

C'EST LA VIE

HIGH FIVE

'BUYERS OF HIGH-END PROJECTS VALUE EXCLUSIVITY'

Rising household incomes are driving the demand for residential properties in India, says **Ramesh Ranganathan**, chief executive, K Raheja Corp Homes, a real estate company. He discusses the five factors transforming Indian luxury real estate in 2024

01 GLOBAL EXPOSURE

High net-worth individuals now prioritise premium, ready-to-move-in homes from reputable developers. Home buyers with extensive travel and international experience recognise the benefits of investing in branded luxury residences. They are willing to invest in homes that provide a combination of healthy lifestyle, world-class amenities and distinctive design.

02 PREFERENCE FOR EXCLUSIVITY

Buyers of high-end projects value luxury, exclusivity and privacy in their residences. Developers' emphasis on lifestyle and community also appeals to modern buyers, including entrepreneurs, start-up founders and aspiring business leaders. There is also a continuous demand for world-class amenities and a sense of safety.

03 GLOBAL ARCHITECTS AND DESIGNERS

Well-travelled and culturally aware individuals, influenced by global exposure, seek to experience world-class design and innovation within their own country. To meet these expectations, top developers partner with international firms.

04 CURATING LANDMARKS

Luxury developments are transforming neighbourhoods beyond mere residential properties. They improve the aesthetic appeal of an area in addition to enhancing connectivity, bringing in retail and commercial hubs and stimulating local economies.

05 IMPROVING CONNECTIVITY

The demand for residential properties in India has experienced a notable upswing, driven by urban expansion, increasing household incomes and rising aspirations. Improved infrastructure and better connectivity are opening new areas as attractive destinations for luxury developments. Leading developers are ready to capitalise on these opportunities, targeting a growing segment of affluent buyers. 

