswork.

Finance

In the resale market, there's typically room to negotiate. You might land a great deal if the seller is in a hurry or the flat needs minor repairs. Some units even come semi-furnished, saving you time and money post-purchase.

First sale or resale?

Let's understand both options plus the role of authorised realtors and channel partners



With a first sale flat, pricing is more regulated. Channel partners follow the builder's rate card, and while offers do exist, they're often pre-approved and limited. The benefit? Clearer pricing, less haggling, and fewer surprises.

Paperwork

Buying resale means doing your homework—checking property title, ensuring society dues are cleared, verifying past ownership, and getting NOCs. A trustworthy realtor will guide you through this maze and help avoid legal pitfalls.

When buying from a developer, much of the paperwork is already standardised—RERA registrations, approved plans, payment schedules, etc. It reduces the mental load, especially for first-time buyers.

Possession

Resale flats are often ready-to-move. Ideal if you're on a tight timeline, moving cities, or just can't wait to settle in. Once the paperwork is in place, possession is quick.

First sale flats—especially if under construction—may require patience. You'll likely get a brand-new home, but with a wait that depends on the builder's delivery schedule.

Post-sale

Many channel partners stay involved post-sale—coordinating handovers, helping with interiors, or clarifying builder-related formalities. Most developers also offer warranties and customer service for issues that arise later. With resale, support depends on the realtor. A good one remains your go-to person for everything from utility connections to potential tenants in the future. It's a more personal equation.

Choice

There's no one-size-fits-all answer. A resale flat through a seasoned, local realtor may offer better value, quicker possession, and more flexibility. A first sale flat via a channel partner gives you the security of new construction, transparent paperwork, and the builder's support.

The real differentiator, however, is who you work with. Whether it's a realtor or a channel partner, always choose a professional who is RERA-registered and operates with integrity. Even better—look for someone who's a member of NAR India (National Association of Realtors - India).

NAR India members are part of a nationally respected network, committed to ethics, transparency, and continuous learning. They stay updated with the latest regulations, access global best practices, and uphold a strict code of conduct. That's the kind of trust and professionalism every homebuyer deserves.

As Indian real estate continues to evolve, organisations like NAR India play a crucial role in promoting fair practices and raising the bar for consumer experience—ensuring that your dream home journey is as secure as it is special.

The writer is Vice Chairman, NAR India

The future is owned, not rented

To buy, or not to buy, that is the question — especially when your rent feels like a monthly donation to someone else's dream home



Perna Mistry

Let's talk about one of adulthood's trickiest dilemmas: to rent or to own. On one side, you've got the freedom of rented space and the thrill of moving every 11 months like a couch-surfing ninja. On the other, there's the weighty but worthwhile world of homeownership. And let's be honest, the latter is starting to look a lot more like the grown-up glow-up we all need.

While renting might give you the illusion of flexibility, what it often leaves you with is a lighter wallet and... nothing to show for it. Because spoiler alert: those lakhs you've been pouring into rent? They're not coming back. They're off living their best life in your landlord's investment portfolio.

The lease trap

A lot of people spend years chasing that mythical "perfect" home. Meanwhile, they rack up rent bills that could've paid off a solid chunk of an actual house. And let's not even get started on the couples leasing snazzy flats in prime postcodes just for the Gram. You may have city views, but what you don't have is equity.

Home loans sound scary, sure. But guess what's scarier? Realising after 5 years of renting that you could've owned half a home by now, and maybe one even with a balcony.

EMI > rent regret

The rent you're paying now could be working for you, not your landlord. Home loans today come with tax bene-



fits, which basically means you get to keep more of your money while building your own asset. It's a financial win-win. Meanwhile, renters are stuck paying both rent and taxes with none of the perks.

Even your accountant, who probably breaks into a cold sweat at brunch bills, will tell you: buying a house is a smarter money move. And if you don't have an accountant, it doesn't matter because math doesn't lie.

Built-in safety nets

Most lenders throw in term insurance—translation: if something happens to you, your loved ones aren't stuck paying off your EMIs. They get the home, minus the debt. If you're renting, though? Let's just say the landlord isn't exactly offering hugs and shelter during a crisis.

Stability & sanity

You know what's exhausting? Moving every year. Explaining to your kid why their school has changed again. Reintroducing yourself to new neighbours. Hauling your furniture across the city like a nomadic circus act. Owning a home brings the one thing adulthood desperately needs: stability.

No more tiptoeing around landlords or apologising for your wall art. Picture this: You buy a flat, maybe not in SoBo, but in a location that actually breathes across the MMR periphery. You pay EMIs instead of rent. You enjoy tax benefits. You customise your walls, hang fairy lights without permission, and—wait for it—your dog is finally not illegal.

You're not moving every 11 months with your fridge on a tempo and a prayer. You have stability. Roots. A pin code you can claim. Go for it. Your space, your rules.

Cost versus investment

Sure, renting gives you wings but buying gives you roots. One is about temporary convenience. The other? Long-term growth, stability, and sweet, sweet peace of mind.

So, the next time you're weighing your options, just remember: renting may feel like freedom today, but buying is the real flex. Because when all's said and done, coming home to your place hits different. There's no joy quite like walking into your own house, kicking off your shoes, and thinking, "Yeah. I did that."

