



The Rising Popularity of **TOWNSHIP PROJECTS** IN INDIA

A White Paper by 360 Realtors

The Rising Popularity OF INTEGRATED TOWNSHIPS

Integrated townships are increasingly becoming very popular in India. As the name suggests, built on a concept of “towns within towns”, these are projects spread across large land parcels mostly on the peripheral or suburban parts of cities. These are generally mixed-use developments & comprises of both residential & commercial units side by side. They are also equipped with plenty of retail & entertainment facilities such as shopping complexes, restaurants, clubs, hospitals, schools, power & water supply & much more. In a nutshell, these townships are self-sustainable & can act as individual units.

Integrated townships & community living is becoming very popular around the world. In various parts of the globe, North America, Europe, Middle East & Asia Pacific, it is touted as the future of Real Estate. Change in lifestyle preferences, higher per capita income, & younger demographics of home buyers have resulted in rising demand for such community style of living.

In tandem to global trends, the time of such housing has also come in India as home buyers are increasingly looking for value-added propositions while buying homes for themselves. In various parts of India such as Pune, Chennai, Bangalore, Mumbai etc, integrated townships are becoming very valuable. Major Indian developers are also entering the space aggressively, as they are witnessing tremendous potential in this space.

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Reasons to Invest IN TOWNSHIP PROJECTS

Walk to Work Concepts: Such projects are based on the walk to work concepts, as residential units & office spaces are built side by side. This saves a lot of time that is otherwise spent in needless commute.

Entertainment Facilities: Townships have a host of entertainment facilities nearby such as sporting facilities, clubhouses, shopping facilities, multiplexes, retail, etc. Residents can indulge in a lot of leisure activities in the complex itself rather than going outside. It is also very suitable for young couples & nuclear families, which during weekends prefer to spend more time together.

Quicker Services & Social

Facilities: In integrated townships, a host of services such as plumbers, masons, laundry, electricians, etc. are available at a phone call. Likewise, healthcare facilities such as hospitals, schools, etc. are also present in the township itself to ensure a very hassle-free living to the residents.

Natural Endowments: Generally, townships are blessed with a lot of natural endowments. They have a lot of lush greenery, water bodies & parks. Also, they are generally built on the outskirts of the city & hence do not have much of the hustle-bustle of a typical city life.



Comparison between Integrated Townships & Standalone units

Often comparisons are drawn between integrated townships & standalone units. Mentioned below are some of the major differentiating factors between them



Integrated Townships

Standalone Units

An Integrated Township can ensure quality of life

In a standalone unit, quality of life is relatively less

Numerous facilities such as Recreation & Medication are available

Very Limited facilities are available

Are present on the outskirts or in the suburbs

Are generally present in the middle of city

More safe for family

Less safe for family

Are close to nature & away from the noise of cities

Are generally in the midst of hustle & bustle

A Good **INVESTMENT OPTION**

Townships offer not only a good quality of life but are also emerging as prudent investment choices. Located across suburban catchments, they offer good capital appreciation potential. In addition, they are generally located alongside commercial spaces, which further pushes the demand forward. It is also widely believed that such townships are mostly developed across the outskirts of cities & hence are mostly insulated from general economic trends. In fact, investing in a township can be touted as a prudent option to hedge against potential fluctuations in the future.





FACTORS DRIVING DEMAND FOR TOWNSHIPS

Young demographics of home buyers

Highly convenient & hassle-free living

Better work-life balance

Demand for commercial Real Estate



Commitment | Honesty | Reliability

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A black and white photograph of a modern building's facade, showing a grid of windows and architectural details. The image is used as a background for the main title.

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