



**Rajiv Williams**, *Founder & CEO*, eDeccan Progressive Realty & Design Shark

*Hyderabad's real estate market is an ever-evolving symphony, offering a melodic blend of opportunities. The city, with its diverse options, provides a platform for investors and homebuyers to move in rhythm with economic growth, strong infrastructure, and a thriving IT industry.*



# Hyderabad Real Estate: A Comprehensive Analysis of trends and future outlook



## IN HYDERABAD'S LIVELY STREETS, A CHORUS OF AMBITIONS UNFOLDS. PROFESSIONALS AND JOB SEEKERS, ENTICED BY THE CITY'S ECONOMIC VIGOUR, FIND REFUGE IN ITS GROWING LANDSCAPE

### THE DIGITAL SONATA

In the labyrinth of property transactions, technology emerges as a virtuoso. The year 2024 will unveil an enthralling integration of technology into every real estate note. Digital platforms have become the stage for property listings, virtual tours, and online transactions. The audience, comprised of buyers and investors, experiences the convenience of a seamless performance. Smart home automation, energy efficiency, and security features take centre stage, enhancing the melody of modern living.

### HARMONY IN GREEN

Against the backdrop of Hyderabad's commitment to green initiatives, a movement towards sustainable development takes root. The landscape transforms with sustainable apartments for sale, embodying eco-friendly practices and energy efficiency. Builders, attuned to this ecological rhythm, incorporate rainwater harvesting, solar power, and waste management systems into their projects. Buyers and investors, recognising the value of environmentally responsible properties, will witness the rise of a harmonious trend in 2024.

### THE COMMUNITY DANCE OF LIVING AND WORKING

In the city's beating heart, a new dance takes centre stage—co-living and co-working spaces. Popular among the younger generation and working professionals, these spaces offer a flexible and collaborative environment. The script of hassle-free living unfolds in shared amenities and a sense of community. With the rise of remote work, the year 2024 becomes the stage for significant growth in this emerging segment of the real estate market.

**I**N THE heart of India, where tradition meets technology and history intertwines with modernity, lies Hyderabad—a city that is not just a geographical location but a dynamic canvas of growth and transformation. As we step into the corridors of 2024, the story of Hyderabad's real estate unfolds, revealing a narrative shaped by emerging trends and promising opportunities.

### ECHO OF AFFORDABLE ASPIRATIONS

In the bustling streets of Hyderabad, a symphony of aspirations plays out. Professionals and job seekers, drawn to city's economic vibrancy, seek shelter in the burgeoning landscape. The real estate stage witnesses a rising crescendo of demand for affordable housing. Developers are orchestrating projects tailored for middle-income segment. The rhythm of investment beats in harmony with the need for homes at reasonable prices.



### THE INFRASTRUCTURE SYMPHONY

A city's heartbeat echoes in its infrastructure. Hyderabad's rapid development is a symphony of expanding metro rail networks, soaring flyovers, and the creation of the outer ring road. Improved connectivity becomes the backdrop against which the real estate market performs. Areas touched by the wand of infrastructure development experience a surge in demand, presenting a captivating storyline for potential investors.

### THE IT CORRIDOR

In the IT corridors of Hitech City, Gachibowli, and Kondapur, a real estate saga unfolds. The expansion of these corridors' fuels demand for residential and commercial properties. The stage is set for a dynamic interplay of growth and investment in these key areas.

### THE PRELUDE OF EMERGING LOCALITIES

The city's tale extends beyond established realms to the emergence of new localities-Tellapur, Kokapet, and Narsingi. These areas, with their proximity to IT hubs and burgeoning infrastructure, script their growth stories, attracting investors to the unfolding chapters of Hyderabad's real estate saga.

### THE OVERTURE OF CURRENT REAL ESTATE REALITIES

As we delve into the present, Hyderabad's real estate market is characterised by high demand, appreciating prices, and a diversified market

## SMART HOME AUTOMATION, ENERGY EFFICIENCY, AND SECURITY FEATURES COMMAND THE SPOTLIGHT, ELEVATING THE HARMONY OF CONTEMPORARY LIVING

catering to a spectrum of buyers. The canvas is painted with the brushstrokes of a thriving market, with prominent developers crafting a diverse range of projects.

### THE GLIMPSE INTO THE FUTURE

The crystal ball reveals a positive future for Hyderabad's real estate market. The IT industry, a stalwart in the city's narrative, is set to continue its growth, driving demand for both office spaces and residential properties. The government's focus on infrastructure development serves as a guiding light, illuminating new areas for real estate growth. The demographic melody of a young and growing population continues to resonate, creating a symphony of demand. Investors, captivated by the city's economic crescendo, find a destination rich in investment potential.

### NAVIGATING THE LABYRINTH

For those embarking on the journey of real estate exploration in Hyderabad, the script offers valuable insights:

**Thorough research:** Before stepping onto the stage, conduct thorough research on the area, developer, and property type.

**Financial preparedness:** Ensure financial preparedness with a clear budget in place for a harmonious investment journey.

**Legal due diligence:** Engage legal professionals to conduct a due diligence on the property title and other legal aspects.

**Long-term vision:** Focus on properties with strong long-term investment potential, where each note contributes to the future composition.

**Professional guidance:** Seek the guidance of experienced real estate agents or consultants, who can guide you through the complex movements of the real estate sector.

### THE ONGOING SAGA

Hyderabad's real estate market unfolds as an ongoing saga, rich in melody and promising opportunities. The city, with its diverse range of options, offers a stage for investors and homebuyers to dance to the tune of economic growth, robust infrastructure, and a thriving IT industry. With careful planning and informed decision-making, the tapestry of Hyderabad's dynamic real estate landscape invites individuals to become part of a captivating story—a story that continues to evolve, chapter by chapter.

# Policy initiatives drive healthy urbanisation in Hyderabad and Urban Telangana



**Arvind Kumar**, Special Chief Secretary, Municipal Administration & Urban Development, Govt of Telangana

**U**RBANISATION is inevitable as the economy grows. Cities are engines of economic growth, and the positive ripple effects of economic growth in urban areas lead to a multi-fold increase in employment and income levels.

India's present national urbanisation average stands at 31.16%. Notably, southern states exhibit high urbanisation rates. As per the Telangana Socio-Economic Outlook 2022, it is projected that 46.8% of Telangana's population resides in urban areas by 2022. This positions Telangana alongside Tamil Nadu, Kerala, and Maharashtra among the top three most urbanised states in the country. The accelerated pace of urbanisation in Telangana compared to other regions is noteworthy.

Telangana will have more than 50% of its population urban before 2028, with Hyder-

abad Urban Agglomeration (HUA—the area within Outer Ring Road including Hyderabad), alone having at least 40% of the state's population by then. This in turn implies that our gross state domestic product (GSDP) will continue to grow much faster than the rest of India. Some of the innovative policy initiatives undertaken by the state government are as follows:

## **UNLIMITED FLOOR SPACE INDEX (FSI)**

Telangana is the only state that provides for unlimited FSI, implying literally unlimited ver-



Durgam Cheruvu Cable Bridge

tical growth and thus more built-up area per unit of land. While it may evoke mixed reactions, it is important to clarify that all necessary precautions, in terms of fire safety, amenities, infrastructure, and traffic impact assessment, are ensured. In the process, not only the city skyline gets better, but the real estate community gets more value for money, and users.

#### TS-bPASS

The Telangana government introduced the TS-bPASS system, enabling online and self-certified building permissions for construc-

tions up to 600 square yards instantly and within 21 days for larger projects. No in-person meetings with officials are required. To date, 2.1 lakh building applications have been processed. The geo-spatial data of approved permissions is utilised to prioritise the development of new roads, creating a seamless integration of new habitats with infrastructure.

#### INNOVATIVE PROJECT FUNDING MECHANISM

Urban local bodies require upfront infrastructure funding for any project initiation.

*By 2028, Telangana is poised to surpass 50% urbanisation, with Hyderabad Urban Agglomeration comprising at least 40% of the state's population. This projection signals a rapid growth trajectory for the GSDP, outpacing the national average*

Recognising the economic benefits of improved roads, the Greater Hyderabad Municipal Corporation (GHMC) has innovatively mandated an automatic indexed increase in construction charges and property tax for properties adjacent to these roads. This dedicated revenue stream enhances the bankability of such projects. Consequently, a majority of projects in the Hyderabad Urban Agglomeration are funded through banks and institutions, leveraging the robust financial standing of local bodies.

#### DEDICATED PROJECT-BASED APPROACH TO URBAN INFRASTRUCTURE

The state government has consciously established project-based, special purpose vehicles (SPVs) to facilitate the construction of urban infrastructure. Four specific SPVs are formed for urban roads.

■ The Strategic Urban Road Development (SRDP) programme was set up to create conflict-free corridors on the main traffic-bearing thoroughfares and to increase the average speed from 15 to 35 km per hour. A total of 35 major road works, including 19 flyovers and a cable-stayed bridge, among others, are already completed and operational. The total cost is about ₹12,000 crore and is met entirely from institutional and local body funding.

■ Hyderabad Road Development Corpora-

tion (HRDC), set up in the year 2017 is another important SPV aimed at identifying and creating missing link roads. It has so far completed 25 such important missing link road projects and is now expanding to cover such missing link roads in HUA, around Hyderabad. New green-field and brown-field roads developed by HRDC offering new connectivity leading to reduced travel time, are perhaps the most important urban infrastructure intervention. Amazing works were done during the COVID lockdown time, converting an adversity into an opportunity by utilising the working time available without normal traffic.

■ Under the Comprehensive Road Maintenance Project (CRMP), 930 km of important major arterial roads in Hyderabad (3 or more laned) are handed over to private infrastructural agencies through an open bid process for a 5-year period, wherein the agencies engaged will take care of all maintenance-related issues like re-carpeting, water logging, pothole filling, lane marking, and keep the roads 24/7/365 motorable. This has ensured better upkeep of these important roads and a greater level of citizen satisfaction.

■ Likewise, 100 km of storm water drains are constructed by the Strategic Nala Development Project (SNDP) to prevent flooding in low-lying areas.

■ Hyderabad, the only city processing 100% of its sewage waste.

■ Hyderabad, by September 2023, will be the only city in India to be able to process 100% of its sewage when 31 STPs with a capacity of 1260 mld will be ready in addition to the existing 700 mld.

## **BALANCING THE PURSUIT OF MODERN INFRASTRUCTURE AND IMPROVED LIVING CONDITIONS, THE STATE MAINTAINS A COMMITMENT TO PRESERVING ITS RICH HERITAGE AND CULTURE**

### **WASTE TO ENERGY (WTE)**

Telangana already has a 20 MW plant running based on waste to energy (WTE) from the Refused Derived Fuel (RDF) at Jawahar Nagar under PPP mode. Four new plants are under construction, and Telangana shall produce 101 MW from WTE by March 2025, utilising the daily waste for the next three decades on a daily basis for HUA—a foot no other city will have in India.

Here are some of the state-level initiatives that are driving urbanisation at the state level:

### **NEW MUNICIPAL ACT**

A new legislation, the Telangana Municipalities Act (TMA), was enacted in 2019, replacing a number of archaic and multiple acts. The central theme of this new Act is the citizen and how municipal services serve the citizens in a time-bound, transparent, and user-friendly model. Among others, it brings professionalism to preparing and managing municipal budgets, provides for a mandatory 10% of the municipal budget earmarked as 'green budget,' and makes all municipal services available online and in a time-bound manner.

In order to bring infrastructure improvements while acknowledging urban growth, the number of urban local bodies (ULBs) increased from 68 to 142 in 2019. To strengthen these new ULBs and also the existing ones, ₹4,700 crore worth of infrastructure works in these 142 ULBs—roads, street lights, civic amenities, green cover, drinking water, and management of faecal sludge—by constructing Faecal Sludge Treatment Plants (FSTPs) to process all the septage and faecal sludge in all these ULBs were taken up by Telangana Urban Finance & Infrastructure Development Corporation (TUFIDC), and in less than 4 years, massive infrastructure improvements can be seen all around.

In our quest to create new infrastructure and better living conditions, the state has not lost its focus on its rich heritage and culture. Stepwells, parts of old city heritage, and Qutub Shahi tombs, among others, are being restored.

Today, urban growth in Telangana is the fastest and is growing further. All these initiatives have ensured that the quality of life in urban areas improves and that people have strong security of social and physical infrastructure and growth in the economy.



# APARNA: Delivering excellence since 1996



**Aparna Constructions: 46 gated communities delivered across 3 cities**

*Aparna is committed to revolutionising the home-buying journey, prioritising trust and enhancing the experience for valued customers*

**E**STABLISHED in 1996 with a singular focus on the customer, and 27 years later, this fundamental business philosophy is ingrained in the DNA of everyone associated with Aparna Constructions. At its inception, the real estate sector was largely unorganised and plagued by dubious practices. Homebuyers were understandably cautious, facing a cumbersome and lengthy process. Aparna emerged to bring about change, striving to instill trust and streamline the home-buying experience for customers.

Aparna realised that everyone in the market to purchase a home was looking for something more than a good offer. Families experi-

ence a transformative moment when they purchase a home in every meaning of the word. It is the turning point that secures the hopes of the next generation while also bringing years of optimistic dreams to life. Aparna therefore concentrated on getting to know their clients' needs and goals in order to guide them through the wonderful process of becoming home owners.

In order to address false claims, subpar products, and inadequate customer support, Aparna established a set of principles that would not only help them win over customers' trust but also shape the direction of this sector going forward.

The following tenets of the brand still serve as its foundation: customer first; act

with the highest integrity; accountability at all levels; continuously innovate; and create destinations.

Being in your consumers' hearts is the biggest location advantage, according to Aparna, which sums up these basic beliefs.

So far, Aparna has completed 46 gated community projects totalling more than 31 million square feet. Over thirty million square feet are currently being planned and executed in various stages. During this time, more than 19,000 families in Hyderabad, Bengaluru, and Vijayawada have received the keys to their dream homes. A sizable percentage of returning customers attests to the high degree of satisfaction that Aparna customers experience.

# A legacy of building trust

*With 25 years of proven reliability, the brand consistently delivers quality homes on time with advanced facilities for an urban clientele*

**E**VERY aspiring homeowner harbours concerns and goals. Will the builder deliver precisely as discussed? Can they ensure timely project completion? Will the quality meet expectations? Do the facilities match the impressive appearance depicted in photos?

Aparna has effectively addressed these concerns by consistently honoring their commitments. Over the past 25 years, the brand has earned favour among buyers for its reliable performance. Notably, it has demonstrated the ability to deliver homes punctually, maintain elevated quality standards, and provide advanced facilities to an increasingly urban and cosmopolitan clientele. The real litmus test for a company lies in how it navigates crises and engages with its customers, and Aparna has repeatedly demonstrated resilience in such trials.

Aparna opened Aparna Sarovar, the largest gated community in the city, in 2007-2008. However, India also experienced the terrible after effects of the global financial crisis that struck the world in 2008. Overnight, banks and customers alike were incredibly cautious and conservative. The majority of the city's building initiatives were put on hold. Despite all the difficulties, Aparna chose to persevere and give birth to Aparna Sarovar.

To help the market recover, the sale price was drastically reduced without sacrificing any of the requirements. In an effort to repay all of the prior purchasers for the excess money they had paid due to the price reduction, the company did right by the long-term clients who had placed their trust in it. This increased consumer confidence in the brand and established a new standard for transparency across the real estate industry.

The market was unclear even in the period

preceding the formation of the new state of Telangana. In order to address this, Aparna introduced a cutting-edge programme known as 'Aparna Price Protection Cover' (APPC) to instil confidence in homebuyers. Homebuyers who participated in this initiative were assured of receiving reimbursement of the difference, in case, Aparna decreased the price of their property before they took possession. To entice homebuyers, this programme was reinstated during the COVID-19 pandemic. Both times, the programme had a great impact on improving the Hyderabad market.

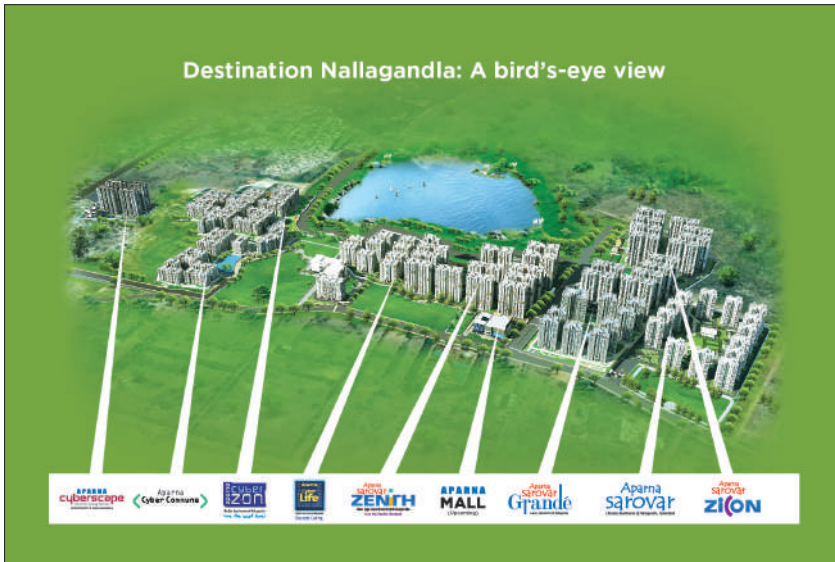
## TRUST THROUGH QUALITY

Because of its backward integration methodology, Aparna has a distinct advantage over other companies in the field when it comes to quality innovation. The Aparna Group produces a sizable portion of the raw materials utilised in Aparna Gated Communities to exacting standards. This comprises Okotech lead-free uPVC profiles, Aparna Venster uPVC windows and doors, Vitero Tiles, Aparna Ready-mix Concrete, and Alteza aluminium windows and doors.

Strict quality adherence, incredibly accurate production, and improved cost control are made possible by this. Although they come from the highest-calibre suppliers, raw materials that are not produced by the Aparna Group are nevertheless put through rigorous quality inspections. Every building site has QC infrastructure set up, and materials cannot enter without passing tests. The extremely sensitive and thorough 'Sheen' test performed on exterior paint is evidence of Aparna's infatuation with excellence.







**APARNA ADOPTS GREEN TECHNOLOGIES TO ACHIEVE SUSTAINABLE DEVELOPMENT, EXEMPLIFIED BY APARNA SAROVAR GRANDE, TELANGANA'S FIRST PLATINUM-RATED IGBC PROJECT NEAR NALLAGANDLA**

# Building destinations

*Aparna leads in identifying key locations that are strategically located in relation to the growing city*

**A** LOW quality of life often stems from the establishment of housing in heavily polluted areas and the overpopulation of existing neighbourhoods. In contrast, Aparna advocates for the sustainable expansion of residential areas by carefully choosing well-located sites within the growing metropolis. This approach not only ensures a clean and healthy lifestyle but also contributes to the overall betterment of the community.

Nallagandla was essentially unknown before to Aparna Sarovar's 2007 launch, and those who had heard of it were unsure of how to get there. However, with the city experiencing an IT boom, Aparna saw Nallagandla as a prime

strategic site near the district, which was then undergoing development and laid the groundwork for a fully developed, vibrant suburb.

Six of Aparna's projects in Nallagandla are finished, and two more are in progress. Completion of a brand-new Aparna Mall is also imminent. Today, approximately 7,000 families live in Aparna gated communities in Nallagandla, including workers from prestigious IT companies like Microsoft, Amazon, Wipro, and many more. The main road in Nallagandla is lined with high-end stores and brands that serve one of the most sought-after locations in the city right now—one that Aparna developed.

Located in Gundlapochampalli, Kompally, to the north of Hyderabad, is another famous loca-

tion that Aparna designed. Aparna Kanopy is a novel 72-acre green project that combines plots, villas, and flats. It is currently home to approximately 2,200 families. Homebuyers had not heard of Gundlapochampalli before its 2011 introduction. But like Nallagandla, Aparna sensed this place's potential to become a fantastic destination there.

Growing numbers of families found value in purchasing a home inside Aparna Kanopy as a result of the establishment of prestigious pharmaceutical and biotech companies nearby. Today's residents have easy access to major supermarkets and brands, converting the neighbourhood into a sought-after suburb.

**BUILDING A GREENER FUTURE**

In order to achieve its objective of sustainable development, Aparna has also taken the initiative in using green technologies. Indeed, Aparna Sarovar Grande, Telangana's first-ever platinum-rated IGBC project, is a towering structure near Nallagandla.

Rainwater collection sumps, solar water heaters, solar PV panels for common area lighting, and STP recycled water for toilet flushing are just a few of the green initiatives implemented in Aparna gated communities. Organic waste conversion, which turns gathered organic waste from the community—such as leaves, flowers, vegetables into beneficial compost, is Aparna's most recent innovation.

Using 6 MT of scrap material from Aparna serene park in Kondapur, ambient art was created to decorate the community, transforming waste into beauty. Small, creative solutions play a big part in large-scale construction, whether they be repurposing paint buckets to carry water, scrap steel to make landscaping components, or cement bags to move sand.



**Aparna Aqua: Lake-view apartments coming soon in Raidurgam, Hyderabad**

# Projects in the spotlight

*Aparna upcoming projects include IGBC Gold-rated pre-certified green residential projects as well*

**A** PARNA Synergy, the brand's most recent launch in the Gandhi Maisamma area, has rapidly garnered popularity as a fun gated community with a focus on children. Aparna Synergy is located close to three prestigious universities and ten prestigious schools, all accessible within a 25-minute drive.

Aside from an exclusive indoor sports complex, the community offers cutting-edge amenities like a virtual gaming zone and an adventure play area, as well as outdoor sports like box cricket and tennis courts. These features have all been carefully chosen to promote holistic development and complete childhood.

Aparna Serenity is a ready-to-move-in gated community near Suchitra junction that is perfect for modern families. In addition to the large clubhouse, Aparna Serenity has a commercial complex and an exclusive sports club. Across a total of 22 buildings, purchasers can select from a variety of 2, 2.5, 3, and 4 BHK flats. Aparna Serenity has excellent accessibility to prestigious schools, retail and entertainment hubs, pharmaceutical companies, and Secunderabad, all just a short distance from the Kompally main road.

The under-construction Aparna Kanopy Yellow Bells and the move-in ready Aparna Kanopy Marigold are both in North Hyderabad. Both are a part of Aparna Kanopy, a vast 72-acre residential complex with beautiful landscaping and abundant green spaces all around. Homebuyers can choose from a variety of 2, 2.5, and 3 BHK apartments in Aparna Kanopy Marigold and Yellow Bells. 2.5 BHK apartments are particularly popular because the extra room can be used as a home office, personal gym, home theatre, game room, or any number of other uses.



**Aparna Synergy: Amenities for a complete childhood in Gandhi Maissama Location, Hyderabad**

Aparna Sarovar Zicon is the pinnacle of green urban life, bordering the beautiful, green HCU campus on one side and the Nallagandla lake on the other. A vast 25.5 acres are home to 14 high-rise towers that provide a variety of 2, 2.5, 3, 3.5, and 4 BHK homes to prospective purchasers. The cherry on top is that the project is located close to both the main road and the future Aparna Mall, both of which are accessible by foot. In addition to the well-known clubhouse featuring a temperature-controlled pool, the sporting facilities offer a football court, tennis, badminton, squash, and more.

## UPCOMING PROJECTS

Aparna GreenScapes is poised to transform the Kompally residential scene by offering expansive, over 5,000 square foot, five-bedroom apartments complete with a maid's room. Additionally available will be somewhat larger apartments with three and four bedrooms. Aparna GreenScapes, which is close to Suchitra Junction and directly on the Kompally main road, is sure to impress from the moment you walk in. Its façade design incorporates vertical

gardens for a vibrant, fresh look, and it offers a plethora of indoor and outdoor amenities to provide a truly modern lifestyle. IGBC Gold-rated Aparna GreenScapes is a pre-certified green residential project.

Aparna Aqua is also waiting to make her debut. The gated community, which is situated in Raidurgam near the gorgeous Malkam Cheruvu lake, will only have opulent four-bedroom residences housed in three 50-story high-rise towers. Residents will adore opulent features like an outdoor café deck, a jacuzzi, a temperature-controlled pool, and a variety of indoor and outdoor activities in addition to the pristine view of the lake from their residences. IGBC Platinum-rated Aparna Aqua is a pre-certified green residential project.

Aparna has been able to lead Hyderabad's real estate market and satisfy its clients with the highest standards of quality by keeping a close watch on the rapidly changing lifestyles worldwide and focusing on the needs of its clients.

*(To know more about Aparna Constructions and explore their gated communities, call 70953 33335 or visit —[www.aparnaconstructions.com](http://www.aparnaconstructions.com))*

# Green buildings: Crafting a sustainable tomorrow

*IGBC urges the construction industry to adopt its green rating system for current and upcoming projects*



**IGBC Green New Building Gold: Dr. B.R. Ambedkar Telangana State Secretariat**



**KV Sreedatta,**  
Associate Counsellor,  
IGBC Hyderabad Chapter

**I**N THE realm of modern architecture, 'green buildings' exemplify human ingenuity and environmental consciousness. Also known as sustainable or eco-friendly buildings, these architectural marvels are meticulously designed, constructed, and operated with the sole purpose of minimising environmental impact while enhancing the well-being of their occupants.

Green buildings serve as exemplars of resource efficiency by judiciously managing water, electricity, and other vital resources. They advocate for waste reduction, mitigate pollution, and staunchly combat environmental degradation. Central to this progressive approach are sustainable materials, energy-efficient systems, water conservation initiatives, and an unwavering dedication to maintaining superior indoor air quality. Dr. (late) Prem C. Jain, former Chairman of the IGBC, aptly encapsulated the essence of this paradigm shift, stating, "If we change the way we think about buildings, what we build might change the world."

The Indian Green Building Council (IGBC), a prominent organisation founded in 2001 un-

der the Confederation of Indian Industry (CII), is spearheading the green revolution in India. With over two decades of dedicated effort, IGBC has emerged as a pivotal force in India's green building movement, actively contributing to the shaping of a sustainable future. This transformative vision is vividly manifested in the dynamic state of Telangana, boasting more than 528 IGBC-registered green building projects, covering an impressive expanse of over 349 million square feet.

The IGBC's influence is evident in all of Hyderabad's metro stations, major railway stations like Secunderabad, Hyderabad Deccan, and Kachiguda, and famous government buildings like the Commissioner of Industries Bhavan



Gemini Hyderabad



IGBC Nexus Hyd

and the HUDA Annexe Building. The Telangana Integrated Secretariat Complex and the Rajiv Gandhi International Airport proudly display the IGBC's green building ratings on their monumental structures. Private enterprises of repute, including Capgemini, Dell, and the awe-inspiring architectural marvels like Jayabheri-The Peak and Cybercity-Rainbowvistas at Rockgarden, have also embraced the IGBC standards, illuminating the path towards a more sustainable and harmonious coexistence between human innovation and the natural world. This veritable tapestry of green buildings, woven

with the threads of environmental responsibility and architectural brilliance, paints a promising picture of a future where elegance meets eco-consciousness.

In the intricate tapestry of global energy consumption and environmental impact, the buildings and construction sector stand as a substantial player, consuming a staggering 36% of the world's energy and contributing to 39% of global carbon emissions (source: ANZ Report by WorldGBC). This alarming reality underscores the sector's pivotal role in the urgent global endeavour to combat climate change

## GREEN CONSTRUCTIONS EMBODY SUSTAINABILITY AND OFFER SIGNIFICANT ECONOMIC BENEFITS, POTENTIALLY INCREASING RENTAL AND RESALE VALUES BY UP TO 20%

and adhere to the ambitious targets set forth by the Paris Agreement—specifically, the imperative to limit the rise in global warming temperatures to 1.5°C. Amid this pressing challenge, a beacon of hope emerges in the form of green buildings, as illuminated by the discerning insights of the World Green Building Council.

Green constructions not only embody sustainability but also yield significant economic benefits. They possess the remarkable ability to command higher rental and resale values, experiencing a potential increase of up to 20%. This dual advantage of environmental responsibility and financial return underscores the attractiveness and viability of green building practices in the real estate market.

These eco-conscious marvels attract environmentally aware buyers, boosting marketability. Energy-efficient features like solar panels and intelligent appliances not only enhance appeal but also ensure lasting cost savings for developers and homeowners. Green buildings reduce operational and maintenance expenses through sustainable design. The State Bank of India offers additional loan discounts for green home purchases. C. Shekar Reddy, IGBC Hyderabad Chapter Chairman, urges stakeholders to adopt the IGBC Green rating system for ongoing projects, achieving up to 40% energy and water savings, reduced costs, improved occupant well-being, and conservation of natural resources. Existing buildings can also go green to mitigate environmental impact.

In the pursuit of IGBC certification for any project, a profound emphasis is placed on a holistic approach to green initiatives. Depending on the level of implementation of the green measures, the certification will be awarded in silver, gold, or platinum. The process entails a thorough review, meticulous audit, and expert advice as necessary from IGBC.

# Looking for a perfect property in Hyderabad?

*Ensuring the builder's reputation and a solid track record is crucial when making a purchase*



**Sanjay Pan**, is a professional with expertise in the Real Estate industry

It's an exciting adventure to search for your dream home in Hyderabad, a busy metropolis. With a thriving real estate market, cosmopolitan neighbourhoods, and numerous job opportunities, Hyderabad is an attractive choice for homeowners. However, the challenge lies in identifying the perfect property that aligns seamlessly with your preferences. Here are five things to consider when searching for your ideal home to help you find it a little easier.

## THOROUGH RESEARCH

Research is an essential first step in making an informed decision. Before you make a significant investment, it is imperative that you comprehend Hyderabad's real estate industry and property trends. Understanding the state of the market will not only enable you to look at a variety of possibilities before deciding on a house, but it will also enable you to create a more reasonable budget. The internet has a wealth of resources. You can check out the websites or social media accounts of well-known builders, who typically update their followers on Hyderabad's real estate market.

## STATE YOUR NEEDS

It's important to decide what your priorities are before you begin shortlisting properties. Are you searching for a serene spot to live away from the busy city, a family-friendly community, or a proximity to your place of employment? Clarity regarding your desired property type—an apartment, duplex, or villa—as well as your



## HYDERABAD'S VIBRANT REAL ESTATE, COSMOPOLITAN NEIGHBOURHOODS, AND AMPLE JOB OPPORTUNITIES MAKE IT AN APPEALING CHOICE FOR HOMEOWNERS

budget and location are crucial.

## SHORTLIST LOCATIONS

Hyderabad's sprawling landscape offers a range of neighbourhoods, each with a distinct charm. Think about neighbourhoods like Kokapet, Narsingi, and Kondapur; these are some of Hyderabad's most sought-after places because of their closeness to the city's expanding financial and IT districts as well as the presence of the best retail malls, hospitals, and schools in the vicinity.

## BUILDER AND LEGAL VERIFICATION

Make sure that the property you are considering has all the required permits and approvals, including HMDA and RERA. Making sure the builder you are buying from is reputable and has a solid track record. It is imperative that you take this action in order to protect your investment and avoid any possible legal issues.

## FACILITIES AND AMENITIES

When buying a home, it's crucial to consider the features and amenities inside and outside of your community. It's important to carefully consider recreational amenities like swimming pools, clubhouses, and cafes in addition to essential services like parking, security, and open areas. As these can affect property values, it's also critical to find out more about the impending real estate or infrastructural developments in and around the project.

It's not easy to choose the ideal residential property in Hyderabad, but you can find your ideal residence in the City of Pearls by keeping your priorities in mind, conducting thorough due diligence and market research, and being well-informed about the property's amenities and future development plans.

# PEBs: Revolutionising the Construction Sector

*Despite this, steel buildings haven't fully penetrated sectors dominated by traditional cement construction. Nonetheless, pre-engineered steel buildings have significantly impacted areas like shipyards, metro rail, low-rise buildings, warehouses, showrooms, and factories*



**Deepak Nagar**, is a PEB industry professional for over 15 years

**T**HROUGH a variety of new goods and services, technological advancement over time has greatly improved people's quality of life. An example of one such revolution is the metal-building sector. After World War II, the idea of metal buildings gained popularity, having its start in the US in the early 1900s.

In contrast to traditional methods, the Second World War saw the widespread use of prefabricated technologies for the mass manufacture of steel buildings for the military industry, which significantly advanced the metal building construction process. The 1960s saw a number of innovations that altered this business, including computerised designs and production methods, colour-coated panels, and insulating panels.

This resulted in the sector receiving a new name: Pre-Engineered Steel Buildings (PEB), since buildings were supplied using technology advancements to be specifically tailored or modified to meet the needs of the customer. Between the 1970s and the late 1990s, PEB controlled over 60% of low-rise buildings in developed countries, specifically those classified as industrial and commercial.

## DRIVING FACTORS

Steel is the only essential raw material for any kind of steel building and makes up a significant portion of PEBs. Apart from the current building materials, steel is going to get more acceptance as one of the primary building materials since it offers a number of unique qualities and an advantage over other materials. The government's encouragement of the steel industry to boost production to an expected 300 million tonnes by 2030-31 would also lead to a rise in steel consumption in the upcoming years. Over the past five years, the per capita consumption of steel has climbed from 57.6 kg to 74.1 kg, and by 2030-2031 it is expected to reach up to 160 kg (Gol).

The PEB concept gained impetus in the In-

dian markets in the early 2000s due to the opening up of the economy and a number of multinationals planning to set up their facilities to target the rapidly growing Indian consumer demand for different products. Heavy FDI inflows were also a result of amended government regulations, industry-friendly policies, and the promotion of India as a desired FDI destination, which further boosted PEB technology. Despite the encouraging rise, there is still more work to be done in the construction industry before the PEB concept is widely applied and corporate adoption reaches the level of industrialised economies.

## PEB INDUSTRY GROWTH

The market demand is estimated to be over 12 lac MT annually, and the PEB sector is now growing at an average annual rate of 10-12%. Over the past ten years, the PEB business in India has grown significantly, raising awareness among consultants and clients. In the current situation, a PEB comes to mind right away for anyone wishing to open a factory or warehouse. The sector has not yet reached its full potential since rising consumption is causing a gap in the supply and demand, which in turn is causing the establishment of new industries and growing the PEB market.

Over the past 20 years, the PEB business has expanded rapidly, and now that it is made up of leading organised companies, it is maturing to reach the next stage of its growth trajectory. Through constant knowledge sharing

**THE MARKET DEMAND FOR PRE-ENGINEERED STEEL BUILDINGS IS ESTIMATED TO SURPASS 12 LAC METRIC TONS ANNUALLY, WITH THE SECTOR EXPERIENCING A NOTABLE GROWTH RATE OF 10-12% ON AN AVERAGE ANNUAL BASIS**



## THE PLI PROGRAMME WILL DRIVE SUBSTANTIAL INVESTMENTS IN MANUFACTURING, BOOSTING DEMAND FOR LARGE-SCALE GRADE A WAREHOUSES AND PRESENTING SIGNIFICANT GROWTH POTENTIAL FOR THE PEB INDUSTRY IN THE FUTURE

coming years, making it one of the fastest-growing in the world. High expansion in the construction sector is also anticipated, which will boost demand for products and services, encourage more investment in industrial facilities, and ultimately raise the market for pre-engineered steel buildings (PEB). PEB has impacted shipyards, metro rail, low-rise buildings, warehouses, showrooms, and factories, among other places.

However, steel buildings are yet to penetrate many other areas where traditional construction using cement continues to dominate. As the penetration is very low, there is a huge scope for steel construction in the future. The good news is that the mindset is slowly changing about steel buildings, and hence we see a good opportunity in the coming years.

The PLI (production linked incentive) programme would result in significant investments in the manufacturing sector, which would raise demand for large-scale Grade A warehouses and give the PEB industry enormous growth potential in the years to come. Growing domestic consumption due to younger population growth, evolving lifestyles and habits, increased disposable incomes, etc., would increase demand for larger factory and warehouse buildings in all market categories. Massive investments will be drawn to other programmes like Atma Nirbhar Bharat, 'Make in India,' Industrial Corridors, National Investment & Manufacturing Zones, Gati Shakti Plan, Freight Corridors, etc., which will raise the need for PEBs.

with the target audience at seminars, conferences, industry forums, colleges, and education curricula, among other venues, the industry is surmounting numerous obstacles and growing in popularity.

Additionally, the availability of labour at diverse project locations across India is a severe barrier for the constantly expanding construction and infrastructure sectors. Since pre-fabricated steel construction uses less labour on construction sites, many businesses are imple-

menting cutting-edge construction technologies at this critical juncture, such as steel construction. Other issues facing the sector include steel price fluctuations, low entry barriers that lead to a number of PEB firms focusing mainly on fabrication, a disregard for quality and safety, conditions of payment, etc.

### THE FUTURE

The Indian economy is predicted to expand at a rate of 6-6.5% per year on average in the up-

# Hyderabad's Real Estate Boom: Promising emerging areas

*Investing in emerging localities requires considering factors such as proximity to employment centers, infrastructure, connectivity, public transit & essential amenities like schools, hospitals, and shopping malls*

**W**HEN investing in emerging neighbourhoods, consider crucial factors like proximity to IT hubs, employment centers, infrastructure development, connectivity, public transit, and the availability of amenities such as schools, hospitals, and shopping malls. Hyderabad is an IT hub and one of the fastest-growing cities in India. The city has a soaring demand for real properties. Although Gachibowli and Hitech City are well-known IT hubs, there are a number of exciting new areas that provide potential for investment.

## TELLAPUR

Tellapur is a rapidly expanding suburb in western Hyderabad. It has easy access to two major IT clusters, Gachibowli and Madhapur, as well as a number of educational institutions. The fast expansion of the region's infrastructure is attracting both commercial & residential investment.

## KOKAPET

West Kokapet in Hyderabad is another area that shows promise. It is well-known for its tranquility and closeness to major companies and IT parks. The luxurious apartment buildings in this neighbourhood are another reason why high-net-worth individuals pick it.

## NARSINGI

Narsingi, a suburb of Hyderabad in the west, is expanding quickly. It features multiple SEZs and excellent connectivity to the IT corridor through the Outer Ring Road. Demand for local real estate, both commercial and residential, is growing.

## KONDAPUR

Kondapur is a well-known residential and commercial area in western Hyderabad. There are a lot of restaurants, shopping malls, and IT firms



## HYDERABAD, A THRIVING IT HUB AND RAPIDLY GROWING CITY IN INDIA, EXPERIENCES HIGH DEMAND FOR REAL ESTATE

there. The suburb is well-connected to the city via the Metro Rail and the Outer Ring Road.

## BACHUPALLY

Bachupally is a new northern suburb of Hyderabad. It offers excellent access to Madhapur and Kukatpally, two IT hotspots, and numerous Special Economic Zones. Demand for residential real estate in the area is rising.

## KOMPALLY

Another suburb in north Hyderabad, Kompally, is expanding. It is close to the Gachibowli and Hitech City IT corridors and contains multiple schools. It's becoming a popular place to invest

in residential and commercial real estate due to its rapid infrastructure development.

## MANIKONDA

Manikonda is a respectable residential and commercial area located in western Hyderabad. There are a lot of restaurants, shopping malls, and IT firms there. The suburb is well-connected to the city via the Metro Rail and the Outer Ring Road.

## SHANKARPALLY

A new suburb in northwest Hyderabad is called Shankarpally. It offers excellent access to Madhapur and Kukatpally, two IT hotspots, and numerous Special Economic Zones. Demand for residential real estate in the area is rising.

## RAJENDRA NAGAR

In western Hyderabad, Rajendra Nagar is a well-liked residential neighbourhood. Other educational institutions and two IT clusters, Gachibowli and Hitech City, are easily accessible. Because of the area's affordability and close proximity to the IT corridor, investors are coming back.





# Home Decor in *Style*

*Homeowners are increasingly aligning their homes with eco-friendly values*

**I**T'S EASY to underestimate the significance of home decor. However, the spaces we inhabit exert a profound influence on our well-being and mindset. Whether it's the understated elegance of a carefully chosen rug or the subtle impact of thoughtfully selected sofa covers, these seemingly minor elements play a pivotal role in shaping our perception of the spaces we call home. Rugs, for instance, transcend their role as mere floor coverings; they serve as anchors that ground the room and unify disparate elements. A strategically placed rug can define distinct areas within an open floor plan, fostering visual harmony. Similarly, sofa covers extend beyond providing protection for your furniture; they are style statements capable of effortlessly transforming the entire ambiance of your living room.

Depending on your taste, there are many ways to decide on a theme for your living space. For instance, minimalism is a popular go-to for many homeowners in IT hubs. Originating in the mid-20th century, minimalist home decor is characterised by simplicity, functionality, and minimalism. With time, it has also evolved to become a staple in modern interiors, emphasising clean lines, neutral colours, and natural materials.

In India, a pop of colour remains an important element in home decor. Other traditional elements, like handcrafted wooden furniture,

intricately carved artefacts, and rich textiles, are central to bringing out the warmth of Indian interiors. The use of bold hues such as saffron, royal blue, and deep reds is also a common practice.

Apart from these contemporary styles, there is another emerging style to consider while revamping a living space. In alignment with the growing global awareness of environmental issues, sustainability is gaining momentum. A shift towards eco-friendly and sustainable practices in recent years has allowed many eco-conscious home owners to imagine their living space in accordance with their ethical choices.

## UPCYCLED FURNITURE

Go for the charm of repurposed furniture pieces. Vintage finds or items salvaged from flea markets can be given new life with a fresh coat of paint or a clever rearrangement. This not only adds character to your space but also reduces the demand for new furniture production. Bringing back antiques is also a great way to add a cultural dimension to your interior space.

## NATURAL FIBRE RUGS

Opt for rugs crafted from sustainable materials such as jute, sisal, or bamboo. These not only bring an organic touch to your floors but also contribute to a healthier environment by minimising the use of synthetic materials.

## INDOOR PLANTS

Integrate greenery into your decor with indoor plants. Not only do they purify the air, but they also add a touch of nature to your interiors. Consider large, statement plants like the Fiddle Leaf Fig for a bold focal point, or opt for a collection of succulents in decorative planters for a modern touch. Elevate your space with hanging planters featuring cascading greenery, such as Devil's Ivy or String of Pearls. Terrariums, housing miniature ecosystems, can also bring a touch of whimsy to tabletops. Incorporate plant stands and macramé hangers for dynamic height variations.

## ENERGY-EFFICIENT LIGHTING

Upgrade your lighting fixtures to energy-efficient alternatives. With a well-planned lighting scheme, you can enhance the functionality and aesthetic appeal of your home.

Luminate your space thoughtfully with efficient lighting solutions. Opt for adjustable track lighting to highlight features like artwork or architectural details. Integrate recessed LED downlights for a sleek, unobtrusive look, providing even illumination. Pendant lights, such as the classic Nelson Bubble Lamp, add a touch of sophistication while offering focused task lighting. Embrace the versatility of dimmer switches to control the ambiance, creating dynamic moods for different occasions. Select energy-efficient LED bulbs for longevity.

# Transforming spaces: Navigating the world of modern furniture

*Choosing the right furniture that is durable, functional, comfortable and stylish can elevate any living space and add a unique aesthetic appeal to it*

**I**N THE dynamic realm of interior design, where the focus is on seamlessly blending comfort, functionality, and style, furniture plays a crucial role in shaping the aesthetics of contemporary living spaces. Whether you inhabit a spacious villa or a compact apartment, staying informed about the latest furniture trends and styles can assist you in crafting a space that mirrors your distinct personality, caters to your space's unique demands, and purposefully aligns with your requirements.

Embracing interiors with eye-catching modern aesthetics encompasses opting for furniture characterised by clean lines and minimalist yet attractive designs with a focus on functionality, flexibility and comfort, wherein convenience of use, durability, innovative designs and space's rational organisation dictate the choices. Current trends in furniture designs emphasize, on the one hand, the use of natural materials and sustainable practices, and on the other hand, a harmonious blend of form and function.

Handpicking furniture in neutral hues - whites, grays, and earthy tones —infuses a touch of modern elegance in any space. Such colours not only help create a contemporary ambience but also serve as a timeless backdrop, allowing you to experiment with other design elements in terms of accessories and accents. Furthermore, contemporary furniture designs that align interiors with contemporary values are increasingly leaning towards sustainable and eco-friendly materials - bamboo, reclaimed wood, and recycled metals.

Furniture that is versatile and multi-functional is a key attribute of contemporary living spaces, especially in apartments where space is a premium. Think sofa beds, nesting tables, and storage ottomans for apartments



to ensure maximum utilisation of the available space, while villas, with their vast expanse of living area to experiment with, can accommodate statement pieces that amalgamate both style and function.

While aesthetics and trends play their part, the emphasis should be on tailoring furniture preferences for maximum space utilisation and ensuring that the chosen piece serves its purpose while not sticking out like a sore thumb in the overall interior design theme.

For opulent villas, where grandeur goes hand in hand with comfort, statement pieces—a statement sofa or an oversized dining table—accentuate the overall interior design aesthetics. Moreover, with spacious gardens or balconies, villas provide the perfect canvas for experimenting with durable, weather-resistant outdoor furniture.

With regard to the availability of space,

apartments are on the other end of the spectrum, wherein space maximization lies at the heart of the entire furniture design or selection process. Here, it pays to opt for sleek and streamlined furniture that maximises space utilisation alongside vertical storage solutions for adding the illusion of height in smaller rooms. It is important to choose modular pieces that can adapt to the changing needs of a compact living space.

In the expansive world of modern furniture, where numerous designs abound, staying informed about trends empowers you to fashion a living space that seamlessly blends contemporary aesthetics with specific requirements and innovative design elements. Whether in a spacious villa or a cozy apartment, making the right furniture choices can metamorphose your dwelling into a harmonious haven of comfort and style.