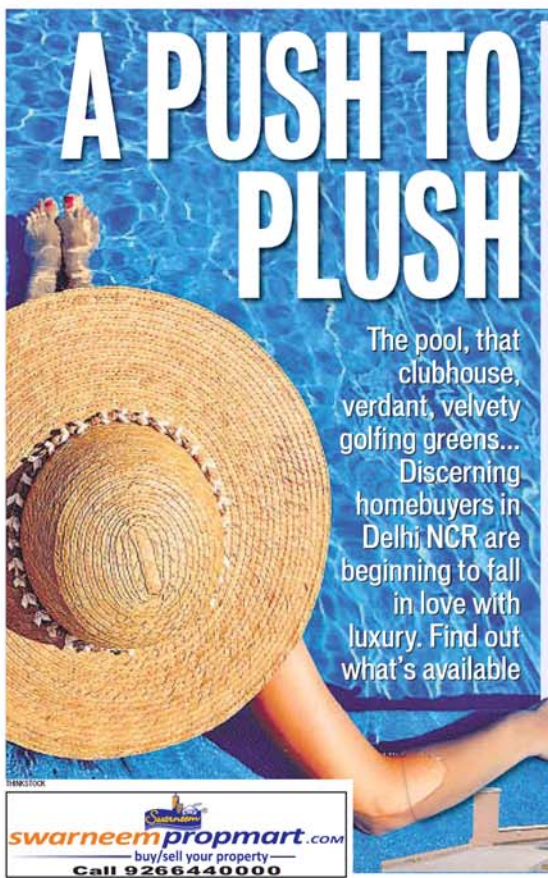


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**CHECK OUT OUR LUXURY SPECIAL**



# A PUSH TO PLUSH

The pool, that clubhouse, verdant, velvety golfing greens... Discerning homebuyers in Delhi-NCR are beginning to fall in love with luxury. Find out what's available

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**W**hat defines luxury in a real estate? Is it the size of a property? What about the chandelier in the living room? Does the infinity pool count? Is a posh address everything? Luxury, by realty market norms today, depends on what exists inside and outside a dwelling. It should be kitted out with not just modern and lavish fittings and fixtures and the most opulent furnishings, but the location and size of the property should be important considerations as well. Added pluses? A swimming pool, sports facilities, including a tennis or squash courts or an outdoor and staff quarters.

Sanjeev Sharma, of Sharma Estates in Green Park, says the super plush areas in the Capital include Prithviraj Road, Anurag Road, Akbar Road, Amrita Shergill Marg, Chanakya Park, Sunder Nagar, Golf Links, Jor Bagh, Shanti Niketan, West End, Bijwasan, Kasturba Gandhi Marg and Barakhamba Road, among others.

For many, it is a matter of great pride just to live in these premium areas which spell out

distinct luxury. Many homes here are counted among the highest priced properties in the country.

It would be difficult, however, for the new rich to gain a foothold here as, Sharma says, properties are easily available in the premium areas. The reason is that most of the bungalows stand on sprawling grounds of usually an acre or above. Prices of such properties run into crores, something that only a business tycoon or industrialist can pick up.

Apartments, too, over here are not always available. A 2500 sq ft double storey apartment in Amrita Shergill Marg was recently up for sale for ₹18 crore while a 2500 sq ft duplex apartment on Prithviraj Road was available for ₹5 crore. Both, however, were leasehold properties.

For many, a luxury home also means splendid interiors and state-of-the-art fittings. Italian marble flooring with beautiful inlay work, well-insulated French doors with designed etched glass lights and carved teak doors. Aman

Bajaj, a reputed real estate agent in Defence Colony, says many of Delhi's high net worth individuals splash out royally on makeovers of their properties and spend ₹15 lakh to ₹20 lakh on modifications without batting an eyelid.

The more luxurious and expensive the fittings, the higher the cost. Someone once even spent a crore on a makeover spree, says Bajaj. From washrooms to kitchens, everything in a luxury home is high-maintenance. Kitchens have concealed work areas for the oven and burners that only appear when the front panels are opened either manually or electronically. Even the refrigerator has a designed latticed facade that slides aside when it has to be opened. The counters have granite or Italian marble counters and a solid teak table often at the centre.

Modern modular cabinets line the wall and costs here too run into crores of rupees, says Bajaj. Floors in premium areas, too, command a high price. A modern apartment in Shanti Niketan on a 400 sq yard plot cost ₹16 crore upwards while one in a 500 sq yard plot in West End was in the market for over ₹19 crore. Most owners feel safe with electronic security systems, among other things.

(The writer is a senior columnist)



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**take five**  
 the meaning of luxury

- Location:** Location plays a very critical role for any high-end project. All good luxury projects in Delhi-NCR are at strategic locations with excellent connectivity. Good infrastructural support is also an essential element.
- Size and appearance:** Luxury also means more space, more carpet area. The building you live in should be something of an architectural marvel, too. Many luxury apartments are located in fabulously-designed towers.
- Surroundings:** Green surroundings, a golf course view or a lake-open site are important for ensuring that a project gets that coveted luxury tag. In the NCR, most luxury projects fulfill one or more such criteria.
- Facilities:** Experts lay emphasis on world class amenities in a group housing project as key features for luxury living. These features are sky gardens, home automation systems, mood control lighting, climate control settings, cantilevered helicopter platforms for VIP access, to name a few.
- Price:** Any project, which comes with all the above-mentioned features, naturally commands an extremely high price in the real estate market. Though the luxury real estate segment's pricing is specific to a region, the price in Delhi-NCR begins from ₹2 crore and goes beyond ₹30 crore.

**RENT AND CAPITAL RATES**  
 FARIDABAD (RESIDENTIAL)

Location	Rental (per sq ft*)	Capital (per sq ft*)
Ashoka Enclave	10-14	9000-12000
Badkhal Lake	7-10	4000-10000
BPTP	8-15	3000-4000
Charmwood Village	18-20	6000-10000
Green Field	10-11	4000-8000
Nahar Par	7-10	3000-4000
NIT	6-11	8000-10000
Palwal	5-10	2000-3000

\*The rates, in rupees, are indicative only. Source: Makans.com

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