



Boomtown in the Making

Large rooms amid open spaces with lawns, gardens and a driveway, supplemented by 24-hour power and water supply and plenty of fresh air. That's the kind of homes on offer in the raft of projects coming up along the Noida-Greater Noida Expressway. And all projects at a mere half-an-hour's drive from Delhi — via the DND Flyway and the six-lane Expressway, in an uncongested, pollution-free environment with world-class facilities for better living. And not just that! Well-supported commercial and institutional spaces are also for the taking, making the sky the limit for the region

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• The Noida-Greater Noida Metro rail will converge at Sector 137 on the Expressway. There will be a Metro line on the Botanical Garden-Kalindi Kunj route, which will have an interchange station at the Mahamaya flyover station. One more Metro rail line is being planned from Mahamaya flyover to Sector 137, for which the DMRC survey is currently on. So there will be a feeder line till Sector 137, which will ensure Metro rail on the entire Noida-Greater Noida Expressway

• There are many provisions, including security surveillance system with common command control room and a 100 police PCR vans attached to it. Every intersection will have monitoring cameras



"There are seven 5-star hotel plots measuring six acre each. Many huge commercial complexes and establishments are coming up"

MANOJ RAI
OSD, Noida Development Authority



"Presently, there are a few loopholes existing in the security and transport departments in the region which are being put in the plans by the authorities. As soon as these minute gaps are filled, the development by the private players existing in the region will be complemented"

SUSHANT MUTTREJA
CMD, Cosmic Group



The 24-km-long Noida-Greater Noida Expressway connecting Noida and Greater Noida is undoubtedly the most preferred real estate destination today, not just in the National Capital Region (NCR) but perhaps in the entire country. Besides the world-class housing projects on offer amid enviable surrounding, it is also the affordable pricing that is bringing in the end-users and investors by the droves.

Amid the high-end housing projects, the area is home to commercial hubs, shopping malls, five-star hotels, some of which are already operational while others are in various stages of development. Top-class infrastructure, including wide roads, efficient power supply coupled with clean air and green surroundings are the other major factors attracting those interested in leading a healthy and quality lifestyle to this prime area just a stone's throw from the national capital.

Apart from the excellent construction quality of the Expressway itself, the area boasts of several flyovers, underpasses with the vital Metro link in the last stages of being cleared for this area. In the near future, this highway is expected to be connected with the Delhi Mumbai Industrial Corridor (DMIC) that will pass through all the major towns between Delhi and Mumbai.

The Noida Development Authority, which has taken multifarious steps to create an excellent infrastructure, has devised plans for multi-dimensional development of this area. The authority has lined up various special economic zones (SEZs) which are set to create huge employment opportunities. That, in turn, is sure to give a mega fillip to housing demand.

Rama Raman, Chairman of Noida, Greater Noida Authorities and YEIDA, told *Realty & More*: "A total of 2,500-acre SEZ land is left on the Noida-Greater Noida Expressway. We have sent a proposal to the Government to change the land use to industrial, institutional and residential land use."

To improve internal connectivity in the area, public transportation system is the other focus area of the Authority Chairman. "We are very soon coming out with tenders for a city bus service, under which the Authority will run city buses on its own resources. Out of the total 100 planned, 30 city buses are slated to run on the Noida-Greater Noida Expressway. We are expecting to start this service in PPP model beginning next year."

The Authority is working on three more Metro rail lines, which include a line connecting Noida with Greater Noida. Raman said: "The Noida-Greater Noida Metro rail will converge at Sector 137 on the Expressway. There will be a Metro line on the Botanical

• JP Wish Town, ATS Townships, Silver City and Eldeco projects are among the bigger attractions for the prospective buyer

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Garden-Kalindi Kunj route, which will have an interchange station at the Mahamaya flyover station. We are planning one more Metro rail line from Mahamaya flyover to Sector 137, for which the DMRC survey is currently on. So there will be a feeder line till Sector 137, which will ensure Metro rail on the entire Noida-Greater Noida Expressway."

Because of sparse population spread over a large tract of area dotted with housing towers and complexes, safety has been a major concern of the residents of the area. To tackle this, the Uttar Pradesh Government has recently approved a proposal sent by the Authority for improvement in the security scenario. Raman said: "There are many provisions,



Jaypee Greens' Wish Town in Sector 128 has been designed as a new and exciting place to live, work and play. It offers residential and commercial properties complemented by top-level education institutions, international standard health care facilities, recreational and entertainment centres, multiple shopping complexes and corporate offices.

The prime slot among the major attractions of Wish Town Noida undoubtedly goes to JC World mall which has an easy accessibility from both sides of the Noida-Greater Noida Expressway through a four-clover-leaf structure. A luxurious environment coupled with warm and cosy interiors give a delightful experience of relaxation, enjoyment and buying opportunity to visitors.

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The Greater Noida Industrial Development Authority is also responsible for attracting investments in the city. The development model of Greater Noida is: provision of quality infrastructure, attracting industries and generating employment.



"The price of property is not as unrealistic as it is in central Noida as real estate prices are fast appreciating in the area and the investment is projected to be immensely lucrative"

KUSHAGR ANSAL
Director, Ansal Housing



"The prices have already been appreciating and with so much in pipeline, the prices might even get doubled in the next five years or so"

SJ SINGH
CMD, Urbainia Spaces



"This place is going to be one of the leading destinations of realty in future in terms of livability and appreciation"

VIKRAM NATH
Director, Logix

including security surveillance system with common command control room and a 100 police PCR vans attached to it." Every intersection, he said, will have monitoring cameras. Setting up of additional police stations, additional police force and higher number of police constables have also been approved, Raman told *Realty & More*.

Manoj Rai, OSD of Noida Development Authority, was equally ecstatic about the prospects of the Expressway. He told *Realty & More*: "Noida Expressway will be the hub of any development in Noida. Along the Expressway many residential, commercial, institutional and corporate offices will come up in a

big manner in the days to come. There are seven 5-star hotel plots measuring six acre each. Many huge commercial complexes and establishments are coming up." He also dwelt at length on the Authority's plans for rollout of a "futuristic" bus service, augmentation of police force and Metro connectivity. Given the infrastructure and quality lifestyle advantages, living in a prime suburban neighbourhood of the national Capital is a dream-come-true for a majority of the urban populace today.

Because of its all-round growth prospects, leading developers are working at breakneck speed to offer residential and commercial projects along the Expressway. Jaypee Wish Town, ATS Townships, Silver City and Eldeco projects are among the bigger attractions for the prospective buyer.



"My conviction is that Noida and Greater Noida will be one of the smart cities of the near future"

RITA DIXIT
Director, JC World



"Public transport is one area where a lot of work has to be done. Until and unless public transport is not made smoother, it will not attract buyers in great numbers"

VIKAS SAHANI
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RAMA RAMAN
Chairman, Noida, Greater Noida Authorities and YEIDA



"As the work on the infrastructure is moving ahead at a rapid pace, the future of the region looks perfect with growing demand for residential units along with a good price appreciation on the cards"

DEEPAK KAPOOR
Director, Gulshan Homz

Ecotech is Greater Noida's exclusive industrial area where the rights of admission are reserved. Polluting industries are prohibited from setting shop there. The Authority ensures not just speedy clearances and approvals but also offers incentives to promote early commissioning of projects.

The NCR ranks No. 3 in terms of the number of software firms companies based in it after Mumbai and Bangalore. In case of the ITES sector, the NCR leads with 20 per cent of the total number of companies located in this region. Since the NCR has emerged as a hub for IT industry, Greater Noida is also coming up as an IT destination of the future leveraging its proximity to the capital and availability of quality urban infrastructure, including housing.

Due to the advantages of superior infrastructure, fast road connectivity and excellent surroundings, the Noida-Greater Noida expressway has tremendous scope for appreciation also. Understandably enough, besides being the prime choice of investors and end-users, the area is perceived by developers as having a huge potential. Most of the developers *Realty & More* contacted were highly bullish about the prospects of the area.



"We would like to see more coordinated and swift action to lay down sewer lines and by-lanes, especially the repair work of them."

TARANDEEP
GM, Marketing, Paras Buildtech

Though being appreciative of the authorities' efforts in terms of improving infrastructure and transportation system in the area, Logix Director Vikram Nath also sounded concerns about the security scenario in the region. "As far as security is concerned, the Government needs to take more steps in improving the security of Noida and Greater Noida," he told *Realty & More*. Nath said: "Developers are already focusing hard on this area as they see a lot of potential. That is why all the major developers of NCR have invested in this corridor."

"The vast stretch along the Noida-Greater Noida Expressway has become a sought-after realty destination due to its strategic location and connectivity quotient," said Mahagun Group Director Dhiraj Jain. The infrastructure surrounding this area has played a major role in getting its share of attention from end-users and investors alike, he added. On the security aspect, Jain said: "The Noida-Greater Noida Expressway has witnessed a number of unfortunate incidents leading to a safety audit carried out by the authorities where steps have been taken."

Regarding the prime focus developers need to keep in mind, the Mahagun Director said: "Planned development with the necessary infrastructure is crucial to make the area more acceptable." On future prospects, Jain said: "It has seen a remarkable price appreciation and prices are expected to double in the next three-five years when the entire development starts taking proper shape."

Tarandeep, GM, Marketing & Corporate Communications at Paras Buildtech, although finding the authority "quite active" in this area, said, "we would like to see more coordinated and swift action to lay down sewer lines and by-lanes, especially the repair work of them." On security front also, she said, "there is need for more patrolling in the night and as for the transportation, the authority needs to do a lot despite a world class expressway."

Regarding the future prospects of the region, Tarandeep told *Realty & More*, "Noida Expressway realty market is predominantly end-user centric market which appreciates moderately unlike other investors-centric destinations. That is why it is an ideal location for those who are aspiring to own a property for living."

Vikas Sahani, CMD, Property Guru, though happy with the measures taken by the authorities to improve the infrastructure in the area, said: "A lot still has to be done." "Public transport is one area where a lot of work has to be done. Until and unless public transport is not made smoother, it will not attract buyers in great numbers." On future prospects, he said: "End-users and investors will find the area attractive as it has a very good scope for appreciation"

Gulshan Homz Director Deepak Kapoor was another one lauding the efforts of the authorities. He said: "The authorities have been working diligently to improve the infrastructure in the region." Like the Cosmic chief, Kapoor also said this security in the area is still an issue. "For a resident or a homebuyer, security and safety becomes the prime factor for buying a property", he said. However, he said local transportation service is well available in the region with connectivity from Delhi and Greater Noida. "As the work on the infrastructure is moving ahead at a rapid pace, the future of the region looks perfect with growing demand for residential units along with a good price appreciation on the cards," said Kapoor.

SJ Singh, CMD of Urbainia Spaces, was almost euphoric while sharing his opinion with *Realty & More* about the area. "Noida Expressway is the lifeline for Noida and Greater Noida realty markets. Its very existence has bought about great infrastructural boost in the region," Singh said. Like other prominent developers, the Urbainia CMD also saluted the authorities' endeavours in the area. "The authorities have worked very well to develop the region so as to make it a good place to reside as well as to work in. With increasing demand for the region, the authorities are working well to make sure all the civic amenities are in place." Quite bullish about the price appreciation, Singh said: "The prices have already been appreciating and with so much in pipeline, the prices might even get doubled in the next five years or so."

