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# ALL ROADS LEAD TO NAIGAON

## Strategically located between Mira-Bhayandar and Vasai-Virar, Naigaon offers the next big investment opportunity for aspirational home-buyers

Most urbanised areas of the country face developmental challenges with regards to evolving trends in consumer tastes and lifestyle. Beyond basic necessities, one looks for a good location, lifestyle amenities and the comfort of connectivity. With migratory trends and rising consumer expectations, homes have thus gone from offering basic necessities to becoming a lifestyle statement.

It is estimated that the population in Mumbai's urban areas will rise to 590 million by 2030 from 340 million in 2008. This will have a direct impact on the demand from these buyers, which will increase from 19 million homes in 2012 to 38 million units in 2030. There are a few places in MMR, which fit the bill perfectly for this aspirational buyer and one of them is Naigaon.



### EXCELLENT CONNECTIVITY

Naigaon is strategically located between Mira Road-Bhayandar and Vasai-Virar. Connectivity, infrastructure and easy accessibility are the prime factors for the tremendous growth of this location. Many of the recently launched infrastructure projects can be easily accessed from Naigaon. The government plans to de-clutter Mumbai's urban sprawl and decentralise growth areas. This has set off a rising demand for places like Naigaon.

Considering the importance of connectivity and long

travel hours, people will save almost 50 per cent of commute time.

### AN ASPIRATIONAL INVESTMENT

As the next big investment opportunity, Naigaon offers good capital appreciation for investors who are either seeking to buy their first home or are looking at investing in a property with good returns. Naigaon certainly offers a perfect combination of serenity with growth. Availability of abundant land for projects at low rates at Naigaon coupled with the easy access to Thane, Navi Mumbai, Ahmedabad and other business centres in the region and the rapid pace of infrastructure development have contributed to the rising expectations from Naigaon.

Many real estate experts even attribute the locational advantages of Naigaon to the expectations that this region will witness phenomenal growth in the coming years. In the recent past, several well-established real estate developers have started new projects in Naigaon.

Known for its ultra-luxury projects in Mumbai, Sunteck Realty has forayed into the aspirational luxury housing segment with its project of over 100 acres in Naigaon. Located just 5 mins away from the Naigaon railway station and 500 metres away from Juichandra railway station, the project is easily accessible via 30-40 metre wide roads. It is an integrated township with worldclass infrastructure and amenities such as shopping, entertainment, supermarket, healthcare and state-of-the-art clubhouse for discerning buyers who are looking at a lifestyle and not just a home.



The existing social fabric in places like Vasai-Virar and Naigaon is the biggest attraction as these places have seen settlements just as Mumbai developed over the decades. The commuting hassle from this region would also get better with all the new infrastructure projects that are coming up

**Pankaj Kapoor,**

managing director, Liases Foras.

**Naigaon offers the best of both the worlds. Its excellent connectivity and open spaces make it an ideal destination for home-buyers**

**Kamal Khetan,**

chairman and managing director, Sunteck Realty

Vivoli has homes that look after your living and work-from-home needs.



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