



A MODERN
REAL ESTATE
MARKET
PLACE



Builder of the Month

How to identify big picture goals

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Expert's Corner



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Srinivas Varma Pericherla, the Associate Vice President of Mysquarefeet is a Real Estate veteran with experience of 20 years across different sectors like Banking, Insurance, Retail, and the Real Estate Sector. With a proven track record in helping businesses to excel in their industry and expertise in creating new benchmarks in the sales vertical. Deep inside industry knowledge, excellent people management skills, exceptional problem solving and analytical skills define the face of Mysquarefeet.

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21*29.7cm

Gardening in Lockdown: Tips on how to get started



Lockdown has led people to venture into different types of recreational activities from baking to gardening. People have added different skills to their list. Many people find gardening and spending time with the plants therapeutic. All these years people who had interest in gardening also could pursue it much due to the daily life constraints. Now, with the time in hand, due to the lockdown and the WFH becoming the new normal of life, there has been a positive trend towards gardening.

The increasing health concerns of the people due to usage of the harmful fertilizers have led the demand for organically grown greens and vegetables. Now with the time in hand people have started growing their own terrace and balcony gardens with essential vegetables and greens like tomatoes, spinach, coriander, brinjal, bitter gourd etc. Along with restoring the health of the people these organically grown greens also add so much beauty to the homes.

Effort, time, patience, along with awareness, are all that one requires for being a successful gardener. Here are a few tips and tricks on how you can set up your own garden

- **Know about your plants**

Even though you like to do everything at home organically, it is impossible to do so. Climatic factors, sunlight, water availability etc combinedly are responsible for growing a plant. So it is essential to understand what, when and how for each plant that you want to grow.



- **Maintain a garden diary**

The timing of what and when you sow a seed, transfer the sapling etc have a huge role to play in growing the plants. It is better you note down when you've sown your plant and how the growth has been overtime, this will also be helpful as a reference for your in future

- **Learn to recycle**

Try to recycle as much as possible. Every part of a plant can be recycled and it can accelerate the growth of other plants in the form of manure. You can use all the fruits, vegetables and greens leftovers as manure for plants.

- **Give time**

Spend time watering and noticing the plants everyday. This will help you to find plant infestations or bad health at early stages and you can take a remedial action against it.

Many plants can be grown directly using the various ingredients available in the kitchen to start off.

Understanding the requirements of the plant before starting is a prerequisite. People who have limited space or no outdoor space can opt for home plants. The house plants just need sunlight and regular watering to sustain. The amount of beauty these plants add in the house is immense. Though these require no additional effort apart from watering, you cannot take a chance in watering them.

Gardening at home which spiked up during the lockdown is a much needed step from people keeping in mind the environmental issues world wide. The effects it can have on people and the environment are huge and very impactful in the long run. Gardening also helps people in reducing stress and change up the whole aesthetic of the homes.

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Tellapur- The rising real estate hub

Hyderabad's Real estate has witnessed immense development in the last few years. Many locations have developed as real estate hubs owing to the same. Tellapur is one location in Hyderabad that has seen a spike in real estate activities for a few years. By the virtue of its geographical position being close to the outer ring road, it has seen an improvement in economic activities.

Tellapur has gone from being a low-key area in Hyderabad to one of the localities with rising popularity. The real estate investment graph in this area is growing at a steady pace. Being close to the IT hub Hyderabad- Hitech city, Gachibowli, Kondapur, and Madhapur is also the reason for the influx of investments in this region. The well-developed infrastructure of the locality with educational institutions and entertainment options adds to its overall development.

Highlights of the Tellapur location

- Tellapur has excellent connectivity to all the major hubs of Hyderabad, like Hitech-city, Kondapur, Gachibowli, and Madhapur. Tellapur is also located close to the outer ring road, which is a good advantage.
- Tellapur has well-developed connectivity to all the places of Hyderabad. The MMTS of Tellapur connects it to Secunderabad, Hitech city, Patancheru, BHEL, etc.
- Road transportation development in this region is focussing on the connectivity between Shamshabad and Tellapur.
- It is located close to Mumbai national highway.
- Many educational institutes, hospitals, residential spaces, and many entertainment options are available in the locality.
- Availability of resources and good infrastructure in the area has led to many residential options development like Villas, farmhouses, apartments, and independent houses.

The changing lifestyle preferences, the shift of focus towards sustainability of people have caused the development of the places around Hyderabad away from the city's hustle and bustle. People prefer to have a peaceful farmhouse, villa, or independent house away from the city. The improving road, rail and availability of cabs at all times, etc., are also the major factors leading to the growth of the areas like Tellapur.

Tellapur, located in the southwest zone of Hyderabad, is a booming real estate market of Hyderabad. This region has witnessed numerous high-quality real estate projects in the past few years by some of the best builders. These real estate projects' standards are only set to increase quality and quantity, keeping in mind the increasing demand from the end-users. This area's commercial developments include essential infrastructures like banks, hospitals, schools, colleges, supermarkets, entertainment options, malls, etc. The economic activity in this area has been stable over the years, as real estate has been growing in Tellapur.

Many residential and commercial spaces are yet to be developed and in development in this area, realizing the end-users demand. The average price per sqft in the Tellapur area is between Rs. 4400 to Rs. 12000. The quality of the residential options, affordability of amenities, and the cost of living are favorable to a wide range of people.

The overall development of the Tellapur area has also led to a stable increase in real estate property prices. The region's growth potential and the upcoming projects in the area are attracting more and more investment inflow. The upcoming years are expected to gain more traction for the real estate projects in this area. The development of the nearby areas, urbanization, improvement of the commute systems, and connectivity collectively contribute to Tellapur's excellence as the real estate hub.

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Why NRIs are investing in Indian Real Estate to become wealthy



Writer's Name & Designation

Srinivas Varma Pericherla, the Associate Vice President of Mysquarefeet is a Real Estate veteran with experience of 20 years across different sectors like Banking, Insurance, Retail, and the Real Estate Sector. With a proven track record in helping businesses to excel in their industry and expertise in creating new benchmarks in the sales vertical. Deep inside industry knowledge, excellent people management skills, exceptional problem solving and analytical skills define the face of Mysquarefeet.

Indian real estate has always been the most preferred investment option among the NRIs since times unknown. But the uncertainty in recent times has immensely spurred up the demand from the NRIs. Even though Real Estate was not completely resistant to the market volatility during the pandemic, it took some time to respond to the situations, unlike the other financial markets which were impacted drastically. Also, the rate at which the sector is bouncing back to normal proves its capability for a prospective future to its stakeholders.

Let's take a deeper look at why NRIs prefer investing in India to become wealthy and analyze the benefits real estate has to offer to its stakeholders.

Reasons why NRIs invest in India

Indian is always a part of most NRI's retirement plans, as most of them plan to settle back in their homeland after their retirement. Apart from the emotional attachment towards the homeland, multiple factors make the NRIs come back to India for investing. Let's look at a few major factors that majorly contribute to NRIs investing in India

- **Robust Economy**- India has one of the strongest economies in the world. The markets of the nation have exhibited extraordinary resilience and growth quotient even during tough times like the pandemic when most of the countries were entering a recession. Even the growth of the GDP during 2020 was not up to the mark, it wasn't negative like most of the economies of the world. This proves the robust economy, eminent markets, and capabilities of the businesses which benefit the investors with reduced risk. NRIs understanding the prominence and the strength of the Indian economy are attracted to the investment opportunities in India



- **Weakening rupee value**- The economic conditions lately have caused the further weakening of the rupee value. Apart from the impact of the current situations, USD, EU currencies grow at a much faster pace comparatively and are always of greater value. This is one of the main reasons NRIs invest in India, to invest less and reap more. When an NRI invests a certain amount at a certain value of rupee if the rupee value falls, with the same amount the NRI will be able to invest and make more profits. The falling value of the rupee thus is favorable to the NRIs for investing in India.
- **Stable returns**- The potential markets of India offer promising returns to the investors. The resilience of the Indian markets even during times of volatility globally, is one of the main reasons which spurred up the demand from NRI's during the pandemic. The capability of the financial markets to perform even during adverse situations is what makes the NRIs look forward to India for investing their hard-earned money.
- **Government initiatives**- FDI's are one of the major contributors to the Indian economy and the government actively takes up new initiatives to encourage them. The government in recent years has taken up several initiatives which directly and indirectly have positively impacted the investments from the NRIs. RERA(Real Estate regulations authority), Benami, Demonetization, GST are a few to mention. Along with this, the liberalization of FEMA has brought in transparency and structure, and streamlined the investment process.
- **Tax benefits**- Along with multiple initiatives and measures from the government, the tax benefits and exemptions are the icings on the cake. The Double taxation avoidance treaty signed by the government with multiple governments is another boon to the NRI investors. The interest earned through the NRE and FCNR is exempt from taxation. Capital gains, certain government-issued bonds, and dividends from Indian companies are also exempt from tax, which help the NRI investors to save additional bucks from their investments.

The potential of the Indian Real Estate and the robust economy of the country lure the NRIs to invest in India. Along with that the stringent rules and regulations that streamline the sector, active initiatives from the government to encourage the NRI investors are also causing the influx of capital into the Real Estate market. For NRI real estate is one of the safest and profitable investment options, sufficing both emotional and financial aspirations .

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