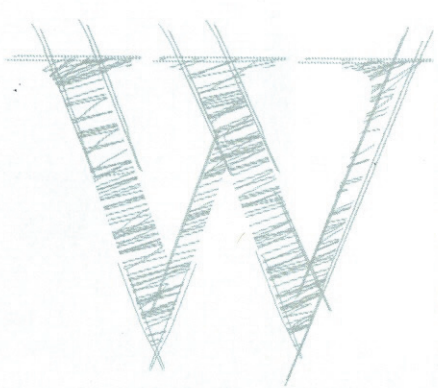


A New High

With some of the most exciting residential projects this side of the Ocean, Amit Ruparel's Ruparel Group is all set to scale the horizon, literally

by Benoy Sebastian



"We are a developing company," sums up the scion of the Ruparel Group, Amit Ruparel. "It's a family enterprise. My father Mahendra K. Ruparel started the company in the year 2000. Today, my brother Milind and I are running it."



"Today, we are launching nearly five lakh sq.ft. in the redevelopment scheme. We plan to develop another lakh sq.ft. in the next four years."

WHAT'S NEW

"Redevelopment is the most happening story all over Mumbai in the real estate sector. Redevelopment, in itself, is a new project. We as a company have started focusing on redeveloping old prime properties across the city."

WATCH OUT FOR...

"Our upcoming projects include some in Bandra, Lower Parel, Matunga and Mahim in Mumbai. A few projects are in the pipeline in Navi Mumbai, as the satellite city is seeing an upswing especially after the announcement of the proposed airport near Kharghar. We have also started tapping Pune. All our upcoming projects are

purely residential, whether they are in Mumbai, Pune or anywhere across India."

LOCATION SELLS!

"In today's scenario location is the USP of any project coming up across the country. As far as Ruparel Group is concerned, we are located at the best areas in Mumbai. You'll find most of our upcoming projects in central and south Mumbai. These are attractive locations as most of the businesses are concentrated here. These locations generate actual demand."

HOUSING FACILITIES

"In today's market, consumer is the king. Our focus is on quality. We are trying to provide the best possible amenities at the right price. We are targeting the middle-income group as their spending power has increased over the years. We are not much focusing on the premium brand consumers, though we have a couple of premium projects in Lower Parel and Bandra."

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BACKGROUND CHECK
Ruparel Group is an emerging real estate development company. The Group's current prestigious projects are situated in Dadar West, Bandra (Pali Naka), Lower Parel, Girgaum, Matunga West, Mahim and Palm Beach, Navi Mumbai. The brains behind the Group are Mahendra K. Ruparel and his partners Milind Ruparel, Minaxi M. Ruparel and Amit M. Ruparel. They have, to their credit, their ever popular projects namely Shanti Park, Ruparel Gardens and Mangaldeep, all constructed at Nerul and Belapur.

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Government Support

"The government is definitely helping the people. If the market grows, it will benefit the consumers, the government and the builders fraternity. The government is also trying its level best to increase the FSI (floor space index). Space is a premium in a city like Mumbai. The MCHI (Maharashtra Chamber of Housing and Industry) is in constant talks with the government to get the FSI increased. This will ultimately benefit the consumers and we are also happy. The government has already increased the FSI from 2.5 to 3 for redevelopment projects. Overall it's a win-win situation for everybody in the long run."

LOCATIONS
LOWER PAREL
MATUNG WEST
PALI NAKA-BANDRA
GIRGAON

Pay
10%
on Booking
&
90%
on Possession*

No EMI's till the date of Possession



RATE FACTOR
Growth and costs will remain stable. The big jump has already come and hopefully, gone.

Providing our customers value for money is the main objective of the Group.

Most of the flooring across our projects have Italian marble flooring and air-conditioned apartments. We have also provided a swimming pool and gym in the same complex. The best hi-tech security systems are provided to the people staying in the complex."

PAST AND PRESENT

"The market was very different three years ago. It was booming. Then suddenly there was a lull. People were holding back their money and a lot of builders had to either stop their projects mid-way or shelve the project completely. Now the situation is different. The market is on the upswing again. More and more people are actually buying homes and ready to shell out money if they are provided the extra facilities. The main reason being that India has the largest number of middle class income group earners in the whole world."

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FUTURE TREND

"The realty market in the next three years would be definitely on the upswing. We have overcome the slump. The market will sta-

bilise now because there is enough supply. Customers are more aware of their needs. They have become more educated. Today there are a lot of choices to select from."

COMPETITION HEAT

"Competition is healthy. There is place and space for every builder. Not only that, competition attracts consumers. If there are 10 projects in an area, then you'll see a flocking of consumers. This will escalate into more customers. More customers means more business!"

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