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Wave City unveils project success: Decoding integrated townships – Insights by CJ Singh, COO of Wave City

Explores the growing popularity and benefits of integrated townships in modern India

By Hetal Oswal | May 21, 2024



Modern India has upped its ante of balancing lifestyle and creating a work-life balance especially post-pandemic. Homebuyers and investors are looking for living spaces that are sustainable, well-connected & reflect their personality and aspirations thus leading to a boom in the demand for integrated townships. Statistics paint a very optimistic picture for the future of this type of living with footfalls and investments from both domestic and NRI investors as well. In fact, a 2023 NRI Real Estate report states, "NRIs constituted 10 per cent of total real estate investments in India between 2019 and 2020, a figure that has consistently risen and currently stands at 15 per cent.

By 2025, NRIs will contribute to 20 per cent of the Indian real estate market." Besides having an emotional connection with India and also investing for their elderly parents or extended families, NRIs are investing in villas, penthouses, and affordable and luxury living spaces which are offered by integrated townships. Increasing salaries on the domestic front and aspirational living are spurring the growth and demand for homes in integrated townships. Here are a few factors that explain the growing popularity of integrated townships in India:

1. A combination of luxury and convenience: Factors like amenities and sustainability play a crucial role in integrated townships. Homebuyers and investors prefer to look beyond the basic and standard offerings like 24-7 CCTV surveillance and desire an extra layer of security which is modern and keeps their families safe. In this backdrop, new-age tech systems like-RFID technology, home sensors, and enhanced security measures cater to discerning buyers. Sustainable living initiatives, including energy-efficient LED lighting, solar technology integration, and eco-friendly practices, also get a thumbs-up as they contribute positively to environmental conservation and offer cost savings for residents.

2. Spaces for children to grow and learn: The presence of green spaces and recreational facilities within the community enhances the overall quality of life. Many integrated townships also offer additional facilities like trainers, coaches, health experts etc. who aid in creating good physical and mental health. Therefore, these offerings by integrated townships give a sense of serenity, peace, and an opportunity to socialize despite the fast pace of life.

3. Community Level: This aspect is drawing investors and also first-time home buyers as integrated townships offer a 'home-away-from-home'. Residents congregate to celebrate events and festivals, besides a chance to socialise with neighbours and new people which is not possible on a regular basis in the fast pace of city life.

4. Location and Connectivity: This is one of the most significant factors that finalize the investment for any homebuyer or investor. While everyone is looking for an escape from the daily noise, pollution, traffic snarls and other commuting challenges of a city life, most homebuyers look for connectivity and an ease of access. While the presence of banks, ATMs, markets, good educational institutions and top-line medical facilities make integrated townships attractive, any property that scales down the above-mentioned challenges always ranks high on preference.

Integrated townships also contribute to a high return-on-investment and profits in the long term and also fetch good rentals. Other attractive features that have gained appeal with consumers include smart facilities like Central Command Centre, Smart Electric Grid, Intelligent Traffic, and Transport Management System, Water Management System, Cooking Gas Management, Waste Management, Homeland Security Management, Water Management, Solid Waste Management, City Portal, Street Light Automation and Fiber Optic connectivity among others.

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