



Dripping in wood finesse!

By Parul Mittal,
Director, Greenlam Industries Ltd

Who doesn't love vacations? The idea of taking some time off to absolutely relax and recharge your batteries, on a sunny day at the beach and cocktails to go with, is indeed very appealing. Relaxed vacations also call for relaxed accommodations with interior designs that are truly exotic and let you have a leisure time and by the end of your vacation, leaving you in high spirits for another one!

A peaceful state of mind on vacation is not only achieved by just selecting and visiting a serene location. Whether the look of your vacation home is contemporary or rustic, it has a distinct style like mid-century modern, the thought of well-designed rooms with sophisticated décor are fascinating. The best part is you can make your vacation home look glamorous with slight alterations and adjustments.

Read on to get an idea on how you can change the look of your vacation home and make it look like an ideal getaway destination!

CLEAN AND CONTEMPORARY
Earthy colours work well with vacation homes as they reflect the idea of being close to nature and its scenic beauty. Earthy colours are versatile and can take on different characteristics depending on how they are used. One can have endless combinations between colours that are soft and muted to create interesting balances throughout the room. Paired with real wood floors, these colours will give a soothing vibe to your home.

Simple changes in the interior design such as colour can instantly make a unique difference, while keeping the local inspiration that make vacation homes so endearing. Colours such as white make the space look airy and can be paired with distressed veneers to give that grungy and rustic coastal vibe. Insightful additions to your space in the form of local art, comfortable linen and floor to ceiling windows, which enhance the limitless panoramic views, are some of the ways in which you can ensure comfort as well as beauty at the same time.

WOOD WASH
Sleek and modern interiors give way to limitless techniques wherein you can bring about the beauty of your vacation home.

Installing engineered real wood floor planks is always the classic way to begin with because they enhance the earthy tones and go with most of your décor. Furthermore, an exquisite piece of decoration through an enchanting chandelier could also interest you because chandeliers always make the room chic yet elegant.

If you are looking to bring nature and its freshness inside your vacation home, adding plants is always a good idea. Not only do they complement engineered wood flooring, but also add trendy patterns to your décor. If you want to add patterns to your space, you can go with various design elements such as cushions which come in geometric or striped patterns. While patterns do add that coastal feel, nothing is better than having natural light shining through your home making it look sparkling and pristine.



A WOODY AFFAIR

We all know that seaside gives way to extreme weather conditions, for example, strong winds, tough rains, sandy beaches, all these conditions are somewhat harmful to your exteriors. Why to focus on just the interiors when exteriors also play a big role in the whole vision? If you want to incorporate stone finish and complement it with your grungy abode, then exterior grade compact laminates are the best option for you. These laminates are specially designed to beautify your exteriors.

Exterior clads allow you to decorate your home and also come with special fasteners which are made using non-corrosive materials like stainless steel and aluminium, that offer better colour fastening properties. Lava Stone for a stone finish is a perfect example of a look that is class combined with luxury.

SION, THE CENTRE-STAGE OF MUMBAI'S REALTY ATTRACTION

REALTY DESTINATION

Post the RERA reforms, when branded developers are busy chalking out plans of their upcoming projects, various belts of Mumbai are bustling to positive market sentiments. Amid this, Sion, a strategically located central part of mainland Mumbai, is one region, which is hitting City's realty charts due to increased realty activities.

By Hiral Sheth, Head - Marketing, Sheth Creators

HOW SION GOT INTO THE GAME

Sion, a perfect city junction that connects an island city from the east to west, has remained the most-wishful location for residential buyers. An upward price movement of residential realty in Sion is the result of its geographical advantage. Be it gated communities of cosmopolitans, higher income groups or non-residents all find solace in investing into various residential realty projects located in Sion. The trend has shown that the residential realty investment in Sion has always offered better returns due to its location supremacy.



CONNECTIVITY

Sion has always shown a rising pricing trend. Thanks to the connectivity factor it boasts. It provides the 'Living on the Highway' advantage



Ways to Make the Most of Your Powder Room

By KE Ranganathan, Managing Director,
Roca Bathroom Products Pvt Ltd.

The concept of Powder rooms have gained popularity in recent times but still remains to be one of the most ignored spaces in the entire house. Despite being one of the most functional spaces, powder rooms are often overlooked when it comes to design and aesthetics. Powder rooms are usually meant for the guests, however, a well-built powder room can be used as an occasional cosy, unwinding space for the homeowners as well. The key to create powder room that makes a statement is to embrace its compactness, use the available space judiciously and try out bold colors, tile and hardware without breaking the budget. Additionally, powder room revamp is one of the quickest way to add newness in your home. As the space is comparatively small, remodelling powder rooms can be done in quick time. With small additions and changes in



to homebuyers as it falls on the Eastern Express Highway that opens up Mumbai to the corridors of Pune and Goa. Sion has always been the preferred location for corporate homebuyers, who want to enjoy a 'walk-to-work' culture with business districts of Bandra-Kurla Complex and South Mumbai.

BEST SOCIAL INFRASTRUCTURE

It also serves as a centre of excellence in terms of social infrastructure viz. healthcare, education, retail and everything else necessary to sustain life and make it, in every sense of the word, superior. It has reputed educational institutes like Trinity International School, SIES, etc. and reputed hospitals too. To fill the entertainment quotient, there are many up-market restaurants, malls and movie halls, in Sion or in a periphery of five kilometres.

No wonder then that the residential property rates in Sion in the primary market for a pre-launch or an under construction project starts anywhere from Rs.16,500 per

sqft to Rs.23,000 per sqft. Sion has shown a good resilience in the re-sale property market depending upon the factors. The region also has tremendous potential to unlock space through redevelopment, many of which can be formalised soon once the SRA reforms are completely in place.

Sion has risen rapidly on Mumbai's realty circuits being the first choice of many corporate, higher income groups and NRI homebuyers. Its central location, improvements in physical and social infrastructure, proximity to major business districts of Mumbai has given an edge to homebuyers ensuring the highest return on investments. The next phase of development of the area is likely to be in terms of redevelopment of older societies and slums; which will take place gradually over the coming years and also due to the existing and upcoming infrastructure projects. Further, considering the price trends, this place will prove to be a game changer in the Mumbai's real estate market.



Project Adjacent to Highways Attracting Mumbai Homebuyers

By A Staff Reporter

With India's financial capital - Mumbai facing severe traffic woes resulting in time-consuming travel, housing projects located adjacent to the highways have emerged as a hot favorite among new age home buyers. In particular, the western express highway, city's northern belt, witnessing key infrastructure addition such as the metro lines, improving east-west connectivity, key business districts and expanding retail and commercial zones, is witnessing a rising demand in small and mid-cap ticket sized houses.

In the post-RERA phase, the northern belt of Mumbai itself witnessed close to 50 odd project launches including the leading brands.

"For Omkar Realtors connectivity has been always an important highlight of any our projects; be it BKC, Worli with Bandra sea link as important connectivity as well as Alta Monte in Malad and Omkar International District, Andheri both located WE highway which provide speed gateways to any corner of the city connecting airport, railway stations, business districts, malls etc., at 5-15 minutes driving distance," says Devang Varma, Director, Omkar Realtors.

Many projects have been launched adjacent to the highway in recent years, including Omkar Alta Monte, Oberoi Sky City, Oberoi Esquire, Joy and Sayla Realtor's Callista and A&O Realty's Palazzio.

According to a JLL report, locations between Andheri and Dahisar have been active on the real estate and infrastructure fronts of late. These residential catchments, already well-known for their sound social infrastructure (health, education, recreation and entertainment facilities), have also become sought-after office destinations for mass as well as niche employment. Andheri/Jogeshwari, Goregaon and Malad are replete with New Age offices and IT Parks in addition to conventional office buildings. SEEPZ and MIDC offer IT spaces and industrial spaces, respectively, while Goregaon's 10-acre Nirlon Knowledge Park is a buzzing hub for IT offices, BPOs, banks and others. Overall, northern Mumbai now has about 15 million sq ft of Grade A office space. Apart from IT companies and BPOs, the location caters to

the BFSI sector.

Branded developers like Oberoi Realty, Omkar Realtors, K Raheja Corp, Kanakia Group, Transcon Developers, Sheth Creators, JP Infra Mumbai Pvt Ltd have projects close to highway in Northern Mumbai.

Deepak Nair, Head-Marketing, JP Infra Mumbai Pvt Ltd, said, "In metropolitan cities like Mumbai, intra-city traffic congestion results in excessive consumption of time and fuel just to reach the highways. Living on the highway in a city like Mumbai is highly advantageous especially if the project is a gated community or township. Apart from enjoying the best amenities, social infrastructure, access to schools, easy commute to hospitals and entertainment center, such projects garner higher appreciation and swift ROI."

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Hiral Sheth, HOD - Marketing, Sheth Creators opines that, "Traffic congestion is a major issue in the metros especially in a city like Mumbai. Therefore connectivity plays a major role wherever you stay. Highways make it easy to get wherever you need to go, without the hassle of figuring out random streets and complicated routes to your destination. Some studies show that home value increases drastically after a highway is added, especially when it's connected to a bigger city's road system. Highway usually marks the rising trend of neighborhood developments, social infrastructure, and an encroaching suburban lifestyle. Highways bring a large amount of development and improvement impacting the surrounding area drastically, giving you a better ROI on your homes."

While offtake in most of Mumbai's residential markets has been slow, numbers show that sales have been good in projects which offer value for money and good location. The time is ripe for residential townships which can provide a much-needed work-life balance in India's busiest metropolis. Living on the highway seems to be the future mantra of the chaotic metropolitan city.