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SREEVATSA REAL ESTATES PVT. LTD. | ISSUE 01 | JULY 30, 2022 | COIMBATORE

Housing in the Post-pandemic world

The pandemic has forever altered the way one lives, works and learns. Covid -19 has pushed to the top priorities of health, hygiene and wellness and has hence shifted focus of home buyers to spacious, well-appointed homes away from densely packed cities.



This makes a case for tier II & III cities being favoured destinations for home buyers who in anyway have altered their workstyles to accommodate working away from physical workspaces. And, for the same reasons, secondary housing, holiday homes are also seeing marked interests as investment opportunities. The key lessons learnt from the pandemic was the resilience and reenergising skills that were required to sustain businesses. Tactical shifts like work from home, digital economy and working together while at multiple locations has reinforced the economy with a growth potential that was hitherto considered impractical.

The Sreevatsa resilience

Sreevatsa Real Estates, was not bogged down by pandemic rues. Though the first lockdown was a surprise and a novelty, Sreevatsa quickly recalibrated synergies for responsive growth knowing fully

that made it possible to deliver to exacting delivery schedules and quality of constructions. Sreevatsa's well-grooved synergies with its consultants, vendors and workforce made it possible for growth beyond pandemic woes of the market place.

Coimbatore – a destination of choice

There is significant potential for growth in cities like Coimbatore, which we believe will leverage choice in its favour because of the salubrious climate, connectivity to major cities in the region and for its robust infrastructure like education, medicare etc. The MSME focus of the city is yet another reason for the housing sector to grow in the region as Coimbatore is likely to benefit most from the post-pandemic push that the small and medium industries are likely to get.

The pandemic ushered economic and behavioural changes in consumers and is now playing a major role in the growth of emerging real estate locations like Coimbatore. The realty sector has rebounded quickly in post-pandemic times reaping the best out of changed consumer behaviour, emerging trends and evolved lifestyle patterns for sustained growth.

well that the pandemic is a long-sustaining irritant and companies need to live with the uncertainties of its long-term influence on lifestyles.

Even through the pandemic, but for the reasonable restrictions on movement and safe work environments, Sreevatsa managed to continue and sustain schedules



An investment as worthy as Gold

SREEVATSA LIANCA

Race Course, Coimbatore

Sreevastsa LiAnCa – Premium Condos, in Coimbatore's most premium living space

An investment as worthy as Gold is what we at Sreevatsa believe the LiAnCa project is all about. Right from its location, Sreevatsa LiAnCa embraces all premium features one would associate with lifestyle luxury. Sreevatsa LiAnCa incorporates uber-luxury features that give its residents a villa-like feel to living in an apartment. It boasts of premium features including clubhouse facilities

like a swimming pool, gym, etc. and a more than luxury green space to give residents the advantage of a fresh and salubrious environment.

Your Dreams Our Inspiration

Sreevatsa LiAnCa is inspired by your dreams. The dream to find space in Coimbatore's most preferred locale, a dream to have the most beautiful home cast with everything modern and everything supreme and a dream to be the peer of peers for the luxury your

home conjures.

Sreevatsa LiAnCa is a dream home in this dream location. Match this with the absolute credibility of Sreevatsa Homes; the value it has always delivered and the trust that it has built amongst the city's home buyers and you wouldn't want to pass this dream by.

The best of aesthetics with a blend of the modern and the traditional

Sreevatsa LiAnCa blends in the modern with tradition. While its living spaces are contemporary in aesthetics and modernity expresses

itself abundantly in the architecture, traditional concepts of home and living adequately ensure an aura of harmony and peace.

Iconic, intriguing and truly inspired by you

If ever you would find anything lagging at Sreevatsa LiAnCa, it would only be your presence. If you are not here now then you are not here at all. This is an opportunity you would not let go of

in this lifetime. So start your journey to this haven of dreams.

The best of premium conveniences that will match your lifestyle!

Sreevatsa LiAnCa takes in the premium wants of your lifestyle when it comes to the conveniences it offers. Be it personal spaces or opportunities for bonding with your peers, LiAnCa builds in every conceivable facility that takes you on a tangent of luxury.



RERA No.: TN/11/Building/0134/2017

The best of uniqueness that lends to your individuality

Sreevatsa LiAnCa is so uniquely you, that it imprints the stamp of individuality for its unique style, design and functionality. It's a home beyond compare and a visible treat to guests who come home visiting.

As if you lived here always!

You have lived this dream so much that Sreevatsa LiAnCa comes by with a sense of Deja Vu – it is as if you have lived here always and all that you dreamt is finally true. It is your dream, it is yours forever, wait no more, we have just a few more to be sold.



Amenities

- Best of aesthetics
- Design that embraces absolute livability
- Premium conveniences to match your lifestyle
- Iconic, intriguing and truly inspired by you
- Health inspiring green cover



What is it to live in a Sreevatsa Home?

Sreevatsa is a first mover among the property development businesses of the city and for long has been an acknowledged leader; known for the quality of homes they have always delivered. Sreevatsa homes have appreciated in value many folds for its patrons and have often contributed to the net worth of individuals who invested with them. Every Sreevatsa home delivered till

date has been an opportunity for its buyers. From concept to completion a Sreevatsa home bears the distinct stamp of quality. Acknowledged for its understanding of buyer aspirations and the capability of delivering truly comforting, liveable homes that match the dreams of its customers, Sreevatsa is a leader in the premium homes segment of the city.

A Sreevatsa property is coveted for its quality and design. The liveability hallmarks design of every Sreevatsa home ensures that ergonomics of the living space are the priority. More so when this home is a lifetime opportunity to live your dream.



Should you invest in an apartment or villa project?

When finances are not a problem, homebuyers are often confused over what would be an ideal choice - an apartment or a villa. Key differences between the two is the way to determine what to opt for.

villas are luxury spaces that offer the choice to customise the living space to one's needs. Consequently, villas cost more as builders / promoters will have to allocate valuable land for each villa.

age luxury apartment with similar outlook and liveability planning as the villa may just be about 3 crores in the heart of the city. Apartments however depending on the location, size, space,

functionalities they are looking for in their home. Maintenance is a key consideration in choosing between the apartment and villa. With the density of many apartments, and with the advantage of FSI utility of space, maintenance cost of apartments is distributed over many dwelling units making it very affordable to maintain common infrastructure and manage cleaning services. As against which individual villas

could cost higher because of the size of the estate and the fact that repetitive cleaning tasks for each villa will warrant more people than those that are needed to maintain apartment buildings. Moreover individual villas, apart from general maintenance will require the services of exclusive cleaning staff for independent space cleaning and maintenance that could further increase the burden of maintenance costs on the home owner.



While apartments are usually high-rise structures that leverage the advantage of building more dwelling units in a limited space, based on FSI indicis of the locality, independent

In pricing terms, to give the home buyer a perspective of the cost differences between an apartment and villa, the villa may cost anywhere in the range of 3 - 5 crores whereas a new

functionality and features they offer can range anything between 25 Lakhs and 3 crores. This allows homebuyers to be flexible with their choice of homes depending on their budget and what



Mumbai, Delhi, Bengaluru, Chennai etc. On the other hand, villas offer huge scope for customisation and personalization of spaces giving the home owner the advantage of presenting a unique and

individualistic look and feel to their homes. Villas are less claustrophobic and offer the luxury of open spaces, better ventilation and green spaces that apartments cannot offer.



The Penthouse

The Penthouse concept first gained popularity when privacy and space started becoming increasingly difficult and costly to wish for in buying a home. Seeing an opportunity, developers started redefining the top floors of apartment buildings to include villa-like features and spaces in the apartment. And, as demand patterns evolved developers started designing penthouses in multiple layers of an apartment complex to accommodate the privacy and space wish list of discerning customers.



because of their location within the apartment block and the amenities that are added on. Privacy, terrace space and high ceilings are the typical features of penthouses that differentiate it

and seek the best apartment within a premium apartment project and are quite willing to pay a premium for it. Developers also treat these apartments as premium and often



This has recently seen the redefining of the term penthouse to include exclusive units in housing projects that have more uber luxury features than other units primarily

from regular homes with some of them even offering personal swimming pools, gyms etc. Investors in the penthouse market crave for this luxury

accommodate the customization wish list of the buyer to make him feel that he has indeed purchased a unique space that would define his personality.

UNIFIED SOLUTIONS FOR YOUR EVERY REAL ESTATE NEED



Sale/Resale of Property



Rental Service



Building Maintenance Services



Property Management



Real Estate Referral



Villas hence are more prevalent in low density, tier II & III cities than in high density cities like

Villas offer the flexibility, freedom and scope for modification and reconstruction, which apartment dwellers are constrained by once they move into a predesigned space.

Return on Investments: contrary to popular belief, apartments offer quicker and more viable return on investments. Both from the point of view of rentals and resale apartments offer an advantage because of the need for, and affordability it offers for small and nuclear families to rent / buy apartments in comparison to the limited number of people who are likely to rent villas or buy used villas; when there could be new villas available in the market for similar or even lesser prices.

Apartments – Pros & Cons

Positives	Drawbacks
Comparatively affordable	Limited space
More popular in the rental market	Limited privacy
Easier to exit	Low land ownership
Lower maintenance	Denser occupation
Better security	Not easy to customize
Easy to manage	Not ideal for large families
Ideal for small families	Shared utilities

Villas Pros & Cons

Positives	Drawbacks
High levels of privacy	Highly expensive
Luxury of space	Private staff required
Less dense	May only be available in suburban locations
Land ownership	Low rental yield
Easy to customize	Less popular in the rental market
Exclusive utilities	Hard to exit
Ideal for large families, HNIs	High maintenance

ADVERTORIAL

So, if one were to ask the question of whether it is a villa or an apartment, it would be a difficult proposition unless it is limited by cost, location, size or any such considerations. One way to work around it is to opt for a villa in a gated residential complex which could offer similar security and amenities like the apartment complexes. On the other hand choosing an apartment that has been designed for privacy, space and liveability could offer the home buyer the advantages of an apartment while being able to enjoy the premium benefits of villa style living.

When Villas are your Choice

SREEVATSA
KAILASH

Vellakinaru Pirivu, Coimbatore

An abode for the arrived!

When you know that you have 'arrived' and need to announce your arrival, nothing better than a home that will mirror your 'arrived confidence'. Sreevatsa Kailash is just what you need to make yourself feel the goodness of your achievement - premium villas that can be curated by you the way you envisage luxury in your living space.

Your villa is what you can imagine it to be

At Sreevatsa Kailash, we want each home to be as individualistic as you are. And hence, we have opened up to customized finishes and functionalities of the inside of your home.

While the exterior design and dimensions remain, we leave it to your wildest imagination to configure the inside of your villa to suit every wish you have for your dream home.

When friends come knocking..

Nothing like having friends' home for a get-together. And when you have a home to feel proud about friendships become dearer. Indulge in the luxury of personalized coziness that will add to the reason for inviting guests over.



Space as you like it

Sreevatsa Kailash villas respect your need for personal space and freedom. Look for the nooks that you completely 'den' out and fashion-tap spaces that you want to show-off.

With ample space for all your wants, needs and desires you just have to wish for what you want to do with your spaces, and behold! it will be done.



Outdoor pleasantness

Every Sreevatsa Kailash villa comes with a private lawn that allows you to retreat and enjoy the goodness of fresh air with curated gardens to suit your taste. Have a barbeque, read a book, or lounge on a hammock with just nature for company and see how truly individualistic you feel about your home.



Villa Features

WiFi enabled | Smart entry system | Video door phone | Private lawn with deck | Spacious car parking
Pressurized water supply | Insect guard with windows | Individual reticulated gas pipelines | Provision for electric car charging dock | Genset backup

Live life king-size

When you design your home for royalty, living life king-size is a blessing on a platter. You have your private spaces and you have your guest zones clearly demarked that will give you absolute privacy when you need it or entertain with flair when you have to.



Absolutely delightful

Sreevatsa Kailash is a peer living zone as fashionable as you would want it to be. Common facilities like a gym, community centre and exercise zones are a given; that you wouldn't even have to ask for.

Sreevatsa with its 25 years of expertise in building life spaces that suit every audience is a trustworthy partner to deal with when you need a home truly as individual as you are.

AMENITIES

Clubhouse Amenities

Contemporary lounge | AV / Indoor games room | Gym | Library | Roof-top party area | Gazebo | Chipipo Golf | Leisure pavilion | Children's play area | Yoga zone | Billiards / Snooker | Table Tennis | Service toilet for staff



Common Features to Building Complex

Hydro pneumatic pumping system | Rain water harvest | Intercom connectivity | 24 X 7 Security | Compound wall
Common area lighting | Landscape | Paved driveway | Genset backup
Private roads | CCTV



