# REALTY EXPRESS™

REAL ESTATE MAGAZINE

AUG - 2026




# SPOTLIGHT OF THE MONTH

## MARKET MOVERS IN REAL ESTATE

# WHAT THIS MAGAZINE BRINGS

Our magazine is a comprehensive platform focused on the dynamic real estate landscape of Tamil Nadu. Designed to inform, inspire, and guide, it brings together industry insights, market data, and practical advice for property buyers, investors, and real estate enthusiasts. Whether you're a first-time homebuyer, a seasoned investor, or an NRI exploring properties back home, this publication speaks directly to your needs.

Covering everything from emerging locations and investment opportunities to legal guidance and home improvement ideas, the magazine simplifies complex real estate topics into clear, accessible content. It offers in-depth analysis of micro-market performance, investment returns by location, and growth potential across key Tamil Nadu corridors, researched against current market sources to keep readers informed. Each section is designed to translate market complexity into insights readers can actually act on.

The magazine also features detailed buyer behaviour analysis across apartments, villas, and plots — breaking down what drives decisions and how investment approaches vary by buyer type. Developer profiles and industry leadership perspectives offer insider views on market evolution and builder priorities, helping readers understand not just where the market stands today, but where it's headed.

By bridging the gap between industry experts, developers, and consumers, this publication turns complex information into practical guidance — helping readers evaluate builders, identify high-potential areas, and plan their next property move with confidence.




**As India celebrates its 80th Independence Day, the Realty Express team is proud to present our maiden issue — a tribute to the nation's growth and enduring spirit. This inaugural edition commits to bringing you insightful perspectives, emerging trends, and expert guidance on TN's property landscape. Happy Independence Day to our readers and subscribers — may we continue to grow, innovate, and thrive together.**


REALTY EXPRESS™

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**Got insights, suggestions, or articles to share?We're always open to fresh real estate perspectives. Send it over to realtyeditorial@gmail.com**

REALTY EXPRESS™

# TRUSTED BY REAL ESTATE LEADERS

Wishing Realty Express a stellar debut! Launching a dedicated real estate magazine is a commendable initiative. Such a platform has the potential to bring together industry insights, market awareness, and valuable guidance for buyers and investors.

**- Mr. Jayaram Ganapathy**

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TAMILNADU'S MOST TRUSTED BRAND IN PLOTTED DEVELOPMENT



Warmest congratulations on the launch of Realty Express! A publication like this can play an important role in connecting developers and customers through meaningful and informative content. It is a step in the right direction for the industry.

**- Mr. Janakiraman**

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TAMILNADU'S MOST TRUSTED BRAND IN PLOTTED DEVELOPMENT

Sri BHAGYA Homes



Delighted to extend our best wishes to Realty Express! An initiative like this holds strong potential to educate and engage audiences in the real estate space. We look forward to seeing it become a valuable resource for the market.

**-Mr. M.G.Balasivamurugan**

DRA
HOME OF PRIDE



Congratulations to the entire Realty Express team on this promising launch! We welcome this effort to create an informative platform that can guide and educate property seekers. It is a positive addition to the industry landscape.

**- Mr. Loganathan .S**

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VVR GROUPS



# MD PROFILE

## VVR GROUPS — The Rise of a Visionary

**Villupuram, 1978**— a small town that saw the birth of **Venkatraj,** who would later go on to build a significant business presence. Unlike many who followed regular paths, he chose a different direction early in life. He grew up with strong ambition and consistent willpower, which shaped his goals. He later moved to Chennai with the intention of building his career, ready to face challenges and opportunities in a larger city. His first step was selling computer spare parts, a small beginning that introduced him to business operations and customer interactions. He approached every stage with focus, identifying opportunities where others hesitated. Over the years, he continued to grow through steady effort and practical decision-making. After **25** years of experience and continuous work at the ground level, he established himself in the real estate sector. What Started with two individuals and a single idea eventually developed into a brand known for trust, transparency, and consistent commitment.

In 2019, he launched Adept Auto Components, stepping into automobile manufacturing with the confidence of a man who shapes his own destiny. By 2021, he founded Vorc Motors, taking a fearless leap into the electric vehicle revolution and driving India toward a cleaner, smarter future. Different ventures. One purpose. One fire. One unstoppable force. All these journeys united under one banner VVR — Groups — a powerhouse of over 500 dedicated professionals, proudly known as the VVR Family. Today, the name Venkatraj isn't just an entrepreneur's name — it is a phenomenon. A builder of futures, a creator of opportunities, a man who turned ambition into action, action into achievement, and achievement into a legacy that inspires.

"A dream doesn't become reality by chance. It becomes destiny when you fight for it."

— Venkatraj

## Our Track Record of Excellence

- Numerous successful plotted developments delivered across Chennai.
- Well-established presence in key growth areas like Navalur, Guduvanchery, Perumbakkam, and surrounding corridors.
- Strong customer base built through referrals and repeat buyers.
- Projects known for clear titles, quality development, and future-ready infrastructure.

## Build Your Future on Trust, Transparency & Timely Growth

With over 25 years of experience, VVR South India Properties LLP is one of Chennai's most reliable real estate developers, delivering plotted developments, gated communities, and value-driven residential layouts across growth corridors like Navalur, Guduvanchery, and Perumbakkam. We guide buyers through site visits, plot selection, documentation, and registration with honesty and professionalism, offering premium villa plots and CMDA/DTCP-approved layouts that are legally verified for long-term appreciation. Our growing customer base — built largely through referrals and repeat buyers — reflects the trust, transparency, and consistency we bring to every transaction.

Our projects are designed with future-ready infrastructure and natural surroundings, helping communities grow in value, comfort, and lifestyle. A growing customer base — built largely through referrals and repeat buyers — reflects the trust, transparency, and consistency we bring to every transaction.

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80 YEARS Real Estate Experience.

NOVA ELITE DEVELOPER OF TAMILNADU

# A REAL ESTATE COMPANY THAT IS SPEARHEADED BY A YOUNG TEAM WITH MORE THAN 80 MAN-YEARS OF COLLECTIVE INDUSTRY EXPERIENCE.

## Visionary Leadership in Real Estate: Mr. Sendhil Kumar



In the dynamic world of real estate, where foresight and adaptability define success, **Mr. Sendhil Kumar,** Managing Director, stands as a distinguished leader whose journey exemplifies resilience, innovation, and an unwavering commitment to excellence. A graduate in businessadministration, he laid a strong academic foundation that shaped his early career. Joining a reputed real estate group in Chennai, he swiftly immersed himself in the complexities of the industry and showcased an exceptional ability to learn, adapt, and contribute meaningfully to organisational growth.

Over the past two decades, Mr. Sendhil Kumar has risen steadily through dedication, performance, and a vision-driven mindset — eventually becoming the Head of Sales, CRM, and Operations. With sharp business acumen, strategic foresight, and a deep understanding of market dynamics, he has consistently steered teams towards success. His leadership blends innovation with practicality, always rooted in a customer - first philosophy. Defined by responsibility, discipline, and a commitment to creating meaningful spaces, **Mr. Sendhil Kumar** continues to inspire excellence while shaping communities and driving sustainable growth in the real estate sector.



## About the Company

**Nova** is a real estate company driven by a dynamic young team that brings together more than **80 man-years** of collective industry experience. Weunderstand that investing in real estate is often the biggest financial decision an individual makes in their lifetime. This is why every Nova project is built to be safe and durable, and designed to deliver maximum happiness. Such an experience is not created overnight — it is the outcome of decades of learning, dedication, and continuously refining our expertise. Some lessons we mastered through success, more through mistakes that taught us to build better.

To ensure uncompromising quality in every development, Nova works closely with international quality assurance consultants, adopting globally recognised best practices and construction standards.

While promises can be written on paper, what truly defines us is our ability to deliver. At Nova, we believe actions speak louder than words — and that is the real Nova Promise. A promise built on trust, quality, and a vision to craft homes that stand the test of time.

**FORTUNATELY, WE HAVE A CHANCE TO MAKE OUR ACTIONS SPEAK.**

**THAT'S THE REAL NOVA PROMISE.**

# THE ARCHITECT OF TRUST

JAYARAM GANAPATHY



**HOW JAYARAM GANAPATHY BUILT AN EMPIRE ON TRANSPARENCY AND PROMISES KEPT**

## Building Beyond Construction

In the volatile world of real estate, longevity is the ultimate badge of honour. But for **Jayaram Ganapathy**, the Managing Director of Propshell, the goal has never been just to survive — it has been to lead with a vision that transcends mere construction. With over 22 years of industry expertise, Jayaram founded Propshell on the auspicious occasion of India's Independence Day in 2007 — and has spent nearly two decades since transforming the concept of land ownership in Chennai and beyond.

## A Foundation Built on Trust

"Real estate is not about selling land; it is about keeping promises" is the ethos that seems to drive Jayaram. When he established Propshell 19 years ago,the mission was clear to bring transparency and international standards to the plotted development sector. What began with exclusive communities along Chennai's growth corridors has since burgeoned into a real estate powerhouse with over 80 completed projects and a loyal clientele of over 10,000 happy families.

## A Legacy of Scalable Growth

Under his stewardship, Propshell has evolved from a boutique developer into a market leader. The company's trajectory — from early milestones like the 120-acre masterplanned developments in 2012 to the recent unveiling of Arcadia Aerocity, a massive 180-acre integrated township in Kancheepuram — reflects Jayaram's appetite for bold, scalable growth.

## Recognition & Industry Influence

His acumen has not gone unnoticed. A recipient of the prestigious Times Trendsetters of Tamil Nadu 2023 award, Jayaram is celebrated not just in Chennai, but by Tamil communities across the GCC, UAE, and Singapore. Beyond the boardroom, he influences the industry at a national level as a National Board Member of the Federation of All Indian Realtors Associations (FAIRA), ensuring that the sector moves towards greater organisation and ethical standards.

## A Vision Rooted in Integrity

For Jayaram, success is measured by more than business — lit is measured by impact. An active member of the Rotary Club, he is deeply committed to community service, ensuring that Propshell's growth contributes back to society. As Propshell gears up for its next phase with landmark projects like Sencia in Maraimalai Nagar and Ayla in Thiruvallur, Jayaram Ganapathy stands firmly at the helm — a visionary who understands that while markets may fluctuate, the value of integrity is permanent.



# MOVEMENT & GROWTH

## Market Movement — Demand Resilient Despite Moderated Supply

Chennai's residential sales grew 3% YoY in H1 2026, reaching 9,198 units, with South Chennai making up over half of all sales, led by the OMR corridor, which remains the top pick for both homebuyers and investors. West Chennai is also seeing more interest from mid-income buyers, helped by better connectivity in the area. New launches dipped slightly by 0.3% YoY to 9,588 units, showing that developers are building based on real demand instead of adding supply too quickly. Buyers are also choosing pricier homes: the ₹1–2 crore and ₹2–5 crore price ranges now make up 27% and 12% of sales, while homes under ₹50 lakh dropped from 22% to 12% of total sales — showing a clear shift toward higher-value homes.

## Yearly Growth — Varied Momentum Across Micro-Markets

Chennai's average residential prices rose 5% YoY in H1 2026, reaching ₹7,555 per sq ft. While this citywide number shows steady, moderate growth, price movement has not been the same everywhere — some pockets of the city are seeing much bigger gains than others. At the higher end, unsold homes in the ₹2–5 crore range rose 91% YoY, with developers betting that genuinedemand exists at this price point. On the other hand, the ₹5–10 crore segment has very little unsold stock, showing that top-end homes are selling fast.

## Outlook — A Market of Multiple Narratives

Chennai's housing market in H1 2026 isn't following just one pattern — several things are happening at the same time. Buyers are moving toward bigger budgets, while developers are being more careful about adding new supply. One clear sign of this shift is in Central Chennai,where unsold homes dropped to just 117 units, down 77% YoY — showing there is very little stock left in the city's older areas, and pointing to where future development will likely happen.

*Source: Knight Frank Research*



# BUYER BEHAVIOUR INSIGHTS (Apartments)

## How Chennai Buyers Are Choosing Homes Today

Apartment buyers in Chennai are becoming more selective, prioritising liveability, connectivity, and value s tability. The majority of home seekers are choosing locations with metro access, schools, IT parks, and daily convenience. In OMR, GST Road, and Porur belts, demand is driven by IT employees and first-time buyers looking for reliable builders and community — living projects.

## Preference for Compact & Efficient Homes

Today's apartment buyers — especially young professionals and nuclear families — are choosing compact 2 and 2.5 BHK homes that offer the right balance of affordability and functionality, alongside a growing shift toward larger 2.5 and 3 BHK formats as families need extra space for hybrid work, study rooms, and storage. Efficient layouts, minimal wasted space, and low monthly maintenance remain major decision factors regardless of size. Buyers increasingly evaluate carpet area efficiency, natural ventilation, and smart storage solutions before finalising a unit.

## Location-Led Decision Making

Connectivity has become the strongest influence on apartment purchases. Areas with metro access, IT corridor proximity, wider roads, and upcoming infrastructure see faster absorption. Apartment buyers closely track micro-markets such as Sholinganallur, Pallikaranai, Thirumazhisai, and Poonamallee, where both rental demand and long-term appreciation remain strong. Easy access to workplaces, schools, and hospitals significantly shortens the evaluation cycle.

## Community Living & Lifestyle Amenities

Apartment buyers now consider community experience as important as the unit itself. Gated communities offering amenities such as clubhouses, gyms, indoor games, children's zones, landscaped parks, and co-working lounges attract families looking for an all-in-one lifestyle. Safety standards, 24x7 security, and RERA-driven project accountability further increase buyer confidence, making integrated living environments the top choice for mid-segment apartment seekers.



## Shift Toward Ready-to-Move & Near-Completion Homes

Apartment buyers are increasingly choosing ready-to-move or 6–12-month near-completion units to avoid construction delays and rental overlap. With stronger RERA enforcement and rising construction costs, buyers prefer the security of seeing the actual flat, amenities, and neighbourhood before investing. This trend is especially visible in Chennai's mid-segment markets, where RTM homes offer immediate usability, assured quality, and faster rental returns, making them a safer choice for both end-users and investors.



# BUYER BEHAVIOUR INSIGHTS
## Choosing Between Apartments, Villas & Plots



Having established why apartments remain Chennai's default choice, the sharper distinction lies in what pulls certain buyers toward villas and plots instead. Infrastructure is shaping much of this shift: Metro Phase II, new OMR flyovers, and upcoming expressways are pulling demand toward suburbs such as Porur, Poonamallee, Sholinganallur, Madhavaram, and Perambur. Underlying this is a change in mindset — many buyers now treat property as a long-term assetrather than simply a place to live, drawing more of them toward plots and villas, where land ownership feels clearer and more within their control.

### Villas Are Gaining Interest for Space and Privacy

Premium buyers, business owners, multi generational families are drawn to villas primarily for what apartments cannot offer to the same degree: genuine space, including a private terrace, yard, or garden, along with the freedom to customise. For many buyers, a villa is also positioned as a "final home" — the property they intend to settle into permanently. Buyers with budgets in the ₹1.5–3 crore range are showing steady interest in OMR extensions, Medavakkam, and Navalur, drawn by the sense of independence these areas offer while remaining within reach of the city.

### For Plots, the Land Itself Is the Asset

Investors, NRIs, and business families buy plots for future land value, not to live on — and Chennai land has often outpaced built-up property, especially near new infrastructure. Plots also let buyers build on their own timeline, with lower entry prices in developing areas like Guduvancheri, Oragadam, Padappai, and the OMR extensions. Buyers are now far more careful about paperwork — CMDA/DTCP approval, clear parent deeds, and proper road and drainage plans are non-negotiable. Many are willing to wait three to seven years to build, since location and title matter more than immediate occupancy.



### How Budget Quietly Narrows the Choice

Below roughly ₹60–70 lakh, buyers generally lean toward apartments in suburbs or smaller 2 or 2.5 BHK units in established areas, since strong villa options are limited at this price point and plots tend to lie further from the city. Between ₹70 lakh and ₹1.5 crore, buyers commonly weigh mid-premium apartments against entry-level villas, often comparing a 3 BHK apartment directly with a villa. Once budgets exceed ₹1.5 crore, cost stops being the deciding factor, and the choice instead comes down to lifestyle — community living versus an independent home.

### The Pattern That Holds Across Chennai

End-users tend to favour apartments or villas they can move into within a year or two, prioritising commute distance and access to schools and hospitals. Investors and buyers upgrading to larger homes are considerably more willing to purchase plots near upcoming infrastructure — such as Metro Phase II, the CPRR, and new expressways — and wait five to ten years, betting on appreciation over immediate occupancy. Joint families continue to favour villas or larger 3–4 BHK apartments built to comfortably accommodate everyone.



# GOVERNMENT POLICIES (TN & Chennai Focus)

Tamil Nadu has introduced a series of policy changes through 2026 aimed at improving transparency, reducing procedural delays, and strengthening buyer protection across the real estate sector.

## Digital Registration for Plot and Apartment Sales

From August 17, 2026, first-sale registrations of plots by promoters and flats or apartments by builders must be completed under the contactless "Anywhere Registration" mode on the STAR 3.0 platform. The process includes online document upload, Aadhaar-based biometric verification, photo capture, and online payment of stamp duty and registration fees. Approved, digitally signed documents are delivered to the buyer's portal account and via WhatsApp, removing the need to collect a physical stamped copy at the Sub-Registrar Office for these categories. This first phase covers first-sale plots, first-sale flats, TNHB sale deeds, and certain bank loan and mortgage documents; other transaction types continue to follow the existing process.

## Guideline Value Revisions

Property guideline values were revised in January 2026, with notable increases across corridors such as OMR, ECR, and GST Road. The Registration Department has clarified that isolated high-value transactions cannot be used to reset guideline values for an entire locality; valuations must instead be based on systematic survey data. The state is also moving toward assigning a specific guideline value to every individual plot or survey number, reducing the valuation gaps that have previously affected buyers.

## Builder Fund Management Under TNRERA

Since January 1, 2026, registered developers have been required to maintain three separate bank accounts for every project: a collection account for buyer payments, a construction account into which 70% of collections must be deposited and used only for construction andland costs, and a general account for remaining funds and other expenses. This structure is designed to reduce fund diversion and protect homebuyers.

## Advertising Regulations

TNRERA is enforcing stricter regulations around project advertising, requiring advertisements to display RERA registration numbers and, increasingly, scannable QR codes linking to approved project details on the TNRERA portal. This measure is intended to ensure that marketing claims align with approved project data, including layout, approvals, and carpet area.



## High-Rise Approval Process in Chennai

A government order dated June 15, 2026, grants the Chennai Metropolitan Development Authority (CMDA) the power to directly approve high-rise buildings in the Chennai Metropolitan Area, removing the earlier requirement for separate state-government sign-off. Approval timelines are expected to shorten from six to seven months to a matter of weeks, while core building norms such as height limits and floor space index remain unchanged. As this order is not yet widely detailed in public sources, the anticipated timeline reduction should be treated as an expected outcome rather than a confirmed one.

## Long-Term Planning Reforms

Broader planning reforms are also under discussion, including a new master plan for Chennai extending to 2046, and a large-scale housing initiative aimed at expanding the state's low-income housing stock. These remain directional priorities rather than finalised policy.

## Stamp Duty and Registration Costs.

Stamp duty (around 7%) and registration fee (around4%) continue to add up to roughly 11% of a property's value, among the higher such costs in the country, though the exact structure varies by transaction type. Concessions include a 1% registration fee reduction for women buyers on properties valued up to ₹10 lakh, effective April 1, 2026. Because guideline values directly determine the base for this calculation, revisions to guideline value affect total cost even when the sale price itself remains unchanged.

# KNOW BEFORE YOU BUY

## Two zones, two risks — what buyers need to verify first



### Alavandar Trust Land, ECR

If you are eyeing a plot along Chennai's East Coast Road, one name deserves your attention before you sign anything: **Alavandar Trust.**

Over a century ago, philanthropist Alavandar Nayakar willed his vast coastal estate — over 1,000 acres — to a charitable trust supporting a local temple. Today, that land is administered by the Tamil Nadu HR&CE Department and spans prime ECR stretches near **Nemmeli, Kovalam, Pattipulam, Saluvankuppam, and Mahabalipuram.**

Because this land legally belongs to a religious trust, private buyers cannot obtain clear title, Patta, or a valid sale deed on it — regardless of what a broker promises. Courts have repeatedly ordered eviction of encroachers, and demolition drives continue actively along this corridor. Much of the belt also falls under overlapping CRZ and ASI heritage restrictions, adding further legal complexity.

**Before paying an advance:** verify the land isn't Alavandar Trust property, check the Encumbrance Certificate, confirm Patta authenticity, and insist on CMDA/DTCP layout approvals.

**Diligence today saves a demolition notice tomorrow.**

### Pallikaranai Wetland Buffer, South Chennai

If you are evaluating property in **Velachery, Medavakkam, Sholinganallur, Perungudi, Thoraipakkam, or Madipakkam,** the Pallikaranai Marsh — Chennai's only Ramsar-designated wetland — comes with serious planning restrictions you need to know before you invest.

Following NGT directives, CMDA has frozen new building approvals within a **1-km "influence zone"** of the marsh boundary. Restrictions scale by distance: land within 100 metres is a complete no-development zone; between 100–300 metres, construction needs NOCs from the Forest Department and State Wetland Authority; and up to 1 km, projects face mandatory environmental screening before CMDA even processes the file. Beyond approvals, buyers should check plinth elevation norms, sewage treatment (STP) requirements, and whether the land is historically classified as **Kazhuveli (marshland)** in revenue records — a classification that can block construction entirely.

**Before paying an advance:** verify the plot's distance from the Ramsar boundary, check TNGIS wetland mapping, and confirm CMDA approval predates the 2025 freeze.

**A plot near a wetland looks green on the brochure — check what's green on the government map too.**



# BUYING RIGHT: A PRACTICAL GUIDE FOR HOMEBUYERS AND INVESTORS IN CHENNAI

## Purpose-Led Property Selection

Before shortlisting a property, buyers should first determine its purpose: a primary residence, a rental, or a quick resale. Establishing this at the outset helps prevent future regret, such as realising two years later that the property no longer fits the intended plan.

## Cost Assessment Before Site Visits

Before visiting a site, buyers should account for the full cost involved, not merely the sale price. This includes stamp duty (7%), registration fee (4%), GST on under-construction properties, and reserves for post-possession expenses. For rental purchases, maintenance, property tax, and loan costs should be weighed carefully before committing capital to the property.

## Market Awareness

Engaging with brokers, builders, and other buyers provides a realistic sense of market conditions in the target area. Staying informed on regulatory changes is equally important, as a single policy shift can alter risk overnight and change what once appeared to be a secure investment.

## Investment Discipline

Investment properties should be managed with a business mindset, including maintaining separate finances and securing appropriate insurance. Where a property is rented out, a formal lease agreement, a security deposit, and periodic inspections are recommended.




## Title and Verification

Buyers should insist on the original parent title deed, an Encumbrance Certificate covering at least 13 years, and key approvals — CMDA/DTCP approval, a licensed building plan, and an occupancy certificate where applicable. For older properties, engaging a lawyer to trace ownership history is essential, particularly where family settlements, wills, or power-of-attorney sales are involved.

## Micro-Market Selection

Buyers should focus on areas where demand is driven by genuine factors—an IT corridor, reputed schools and hospitals, or metro and bus connectivity. Properties marketed purely on the promise of "coming infrastructure" warrant caution, and the actual development timeline should be verified before finalising a decision.

# UNION BUDGET 2026: INDIRECT BOOST FOR PLOTS & VILLAS




The Union Budget 2026 may not have introduced headline-grabbing incentives specifically for homebuyers, but its broader economic vision has delivered a meaningful and long-lasting boost to the real estate sector — particularly for plots and villas in suburban Chennai. With a strong emphasis on infrastructure-led development, manufacturing growth, and urban expansion beyond city cores, the Budget has laid the groundwork for sustained appreciation rather than short-term stimulus. For investors and end-users alike, this approach reinforces confidence in land-centric assets that benefit directly from improved connectivity and planned growth.

At the heart of Budget 2026 is a capital expenditure allocation of ₹12.2 lakh crore, one of the highest infrastructure investments announced to date. This commitment has direct implications for Chennai's suburban corridors, where metro rail extensions, road upgrades, logistics networks, and industrial infrastructure are already reshaping residential demand. Enhanced connectivity reduces travel time, improves access to employment hubs, and transforms peripheral locations into viable living environments. For plotted developments and gated villa communities, these changes translate into higher livability and stronger long-term value, as buyers increasingly seek homes that balance space, privacy, and accessibility.

Metro expansion remains one of the most influential drivers of suburban real estate growth. With Budget 2026 reinforcing funding for urban transit systems, Chennai's ongoing and proposed metro corridors gain renewed momentum. Suburbs along OMR extensions, GST Road, Poonamallee, and western growth belts stand to benefit the most. As metro connectivity improves, the demand for independent homes and villa plots in these locations rises, as families are no longer forced to choose between space and convenience. Over time, this enhanced accessibility supports steady price appreciation in plotted layouts located within reasonable reach of metro nodes.




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## SENCIA(GK AVENUE)

**MARAIMALAI NAGAR**
4 KMS FROM GST ROAD

READY TO CONSTRUCT
PLOT SIZES: 593 SQ.FT. TO 2258 SQ.FT.

OFFER PRICE
₹ 2990* (PER SQ.FT.)
(PLUS DEVELOPMENT CHARGES & PLC APPLICABLE*)

RISING STAR
1 LAKH+ SQ.FT. SOLD




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TOP SELLER
10 LAKH+ SQ.FT. SOLD




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CUSTOMER CHOICE




TNRERA/37/LO/0957/2026
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VILLA PLOTS

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FAST SELLING



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## THE PARK ORIGIN

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(PLUS DEVELOPMENT CHARGES & PLC APPLICABLE*)

FAST MOVING
1.5 LAKH SQ.FT. SOLD



VILLA PLOTS

FARM ESTATE & RESORT PLOTS
RERA NOT APPLICABLE

## RVR EKANTHAM

**KODAIKANAL**
VILPATTI

READY TO CONSTRUCT
PLOT SIZES: 31.6 TO 67.7 CENTS

OFFER PRICE
₹ 1.5 Lakh
PER CENT
(436 SQ.FT.)

PHASE 1 SOLD OUT


ESTATE PLOTS

FARM RESORT PLOTS
RERA NOT APPLICABLE

## THE RESEVE ESTATE

**COONOOR, OOTY**
3 KMS FROM COONOOR BUS STAND

READY TO CONSTRUCT
PLOT SIZES:23 CENTS TO 1 ACRE

OFFER PRICE
₹ 3.99 Lakh
PER CENT
(436 SQ.FT.)

MINIMUM PURCHASE: 23 CENTS

PREMIUM LAUNCH


RESORT PLOTS

# THE SEASON MOST BUYERS SKIP — AND SHOULDN'T

House-hunting is typically paused the moment the monsoon arrives. Site visits are postponed in favour of more comfortable weather, and developers are well aware that footfall drops sharply during the rains. While understandable, this is in fact the worst time to stop looking

## Monsoon as a Structural Test

Most properties appear reasonably good on a dry morning or afternoon — fresh paint, clean floors, nothing visibly amiss. Rain changes that equation entirely. It is often the one condition a building cannot conceal: water either drains as intended or it does not, joints and seals either hold or give way, and issues that remained invisible for months surface with a single downpour. A flat that appeared flawless in March may look markedly different in July.

This is not a matter of price, but of construction discipline. A premium project does not automatically imply superior build quality over an affordable one; it is the standard of engineering and waterproofing that determines how a building withstands the monsoon, not the figure quoted in the brochure. Budget developments built with careful execution and strict quality checks often hold up considerably better through the rains than pricier projects that overlooked the fundamentals.

## Observations from a Monsoon Site Visit

A site visit during rainfall should be treated as an opportunity rather than an inconvenience. A yellow stain on the ceiling typically indicates a leak above, possibly an older one that was concealed rather than repaired. A damp patch near a wall corner or window may indicate water ingress from an unintended source. Bathrooms warrant particular attention — gaps between tiles, poor drainage, or persistent ceiling dampness can point to waterproofing that was never properly executed.

Terraces and balconies deserve close inspection as well, since they bear the direct impact of rainfall. Buyers should ask sellers whether waterproofing has been redone, and whether water drains efficiently or tends to accumulate. Basements, parking areas, and common spaces are also worth reviewing, as their upkeep reflects the overall standard of maintenance.

## Negotiation Advantage During the Monsoon

There is a notable advantage to shopping during this period: with footfall down, developers tend to be considerably more flexible on negotiation and payment terms. Buyers who visit while others wait for better weather stand to benefit from this. Most buyers instead wait for the festive season, when demand and prices typically rise again.



## Questions for the Seller or Developer

Rather than relying solely on brochure information, buyers should raise direct questions with the seller or developer: Was the terrace or roof tested through deliberate flooding to assess waterproofing? Were external walls tested with sprayed water to check for leaks? Do the basement and parking pumps function reliably, and is backup power genuinely operational rather than merely installed? Has there been prior seepage, and was it properly resolved or simply concealed?

## Design Factors Behind Monsoon Resilience

Some projects withstand the monsoon by design rather than chance. Developments planned with stormwater management in mind — incorporating sloped grading, absorbent surfaces, and rainfall-appropriate drainage — tend to avoid the pooling and seepage that affect poorly planned properties. The use of moisture-resistant materials in walls and finishes also plays a significant role; the difference may not be immediately apparent but becomes evident later, in the cost of repairs borne by residents. Green certification is not essential, though projects pursuing it typically give such details greater consideration.

## The Value of a Monsoon Visit

A monsoon site visit may be inconvenient, but it offers a level of clarity that a dry-season viewing cannot provide. Observing how a property performs through genuine monsoon conditions, and raising the right questions during that visit, reveals far more about the investment than any brochure — allowing buyers to proceed with a degree of confidence no other season offers.

# INFRASTRUCTURE DRIVING CHENNAI'S GROWTH

## Chennai Peripheral Ring Road(CPRR) - Mega Connectivity Project



The Chennai Peripheral Ring Road (CPRR) is a major infrastructure project designed to create a 133.64 km long, access-controlled ring road around Chennai. In order to meet the rapidly increasing traffic demand in Chennai city and to enhance connectivity for vehicles from the southern part of the state toward the Ennore and Kattupalli port areas, and also to neighbouring states, the CPRR significantly improves long-distance movement without entering the city. The project is being implemented by the Tamil Nadu Road Development Corporation (TNRDC) with financial assistance from international agencies such as JICA, AIIB, and OFID.



### Project Features

CPRR is planned as a 6-lane expressway with dedicated service lanes on both sides for local traffic. The project includes modern road infrastructure such as intelligent transport systems (ITS), traffic monitoring, safety features, and toll plazas. Its design follows global expressway standards, ensuring faster, safer, and smoother travel for both passenger and freight vehicles.

### Connectivity & Route

The road runs from Ennore Port in the north to Poonjeri, near Mamallapuram, in the south, linking several fast-growing suburban belts along the way, including Puduvoyal, Periyapalayam, Thamaraipakkam, Tiruvallur, Sriperumbudur, and Singaperumal Koil. CPRR will also integrate major national highways and connect Chennai's industrial hubs — including areas near Kattupalli — with key ports, boosting logistics, manufacturing, and regional trade.



### Benefits & Impact

The CPRR is expected to ease traffic congestion inside Chennai by diverting heavy vehicles and long-distance traffic to the outer ring. It will improve connectivity between industrial corridors and ports, reducing travel time and transportation costs. Suburban locations along the CPRR are already witnessing strong interest from homebuyers and developers, with rising land values, new residential launches, and increased commercial activity.

# INFRASTRUCTURE DRIVING CHENNAI'S GROWTH

## Metro Phase II — Suburban Connectivity Catalyst



As India's real estate market becomes more infrastructure-led, 2026 is an important year for Chennai because Metro Phase II is beginning to improve access between established neighbourhoods, emerging suburbs, and major employment corridors. The 118.9 km network, planned with 128 stations across three corridors —Madhavaram–SIPCOT,Lighthouse–Poonamallee Bypass,and Madhavaram–Sholinganallur — is designed to reach outward into the suburbs, unlike earlier metro phases that were built primarily around the city core. Alongside highways, the Outer Ring Road, and radial road networks, this expansion is creating stronger residential potential in selected suburban micro-markets, contributing to Chennai's broader reputation as a relatively end-user -oriented, infrastructure-supported market.

### A Different Kind of Metro Expansion

Phase 2's suburban orientation is a genuine departure from earlier phases, which connected neighbourhoods that were already well established. This expansion instead extends connectivity toward Poonamallee, the OMR/SIPCOT IT belt, and western Chennai, with the potential to reduce travel time to employment hubs in ways that make previously distant localities more practical residential options. As of mid-2026, the first 14.6 km Poonamallee Bypass–Vadapalani section had received safety clearances and was awaiting inauguration, while CMRL ridership reached 1.06 crore passenger journeys in July 2026 — figures that support the project's growing commercial relevance, even as the full 128-station network remains targeted for completion only by 2028.

Plots, apartments, and gated villa communities may all benefit from this improved access, particularly where metro connectivity is supported by genuine employment proximity, schools, healthcare, drainage, and reliable feeder transport. Plotted developments and villa communities in particular are seeing increasing demand along these corridors, though apartments remain significant and often dominant around established zones such as OMR, Porur, Poonamallee, Tambaram, and Sholinganallur — this is a market of growing options rather than one format displacing another.

### Reinforced by the Roads Around It

Metro Phase II has not worked alone. The Outer Ring Road, radial road networks, and upgraded state highways provide complementary links that support cross -suburban movement and access to industrial areas, even in stretches the metro does not yet reach. These networks predate and operate independently of Phase 2 rather than being a direct result of it, and while they meaningfully ease suburban connectivity, congestion, junction bottlenecks, and incomplete links mean movement is improving rather than fully seamless. Some suburbs along these corridors — particularly around OMR, Porur, and Poonamallee — are developing into more self-sustained neighbourhoods with schools, retail, and healthcare in place, though others remain commuter settlements still dependent on the city centre.

### Anchored by Real Employment Demand

Metro Phase II's corridors intersect meaningfully with Chennai's industrial and employment base, including SIPCOT IT Park at Siruseri along the Madhavaram–SIPCOT corridor, alongside western manufacturing and logistics zones. This overlap between transport investment and genuine job creation is where the market's most durable opportunities are likely to sit. That said, employment proximity supports demand without eliminating the possibility of volatility — land banking, investor purchases, oversupply, and uneven job concentration can still affect specific micro-markets, even in an otherwise end-user-driven city.

Chennai's property market is best understood as infrastructure-supported and relatively end-user-oriented, rather than fully insulated from speculation. The strongest opportunities remain those where transport access and real employment growth genuinely overlap — assessed locality by locality, rather than assumed city-wide.




# HARITHAMS GROUP OF COMPANIES

Legacy. Leadership. Landmark Developments.

## Introduction

Harithams Group of Companies has emerged as a flagship player in Chennai's real estate & construction ecosystem, backed by over two decades of domain excellence in civil engineering, project development, and customer-centric delivery frameworks. The organisation has consistently demonstrated operational integrity, project transparency, and executional rigour — attributes that have elevated it from a modest venture into a respected, future-focused real estate enterprise.

## Our Story

Founded by Swaminathan J. Reddy, Harithams Group was established with a singular ambition: to craft purposeful living environments and high-yield investment destinations. Leveraging deep technical acumen and on-ground execution capabilities, the group has successfully delivered plotted communities, premium villas, and commercial assets across Chennai's most dynamic growth corridors. Every milestone reflects an unwavering commitment to engineering quality and value creation.

## Our Core Values

Integrity remains the organisation's strategic differentiator. Every development is anchored in:

- Ethical communication and regulatory adherence
- Quality-driven engineering standards
- Transparent documentation and delivery commitments
- Customer trust reinforced through predictable timelines and consistent service excellence.

These principles form the cornerstone of the brand's reputation and long-standing market goodwill.

## Project Footprint

Harithams Group continues to strengthen its presence across Chennai and its suburban growth belts. The organisation has delivered multiple plotted townships, villa projects, and commercial assets in emerging high-potential zones. Each project is conceptualised with a focus on connectivity advantages, infrastructure evolution, and sustained asset appreciation — ensuring long-term value for homeowners and investors.

## Our Portfolio & Capabilities

Harithams Group operates with a comprehensive development mandate that spans the end-to-end real estate value chain:

- CMDA-approved residential plotting communities engineered for long-term appreciation.
- Premium villa enclaves curated for contemporary lifestyle aspirations.
- Strategically located apartment developments in high-growth micro-markets.
- Fully managed project lifecycles — from land acquisition and planning to execution and handover.
- Transparent processes supported by legally compliant and meticulously documented frameworks.

## Vision for the Future

The Group is steadfast in its mission to redefine Chennai's urban development narrative through sustainable architecture, innovation-driven design thinking, and customer-first development philosophies. Harithams aims to accelerate its portfolio expansion while creating communities that elevate lifestyle standards and deliver superior stakeholder value.

## Commitment

With a legacy built on engineering precision and professional credibility, Harithams Group remains committed to crafting more than physical structures. It builds trust, nurtures relationships, and enables future-ready communities — ensuring every project becomes a benchmark in quality and long-term value creation.



# PLOTTED DEVELOPMENT INSIGHTS



Plotted developments continue to emerge as one of the most preferred investment choices in Chennai's fast-growing real estate corridors. With enhanced connectivity driven by new arterial roads, ongoing SIPCOT expansions, the Outer Ring Road network, and upcoming infrastructure upgrades, suburban micro-markets are witnessing strong demand for well-planned layouts. Investors are drawn to plots for their flexibility, higher year-on-year appreciation, and the advantage of complete land ownership — offering long-term wealth creation with minimal maintenance costs. The ability to build in phases, customise homes, and secure better resale value further strengthens their appeal. Today's buyer profile spans young couples seeking future-proof options, NRIs looking for stable capital growth, first-time investors, and families upgrading from traditional ancestral land holdings to modern gated communities. Plotted development has, therefore, become a strategic asset class that blends affordability, autonomy, and strong future returns.
These fast-growing suburban pockets offer investors strong appreciation potential, lower entry costs, and access to rapidly developing neighbourhoods — making them ideal for long-term value creation.

Plots provide unmatched autonomy compared to built-up properties. With complete land ownership, buyers can hold the asset without worrying about depreciation or structural ageing.This long-term wealth-building potential, supported by consistently rising land values in Chennai's outskirts, makes plotted developments a preferred choice for both seasoned and first-time investors. With no monthly maintenance costs, no shared building responsibilities, and minimal upkeep, plots have lower holding expenses. Investors benefit from higher appreciation, faster liquidity, and better returns compared to most vertical developments.

Plots offer the freedom to design, customise, and build in phases based on individual needs — something apartments cannot provide. This flexibility makes them especially attractive to young families and NRIs seeking personalised, future-ready spaces. Plotted developments have evolved from a traditional investment choice to a strategic asset for modern buyers. As Chennai's urban limits expand, land parcels in well-planned layouts are emerging as future-ready neighbourhoods with strong connectivity and infrastructure potential. Investors increasingly view plots as foundational assets that secure long-term financial stability

## Future Resale Advantage:

- Land value increases steadily over time, giving plots higher appreciation.
- Resale demand is strong in growing suburban locations.
- Plots do not lose value like old buildings, so resale stays higher.
- Buyers prefer plots for easy construction and flexibility.
- Gated plotted layouts get better resale prices than normal land.



# BUDGET HOMES





Chennai's budget homes are evolving with better layouts, improved connectivity, and essential amenities. From growing suburbs to well-connected residential zones, affordable housing options are expanding across the city. Chennai's budget housing today spans a range of buyer priorities — from location and connectivity to design efficiency, community living, and compact configurations — giving first-time buyers and small families several distinct ways to find the right fit.

## Suburban Connectivity Homes

Suburban connectivity homes are suited to buyers seeking greater space and value on the city's outer belts. What distinguishes this category is timing: these neighbourhoods are positioned just ahead of upcoming metro lines highway upgrades, and public transport expansion, meaning today's quieter, greener locality is positioned to become tomorrow's well-linked suburb. This makes the category particularly relevant for buyers looking to benefit from infrastructure growth that is already underway.

## Affordable Modern Apartments

Affordable modern apartments are suited to buyers who want a contemporary build within established, well-connected neighbourhoods rather than emerging suburbs. The emphasis here is on design and space efficiency — smart layouts, quality finishes, and a curated set of amenities such as 24/7 security, power backup, and parking — offering strong value per square foot without an extensive amenity list. This category is well suited to buyers who prioritise build quality and everyday convenience.

## Community Apartments

Community apartments are distinguished by the lifestyle built around them rather than the unit alone. These developments are designed around shared spaces — clubhouses, playgrounds, parks, and fitness areas — that foster social interaction and a sense of belonging among residents. Typically located in well-planned neighbourhoods with access to schools, shopping, and transport, this category is well suited to families and professionals seeking a stronger sense of community alongside their home.

## Compact 2 BHK Homes

Compact 2 BHK homes are defined primarily by configuration rather than location or lifestyle, making them well suited to buyers with a specific requirement: an efficiently designed two-bedroom home. This category is particularly relevant for first-time buyers and young professionals, offering an accessible entry point into homeownership through practical layouts and essential amenities such as security, parking, and power backup.



# BUYER PRIORITIES IN BUDGET SEGMENTS



The primary motivation for consumers operating within budget segments is the search for absolute value and reliability at the lowest possible cost. These buyers are intensely price-sensitive, making the initial price the foremost screening criterion, whether it is a plot, an apartment, or a home loan product. Crucially, they demand core functionality; the product or service must reliably perform its essential duty without unnecessary frills or premium features that inflate the price.





## The All-Inclusive Cost (Affordability)

Property price plus registration fees, stamp duty, GST (for under-construction), and initial setup costs must fit the hard budget limit.

## Future Growth Potential

The locality must show signs of improving infrastructure, connectivity (new roads/metro), and potential for property value appreciation over time.

## Financing & Loan Eligibility

Ease of securing a home loan, low interest rates, government subsidies (like PMAY), and manageable monthly EMI payments.

## Developer Reputation & Trust (RERA)

The builder must have a strong track record of timely project delivery, legal compliance, and registration under RERA to avoid project delays.

## Connectivity & Social Infrastructure

Proximity and easy connectivity to the workplace, schools, hospitals, public transport (metro/bus hubs), and basic retail shops.

## Ready-to-Move vs. Under-Construction

Preference for ready-to-move-in properties to save on rental expenses and avoid construction risk, even if it means paying a slight premium.

# PROJECT OPPORTUNITIES IN CHENNAI & TN

## Strong Demand Driven by IT & Industrial Growth

Chennai's continued growth as a hub for IT, manufacturing, ports, and logistics provides durable, employment-based support for both residential and commercial real estate. The expanding IT/ITeS and industrial sectors have created steady demand for housing, particularly 2 and 3 BHK apartments and mid-segment homes, though the strength of that demand varies by locality, affordability, and competing supply.

## Poonamallee: An Emerging Western Corridor

Poonamallee is developing as a residential corridor in western Chennai, supported by its location along the Chennai–Bangalore Highway and its position within Chennai Metro Phase II, which is planned to bring improved connectivity to the area as part of a wider 118.9 km, 128-station network. The area offers a mix of affordable and mid-segment apartments, villas, and gated communities, drawing interest from families and professionals seeking reasonably priced housing with improving access to IT and industrial hubs. While proximity to schools, hospitals, and shopping centres adds to its appeal, claims of steady appreciation and strong rental demand should be treated as a plausible outlook rather than a guaranteed outcome — supporting data such as registered transaction prices and rental occupancy is worth checking project by project.



## Siruseri: An IT-Linked Residential Market

Siruseri, located along Chennai's OMR IT corridor, has developed into a genuine employment-linked residential market, anchored by the SIPCOT IT Park and a substantial base of working professionals. The area offers a mix of affordable and mid-range apartments, gated communities, and villas, drawing both end-users and investors. Siruseri also sits along the planned Madhavaram–SIPCOT stretch of Chennai Metro Phase II, though this connectivity should be understood as under development rather than currently operational. Rental and price appreciation potential here is plausible given the employment base, but OMR's substantial existing apartment supply and ongoing traffic constraints mean occupancy and returns can vary meaningfully by project — due diligence at the project level matters more than the broader locality story.

## Oragadam – Sriperumbudur: Chennai's Strongest Industrial Growth Corridor

Oragadam–Sriperumbudur stands out as one of Chennai's most substantiated growth corridors, anchored by a significant and genuinely expanding base of automobile, electronics, engineering, manufacturing, and logistics companies. Recent investment activity, including new industrial and logistics park development in the corridor, reflects continued momentum in the region's industrial growth. Its location along key national highways and proximity to SIPCOT zones has strengthened business activity and connectivity, and this sustained industrial growth is creating real, employment-driven demand for nearby housing, including affordable apartments, villas, plotted developments, and gated communities. Of the three corridors covered here, Oragadam–Sriperumbudur carries the strongest employment and industrial-growth case, though it also carries relatively higher infrastructure, liquidity, and residential-absorption risk given how much of its growth is still industrial-led rather than residential-led.

## Why These Zones Matter

- Ongoing and planned infrastructure upgrades, including Metro Phase II
- Genuine job market growth tied to IT and industrial employment
- Generally lower entry pricing in outer corridors, though prices vary and should be checked against registered transactions
- Real potential for future appreciation, tied to employment growth and infrastructure delivery — not a guaranteed outcome

# INVESTMENT OPPORTUNITIES & RETURNS

## BEST PERFORMING ASSET TYPES (TN MARKET)



### OMR Apartments

The Old Mahabalipuram Road (OMR) corridor remains one of Chennai's more defensible residential investment options, supported by genuine and growing IT/ITeS and GCC employment activity in the area. Rental demand is strongest around established employment nodes such as Perungudi, Thoraipakkam, and Sholinganallur; areas further south, including Siruseri, can offer lower entry prices but often come with more competing supply and longer vacancy periods. Capital appreciation is a realistic possibility given these structural demand drivers, but it depends on supply, traffic, metro execution, and project quality — it should not be treated as guaranteed. Reported yields on OMR apartments vary considerably by locality, furnishing, and occupancy, and net returns will run lower still once maintenance, property tax, vacancy, and loan interest are factored in.

### Suburban Plots — Kelambakkam

Kelambakkam, a developing suburb with access to OMR and proximity to Siruseri and the southern IT corridor, presents a longer-term opportunity in plotted developments rather than a quick-turnaround one. Plots here offer flexibility for self-built homes, but resale value depends heavily on approvals, road access, utilities, and genuine end-user demand in the specific layout — not every plotted development in the area will appreciate at the same pace. It is worth noting that Chennai Metro Phase II's planned extension currently reaches Siruseri SIPCOT, not Kelambakkam directly; any further extension toward Kelambakkam remains proposed rather than approved or funded, and should not be assumed when evaluating this opportunity.

This asset class suits investors with a longer holding horizon, limited dependence on near-term rental income, and a willingness to verify CMDA/DTCP approval, title, patta, and drainage before committing.

### Compact Villas — West and South Chennai

Compact villas in West and South Chennai are gaining traction primarily as an end-user housing trend, appealing to families seeking privacy, comfort, and community living within gated developments. As a pure rental investment, however, villas are generally a weaker case than a well-located apartment — the tenant pool is smaller, maintenance costs run higher, and yield on total purchase price often comes in lower than promotional framing suggests, even when a villa achieves strong absolute rent within a desirable community. Villas are best suited to end-users and patient investors who value capital preservation and lifestyle fit over rental income, and any rental case should be tested against actual comparable leases in the specific community before assuming it will perform.

### Key Investor Insights

Investors in Chennai's real estate market are increasingly weighing a combination of genuine employment proximity, operational connectivity, legal approvals, limited competing supply, and realistic rental yield — rather than location alone. IT corridors like OMR offer the strongest evidence of employment-linked rental demand among the options covered here; Kelambakkam plots offer longer-term land appreciation potential but carry meaningfully higher approval, liquidity, and infrastructure risk; and compact villas in West and South Chennai suit families and patient investors more than those seeking a strong rental yield. Transit-led development can meaningfully strengthen a property's prospects, but proximity to a proposed metro station alone does not guarantee faster appreciation — the fundamentals of employment access, walkability, and civicinfrastructure still matter more than the transit announcement itself.

### Transit-Boosted Housing

Connectivity improvements, including metro expansions, road widening, and enhanced public transport, are genuinely improving accessibility across Chennai's suburbs and supporting housing demand in the process. That said, transit proximity alone does not automatically translate into faster appreciation; a project also needs real employment access, walkability, feeder transport, and civic infrastructure to convert improved connectivity into stronger returns. Housing near operational or firmly funded transit nodes — rather than merely proposed ones — presents the more credible opportunity for stable income and long-term capital gains.

# WHERE RETURNS ARE THE STRONGEST



Chennai's real estate opportunities are best understood by what each corridor actually offers, rather than a single ranking of "strongest returns" — rental income, appreciation, and end-user demand each favour different micro-markets, and results vary considerably by project and location.

**Thoraipakkam–Sholinganallur (OMR)** offers the strongest rental case in the city, supported by dense IT/ITeS office activity and well-established social infrastructure that keeps tenant demand steady.

**Siruseri and Navalur (Southern OMR)** present a more selective, lower-entry option. SIPCOT's IT Park and planned metro connectivity are genuine positives, but this stretch carries meaningfully more competing apartment supply and less immediate urban integration than the Thoraipakkam–Sholinganallur belt.

**Kelambakkam – Thaiyur** is better understood as a patient, long-hold land opportunity than an immediate income generator. Entry prices are attractive and proximity to OMR helps, but plots generally produce no rental income and can take longer to resell. Metro benefits here should not be overstated — the confirmed Phase II corridor currently reaches Siruseri SIPCOT, not Kelambakkam or Thaiyur directly.

**Guduvanchery – Maraimalai Nagar** offers a reasonable budget-growth case, supported by GST Road access, rail connectivity, and nearby industrial activity. That said, "safe entry" still depends on checking flooding risk, water availability, approvals, commute times, and local oversupply before committing.

**Poonamallee – Thirumazhisai** carries a genuine infrastructure-led thesis, with Metro Phase II connectivity supporting the Poonamallee side of the corridor, while Thirumazhisai leans more on road connectivity and western industrial growth. The actual benefit will vary significantly depending on distance from stations and access roads.



**Oragadam – Sriperumbudur** has the strongest employment-growth case of the group, anchored by a substantial and genuinely expanding manufacturing and logistics base. Housing demand here is real, but residential liquidity, civic infrastructure, and tenant depth can lag behind OMR — this is a higher-risk, higher-upside profile rather than a straightforward safe bet.

## NRIs: Villas and Plots

Villas and plotted developments genuinely appeal to NRIs planning future relocation or wanting a custom-built home, though they are not automatically superior investments — plots generate no rental income, villas typically carry higher maintenance and management demands, and owning property remotely introduces real construction, tenant, and legal risks that need active management.

NRIs have a legitimate route to purchase residential and commercial property in India under FEMA, though payments, documentation, taxation, repatriation, and power-of-attorney arrangements are best handled with professional guidance. Before committing to any project, it is worth independently verifying TNRERA registration and promoter disclosures, CMDA or DTCP layout and building approvals, parent documents and an independent title opinion, water, drainage, and flood risk, actual distance to employment and to operational — not merely proposed — transport links, and the practical arrangements for property management, rental, and resale.

Micro-markets such as Poonamallee, Sholinganallur, and Kelambakkam are commonly cited as areas of NRI interest, combining appreciation potential with rental demand from the nearby IT workforce. Gated villa communities generally offer stronger on-site amenities, and Chennai's improving regulatory transparency has made it a relatively more comfortable market for NRIs assessing risk from abroad. For many families, these purchases also carry long-term financial and emotional value tied to their roots — though, as with any investment, the outcome depends on the specific project, timing, and the diligence done upfront, not on the location alone.

# SPOTLIGHT

Pinnaclee
HOUSING AND PROPERTIES

## Trust, Quality & Transparency — the foundation of every address we build.

Pinnaclee Housing and Properties has established itself as a name synonymous with quality construction and customer-first development in Tamil Nadu's real estate landscape. Under the leadership of **Managing Director Shakthi Sukanya and Chief Executive Officer Loganathan.S,** the company has built a reputation on integrity, superior quality, and transparent communication — values that shape every project from the ground up.

At Pinnaclee, every project is executed with meticulous attention to detail, ensuring standards are never compromised. The company remains deeply committed to the trust clients place in them, delivering a seamless, reliable, and confidence-driven experience at every stage — anchored in five core values: Reliability, Quality, Transparency, Trust, and Customer Focus.

## What Sets Pinnaclee Apart

For homebuyers and investors, choosing a developer is as much about trust as it is about the property itself. Pinnaclee Housing and Properties distinguishes itself through DTCP- and RERA-approved layouts, ensuring every project stands on clear legal ground from day one. Buyers benefit from complete documentation transparency, prime and high-growth locations, and quality infrastructure designed to hold long-term value — not just at the time of purchase, but for years to come.

What truly sets Pinnaclee apart, however, is its commitment to on-time project delivery and dedicated customer support at every stage — from the first site visit through registration and beyond. This customer-first approach, backed by the leadership's personal commitment to "hand over promises, not just homes," ensures that every buyer experiences the same reliability, quality, and transparency that define the Pinnaclee name. For those seeking a real estate partner who delivers on what they promise, Pinnaclee offers not just a property, but a lasting relationship built on trust.

"For us, every project begins and ends with trust. We don't just hand over homes — we hand over promises, and we take that responsibility seriously at every stage of execution."

**Shakthi Sukanya,**
Managing Director,
Pinnaclee Housing and Properties



Pinnaclee
HOUSING AND PROPERTIES

"Our goal has always been to build more than structures — we build confidence. As we grow, our commitment to transparency and customer experience will only get stronger."

**Loganathan S,**
Chief Executive Officer,
Pinnaclee Housing and Properties



Pinnaclee
HOUSING AND PROPERTIES

**Get in Touch**

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# INTERIOR DESIGN IDEAS FOR APARTMENTS & VILLAS



## Practical Home Enhancements

Practical home improvement today focuses on making homes more efficient, comfortable, and easy to maintain without major renovation costs. Homeowners increasingly prefer upgrades like modular storage, improved lighting, better ventilation, and functional kitchen and utility layouts that enhance day-to-day living. Simple additions such as ergonomic furniture, noise-reducing curtains, wall organisers, and smart switches can instantly improve convenience. Even small changes — repainting walls, reorganising spaces, adding indoor plants, or upgrading bathroom fittings — create a noticeable difference in comfort and style.

Compact homes especially benefit from multifunctional furniture and organised utility spaces that improve flow without adding square footage. Homeowners are also looking beyond aesthetics toward functionality and sustainability — upgrades that cut maintenance and utility costs while adapting to changing family needs. This shift reflects a growing awareness that thoughtful upgrades don't just improve daily living but also boost a home's rental and resale appeal in a competitive market.

## Quick Wins Across the Home:

- **Upgrade to smart lighting** — Motion sensors, dimmers, and energy-efficient LEDs improve comfort and reduce electricity costs.
- **Improve ventilation & airflow —** Larger windows, mesh doors, and ceiling fans make interiors healthier and more comfortable.
- **Add modular storage solutions —** Built-in shelves, loft cabinets, and organised wardrobes help maximise usable space.
- **Refresh interiors with modern paints —** Light, neutral shades brighten rooms and create a cleaner, spacious look.
- **Enhance kitchen & utility areas —** Modular counters, pull-out racks, and organised drawers make daily tasks easier.
- **Modernise bathroom fittings —** Water-efficient faucets, anti-skid tiles, and better exhaust systems improve safety and hygiene.

# HOME DECOR TRENDS (2026 TN EDITION)





## Style That Makes Your Home Feel New

The latest home décor trends for 2026 focus on blending comfort, elegance, and smart design. Homeowners are shifting toward warm minimalism — a softer evolution of last year's minimal-luxury look, trading stark whites and empty spaces for calm, earthy palettes, clean layouts, and premium natural finishes that elevate the look without overspending. Nature-inspired elements like indoor plants, cane furniture, and warm woods add texture and freshness, often paired with handcrafted, personal touches instead of store-bought pieces. Smart, space-saving furniture continues to trend, making compact homes feel more open and functional. Accent walls, layered lighting, and personalised art pieces complete the modern home — creating spaces that are stylish, comfortable, and built to last.

# Vastu Shastra:
# Designing for Prosperity and Peace





Vastu Shastra, the ancient Indian science of architecture, provides a profound guide to aligning human dwellings with nature's cosmic energies. It is based on balancing the five great elements — Earth, Water, Fire, Air, and Space (Pancha Bhutas) — to ensure your living space generates optimal positive energy, contributing to health, wealth, and continuous financial flow. Incorporating these guidelines is an essential part of evaluating any modern home.

## The Main Entrance (Energy Gateway)

**Direction:** The main door should face auspicious directions such as North, East, or Northeast. These orientations are highly favoured for attracting wealth, opportunity, and positive cosmic energy.

**Auspicious flow:** Ensure your doorway opens inwards (to draw energy in) and is kept clean, brightly lit, and free of obstructions like shoe racks or dustbins. Avoid an entrance that directly faces a staircase or another home's main door.

## The Master Bedroom (Stability & Peace)

**Placement:** This room should be strategically located in the Southwest corner of the house, which is the zone of the Earth element, promoting groundedness.

**Sleep direction:** For deep, sound sleep, ensure the bed's head points toward the South or East wall. Avoid placing the master bedroom in the Northeast.

## The Kitchen (Fire Element)

The kitchen governs health and vitality as the centre of the Fire element (Agni).

**Placement:** Place the kitchen in the Southeast corner (Agni Kon). The person cooking should face East to harness positive energy and maintain health.

**Separation:** Avoid placing water sources (sinks) and fire sources (stoves) next to each other on the same counter, as water and fire are opposing elements.

## Pooja Room (Spirituality)

This space should be dedicated to peace and spiritual growth.

**Placement:** The sacred Northeast direction is best suited for the pooja or meditation room. This is the zone of the Water element and spiritual enlightenment.

**Design:** The space should be elevated, well-ventilated, and kept impeccably clean. Never place the pooja room under a staircase or adjacent to a toilet wall.

# TAMIL NADU REAL ESTATE 360°

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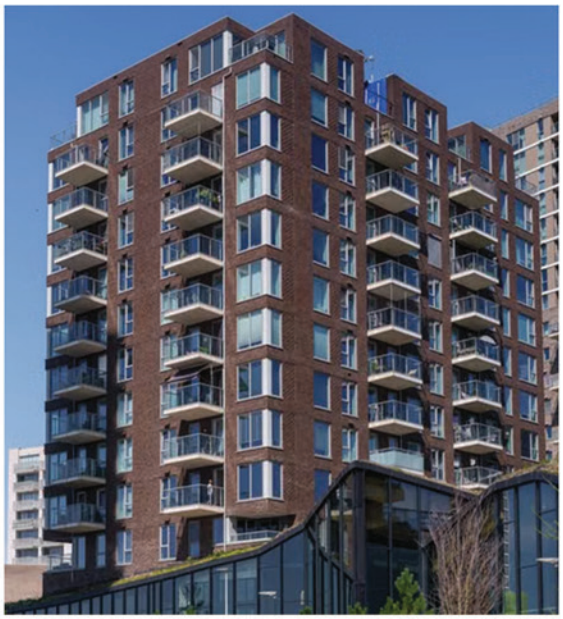



Tamil Nadu continues to be one of India's strongest real estate markets, driven by steady infrastructure growth, expanding employment hubs, and increasing housing demand. Cities like Chennai, Coimbatore, Trichy, and Madurai are witnessing consistent interest across residential, commercial, and plotted developments.

With metro rail expansions, highway projects, and smart city initiatives underway, property values in emerging corridors are showing long-term appreciation potential. Buyers today are increasingly focusing on RERA-approved projects, clear documentation, and trusted developers to ensure secure investments.

Affordable housing, premium apartments, and gated-community plots remain the most preferred segments. For investors and end-users alike, Tamil Nadu offers a balanced mix of lifestyle, connectivity, and value-driven growth.

**Realty Express — your trusted guide to Tamil Nadu real estate.**

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Headquartered in Chennai, Tamil Nadu, Jain Housing has delivered some of the region's most iconic residential developments across Chennai, Bengaluru, Hyderabad, Kochi, and Coimbatore. Each project reflects the company's unwavering commitment to quality, integrity, innovation, and customer satisfaction.

Driven by a vision to go beyond buildings, Jain Housing focuses on creating thoughtfully designed living spaces that enhance everyday life. Backed by a highly skilled team with decades of expertise in technology, engineering, architecture, and project management, the company has built an impressive portfolio of successful projects that stand as benchmarks in the industry.

Under the leadership of dynamic and forward-thinking directors, and supported by a passionate team of architects, engineers, supervisors, and construction specialists, Jain Housing continues to shape skylines while enriching communities. Every development represents a perfect blend of experience, innovation, and trust — values that have become synonymous with the Jain name.



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