

# PROPERTYPLUS

HOMES AND REAL ESTATE NEWS

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## COVER

Rashmi Gopal Rao

**A**s 2025 draws to a close and we enter 2026, it is significant to note that the housing and real estate sector has been one of the most standout and transformative sectors of the past year. From a burgeoning growth in the luxury housing segment and Tier 2 cities such as Lucknow and Indore displaying record growth to an increased focus on sustainable and innovative building materials, 2025 was definitely the year when the real estate sector showed unprecedented investment. The interior design space too witnessed the emergence of trends such as colour drenching, flexible layouts, as well as vintage and retro influences.

"Premiumisation is one of the strongest trends we have observed, but it is no longer about opulence for the sake of it," says Ganesh Viswanathan, vice president of Bengaluru-based MagicHome India. "Homeowners are choosing premium where it adds real value. Think better finishes, smarter storage, superior hardware and cleaner detailing. Interiors are increasingly being planned around individual needs and routines rather than following a fixed or generic design template. The focus is on longevity and performance rather than visual drama alone. This reflects a maturing market where customers understand the difference between surface-level luxury and well-



## 2025: the year in homes

Luxury, sustainability, technology and thoughtful interiors converged to reshape country's housing this year

designed, high-performing homes that age gracefully." Here is a look at the trends in the real estate and home interior space in 2025.

### Boom in premium homes

India's luxury housing segment is experiencing a notable boom, with branded residences growing rapidly, outpacing the other luxury formats. "According to Knight Frank's Residence

Report, India ranks sixth globally in ongoing branded residential projects, contributing about 4% of the world's supply. The number of branded residential developments is forecast to increase by nearly 60% by 2027, reflecting rising demand from affluent buyers seeking curated, experience-led homes that blend convenience with quality living," says Mitu Mathur, director of New Delhi-based GPM Archi-



itects and Planners. "These residences emphasise thoughtful design that embodies brand values and creates spaces fostering community and shared experience. This shift marks a broader change in India's urban housing market, where luxury is increasingly defined by experience, service, design, and a sense of belonging."

Purchases are being driven by high net-worth individual (HNWIs), ultra-HNWIs, and non-resident Indian (NRIs). "Even as some phases saw moderation in volumes, value



growth remained strong, supported by demand for larger, lifestyle-enhancing homes. Mumbai also reflected robust market health with a 20% year-on-year rise in property registrations in November 2025," adds Manan Shah, managing director, MCL Group, based in Mumbai.

### Growth of community townships

There has been a growing preference for integrated townships, which mirrors a broader desire for certainty in Indian cities. "Buyers are increasingly choosing environments where infrastructure, mobility, green spaces, and daily conveniences are planned as a whole," says Monika Choudhary, co-founder and chief development officer of Habitat Architects, based in New Delhi and Ludhiana. "Large township developments across Pune, the Mumbai Metropolitan Region, and Hyderabad underscore this shift. The home's value is no longer contained within its walls; it is rein-

forced by the ecosystem around it. Community is essential infrastructure." Such townships are an opportunity for architecture to operate at an urban scale. "We have introduced elements like large 'urban windows', shared courtyards, and intergenerational parks that allow residents to balance privacy with vibrant community life. The approach is all about designing spaces where a sense of belonging and resilience can flourish," says Khushboo Bansal, principal architect of Shapati, based in Lucknow and New Delhi.

### Key focus: Innovation

While traditional materials such as cement, steel, and bricks remained essential, there was a clear move towards low-carbon, high-efficiency systems like precast construction, AAC blocks, fly ash bricks, and green cement alternatives. "Sustainable construction has moved into the mainstream in 2025. Low-carbon cement alternatives, carbon-reduced concrete, and recycled materials are being adopted at scale to meet cost and environmental objectives," says S.B. Sarveshaa, chairman

and MD of Bengaluru-based Bhadra Group.

Refabricated and modular components accelerated construction, reduced waste, and improved precision. Enhanced materials for waterproofing, insulation, and energy efficiency became mainstream, reflecting the growing demand for durable, comfortable, and green buildings," says C. Rakesh Reddy, director of Hyderabad-based Aparna Constructions.

"This includes the use of heavy thermal curtains, strategic placement of reflective surfaces to bounce natural light deeper into rooms, and zoned ventilation," adds Mueen Harris, founder of DS2 Architecture, a multi-disciplinary practice based in Bengaluru, Kochi and Mangaluru. "A major trend is the return of natural stone and terracotta floors for their 'thermal mass' properties, absorbing heat during the day and releasing it at night to stabilise indoor temperatures."

### Functional and flexible spaces

With remote work and evolving lifestyles, flexible and multifunctional spaces

were essential in 2025. "There is a clear demand for integrated study units, flexible storage, reading corners and layouts that can adapt as children grow. Safety and comfort play a larger role, with preferences for softer finishes, rounded edges and practical materials that are easy to maintain," says Viswanathan.

*The Bengaluru-based freelance writer is passionate about all things design, travel, food, art and culture.*

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