

# Festive Season Brings Real Savings

Policy reforms, lower loan rates, and innovative developer offers are delivering real savings and added value, strengthening confidence among first-time buyers and investors across all market segments.



**TOP STOREY**  
Kausar Firdausi

Festivals in India have long been synonymous with big-ticket purchases, and real estate is no exception. This year, homebuyers are not only guided by cultural auspiciousness but also buoyed by policy reforms, lower loan rates, and innovative developer schemes that translate into real savings and added value.

## Policy Support Meets Festive Optimism

Recent tax reforms have come at just the right time. The GST Council's decision to rationalise

slabs on key construction materials has eased input costs for developers. "This festive season is likely to witness a good sales momentum, fuelled by a combination of recent GST reforms and innovative developer offerings," says Anshuman Magazine, chairman & CEO - India, South-East Asia, Middle East & Africa, CBRE. Shalin Raina, MD - residential services, Cushman & Wakefield, echoes the sentiment: "The decision to reduce the tax slabs couldn't have been more timely, coinciding with the onset of the festive season. The reduction in GST on key inputs is expected to significantly ease cost pressures and support affordability." However, Dr. Prashant Thakur, executive director & head -



Illustration by Naabgha Firdausi

research & advisory, Anarock Group, cautions that the impact will vary. "GST cutbacks lower building costs, but these do not help in ready-to-move projects where costs are already locked in. In under-construction projects, many developers may leverage the savings to boost execution rather than in outright price cuts."

## Lower Home Loan Costs Add Real Savings

Policy tailwinds are complemented by lower borrowing costs. "Real savings are coming through lower home loan costs, following the RBI's rate cuts, which have reduced EMIs and enhanced financial flexibility," highlights Sarveshaa SB, CMD, Bhadra Group.

Rakesh Reddy, director, Aparna Constructions, adds, "Even a 0.5-1% reduction in lending rates can translate into savings of several lakhs over the course of a 20-year loan. Coupled with festive-season loan offers such as waived processing fees and faster approvals, homebuyers are finding financing much easier this year."

## Developers Sweeten the Festive Deal

Developers are also rolling out incentives ranging from direct discounts to lifestyle upgrades. According to Magazine, they are "offering flexible payment schemes, low booking amounts, EMI holidays, and even premium upgrades like modular kitchens and home automation at no extra cost."

Dr. Thakur highlights that deals include "cash discounts of Rs 100-200 per square foot, waiving of stamp duty, and gifts like gold vouchers, translating into combined savings of INR 3-4.5 lakhs." Abhay Jindal, MD, Homeland Group, quantifies the broader impact: "Across the board, buyers are saving ₹3-₹6 lakhs through a combination of GST reforms, lower interest rates, and attractive festive incentives."

## A Season of Real Value

Beyond savings, the festive season reflects deeper market confidence. Reza Sebastian Karimpanal, CR0, Embassy Developments Ltd., believes, "The tilt towards genuine end-user demand, rather than speculative buying, is a healthy sign for market stability and long-term growth." As Subhashish Pattanaik, CEO, West and East zone, Godrej Properties Ltd., sums up, "This festive optimism energises the broader real estate market, encouraging developers to enhance customer experience through curated offerings and added value, helping homebuyers move closer to their dream homes."

## IN SPOTLIGHT

### Bedarwal Group Unveils Premium Yamuna Nagar Township

Gurugram-based Bedarwal Group has acquired a 100-acre fully paid-up land parcel in Yamuna Nagar, one of Haryana's fastest-growing industrial hubs. The group will invest over ₹180 crore to develop a state-of-the-art integrated township, marking a major step in expanding its presence across North India.

Planned as a self-sustained ecosystem, the township will feature residential plots,

villas, commercial centres, and entertainment zones, blending lifestyle, convenience, and community living. With modern infrastructure and premium amenities, it aims to set new benchmarks for integrated townships in tier-II cities.

Announcing the project, Sushil Bedarwal, founder, Bedarwal Group, said, "We are committed to creating world-class projects that meet the evolving aspirations of homebuyers. With

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**SUSHIL BEDARWAL**  
Founder, Bedarwal Group

two decades of experience and a legacy of delivering value-driven developments, we are confident this township will redefine urban living in Yamuna Nagar."

The project highlights the group's strategy to expand into high-potential micro-markets beyond metros, offering modern, sustainable living spaces.

### ONE Group Launches Premium Mohali Residences

Realty player ONE Group has launched its premium residential project 'The Clermont', within the integrated township ONE City Hamlet, Sector 98, Mohali, targeting ₹400 crore in revenue. Spanning 4.75 lakh sq.ft., The Clermont comprises 216 units of 3 BHK independent floors (Stilt + 4 storeys), priced from ₹1.60 crore. Constructed using modern aluminium formwork technology, the project promises superior quality, durability, and timely delivery.

ONE City Hamlet, spread across 150 acres, features residential plots, schools, healthcare facilities, and commercial spaces, alongside an urban forest near Sector 97, modelled on Chandigarh's Rose Garden. Its strategic location, 15 minutes from Chandigarh Airport and flanked by 8-lane roads, ensures seamless connectivity.

Commenting on the launch, Udit Jain, director, ONE Group, said, "The Clermont combines modern design, robust construction, and community-centric living, offering residents a lifestyle rooted in sustainability, wellbeing, and harmony with nature."

## OUTLOOK initiative



### Realtors' Forum

Rising H-1B visa fees are redirecting NRI investments back into India, fuelling demand for luxury and mid-segment real estate across major cities. Realty majors weigh in...



**DR. NIRANJANA HIRANANDANI**  
Chairman, NAREDCO

"The steep H-1B fee may deter migration but redirect NRI wealth into India's resilient housing market, boosting demand across metros and supporting Visit Bharat 2047."



**AMAR SARIN**  
CEO & MD, TARC

"The proposed visa fee hike is prompting NRIs to redirect investments into India. With high-end residences in Delhi, TARC is positioned to capture this luxury demand."



**MUKUL BANSAL**  
Co-Founder & MD, Motiaz

"The six-figure visa fee may deter Indians from moving abroad, boosting demand in Mohali-Chandigarh. Motiaz is addressing this with luxury residences."



**BINITHA DALAL**  
Founder & MD, Mt. K Capital

"The substantial visa outlay could redirect talent and capital into India. With transparency and new asset classes, real estate demand is set for long-term growth."



**PARMINDER SINGH**  
Group CTO & COO, Realistic Realtors

"Despite global policy shifts, NCR's realty remains resilient, powered by highways, metro expansion, and Jewar Airport, ensuring long-term growth."