

## **Developers vie for innovation to attract customers**

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Real estate has become a cluttered space. Real estate companies are coming up like mushrooms and every organisation is vying to grab the customers' mindshare. In this scenario, it has become imperative for developers to introduce products which are different and follow the pulse of the market.

For instance, after promoting sports such as golf and formula-1 racing within township projects, it is cricket, which has caught the attention of the developers. Recently, Shri Infratech launched "Cricket County", a township project in Lucknow. "The sports facilities will provide families especially children, an opportunity to participate in a healthy and competitive environment," says Manoj Dwivedi , CMD, Shri Infratech. The company has tied up with Sporting Edge, a firm founded by former Australian cricket team captain.

"It might sound strange that in a country like India, where cricket is treated as a religion, sports such as golf and formula-1 racing were given preference. These sports may sound exotic but at the end of the day Indians hardly relate to them," says Samrat Kishore, a Noida-resident, searching for a home in proximity to sports facilities.

**Bangalore-based Bhartiya Group, at the other end, has introduced New York style lofts in its integrated township in the city. "Given the cosmopolitan culture in Bangalore, customers who have seen such properties appreciate the concept," says Arjun Aggarwal, CEO, Urban City. The company has also come up with 'customer-centric' homes, which are designed keeping in mind an end-user's requirements and aspirations.**

Towards the North, Casa Espana, a project by ATS Infrastructure in Mohali offers Spanish-styled luxury homes. "The project has been designed keeping in mind the taste, class and requirements of people looking for luxury living," said Sanjeev Kathuria, Deputy Chief Operating Officer, Punjab Division, ATS Infrastructure.

With introduction of innovative designs and concepts, impacting the consumer's lifestyle, the real estate sector appears to be headed towards an interesting era and an end user can expect much more in times to come.

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