

'Ownership is preferred'

Ashok Mohanani, Chairman & MD, EKTA World, shares with *Sheetal Shelar Patil* his views on market trends and demand drivers

In the present scenario, there is a good demand for affordable housing, particularly in the Rs 25-30 lakh range in the peripheral areas. When it comes to preferred configurations, the one-bedroom hall kitchen apartments (IBHKs) are doing extremely well and studio apartments are also doing well. Most of the demand for such homes is from nuclear families who want to stay in their own home instead of rental accommodation. There is ample demand for such projects and the supply will be quickly taken up by the home seekers.

Infra impact

Infrastructure projects will definitely have an impact on internal connectivity, daily commutes and real estate development. With improved linkages, affordable housing projects can be set up in larger numbers. The concept will get a major impetus as people will purchase homes and reside in the peripheral areas, making their dream of owning a home a reality.



Ashok Mohanani,
Chairman & MD,
EKTA World

Fund flows

Raising funds for real estate development is not an easy task. At the initial stage, when developers have to acquire land, banks do not provide them with finance due to the strict guidelines set out by the Reserve Bank of India (RBI). At this stage, we have to look out for options such as plain vanilla private equity or debt restructuring. The banks provide developers with project finance at a much later stage, only after the requisite approvals for commencing the project have been received from the concerned authorities.