

‘Real estate development needs infrastructure to be planned correctly, created right and maintained properly’: Niranjan Hiranandani

CHENNAI, 7th JANUARY 2015: Across Chennai and its suburban areas as indeed, the neighboring areas, the Rain Gods have been in overdrive – and the impact has been borne by most residents, in different ways. As the Nation reaches out to sympathize with and provide succor, the larger issue which has been discussed is about ‘development’ and ‘its impact’ on the various localities that make up the urban conglomeration of Chennai and its suburban and surrounding areas.

Hiranandani Parks, Oragadam by Hiranandani Communities is among the new real estate development projects which are re-defining the real estate scenario in Chennai; and the experience which existing residents and the project team has during the period that the Rain Gods were in overdrive underlines the basic aspect: any new development needs to be planned in sync with the environment and the natural ecology of the location. Secondly, one need to develop infrastructure to ensure the natural water flow has alternatives wherever new constructions come up – it should not get blocked.

“It is not just about building square feet of space: real estate development in the segment that Hiranandani Parks, Oragadam caters to – the high-end luxury segment - goes beyond just architecture and construction. It includes a lifestyle, which is reflected in community living for the residents,” explained Niranjan Hiranandani, MD, Hiranandani Communities. “Community living is a situation where a resident does not just live in an ‘apartment’ or a ‘living space’, but shares – and enjoys - the positives of the location and its social infrastructure with neighbors who are like him/ her, fellow members of the ‘community’ created in that location. It includes infrastructure, which planned correctly, created right and maintained properly, ensured that projects like Hiranandani Parks, Oragadam did not suffer any problems or difficult situations which we saw in the media coverage of rain-hit Chennai,” he added.

“I have an e-mail from a resident, which mentions that there has been no water logging at any place within the project layout ‘due to excellent storm water drainage system on the entire stretch of roads’. No problem with operation of lifts, regular garbage removal, uninterrupted treated water for usage as also all street lights and security systems being fully functional. It is truly gratifying,” said Niranjan Hiranandani.

This is not about saying ‘we planned and prepared better’, rather I would like to share the message that proper planning, being in sync with nature and the topography of the location as also ensuring proper infrastructure – and ensuring it is maintained properly - is the right way to go about real estate development, explained Niranjani Hiranandani. “Brand Hiranandani is identified with the mixed-use, integrated townships, be it Hiranandani Gardens, Powai, Mumbai; Hiranandani Meadows and Hiranandani Estate townships in Thane; as also the on-going projects in GIFT City, Ahmedabad, as also similar projects in Pune and Thane, along with Hiranandani Fortune City, Panvel, Mumbai Metropolitan Region – and of course, Hiranandani Parks, Oragadam, Chennai. These are architectural marvels, nestled amidst verdant greenery.”

“In Oragadam, Hiranandani Parks has water bodies both within and on the periphery of the premises, but the project layout is planned in such a way that the natural slope of the land drains the water from higher levels to lower levels ultimately, leading to existing water run-offs in the locality. Going beyond this aspect of being ‘in sync’ with nature, infrastructure has been created to provide alternative options in case water logging does occur. Infrastructure has been planned correctly, created the right way and maintained properly, and this is the knowledge take-away we would like to share,” he added.

Across India, city skylines are changing – and the change is in form of a better understanding of the real estate product and correspondingly, there is an update as regards buyers’ expectations. Real estate needs to evolve and be ‘in sync’ with not just buyers’ expectations, but also be ‘future ready’ to face any such calamity. The message, going into the future, is simple: housing in India has to evolve in line with global trends. It is happening in the premium, luxury housing segment; we need to broad-base this across different segments of housing. If one looks at changes across the past decade, it is very simply that projects which offer exacting international standards get good response from customers -- I see the same values applying, going into the future. There are no ‘short cuts’ here: the discerning buyers need a real estate product which has to go beyond just labels. And when it comes to premium, luxury real estate, like Hiranandani Parks, Oragadam, the product has truly met global benchmarks,” concluded Niranjani Hiranandani.

~ Among the leading lights of Indian real estate, Niranjani Hiranandani is Founder & MD, Hiranandani Group, his recent initiative is Hiranandani Communities. He is the Founder and President (West), National Real Estate Development Council (NAREDCO), which works under the aegis of Ministry of Housing & Urban Poverty Alleviation, Government of India.

Media Relation: - Ritika Shah – Corporate Communication Manager –
Hiranandani Group T-09833461094 E- rshah@hrealty.com