

HYDERABAD'S REAL ESTATE HAS A STORY THAT SCALES THE HIGHEST HIGHS AND LOWEST LOWS. A CITY THAT HAS SCOPE TO GROW ALL AROUND, EASILY AMONG THE BEST METROS TO LIVE IN, HYDERABAD REAL ESTATE HAS REFLECTED EACH TWIST AND TURN IN THE STORY



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Hyderabad has emerged as one of the best performing residential real estate destinations in India, complimented by strong fundamentals including government stability, infrastructure and economic drivers. While the leading real estate markets including Delhi, Mumbai and Kolkata were adversely impacted by the recent policy intervention and are still stabilising, Hyderabad has been growing quarter on quarter.

Among India's seven major cities, research shows that Hyderabad is the only city where property sales have grown by 32% from the average of 2013 to 2017. The past decade has seen numerous projects being undertaken in the residential space, especially high-end and mid-range properties. The factors spurring this growth include the availability of high value projects with a wide range of amenities, infrastructure and urban migration. The vast availability of quality housing options keeps rental prices at a comparatively lower rate than other metros. The foundation for this growth was laid over two decades ago.

In 1999, the state government introduced Andhra Pradesh Vision 2020, a strategic document to develop the state by attracting foreign direct investments and developing specific growth engines in order to leapfrog toward the information society. The state government envisioned transforming Hyderabad into a world-class city through the creation of knowledge enclaves similar to Malaysia's Multimedia Super Corridor and Silicon Valley of United States. With this in mind, the state government initiated massive restructuring of Hyderabad to promote and brand itself as a world-class knowledge hub of IT/ITES and Biotechnology.

The first such knowledge enclave launched in Hyderabad wasHITEC City (Hyderabad Information Technology and Engineering Consultancy City). The availability of 1.4 million square feet of IT space and a large local talent pool

of engineers helped Hyderabad to attract many international IT companies to setup offices and research centres. The first phase ofHITEC City was Cyber Towers, a ten-storey 'smart' building with 580,000 square feet area fitted with dedicated optic fibre links, satellite connections, 24-hour electronic security system, shopping points, banking facilities and uninterrupted power supply to facilitate hundreds of software engineers and technicians. As demand increased, several local and global real estate firms began constructing more intelligent buildings. The policy initiatives of creatingHITEC City provided a boost to

REAL INSIGHT

Hyderabad's urbanisation, and spurred massive developments of residential gated communities, hyper-connected commercial spaces and shopping malls around theHITEC City area. By 2002, Hyderabad had become number one in the NASSCOM City Competitiveness ranking of major cities in India to attract businesses.

In addition to IT, other sectors including manufacturing, defence and aerospace, financial services, engineering, pharma and hospitality are all flourishing in the state and driving the demand for real estate.

These endeavours led to the development of efficient sports infrastructure in

Hyderabad, The Indian School of Business (ISB) and IIT were also established in a similar endeavour to boost modern education. Other major infrastructure developments

include the 20-acre Smartron data centre campus, Aerospace Park SE2, the Gaming & Animation Park, Pharma City, and the Life Sciences & Medical Devices Park. In addition to IT and industrial innovations, the state government has also focused on tourism. In 2000, a special development area surrounding Hussain Sagar Lake was formed for the purposes of tourism, eco-tourism and theme park development. This special purpose authority has been named as Buddha Purnima Project Authority (BPPA). The BPPA identified seven major tourism development pockets for beautification and enhancement around the Hussain Sagar Lake. These pockets of development included such projects as the creation of NTR memorial and garden, a plaza, several parks and a laser show project.

To keep up with increased migration to Hyderabad, the Telangana government has invested heavily in the city's infrastructure facilities

and connectivity, which improve the overall real estate climate and ease of doing business in the city. One of the most important infrastructure developments is the transportation and connectivity routes across Hyderabad.

The Outer Ring Road allows easy connectivity across Hyderabad, which makes commuting more affordable and reduces traffic congestion. The Outer Ring Road has resulted in the emergence of growth corridors which allow for further expansion and development in Hyderabad.

As demand for Hyderabad real estate rises, the expansion of the growth corridors offers a way to meet demand without unrealistic surging prices.

Hyderabad's development is further bolstered by the Metro and the International Airport. Mega-Flyovers, similar to the 11km PVNR Expressway that connects the urban centre to the international airport, and underpasses are planned from Jubilee Bus Stand to Shamirpet-Turkulpally, Uppal to Ghatkesar, Paradise Junction to Kompally and other locations across Hyderabad.

As Hyderabad strengthens its prominence as a major IT hub, many areas in the city are gaining interest for their location, connectivity and investment potential.

Both Nallagandla and Chandanagar-Miyapur are booming areas that have strategic proximity to the IT and Finance hubs. While Nallagandla itself is rapidly growing and becoming a residential hotspot, nearby areas including Lingampally and BHEL Township are also gaining interest amongst residents. Gachibowli-Manikonda, Banjara Hills and Begumpet are very popular localities as well. The commercial growth of Hyderabad has not dampened its quality of living. According to Mercer's Quality of Living survey, Hyderabad has held the top spot for 4 years in a row among all Indian metros. Hyderabad scored well across many aspects including relatively lower crime rate, good schools, good hospitals, low pollution levels and flourishing job market. The development of Hyderabad has been a prime example of using the orchestrated creation of growth engines and knowledge enclaves to change the economic landscape.



Due to the increase in real estate market, there has been a rise in demand for the raw materials such as cement for the huge constructions. But still the market is very competitive and the city remains a buyers market.

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Hyderabad has always prided itself in being laid-back and idyllic. Sports was something that started and ended in school and some of us went on to play for our universities. But it was almost always a hobby. Cut to today, Gopichand Academy on any day would have hundreds of young boys and girls stary eyed about a game at Wimbledon or an Olympic court. You will find similar inspiration in cricket, running, racing, golfing, fishing, shooting, weight-lifting, etc.

THE RICH LEGACY The city has a rich legacy of how it used to be the 'Football Capital of India'. The Indian National Teams of the 50s and 60s, in what was called the 'Golden Era' of Indian Football comprised of several Hyderabadis. The Indian Teams of 1952, 1956 and 1960 Olympics had 3, 8 and 6 Hyderabad players in them respectively. Not to forget the fact that the Indian team's 4th place finish at the 1956 Olympics is its best ever performance. The city has produced highest number of Olympian footballer's in India. This shows not just today or few years back that city boomed with sportive energies but for a very long time Hyderabad has been a city of sports enthusiasts who brought many laurels to the city.

But now the city has different story to share, football is back in the town with many football academies growing in different parts of the city. 'Our academy has represented the state in the under-6 to open-category with many emerging as a budding players', says, Abdullah of Skyings Football Academy.

Hyderabad is popular for many sports but most champions which the city has produced are in the field of badminton. No city in India has a match in terms of excellence and accuracy which these badminton players from the city have.

INTERNATIONAL GLORY It was 2012 London Olympics which was incidentally India's first time in the badminton quadrennial event, which also became a source of immense pride to the entire nation. Thanks to Saina Nehwal who scripted history by winning the first Olympic Bronze medal in badminton. Another badminton stalwart, PV



SPORTS CAPITAL

HYDERABAD HAS PRODUCED SOME OF THE BEST SPORTS-PEOPLE IN THE COUNTRY. WHAT MAKES THE CITY SO SPECIAL THAT IT HAS BECOME A POWERHOUSE OF TALENT IN VARIOUS SPORTS?

Sindhu created history by becoming the first Indian woman badminton player to bag a medal at the World Championships in 2018. In 2016 Summer Olympics, she became the first Indian shuttler to reach the final of an Olympics badminton event and the youngest Indian to

make a podium finish in an individual event at the Olympics where she won a silver medal for India. Currently, she is the only player from India to make it to Forbes world's top 100 highest-paid female athletes, 2018. Kidambi Srikanth, another bad-

minton champion who was trained by P Gopichand became the first Indian male to win gold at the 2015 Swiss Open Grand Prix Gold. Kidambi and Sai Praneeth created history when they became the first ever Indian pair to enter the finals of a ranking event in badminton.

Pullela Gopichand's unwavering commitment has helped to make Hyderabad a powerhouse of Indian badminton, a factory which keeps churning out the promising player one after another. In 2008, the coach received a 5 acres of land from the then CM Chandrababu Naidu for his excellent performance in badminton.

In the field of tennis the city has Sania Mirza scripted history, when she became the first Indian woman to enter the third round of a singles' Grand Slam event at the Australian Open in 2005. Consequently, women's tennis in India had found the icon that it had long sought for. Ashwini Ponnappa and Jwala Gutta, the successful pair have participated in many badminton doubles and mixed doubles where they have won many medals in international events including a gold medal at the Commonwealth Games and bronze medals at the Uber Cup and the Asian Badminton Championships.

THE CRICKET AFFAIR India's most popular sport cricket has good grounding in the city too. Legendary player VVS Laxman's 281 against Australia at the Eden Gardens in Kolkata is, by far, the greatest test innings ever by any Indian player in the year 2001. We are proud to continue the heritage. 'When she was a child, she would never step out of the house. In order to keep her busy motivated and active we encouraged her to play cricket', says Indian Women Cricket Captain Mithali Raj's mother Leela Raj. She further says, 'During intermediate second year it was either cricket or studies, we made her choose cricket as we believed she would give her best. We never let anything come between her and cricket'. The proud mother also adds that since cricket is a male dominated society

she never let her feel lesser than her brother.

THE INSPIRATIONS BEHIND THESE POWERHOUSE Adish, 18, was a part of the team that won the VVS Under-16 Cup in 2016. He says, 'I am from Vijayawada and I got to know about the VVS Academy through a friend who trains here and is as passionate as me. We convinced our parents to enroll us for the annual camps. We had around 100 other friends who enrolled with us. I personally learnt a lot and improved my game. Having been mentored by VVS Laxman is something really special'.

For Mohammed Junaid Rasai, a coach at Arshad Ayub Cricket Academy, cricket is a hope and aspiration for many parents of children he trains at the academy. 'We have around 200 children who come to play and learn cricket every day. These children hope to play for the country someday and I am sure may be one day they will represent our country and make the city proud,' he says with determined look in his eyes. Gagan Narang, the ace shooter who won the Bronze Medal in the Men's 10 metre Air Rifle Event at the 2012 Summers Olympics in London started his own academy in 2015. The shooting academy is called 'Gun for Glory'. The shooting academy was set up to identify and develop budding shooters from the state.

The other sports stories

10 years ago Hyderabad had no sailors but today we have hundred sailors training under Yacht Club of Hyderabad. We are the largest club in the country, we have won several national championships and won many state championships as well,' says Suheini Sheikh, president, Yacht Club of Hyderabad. At the World University Weightlifting Championship, it took some serious strength on the part of Hyderabad weightlifter Divya Ranjan Mudiraj to make history by becoming the first Indian to win at this championship. The 26 years old city lad had to fight some odds stacked up against him even he reached Merida, Mexico where the championship was held in 2016.

For 34 year old Anup Kumar Yama who has participated in 11 Asian championships and 15 world championships, winning medals at the highest level has more or less become a sort of a habit. He won two bronze medals at the 2015 Asian Games held in Guangzhou, China in the Men's Single Free Skating and was honoured with Arjuna Award by the Indian government in 2015.

His academy Yama Skating Academy has produced two successful skaters who participated at the 18th Asian Roller Skating Championship which was held in Nanwon in Korea in September. The 14-year-old Rahul Anupuzo and 16-years-old Rahul Krishna Sai Eluri paired up in 2016 and have won medals in every meet which they participated in, both at the state and national levels. The son of auto-rickshaw puller, 24-years-old Mohammad Siraj From Melhite made it possible for his impressive performance at the IPL 2017, which earned him a call-up for the national side. At present, he plays for Royal Challengers Bangalore. 'I was not interested in studies, when I was a kid, the moment I got the chance, I would run to the field to play cricket. Initially my parents were not much supportive about me playing cricket, but after I started playing it seriously and played for the national team they were very proud of me,' he says with a smile on his face.

WHAT LIES AHEAD?

If we see the list of high achievers from the city, the list will just go on! What is it about a sport that has all of them in spell-binding commitment? There's a certain demeanour of sports stars that develops strong emotions in people towards it. One of the main reasons for the city to produce such talents is the effort of the parents of these champions who encouraged and nurtured them right from their early formation. PV Sindhu's parents can be held up as an example for all Indian parents to follow if they want to see the country doing well in sports. For Harvir Singh, the proud father of Olympian medalist Saina Nehwal, the journey of his daughter from a small little girl to a champion has been a path of sacrifices and commitments. Today with everything - infrastructure, coaching, talent and financial support in place there is no reason why Hyderabad cannot keep producing more Sainas' and Sindhus'.