

REALITY OF REALTY

The most cherished desire/dream of each and every human being would be to own a HOME for themselves as well as pass on to their progeny.

Standing at 110 crores today, India's population is increasing year on year, which also means the desire or the dreams are also getting larger and larger. Yes! The dream is there ,but sadly more than 50%of the population does not have a house of their own. Globalization or liberalization process set in motion by our respected Prime Minister Mr.Manmohan Singh , beginning 1991, has made the world to sit up and recognize India's people and their progress .This has resulted in huge foreign investments spanning across various industries, a major chunk of which is IT and ITes (BPOs , Medical Transcription Services etc). Income levels as such have seen phenomenal increase with majority of the families also becoming big Double income units.

The positive fall-out of this growth in recent years is that every parent's priority is to provide best of the education to their children, so that they are able to have access to higher standards of living. Invariably employment opportunities mush room within or closer to big cities, which means there is an un-ending demand for housing.

Currently there is this very pessimistic view of Real Estate based on the recent events in the western countries such as USA and UK and their European counterparts . These countries have seen an un-natural increase of property values and un-realistic lending pattern which has resulted in sub-prime issues and the consequent 'Bank Busting'. A comparison of India's situation with these ageing giants is not only un-fair, but also un-intelligent .Today, it is India's vibrant work culture and business ethos that are giving the US Presidential nominees a run for their political careers and a chance to leverage themselves while canvassing for the elections. India is like a 10 year old raring to go that extra mile, where-in the Western and European majors are like a 90 year old tired person, struggling for breath.

Is it the right time to invest in anything at all, more so in Realty? This is the question arising in many peoples minds at this very moment. Confidence in the banking system and share markets has taken a severe beating with the 'Great Financial Bust' during the last few weeks, which will require huge effort by governments to put back on track. As against this, money invested in land/housing does not delude any one, it is one asset that cannot be taken away by anything or anyone. In short from an investment perspective it is the best time now to become Realty wise for all the citizens of the world ,including India ,and especially for the Indian Diaspora across the continents. What better location than India... and Hyderabad ,to invest for excellent Return on Investments as well as superior lifestyle!

Hyderabad is inhabited by around 70lac people in various income groups. One can imagine the demand for housing/ house sites and relative short supply. With the establishment of a robust middle/upper-middle class in society , need for 1-3 houses per nuclear units has come into fore. It has become imperative for every family to have at least 1 house for the parents and 1 each for their children in a family of 2+2.Added to the above the need for associate amenities such as shopping malls, recreation and entertainment options such as multi-plexes, schools and Hospitals also creates a need for land and building infra-structure. All these factors make investing in Real Estate the wisest thing to do, both from investment as well as personal perspective.

Today's needs just don't stop with food, clothing and minimum shelter but require both high end and affordable lifestyles created via superior and comfortable housing. Approximately 70% of investors are first time home buyers for whom financial planning is very important, since they have to balance between the educational needs of their children and other aspirations such as housing etc.

I am sure you can now see what is the best option in terms of investing for your present and future! However ,before you decide to invest your hard earned money in any project , take a step back and undertake a proper due diligence of:

Developer's credentials
History of deliverables i.e., meeting of timelines
Legitimacy/title of land
Safety features etc

And a word of caution! Do not expect land to give you immediate returns and instant liquidity. In good time the Good Earth will heap you with Good returns!

Having said that investment in land or Housing is the best ,we would like to point out to you the importance of financial planning. For people who do not have disposable monies, as the old adage says" Cut your coat as per the cloth". Consider your affordability. Go for a loan option that will be easy on your heart, mind and pocket! Because a financial commitment towards housing is not a one time activity, but a long term project running into 15 to 20 years. Do consult with your family and well wishers and also the people in the know of market trends before finalizing a deal. However remember, it is ultimately your and your family's decision.

At FORTUNE INFRA our vision and intention is to make Fortune Butterfly City a wonderful, integrated township. It is our Endeavour that each customer should feel that the project has come up in a manner that is beyond their expectations. Our minds are constantly charged with the thoughts of how to give the best returns on investments to our beloved customers. We strive un-tiringly to provide our customers the trust and confidence, which makes life a beautiful garden of flowers with Butterflies of wonderful dreams for future!

Think Smart!.....Think investment!....Think Fortune.....Butterfly City!!!!