

IN SPOTLIGHT

Ghaziabad's Vision for 2035 Charted at Conclave

The recently held CREDAI Conclave 2025 titled 'Ghaziabad @2035 – Vision, Challenges, and Aspirations' focused on topics like ease of doing business, Ghaziabad's development, employment generation, CREDAI's role in providing housing, and the future of the city by 2035.

The event was attended by Ghaziabad Minister-in-Charge Asim Arun, State Minister Narendra Kashyap, Meerut Divisional Commissioner Dr. Rishikesh Bhaskar, Ghaziabad DM Deepak Meena, GDVAC Atul Vats, DCP Nimish Patil, Municipal Corporation Chief Engineer N.K. Chaudhary, DLC Ghaziabad Anurag Mishra, among others.

At the event, Asim Arun cited redevelopment models like Delhi's Sarojini Nagar and Mumbai's Bhiwandi Market, expressing plans to similarly transform Ghaziabad's unauthorised colonies into planned neighbourhoods.

CREDAI Ghaziabad President Vipul Giri said this conclave has built a bridge between the government and the real estate sector.

Bhumika Realty Sets ₹2,000 Cr Revenue Target for FY25

Real estate developer Bhumika Realty, part of the Bhumika Group, has set a gross revenue target of ₹2,000 crore for FY25, driven by a diversified portfolio across prime and emerging NCR markets. The company's growth will be supported by a large-scale mixed-use project in Faridabad, a newly signed 1 lakh sq. ft. commercial project on MG Road, Gurugram, and two residential projects nearing closure in Gurugram and Faridabad. These projects, located in premium micro-markets, are expected to significantly boost topline performance.

Uddhav Poddar, CMD, Bhumika Group, said, "Our ₹2,000 crore target is anchored on strategic land acquisitions, strong execution, and demand for premium spaces." Bhumika Realty also plans to expand into Sonapat, Panipat, and Delhi's residential market.

Bhumika Group operates across real estate, hospitality, logistics, and e-commerce, with a turnover exceeding ₹3,000 crore.

Sales Dip Brief, Recovery Ahead

Despite housing slump, experts foresee revival driven by innovation, infrastructure growth and improving buyer sentiment.



TOP STOREY Kausar Firdausi

In early 2025, India's housing market showed clear signs of slowdown, according to industry experts. PropEquity reported a 23% decline in sales and a 34% fall in new supply across nine major cities, with Bengaluru and Delhi-NCR as exceptions. Launches remained below one lakh units for the third consecutive quarter. Samir Jasuja, founder & CEO, PropEquity, cited the sales dip to rising home prices, geo-political uncertainties, and economic weaknesses.

Latest Anarock data finds that the year's first quarter saw sales drop 28% across the top seven cities

against the same period in 2024. Approx. 93,280 units were sold in Q1 2025 in the top seven cities, in sharp contrast to all-time high sales of over 1.30 lakh units in Q1 2024.

Magicbricks' Housing Sentiment Index also fell from 156 in July 2024 to 138 in March 2025, highlighting cooling demand, affordability concerns, and the need for pricing stability to revive sentiment.

Gaurav Mavi, co-founder, BOP.in,

"The sales dip to rising home prices, geo-political uncertainties, and economic weaknesses."

SAMIR JASUJA
Founder & CEO, PropEquity

enumerates property price increases between 10% and 34%, which he says are making housing unaffordable, particularly for first-time buyers.

Housing sales in India have slowed in recent months due to a combination of factors. Arvind Nandan, MD, research and consulting, Savills India, says, "Escalating property prices in certain segments coupled with broader economic uncertainties leading to slower decision-making have dampened buyer sentiment. Concurrently, many investors are adopting a wait-and-watch approach, anticipating that property prices may peak."

Although the slowdown in sales, according to Dr. Niranjan Hiranandani, chairman, NAREDCO,

"To revive buyer sentiment, the industry must focus on delivering value through innovative, well-designed projects, competitive pricing, and improved customer experiences."

G HARI BABU
National President, NAREDCO

is largely regional. "In areas where infrastructure development is progressing, such as enhanced roadways, metro connectivity, airport expansions, and inland water transport, we are seeing steady new launches and healthy sales closures," says Dr. Hiranandani.

Pawan Agarwal, MD, NK Realtors, too enlightens that in some regions, the dip is also linked to a lower volume of new project launches, which has limited buyer options. "A combination of stable pricing, positive macroeconomic cues, and increased inventory could help restore buyer sentiment in the coming months," anticipates Agarwal.

However, experts also view this dip as a temporary phase in an

otherwise resilient sector. "To revive buyer sentiment, the industry must focus on delivering value through innovative, well-designed projects, competitive pricing, and improved customer experiences. The adoption of sustainable and future-ready development practices will further enhance the sector's credibility and long-term appeal," expatiates G Hari Babu, national president, NAREDCO.

Sarveshaa SB, CMD, Bhadra Group, is confident that technology adoption, design innovation, and an unwavering commitment to quality will be key to rebuilding buyer confidence. "With improving affordability, proactive policy support, and a maturing ecosystem of partnerships, we foresee renewed traction in housing demand," he states.

With strategic interventions by developers and the government, buyer sentiment could see a positive shift in the coming months. "The recent repo rate cut, the narrowing gap between EMIs and rentals, and steady improvements in infrastructure are expected to strengthen homebuying intent in the coming months," believes Anshuman Magazine, chairman & CEO - India, South-East Asia, Middle East & Africa, CBRE.

ON THE SPOT

'We Ensure Our Senior Residents Live with Dignity and Health'

ADARSH NARAHARI, Founder and MD, Primus Senior Living, in conversation with Kausar Firdausi, discusses active ageing, evolving market trends, design essentials, and the rising demand shaping India's senior living sector.



Q What are the biggest challenges facing the Indian senior living sector at present?

Currently, the major challenges for India's senior living (SL) industry include limited awareness among potential customers (senior citizens and their families), and higher costs and service charges making SL homes less affordable. Additionally, with senior housing projects, developers often spend large amounts with long-term commitments before they see substantial returns.

Q What are the current and projected market trends in the senior living sector in the country?

Within India's burgeoning and dynamic senior living housing sector, here are a few standout market trends:

- ▶ Luxurious, more spacious senior living projects are gaining popularity, especially in urban India
- ▶ Multi-generational living is making a strong comeback, led by the emergence of multi-gen housing communities

▶ Senior living facilities are increasingly prioritising the 'active ageing' model, allowing senior residents to seek purpose-driven, fit and active lifestyles focused on wellness

Q What are the key considerations for realty players when planning and developing senior living communities?

The most important consideration should be to promote 'active ageing' – enabling seniors to lead physically, mentally and socially fulfilling lives. Also, it is important for senior living communities to incorporate elder-friendly features such as grab bars, anti-slip floors, wide doorways, etc. to enhance safety and convenience, and to work towards improving well-being of the residents.

Q What are the key factors

driving demand for senior living and influencing the design and development of such properties?

Longer lifespan of Indians, increased penetration of nuclear families, and a growing desire among today's elderly to live with dignity is driving the high demand for senior living in India. On the other hand, design and development of today's senior living properties are being influenced mainly by emphasis on geriatric care and wellness of SL residents, and integration of community living and tailored amenities.

Q Beyond traditional on-campus services, how does Primus Senior Living fill the gaps in senior care with in-home healthcare and support services?

At Primus Senior Living, we aim to minimise the difficulties associated with ageing and increase healthspan by harnessing the principles of active ageing. We offer personalised health

management plans for our senior residents, including regular medical check-ups, physiotherapy sessions, and consultations with the in-house medical team. Prioritising preventive care, social interaction, and lifestyle shifts, we are empowering seniors to enjoy a better quality of life as well.

Q What is your opinion on increasing lifespan among Indians?

The increased lifespan among Indians, now averaging around 70 years, reflects our commendable progress as a nation in terms of scientific advancements. But simultaneously, we must also focus on increasing the 'healthspan' of our population, especially for our elderly citizens. This essentially means through increased investments in elder care and active ageing programmes, we ensure that our seniors live those extended years with dignity and health, free of ailments.