



Future projections

	Manesar now	In four years
No. of operational units	510	2000
Business turnover	75,000 cr	300,000 cr
Total executive strength	2.2 lakh	8 lakh
Executives earning > 25,000 pm	1.4 lakh	5.6 lakh
Housing requirement of executives earning > Rs 25,000 p.m	1.4 lakh units	5.6 lakh unit-
Availability of authorised housing	NIL	62,500 units

* Figures from late 2007

There is Raheja's Atharva and Vendanta Projects, with two-four bedroom apartments, being sold for about Rs 2700 per sq ft. Tulip's Garden project, again a highrise with two-four bedroom apartments, is selling for about the same price. India's top builder DLF is supposed to be launching there soon too, but this builder's flats are expected to be slightly escalated, going for about Rs 3000 per sq foot," says Das - so their prices overall could be in the range of Rs 45 to Rs

80 lakh. There are other factors apart from the Manesar pull working in the areas nearby. "People are looking for cheaper options close to Gurgaon because prices in the DLF sectors have spiralled to about Rs 5000 per sq ft and above. Most of the new residential projects here will be completed in about three years and will be able to take in the burden of the increasing workforce in Manesar," says Das.

Navin Raheja, MD, Raheja Developers

I calculate things in a very simple way. It is the local economy of the area which decides the demand and supply of any commodity, including housing. Today, the biggest economic hub in India is Manesar and it does not have proper residential housing. The Manesar industrial area, spread over more than 5000 acres, is equivalent to all the industrial belts compiled in Northern India. A lot of SEZs (Special Economic Zones) are coming all around the area, touching Manesar. To me it's something like Shenzhen - In China. When you visit Shenzhen it seems to be centuries ahead of other places in that country. Why? Because it is an economic hub and generates a lot of money, a lot of products.

People who work there have a lot of disposable income. They would like to spend their money on



accommodation in an area close by so that they don't have to waste their time and money commuting for long hours. Who likes to be stuck on congested roads for hours and hours? In Manesar, sooner than later, about 1.4 lakh people will be commuting to and fro from Delhi, and they don't have many residential options there.

Sighting comfort, splendid with luxury



- Located near DPS Indrapuram • Walking distance from proposed Metro Station • A project to bring Ganga water in the vicinity is under active implementation by GDA • 24 Hours centralized security with intercom facility • Two elevators (Otis or equivalent) for 4 flats with 8 passenger capacity • Beautifully landscaped garden with water bodies • Special kids play zone • Ultra Modern club with Swimming Pool • Modular type kitchen with accessories • All leading hospitals like Fortis / malls and shopping complexes are located near-by

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