REALTY EXPRESS™
REAL ESTATE MAGAZINE
NOV - 2026



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.



Happy Diwali to our customers, readers, subscribers and well-wishers, 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 perpectives. Send it over to realtyeditorial@gmail.com

VGN
CREATING ASSETS SINCE 1942



A Story Built Over Time

What began as a brick manufacturing unit in 1942 has grown into one of Chennai's established real estate brands. With **84+ years of experience and 260+ projects,** VGN Homes has evolved alongside the city, creating residential, commercial, retail and plotted developments across Chennai.

Driven by a commitment to quality, transparency and customer satisfaction, VGN has consistently looked beyond ordinary development to create thoughtfully planned spaces that add lasting value to its customers.

Our Vision

To continually do better than what we have done and deliver greater value to our customers.

Our Mission

To foster a culture of professional excellence, transparency and continuous growth while creating lasting value for customers and stakeholders.

A Word from Our Leadership



Mr. V N Devados
Chairman & Managing Director

At VGN, ordinary was never enough. Our success has always been rooted in the trust and loyalty of our customers. As the industry evolves, we remain committed to adapting, improving and consistently raising our own standards.



Mrs. Anusha Ashyanth
Chief Executive Officer

Our steady growth has been shaped by resilience, financial discipline and an unwavering commitment to quality. By understanding the region's real estate dynamics and adapting to a changing landscape, we have continued to deliver quality developments while creating lasting value for our customers and stakeholders.

VGN
MERIDIAN
HEIGHTS
GERUGAMBAKKAM

A Milestone in the VGN Journey

VGN Meridian Heights | Gerugambakkam

Marking **VGN's 261st project** in its journey of creating assets across Chennai.

2,000+ Responses & Site Visits

100+ Bookings During the Launch Period

REALTY EXPRESS

Presents

PRIME AWARDS 2026

A Glimpse of the "Coveted Trophy"



PRIME Awards 2026: Honouring Excellence in Chennai's Real Estate Sector

Realty Express hosted PRIME Awards 2026 on 15 October 2026 at The Savera Hotel, Chennai, bringing together builders, developers, channel partners and industry leaders to celebrate excellence in real estate.

The awards recognised outstanding contributions across apartments, villas, plots, farmland and senior living, honouring those who continue to raise industry standards through quality, planning and commitment.

The evening was graced by Chief Guests Mr. T. Abraham, I.A.S. (Retd.), Commissioner, TN State Agricultural Marketing Board; Mr. V. K. Ramkumar, MLA, Anna Nagar constituency; and Adv. Dr. S. Vijayadharani, former MLA, Supreme Court Advocate and Chairman, Vettri Media.

Speakers shared insights on market trends and future opportunities, alongside the launch of PropVisits, a property portal designed to simplify property discovery. The event also created valuable networking opportunities within Chennai's real estate community.

PRIME Awards 2026 celebrated the people shaping Chennai's property landscape and reaffirmed Realty Express's commitment to trust, transparency and quality.



The Energetic Team Behind the Grand Event



A Packed Hall of Chennai's Finest, Gathered to Celebrate Excellence in Real Estate.



Adv. Dr. S. Vijayadharani , ex MLA,

Advocate, Supreme Court, Chairman, Vettri Media



VGN Homes Pvt Ltd

The Legacy of Chennai Real Estate - Since 1942



Mr. T. Abraham, I.A.S, (Retd.)

Commissioner, TN State Agricultural Marketing Board



Transindia Infrarealty Limited

Visionary Growth Award



Mr. V. K. Ramkumar , MLA

Anna Nagar Constituency - Tamilaga Vettri Kazhagam



Jain Housing & Constructions Ltd

Customer Trust & Excellence Award



Lancor Holdings Limited

Harmonia- Heaven of Excellence Award



South India Properties

Real Estate Entrepreneur of the Year



Paalaar Urban Farms

Signature Farm Community Award



Sri Bhagya Homes

Best Plot Developer of the Year



Propshell

Best Plot Developer of the Year



i5 Housing and Properties LLP

Trusted Real Estate Wealth Creator Award



JaKSS4 Realtors LLP

Best Theme Based Plot Developer Award



Pinnaclee Housing & Properties

Best Emerging Developer



Viva Housing

Farm Lifestyle Excellence Award



Shirdi Shelters Whitefield Pvt Ltd

Superior Craftsmanship Award



Harmony Residences Pvt Ltd

Best Redeveloper of Chennai



Radiance Realty Developers India Ltd

Best Nature Inspired Villa Project



Manju Groups

Signature Plot Community Award



JLL

Global Excellence in Real Estate



Vestor Estates Private Limited

Excellence in Affordable Plot Development



Sambaha Developers Pvt Ltd

Emerging Layout Developer of Chennai



Annai Builders & Properties

Rising Residential Plot Developer Award



Green World Land Developers

Assured Land Excellence Award



Gobroker

The Trailblazer Award



Urbando Housing LLP

Most Promising Developer Award



Sristi Builders

Customer Excellence Honour



Sri Lakshmi Homes

Best Residential Project of the Year



Officially unveiled: propvisits.com, a new property portal crafted to transform the property search journey into a seamless and delightful experience.

LIST OF AWARDEES

VGN Homes Pvt Ltd
The Legacy of Chennai Real Estate Since 1942

Transindia Infrarealty Ltd
Visionary Growth Award

Jain Housing &Constructions Ltd
Customer Trust & Excellence Award

Lancor Holdings Limited
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Go broker
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Most Promising Developer Award

Sri Lakshmi Homes
Best Residential Project of the Year

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FARMLANDS AND FARMHOUSES
The Changing Reality of Realty Investment

Food, clothing and shelter — the three basic necessities of human life. While the first two are within reach of a vast majority of India's urban population, the third remains an elusive dream for millions who continue to live in rented accommodation. For those fortunate enough to own a home, the traditional aspiration was to acquire a second property, usually an apartment, that could generate rental income and eventually serve as a pension during retirement.

But the aspirations of India's urban property buyers are changing.

Over the past decade, particularly since the COVID-19 pandemic, a noticeable shift has emerged. Increasingly, financially secure urban families are looking beyond second apartments towards owning farmland and farmhouses on the outskirts of their cities. The reasoning is compelling. Mr. Asrar Ahmed, Vice President of Paalaar Urban Farms Pvt. Ltd., explains,"A second apartment is essentially a financial asset. It generates rental income, hopefully appreciates in value, but offers little personal utility beyond that. A farmhouse, on the other hand, offers something considerably more valuable — an alternative lifestyle, a recreational retreat, a potential retirement destination and the prospect of long-term capital appreciation." Imagine spending weekends away from traffic, pollution and concrete, surrounded by fruit trees, vegetable gardens, birds and perhaps a few farm animals. Imagine growing your own food, entertaining friends and family in a natural setting, and eventually retiring to a home where life moves at your own pace.

A second apartment gives you a tenant. A farmhouse gives you a lifestyle.

The emergence of professionally managed farmland communities has further accelerated this transition. With developers providing infrastructure, security, water, agricultural assistance and ongoing maintenance, owning a farmhouse is becoming increasingly practical even for urban professionals with little farming experience. Of course, farmland investment requires careful consideration of location, legal permissions, accessibility, maintenance costs and resale potential. Unlike an apartment, it may not generate predictable rental income, and capital appreciation is never guaranteed. Nevertheless, the attraction goes well beyond financial returns. There is also an undeniable element of aspiration and achievement associated with farmhouse ownership. Owning a home in the city suggests that you have established yourself in life. Owning a farmhouse outside the city suggests that you have arrived. Perhaps this is the changing reality of realty investment. The emerging urban investor is no longer asking merely, "How much rent will my second property fetch?" The question increasingly is, "What kind of life will my next property allow me to live?" And that could redefine the future of real estate investment around India's growing cities.



THE HANDS THAT BUILD OUR HOMES

Honouring the People Behind Every Building

When we see a new apartment, villa, or commercial building, we usually notice the design, location, amenities, and price. We talk about the developer and the architect. But behind every completed building are hundreds of people whose work often goes unnoticed. Masons, carpenters, electricians, plumbers, painters, welders, supervisors and many others spend months, sometimes years, turning plans into actual spaces. They are the hands that build our homes.

The Work We Often Don't See

Construction is a long and detailed process. Before a family moves into a home, many people have already worked on it. A mason builds the walls. An electrician works on the wiring. A plumber installs the pipelines. Carpenters work on doors and fittings. Painters give the final finish. Site workers handle materials, equipment and countless other tasks.

When everything is completed perfectly, we simply see a finished home. We rarely think about the people who made it possible. For many workers, the project ends when the building is ready. They move on to another site, while the homes they helped create become part of someone else's life.





Building With Pride

Despite the challenges, many construction workers take great pride in their work. A mason can look at a completed building and know exactly which parts he worked on. An electrician knows that the wiring he installed will power a family's everyday life. A carpenter sees his work in the doors, windows and interiors of a finished home. For them, construction is not simply a job. It is a skill developed over years of experience. Many workers learn their trade through experience, working alongside senior workers and gradually developing their own expertise. Their knowledge of materials, measurements and on-site challenges often comes from years of practical experience.

Working Against Time

A construction project involves many different teams working together. One stage depends on another. If masonry work is delayed, electrical and plumbing work can also be affected. Delays in one area can eventually affect the entire project. This means workers have to constantly coordinate with one another, solve problems and adjust to changing situations. They work through hot summers, heavy rains, dust and long working hours to keep projects moving forward.

Craft That Cannot Be Rushed

Deadlines are often fixed well in advance, but good construction cannot be hurried without a cost. Walls need time to cure, plaster needs time to set, and each layer must be done properly before the next can begin. Supervisors and site teams are constantly balancing speed with precision, making sure materials arrive on schedule, tasks follow the right order and small mistakes are caught before they become expensive ones. Knowing when to push ahead and when to hold back is a quiet skill, and it often decides whether a home is merely finished on time or finished well.

The Challenges Behind the Work

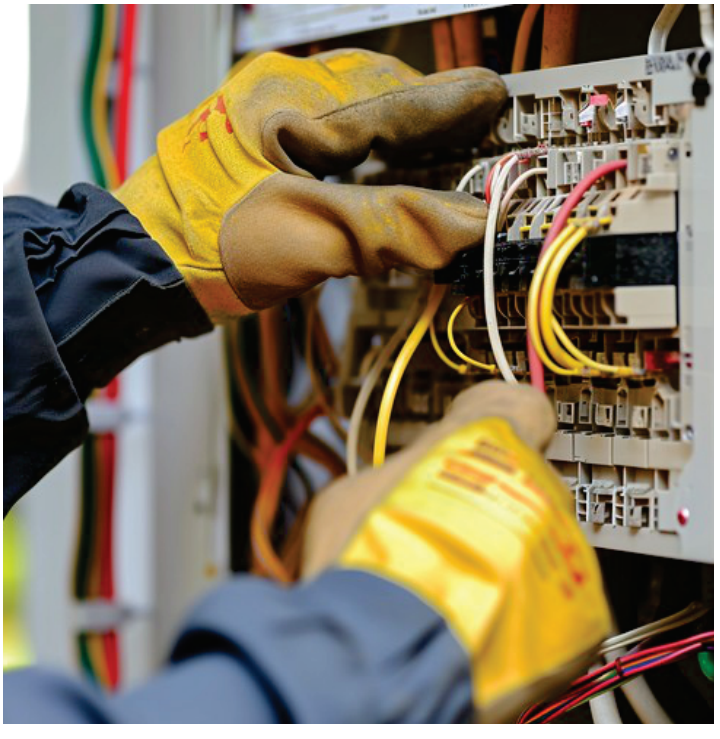
Construction remains a physically demanding profession. Many workers do not have the same level of job security or benefits that employees in formal sectors may have. For workers who move from one project to another, maintaining a stable income can also be difficult. Access to proper safety equipment, insurance, training and other benefits can make a significant difference to their lives. Recognising these challenges is an important part of building a healthier construction industry.

Building Better, Together

The real estate industry is growing rapidly, and with that growth comes an opportunity to improve the way construction workers are treated. Fair wages, safe working conditions, proper equipment, skill development and access to basic benefits can help create a stronger workforce. When workers are trained, supported and respected, the entire construction process benefits. Better working conditions can lead to better workmanship, stronger teams and more efficient projects.

Giving Credit Where It Is Due

Every building tells a story. We see the finished structure, but behind it are countless hours of planning, physical work and skilled craftsmanship. The next time you walk into a new home, look beyond the walls and interiors. Think about the people who helped build them. They may not appear in the brochures or advertisements. Their names may not be displayed on the entrance. But their work remains a per - manent part of the building.



Why Their Work Matters to Homebuyers

When a buyer enters a completed home, the quality they experience is the result of many people's efforts. The smooth walls, properly fitted doors, working electrical systems, plumbing, ooring and finishing are all part of that work.

A good real estate project is not created by a developer alone. It is the result of architects, engineers, project managers and, most importantly, the workers who bring those plans to life. For homebuyers, this is worth remembering. Behind every specification and every feature is someone who worked to make it real.



Because every home has a story — and behind every home are the hands that built it.

THE AI ARCHITECT IS HERE

Reimagining How Buildings Are Designed and Built

For years, architecture has been driven by human creativity. Architects sketch ideas, designers create spaces, engineers solve technical challenges, and builders turn those plans into reality. Today, however, a new tool is becoming part of this process: Artificial Intelligence. AI is changing the way buildings are imagined, designed and even constructed. It can process large amounts of information, study different possibilities and help architects find solutions faster. But rather than replacing architects, AI is becoming another tool that helps them work smarter.



From Ideas to Multiple Designs

Traditionally, an architect may spend days or weeks developing different design options for a project. AI can now help generate multiple possibilities much faster.

For example, an architect working on a residential project can provide details such as the site size, number of oors, apartment requirements, parking needs and other restrictions. AI can then suggest different layouts and design options based on these requirements. These designs are not final answers. The architect still needs to decide what works best, refine the idea and make sure the final design suits the people who will use the building. This allows architects to spend less time on repetitive tasks and more time on creativity, planning and decision-making.

Making Construction More Efficient

Building design involves many different factors, including cost, materials, structure, safety and construction timelines. Changing one part of a design can affect several other areas. AI can help analyse these factors together and identify possible improvements. It can help teams compare different design options, reduce unnecessary material use and identify potential problems before construction begins. For developers, this can mean better cost control, fewer changes during construction and potentially faster project delivery.

Understanding Buildings Before They Are Built

Another important use of AI is visualisation. Construction teams traditionally depend on drawings and plans to understand what a building will look like. AI-powered tools can help turn these plans into detailed 3D views, making it easier for architects, engineers and workers to understand the project.

This can help identify clashes between electrical, plumbing and structural work before they become problems on site. Finding these issues early can reduce rework and save both time and money.

AI Beyond Construction

AI can also continue to play a role after a building is completed. Modern buildings can use smart systems to monitor energy consumption, heating and cooling, equipment and maintenance requirements. Instead of waiting for something to break down, AI can help identify possible problems early. For developers and building managers, this can improve efficiency and maintenance. For residents, it can mean more reliable systems and potentially lower operating costs.

What Happens to the Architect?

The growing use of AI raises an important question: if technology can create hundreds of design options, what is the role of the architect? The answer may be more important than ever.

AI can generate possibilities, but it cannot fully understand human needs, local culture, emotions or the experience of living in a space. Architects still need to make the final decisions and bring meaning to a design.

For architects in Chennai and other growing cities, this could be a major opportunity. Instead of spending most of their time on repetitive work, they can use AI to explore ideas faster while focusing more on creativity, context and the people who will use the building.





A New Way of Working

AI won't replace architecture, but it is changing how architects, engineers and developers work. The most successful professionals will understand both technology and the human side of design, knowing when to use AI, when to question it and when human judgement must take over. For Chennai's growing real estate market, where cost, competition and delivery timelines matter, AI could become an increasingly valuable tool. The real question is not whether AI will in uence architecture, but how creatively architects and developers choose to work alongside it to build better spaces.

REALTY EXPRESS Titbits

Baashyaam's Promenade Set to Redefine Guindy's Skyline

Guindy is getting a striking new commercial addition with Baashyaam's Promenade, an 11- oor tower offering around 1.2 million sq. ft. of premium office space. With its modern design and prime location, the project adds to Guindy's rapidly evolving business landscape, reinforcing its position as one of Chennai's key commercial hubs.

3D PRINTING HOMES
Is This the Future of Construction?

Building houses layer by layer

Imagine watching a house being built without the usual piles of bricks, large teams of workers or long construction schedules. Instead, a large machine moves across a site, placing layer after layer of material until walls begin to take shape.

This is not science fiction. 3D-printed construction is already being explored around the world and could become an important part of the future of real estate.

Can It Reduce Construction Costs?

One of the biggest questions around 3D-printed homes is cost. Traditional construction involves many stages — sourcing materials, transporting them, preparing them and putting them together. 3D printing can automate parts of this process and use material more precisely.

However, the technology is still developing. Specialised equipment, materials, skilled operators and site preparation all come with costs. So while 3D printing has the potential to make construction more efficient, it does not automatically make every project cheaper.

Could Chennai See 3D-Printed Homes?

Chennai's growing real estate market makes construction speed, cost and efficiency increasingly important. As new technologies become more accessible, 3D printing could eventually find applications in housing, smaller structures, affordable homes and other construction projects. But large-scale adoption will depend on factors such as regulations, material availability, project requirements and the cost of the technology.

3D printing is not ready to replace traditional construction everywhere. But it is already challenging the way we think about how buildings can be made. The future of construction may not be about choosing between people and machines. It may be about bringing both together — using technology to build faster and smarter, while human expertise continues to shape the spaces we live in.

From Printer to Property

3D construction works on a simple idea. Instead of printing a small object, a specialised machine prints parts of a building using materials such as concrete or other construction mixtures. The machine follows a digital design and builds the structure layer by layer.

This approach can make certain construction processes faster and more precise. Designs can also be modified digitally before construction begins, reducing some of the manual work involved in traditional building methods. For developers, the biggest attraction is efficiency. If the technology can be used effectively on a larger scale, it could help reduce construction time, material waste and some labour-intensive processes.

What About Design?

One of the most interesting advantages of 3D printing is design freedom. Traditional construction can make certain shapes and structures difficult or expensive to build. With 3D printing, more complex curves and customised forms may become easier to create.

This could give architects greater freedom to experiment with designs while keeping construction practical.



What Does It Mean for Construction Workers?

The rise of construction technology does not necessarily mean the end of human involvement. Instead, the nature of construction work could change. Workers may increasingly operate machines, manage digital models, monitor construction and handle specialised tasks rather than performing every stage manually. The industry will therefore need workers who understand both construction and technology. The next construction revolution may not arrive with more workers. It may arrive layer by layer.

FROM FUNCTION TO PHOTOGENIC

The New Home Design Standard

Social media is changing the way we design, market and experience our homes.

A home used to be designed mainly around comfort, functionality and family needs. Today, social media is quietly in uencing those choices too. Statement walls, warm lighting, indoor plants and kitchens that look as good on camera as they work in real life are all signs of the rise of the "Instagrammable" home, one designed not only to be lived in, but also to be seen.

When Homes Became Content

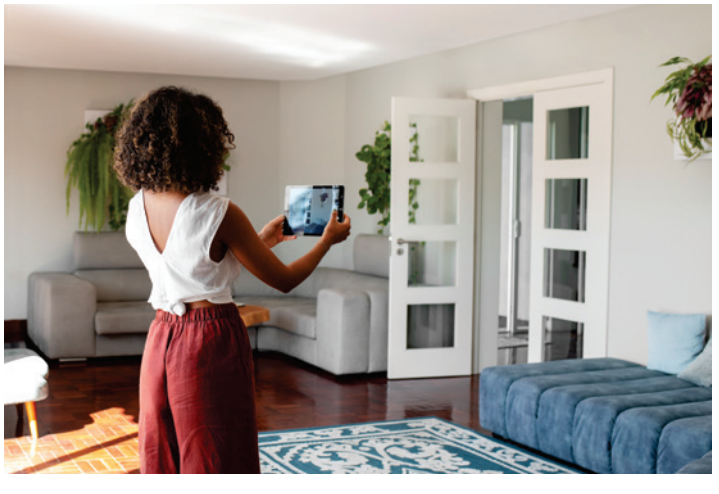
Birthdays, meals and celebrations are shared online, and the home has become part of that content. A living room can be a photo backdrop, a balcony a morning coffee spot, a kitchen the set for a cooking video. Homeowners are choosing colours, furniture and lighting with both personal taste and visual appeal in mind.

The Rise of the Statement Corner

A curved sofa, a textured wall, an oversized mirror or a small indoor garden can transform a room without changing the entire home. The same goes for balconies and terraces, where plants, wooden furniture and ambient lighting create an attractive corner. These touches don't have to be expensive. Good lighting or a well-chosen colour can be enough.

The 'Instagram Test'

A new question is being asked in real estate: would people want to photograph this space? Functionality and quality must still come first, but developers are paying more attention to facades, lobbies, landscaping and common areas, since these are often the first things people share. A visually strong project earns organic visibility when residents, visitors and in uencers post about it.



Why Buyers Care About Aesthetics

For younger homebuyers in particular, the appearance of a property can play a significant role in the decision-making process. Social media has exposed people to homes, interiors and architectural styles from around the world. A buyer in Chennai can see a Scandinavian-style living room, a Japanese-inspired interior or a Mediterranean villa design within seconds. This has expanded people's expectations. Buyers are no longer comparing homes only based on size and location. They may also consider natural light, open spaces, balconies, interiors, landscaping and the overall atmosphere of the property. The home has become an extension of personal identity. People want spaces that feel like them — and increasingly, spaces that are worth sharing.

But Is Everything About the Camera?

The trend has a downside. A home can look beautiful in a photograph and still be uncomfortable to live in, with too little storage, an impractical kitchen or a balcony with no privacy. The best spaces combine visual appeal with comfort, natural light and everyday usability. Social media can in uence design, but it should not control it.

What Comes Next?

Future homes may have more exible spaces, customisable lighting, adaptable furniture and common areas designed for experiences rather than just facilities. But the most successful homes will look good on Instagram and also feel good on a Monday morning when the camera is nowhere in sight. A home is not a backdrop for social media. It is a place to live.

REALTY EXPRESS Titbits

Tamil Nadu Launches STAR 3.0, Makes Registration Presence-less

Tamil Nadu's STAR 3.0, effective August 17, 2026, brings 'Anywhere Registration' — letting buyers complete eligible first-sale at and plot registrations fully online, without visiting the Sub-Registrar Office. The system offers Aadhaar biometrics, 24-hour clearance and QR-enabled digital deeds, with a target of 90% online registrations. Resale transactions remain excluded for now. The move makes property registration faster and more convenient for buyers.

HOW CAN CHENNAI GROW WITHOUT LOSING ITS GREEN COVER?

As Chennai expands and real estate development accelerates, the challenge is not simply how to build more, but how to build better while preserving the green spaces that make the city liveable. Chennai is constantly evolving. From OMR and Porur to Pallavaram, Tambaram, Medavakkam, Perumbakkam and Poonamallee, new homes, commercial spaces and infrastructure are transforming the city's growing neighbourhoods. This growth is necessary, but it also raises an important question: as Chennai expands, what happens to its trees, parks, wetlands and open spaces? The answer does not have to be development versus nature. The future could be about finding a balance between the two.

Development With a Greener Approach

Real estate is an essential part of Chennai's growth, but successful development is about more than buildings and built-up space. Parks, trees, open areas and water bodies also contribute to the quality of a neighbourhood. As new projects come up, greenery can be considered from the planning stage itself. Preserving existing trees wherever pratical, designing around natural features and creating landscaped areas can help developments feel more connected to their surroundings. Greenery should be part of the blueprint, not an afterthought.

Building Around Nature

Modern developments have several ways to bring nature into urban spaces — from courtyards and tree-lined pathways to rooftop gardens, landscaped terraces and greenwalls. For Chennai, these features can also provide practical benefits. Trees and vegetation offer shade and can make outdoor spaces more comfortable, while climate-responsive design, natural ventilation and suitable building orientation can help developments respond better to the city's weather. The goal is not to stop construction. It is to make construction more thoughtful.

Greenery as Part of Real Estate Value

Today's homebuyers are increasingly looking beyond the four walls of a property. Connectivity to schools, workplaces and transport remains important, but access to parks, walking spaces and landscaped surroundings can also in u-ence the appeal of a neighbourhood. For developers, green spaces can therefore become more than an environmental feature. They can contribute to lifestyle, community and the overall experience of living in a project.

Protecting Chennai's Natural Spaces

Chennai's natural landscape extends beyond trees and gardens. Its wetlands, lakes and waterways are important parts of the city's environmental system. As development moves into emerging corridors and the city's outskirts, responsible planning becomes essential. Developers, planners, authorities and communities all have a role in ensuring that growth takes place while environmentally sensitive areas are given due consideration.

Building the Chennai of Tomorrow

Chennai will continue to grow. It will need more homes, offices, schools, hospitals, roads and infrastructure. But growth does not have to mean covering every available space with concrete. The opportunity lies in creating neighbourhoods where buildings, trees, infrastructure & open spaces grow together.



FROM BLUEPRINT TO VR

Why You May Tour Your Home Before It Exists

How virtual reality is changing the way we experience property

Buying a home usually means looking at oor plans, brochures, sample apartments and 3D images. But what if you could actually walk through your future home before construction was complete? **Virtual Reality is making this possible.** Instead of simply looking at a drawing on a screen, buyers can use a VR headset to enter a digital version of a property. They can look around rooms, explore the layout and get a better understanding of how the finished space may feel.

Making Decisions Before Construction

VR can also help developers and architects identify potential issues earlier. Imagine being able to virtually walk through an apartment and realise that the kitchen feels too small or that the furniture placement may not work. Such changes can be discussed before the physical construction reaches that stage. For developers, this can reduce misunderstandings between design teams and buyers. For buyers, it offers a clearer picture of what they are actually purchasing.

More Than Just a Marketing Tool

While VR can make property marketing more engaging, its value goes beyond sales. Architects can use virtual environments to review designs. Developers can use them to present projects to investors. Interior designers can allow clients to experience different materials, colours and furniture arrangements before making decisions. In this way, VR becomes a communication tool between the people designing, building and buying a property.

Seeing Beyond the Floor Plan

For many buyers, reading a oor plan can be difficult. A two-dimensional drawing does not always give a clear idea of how large a room will feel or how different spaces connect. VR changes that experience.

A buyer can virtually walk from the living room into the kitchen, move towards a bedroom, look at the balcony and understand the relationship between different spaces. This can make it easier to judge whether the layout suits their lifestyle. For properties that are still under construction, this can be particularly useful.

A New Way to Sell Property

Property marketing has traditionally depended on photographs, brochures, sample ats and site visits. VR adds another layer to the experience. A buyer sitting in Chennai could potentially explore a property in another city without physically travelling to the site. Developers can also showcase multiple configurations or interior options without building each version physically. This can make property discovery more interactive and convenient.



What Comes Next?

Virtual reality could let buyers walk through homes, change interiors and compare layouts before visiting the site. It won't replace physical visits, since neighbourhood, natural light and construction quality still need to be seen in person, but where a blueprint shows what a building looks like, VR could show what it feels like to live there.

REALTY EXPRESS Titbits

CMDA Unveils Mega 5,904 sq.km Expansion Plan for Chennai

With the existing 1,189 sq.km planning area now saturated, the CMDA is preparing a 20-year master plan to expand Chennai's metropolitan area nearly fivefold, to 5,904 sq.km, merging over 1,200 villages from Chengalpet, Kancheepuram, Tiruvallur and Ranipet. The plan, expected to take two years, focuses on new beach spaces, wider interconnected roads, ood-resilient infrastructure and planned urban growth across residential, commercial and industrial zones.

REIMAGINING WOOD IN MODERN ARCHITECTURE



For centuries, wood has been one of the most widely used materials in construction. From traditional homes and wooden beams to doors, ooring and furniture, it has always had a place in the built environment. But as architecture evolves and the construction industry looks for more sust-ainable alternatives, wood is finding a new role — not just as a finishing material, but as a potential structural component in modern buildings. This shift is being driven by advances in timber engineering, which are allowing wood to be -used in ways that were once difficult to imagine.

Beyond Doors and Furniture

When people think of wood in construction, they often picture doors, windows, ooring or decorative panels. Modern engineered timber, however, goes much further.Products such as cross-laminated timber (CLT) and glue-laminated timber (glulam) are manufactured by bonding layers of wood together to create strong, engineered components. These can be used for walls, oors, beams and columns, depending on the building design.By improving the consistency and structural performance of timber, these technologies are expanding its possibilities in contemporary architecture, including certain multi-storey buildings.

The Appeal of Building with Timber

One of timber's key advantages is its relatively low weight compared with many conventional structural materials. Depending on the project, this can reduce the load placed on foundations and make transportation and installation more efficient. Timber components can also be manufactured off-site and assembled at the construction location. This approach can improve precision, reduce on-site work and help shorten construction schedules.Its natural appearance is another attraction. Wood introduces warmth and texture into spaces, allowing architects to create interiors that feel less industrial and more

Can Wood Make Construction More Sustainable?

Trees absorb carbon dioxide as they grow, and some of that carbon stays stored in wood products over their life. When timber comes from responsibly managed forests, it can support a lower-carbon approach to building. Its real impact, however, depends on forest management, manufacturing, transportation, the building's lifespan and what happens to the material afterwards. Timber is not automatically the greener choice everywhere, and its benefits are strongest when sourcing, design and long-term performance are carefully planned.

Fire, Moisture and Durability

Timber construction needs specialised planning. Engineered timber can be designed to meet fire-performance requirements, but only in line with building codes and project-specific engineering. Moisture can cause decay, swelling or fungal growth, and termites are a concern where they are common. In a warm, humid city like Chennai, good waterproofing, ventilation, detailing and regular maintenance are essential.

Where Does Timber Fit?

Despite its advantages, timber construction requires specialised planning. Fire safety is a major consideration, particularly in larger buildings. Engineered timber can be designed to meet specific fire-performance requirements, but the approach must follow applicable building codes and project-specific engineering. Moisture is another concern. Prolonged exposure to water can lead to decay, swelling or fungal growth, making waterproofing, ventilation and detailing essential. Termite protection is also particularly relevant in regions where termite activity is common. In warm, humid climates such as Chennai, protecting timber from moisture and ensuring appropriate maintenance are important parts of any design strategy.

An Old Material, A New Possibility

The future of construction will not depend on a single material. Concrete, steel, glass and timber each have different strengths, and many buildings will continue to combine them. What is changing is the way these materials are engineered and used. Wood is moving beyond its traditional role, supported by technologies that make it possible to design with greater precision and explore new forms of construction. Timber's future is not about returning to the way we built in the past. It is about using an old material in smarter, more considered ways.

THE NEW DEFINITION OF PREMIUM LIVING

Luxury in real estate was once strongly associated with size. Bigger homes, larger living rooms, grand entrances and impressive addresses were often seen as the clearest signs of premium living. But that definition is changing. Today, luxury is increasingly about how a space makes you live, rather than simply how large it is.

Beyond Bigger Spaces

A well-designed home can offer more value than an oversized one. Natural light, better ventilation, efficient layouts, private outdoor spaces and thoughtfully planned interiors can make everyday living more comfortable without necessarily adding more square footage. The focus is shifting from having more space to making better use of the space you have.

Location Is the New Luxury

For today's homebuyers, time has become a valuable commodity. Being close to workplaces, schools, restaurants, entertainment and transport can make everyday life significantly easier. A well-connected address can therefore be just as desirable as a larger home. Convenience is becoming an important part of what premium living means.

Amenities That Match a Lifestyle

Luxury developments are also moving beyond the traditional swimming pool and gym. Homebuyers are increasingly looking for wellness spaces, landscaped gardens, co-working areas, lounges, walking zones and recreational spaces that support the way they actually live. The emphasis is moving from simply having amenities to creating a complete living experience.









Technology That Makes Life Easier

Smart homes are becoming another part of modern premium living. Automated lighting, security systems, climate control and connected appliances can make everyday routines more convenient. The value of technology lies not in how advanced it looks, but in how effortlessly it fits into daily life.

Design With a Sense of Identity

Premium does not always mean extravagant. Increasingly, homeowners are drawn to spaces that feel calm, personal and thoughtfully designed. Natural materials, carefully selected finishes, open layouts, greenery and attention to detail can create a sense of quality without relying on excessive ornamentation.

Experience Over Excess

This changing definition of luxury is also in uencing developers. Instead of simply adding more features, the focus is shifting towards creating homes and communities that offer comfort, privacy, convenience and a better quality of life. The future of premium real estate may therefore not be about how much space you own, but how well that space works for you. Because true luxury is increasingly about something more valuable than size — time, comfort, privacy and quality of life.

REALTY EXPRESS Titbits

Poonamallee–Vadapalani Metro Stretch Now Open, Cutting Commute to Under 40 Minutes

Chennai Metro's Phase 2 yellow line has opened its first stretch, covering 14.6 km between Poonamallee and Vadapalani. The trip, which took nearly an hour by road at peak times, now takes under 40 minutes. Thousands of commuters turned out on the first day, and the Phase 2 trains bring new features such as half-height platform screen doors, digital route maps and charging points. With the opening, the Porur and Poonamallee belt is better connected to the heart of the city, and the area may see fresh interest from homebuyers and investors.

THE CHANNEL PARTNER ECONOMY

Behind many successful property sales is a network of professionals working between developers and buyers. Known as channel partners, these professionals help developers reach potential customers, explain project offerings and guide buyers through their property search. Their role extends beyond introducing a buyer to a project. In an increasingly competitive real estate market, channel partners have become an important part of sales strategy, customer relationships and market expansion.

Connecting Developers with the Right Buyers

Developers may have strong projects, but reaching the right audience requires time, market knowledge and effective communication. Channel partners help bridge this gap by connecting projects with buyers whose budgets, preferences and requirements match the available properties. Their understanding of local demand can also help developers identify the types of homes buyers are looking for, the locations attracting interest and the concerns in uencing purchasing decisions.

The Power of Networks

A channel partner's professional network can create opportunities that conventional advertising may not always deliver. Through referrals, industry relationships and existing customer connections, partners can introduce projects to a wider audience. For developers entering a new location or launching a project, these networks can be particularly valuable. A well-connected channel partner may already understand the local market and have access to potential buyers actively exploring property options.

How Technology Is Changing the Role

Digital platforms, customer relationship management systems and online property listings are changing how channel partners operate. They can now manage enquiries, track customer interactions and coordinate with developers more efficiently. However, technology does not replace the importance of market knowledge and personal relationships. Buyers still value reliable information, responsive communication and guidance suited to their requirements. The strongest channel partner networks are increasingly those that combine digital tools with genuine customer understanding. These tools also help channel partners reach a wider audience and respond to changing buyer preferences. By balancing technology with personal interraction, Channel partners can build stronger relationships and improve the overall buying experience.



Building Long-Term Partnerships

A successful relationship between developers and channel partners depends on more than individual transactions. Transparent communication, timely information, clearly defined commercial terms and reliable support help create partnerships that can continue across multiple projects. Developers benefit from an extended sales network, while channel partners gain access to project information and opportunities to serve their customers more effectively.

A Key Part of the Real Estate Ecosystem

As competition increases and buyers become more informed, the role of channel partners continues to evolve. They are not simply intermediaries between two parties; they are part of the wider network that connects projects, people and market opportunities. Ultimately, successful channel partnerships are built on trust, knowledge and consistent service — qualities that can make a meaningful difference to both the property-buying experience and a developer's long-term growth.

REALTY EXPRESS Titbits

TNRERA Gets a Fresh Panel with Phanindra Reddy at the Helm

Tamil Nadu has reconstituted TNRERA, naming K.Phanindra Reddy chairperson, with Reeta Harish Thakkar, Mythili K. Rajendran, S. Kirubaharan Mathuram and K. P. Sathyamurthy as members. Reddy and Thakkar had served on an interim basis after the earlier team stepped down. Chosen by a selection committee, the permanent panel should bring steadier RERA oversight.

THE ART OF THE ENTRANCE

The entrance is often the first part of a building we experience, yet it is easy to overlook. Before we see the living spaces, amenities or interiors, the entrance has already created an impression. It tells us something about the building before we have even stepped inside.

The First Impression Starts Here

In real estate, first impressions matter. A well-designed entrance can immediately make a property feel welcoming, premium and thoughtfully planned. The facade, entrance pathway, lighting, landscaping, doors and even the way the building is approached all contribute to this first experience. It is not necessarily about making the entrance grand. It is about making it feel intentional.

More Than Just a Door

A building entrance serves a practical purpose, but good design can make it do much more. A clearly defined entrance helps people understand where to enter, where to move and what to expect. In residential projects, elements such as a covered drop-off area, security desk, waiting space and well-planned access can make everyday arrivals smoother. The best entrances combine function with visual appeal.

Creating a Sense of Arrival

There is a difference between simply entering a building and feeling that you have arrived somewhere. Landscaping, lighting, textures, proportions and materials can help create this sense of arrival. A tree-lined pathway can make an entrance feel calmer. Warm lighting can make it more welcoming. A carefully designed lobby can create a sense of transition between the outside world and the private spaces within. These details may seem small, but together they in uence how a property is experienced.



The Entrance as a Signature

For premium developments, the entrance can become part of the identity of the property. Distinctive architectural elements, carefully selected materials, statement lighting or a memorable lobby can give a development its own character. This is especially important in projects where multiple buildings compete for attention in the same market. A strong entrance does not have to follow trends. It needs to re ect the character of the development.

Function Meets Experience

A beautiful entrance is only successful when it works well too. Accessibility, security, pedestrian movement, vehicle access, weather protection and adequate lighting all need to be considered during planning. In a city like Chennai, protection from heat and rain can also make a significant difference to the everyday experience. Good entrance design therefore sits at the intersection of architecture, functionality and comfort.

The Value of a Good Arrival

A property is experienced long before someone enters the living room. The approach, entrance and common spaces all contribute to how a building is perceived. That is why the entrance deserves more attention than simply being treated as a doorway. It is the beginning of the property's story — the first moment when architecture meets experience. Because sometimes, the best way to understand a building is to look at how it welcomes you.

REALTY EXPRESS Titbits

SPR Market of India and Mall of Madras Gains Momentum with ₹750 Crore Funding

Construction is picking up pace at SPR Market of India and Mall of Madras, a large retail project in Chennai, after securing ₹750 crore in funding from Oaktree. Facade work has already begun on the development, which will offer a 1.2 million sq. ft. Grade-A mall along with more than 5,000 shops. The project is being billed as one of India's biggest shopping destinations and adds to Chennai's growing retail real estate pipeline.

THE BALCONY IS HAVING A MOMENT

For years, balconies were often treated as an extra feature — a small extension outside the living room or bedroom. Today, that perception is changing. As urban homes become more compact and city life becomes increasingly fast-paced, the balcony is becoming something more valuable: a private connection to the outdoors.

More Than an Extension

A balcony can add something that the rest of an apartment sometimes cannot — a sense of openness. Even a modest outdoor space can bring in fresh air, natural light and a wider view. In a high-rise environment where gardens and private outdoor areas may be limited, the balcony can become an important part of the home's experience.

A Space for Everyday Life

The modern balcony is no longer just a place to stand for a few minutes. For some, it becomes a morning coffee spot. For others, it is a reading corner, a place to work, grow plants or simply unwind at the end of the day. With a chair, some greenery and thoughtful lighting, a small balcony can become one of the most-used spaces in a home.

The Value of an Outdoor Connection

Urban living often means spending most of the day surrounded by concrete, traffic and enclosed spaces. A balcony offers a small break from that environment. Views, ventilation, greenery and access to natural light can in u-ence how spacious and comfortable a home feels. This is one reason outdoor spaces are receiving greater attention in residential design.

Designing the Modern Balcony

As balconies become more important, their design is evolving too. Wider spaces, integrated planters, seating areas, privacy screens and weather-resistant materials can turn an ordinary balcony into a more functional part of the home. In cities like Chennai, design also needs to respond to heat, rain and humidity. Shade, ventilation and suitable materials can make balconies more comfortable throughout the year.

A Small Space With Big Value

The growing importance of balconies re ects a larger change in the way people think about homes. Buyers are not only looking at the number of rooms or the square footage. They are also looking at how a home makes them feel. And sometimes, a few extra feet of open space can offer something that another room cannot. Because in a city that keeps growing upward, even a small piece of the outdoors can feel like a luxury.

REALTY EXPRESS Titbits

Kauvery Group Eyes 1,000-Bed Hospital at SPR Market of India

Kauvery Group is likely to set up a hospital at SPR Market of India, Chennai. The facility may start with 500 beds and expand to 1,000. The project would add a major healthcare component to the development. It would enhance the destination's commercial and healthcare appeal.



WHEN BUILDINGS BECOME LANDMARKS

A building can be tall, expensive or beautifully designed. But what makes people remember it long after they have left? Cities are full of buildings, yet only a few become part of a city's identity. People recognise them instantly, photograph them and use them to give directions. So what makes a building iconic? It is not always height, cost or grandeur. It is usually a design people remember, a story they connect with, a location that gives it importance and a place in the city's everyday life.



More Than Just Architecture

A distinctive silhouette, unusual structure or dramatic facade can make a building instantly recognisable. But design alone does not make it iconic. Many visually impressive buildings are admired and then forgotten. The ones that become landmarks respond to their surroundings, whether the city's culture, its history or the people who use the space. They do not simply occupy a location. They become part of its identity.

The Power of a Distinctive Design

Some buildings can be recognised from a photograph or even a silhouette alone. A unique shape, a striking facade or an unexpected structure gives them a visual signature that cannot be confused with another building. Today, when a building can be seen across the world through photographs and social media before anyone visits it, the more recognisable the design, the stronger its identity becomes.

Location Can Create a Landmark

A building along a major road, waterfront or public space becomes more visible, and over time people begin to use it as a reference point. Location can also give a building symbolic importance. As cities grow, certain buildings come to represent particular phases of that growth.

When a Building Tells a Story

Some buildings are remembered for the story behind them: a period of economic growth, a technological achievement or a shift in architectural thinking. People connect with stories more easily than with concrete and steel, which is why two buildings of similar quality can have very different cultural importance. The story gives the building meaning.

The Human Connection

Perhaps the most overlooked factor is the people who experience a building. When they work, celebrate, meet or simply spend time there, it becomes part of their personal memories. Architecture creates the first impression. People create the lasting one.

Building for the Future

For real estate, the lesson is clear. The most valuable buildings may not be those that occupy the most space, but those that occupy a place in people's memories. A city is not remembered only by its roads and boundaries. It is remembered by the places that define its skyline and the buildings that made it feel like itself. A structure becomes a building. A memorable building becomes a landmark. And a landmark, over time, can become part of a city's identity.

REALTY EXPRESS Titbits

XB Mall Set to Open in Velachery

Velachery is getting a new shopping and lifestyle address with XB Mall, coming up on the Inner Ring Road (100 Feet Road). The 3 lakh sq. ft. mixed-use development is planned as a live-work-play space, with national and international fashion brands, a hypermarket, curated dining and a new PVR multiplex. The project also includes premium residences, office spaces and green architecture, making it a fresh addition to Velachery's growing retail and residential landscape.

THE LUXURY OF HAVING NOTHING TO DO

Modern life is built around movement. We work, commute, exercise, shop, socialise and constantly stay connected. In the middle of all this activity, something increasingly valuable is being created in residential spaces — places where you don't have to do anything at all. This is changing the idea of what a premium residential community should offer.

From Amenities to Atmosphere

A swimming pool or gym has traditionally been seen as a desirable residential amenity. Today, the focus is expanding beyond individual facilities. Landscaped gardens, walking paths, meditation spaces, shaded seating areas, reading corners and quiet zones are becoming part of the overall experience. Their purpose is not always productivity or activity. Sometimes, it is simply to create a place to pause.

The Value of Slowing Down

A home is no longer expected to be only a private space. Increasingly, residential communities are designed to support different aspects of everyday life. A resident might take an evening walk through a landscaped area, sit by a pool, spend time outdoors or simply find a quiet corner away from the noise of the city. These moments may seem ordinary, but they contribute to how people experience where they live.

Designing for Wellbeing

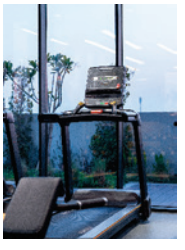
Wellness-focused design is also in uencing residential architecture. Natural light, greenery, open spaces, walking areas and access to outdoor environments can make communities feel more comfortable and inviting. The idea is to create environments that encourage residents to step away from screens, traffic and everyday pressure. It is less about adding another facility and more about creating a better environment.

The New Meaning of Premium

This shift is also changing the meaning of luxury in real estate. Luxury used to be associated with larger homes, expensive materials and impressive amenities. Today, privacy, peace, convenience and access to well-designed outdoor spaces can be just as valuable. A quiet garden may not appear on a property's specifications as a major feature, but for someone looking for a better quality of life, it can become one of the most meaningful parts of the development.









A Place to Simply Be

The most successful residential communities may not be the ones with the longest list of amenities. They may be the ones that understand what residents actually need after a busy day. Sometimes that means a gym. Sometimes it means a pool. And sometimes, it simply means a shaded bench, a garden and a few quiet minutes with nothing on the schedule. Perhaps the newest form of luxury is not having more to do — but having a place where you don't have to do anything at all.

REALTY EXPRESS Titbits

Transindia Makes Chennai Debut with Ultra-Luxury Anna Nagar Project

Mumbai-based TransIndia has entered the Chennai market with TransIndia Grandeur, an ultra-luxury residential project in Anna Nagar. The development will offer spacious three- and four-bedroom homes along with premium lifestyle amenities, set in one of the city's well-established residential neighbourhoods. The launch adds to the growing list of out-of-city developers eyeing Chennai's high-end housing segment.

Brigade Group Brings Orion Mall Brand to Chennai

Brigade Group has confirmed plans to bring its Orion Mall brand to Chennai, likely at its upcoming Vanagaram project. The development is part of its ₹40,000-crore South India expansion plan. With an existing presence through World Trade Center Chennai, Brigade Vantage, and Brigade Icon, the group continues to expand its footprint in the city. The new mall is expected to strengten Chennai's retail landscape and boost commercial growth in the western corridor.

THE SCIENCE BEHIND WATERPROOFING

Water is essential to everyday life, but when it enters a building where it shouldn't, it can cause serious damage. From damp walls and leaking ceilings to weakened structures, water-related problems can become expensive to repair. This is why waterproofing is not just another construction step. It is an essential layer of protection that helps buildings remain durable over time.

What Is Waterproofing?

Waterproofing is the process of preventing water from entering a building through surfaces such as roofs, walls, oors and foundations. It involves applying specialised materials that create a barrier against moisture and water penetration. Although these materials are often hidden beneath tiles, plaster or other finishes, their performance is crucial to the building's long-term condition.

The Science Behind the Protection

Water can enter buildings through cracks, poorly sealed joints, gaps around pipes and porous construction materials. Waterproofing systems are designed to block these entry points using different technologies. Some create exible membranes over surfaces, while others penetrate materials or form protective coatings. Common options include cement-based coatings, bituminous products and liquid-applied membranes. The right solution depends on the location, water exposure and movement the structure may experience. A terrace exposed to heavy rain, for instance, requires a different approach from a basement surrounded by damp soil.





Different Areas, Different Solutions

Every part of a building faces unique challenges. Terraces and roofs need protection from rain and standing water, while bathrooms and kitchens require carefully sealed oors, joints and pipe openings. Foundations and basements need systems that can handle moisture from the surrounding ground. Drainage is equally important. Proper slopes, clear outlets and well-designed gutters help water ow away instead of collecting on surfaces. Even a high-quality water proofing system can fail if water is allowed to accumulate.

What Happens When Waterproofing Fails?

Waterproofing problems often begin with small warning signs, such as peeling paint, damp patches, mould or stains on ceilings. If ignored, moisture can damage plaster, ooring and other finishes. In reinforced concrete, it can also contribute to corrosion of the steel reinforcement under suitable conditions. Repairs may involve removing tiles, treating damaged surfaces and reapplying waterproofing, making the process both costly and disruptive. Addressing the issue during construction is usually far more practical.

Why Installation Matters

The effectiveness of waterproofing depends on more than the material used. Proper surface preparation, correct application, suitable curing and careful sealing around corners and pipe openings all play a role. Where required, water testing should be completed before tiles or other finishes are installed. This helps identify leaks while the waterproofing layer is still accessible.

A Small Step That Makes a Lasting Difference

Waterproofing may not be visible in a finished building, but its impact is felt for years. It helps protect interiors, preserve construction materials and reduce the risk of expensive repairs. In construction, not every important feature needs to be seen. Sometimes, the strongest protection is the layer hidden beneath the surface — quietly keeping water where it belongs.

REALTY EXPRESS Titbits

Kilambakkam Bus-Rail Skywalk Moves a Step Closer

CMDA has placed girders over the railway tracks to link the new Kilambakkam halt station with a 275-m skywalk leading to the Kalaignar Centenary Bus Terminus (KCBT). Plating and bolting are on, and lifts and escalators will follow. The project has cost about ₹26 crore so far, ₹20 crore for the station and ₹6 crore for the skywalk. Work was held up by a dispute between CMDA and Southern Railway over who maintains the facilities. The section across one side of GST Road is still pending, with work likely to begin in about two weeks. Once ready, the link will let passengers switch between suburban trains and mofussil buses, a connectivity boost that could lift interest in the Kilambakkam corridor.

THE INFRASTRUCTURE NOBODY NOTICES UNTIL IT FAILS

A residential development may have beautiful homes, landscaped gardens and well-planned roads, but what makes it truly functional lies beneath the surface. Water supply, drainage, sewage, electricity and waste management are essential systems that keep everyday life running. They often go unnoticed until something fails.

More Than Roads and Buildings

Infrastructure includes more than roads and bridges. Water pipelines supply homes, drainage networks carry rainwater away, sewage systems manage wastewater, and electrical networks power everything from household appliances to lifts and security systems. These systems must be planned alongside buildings to ensure that a development functions efficiently over time.

When Drainage Cannot Keep Up

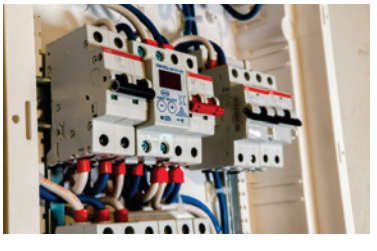
Stormwater drainage is particularly important in areas that experience heavy rainfall. If drains are blocked, undersized or poorly designed, water can accumulate on roads and enter properties. In Chennai, where intense rainfall can place pressure on urban drainage systems, effective planning must consider land levels, natural water ow and the capacity of existing networks. Proper drainage helps reduce ooding risks and protects buildings from water damage.

Water Supply and Sewage: Everyday Essentials

A reliable water supply depends on availability, storage capacity and efficient distribution. Equally important is the proper collection and treatment of wastewater. Inadequate water or sewage infrastructure can lead to sanitation problems, unpleasant odours and environmental damage. As developments grow, these systems must also be capable of meeting increasing demand.







Electricity: Powering Modern Living

Electricity supports lighting, lifts, pumps, ventilation and security systems. Larger developments require careful planning to ensure sufficient capacity, safe distribution and reliable operation. Poorly planned electrical infrastructure can cause interruptions and expensive upgrades, making it important to consider future needs during the initial design stage.

The Challenge of Growing Neighbourhoods

A development does not function in isolation. Even if a project has well-planned internal roads and utilities, residents depend on the surrounding area's roads, drainage and public services. As neighbourhoods expand, pressure on existing infrastructure increases. Coordination between developers, engineers, utility providers and authorities is essential to ensure that supporting systems can meet future demand.

Why Maintenance Matters

Infrastructure requires regular upkeep to remain effective. Drains must be cleared, pumps inspected and electrical and water systems maintained. Without timely attention, minor issues can develop into costly disruptions. Regular inspections and clear maintenance responsibilities help protect buildings and improve residents' everyday experience.

The Foundation of a Functional Neighbourhood

A development's quality depends on more than its appearance and amenities. The systems that provide essential services have a direct impact on safety, comfort and long-term value. Infrastructure is often noticed only when it fails. Its true success lies in working quietly behind the scenes, allowing a neighbourhood to function smoothly, day after day.

REALTY EXPRESS Titbits

Pallikaranai Marsh to Reclaim Part of Radial Road Under ₹450-Crore Flyover Plan

A 2-km stretch of the Pallavaram-Thoraipakkam Radial Road, from Chennai One to Kamakshi Hospital junction, will be replaced by a six-lane elevated corridor. The ground-level road will make way for the Pallikaranai marshland, letting oodwater ow freely across about seven hectares. The project is estimated at ₹450 crore and should take two years, since no land acquisition is needed.

WATER SECURITY
The Next Big Question for Real Estate

Beyond Location and Infrastructure

When evaluating a property, buyers often focus on location, connectivity and amenities. Yet one essential resource can determine how well a development functions over time: water. From residential apartments to commercial complexes, every property depends on a reliable water supply. As urban populations grow and demand increases, water security is becoming an important consideration in real estate planning and investment.

The Growing Pressure on Urban Water Supply

Seasonal rainfall variations, groundwater depletion and rising demand can make water availability unpredictable. Chennai, for instance, depends on reservoirs, groundwater, rainfall and other sources to meet its needs. For developers, this makes it important to assess water availability, storage capacity and supply infrastructure during the planning stage. A property's long-term functionality depends not only on its location but also on how reliably its water requirements can be met.

Making Every Drop Count

Rainwater harvesting can help capture rainfall for storage or groundwater recharge. When properly designed and maintained, these systems can reduce dependence on other water sources. Wastewater recycling is another practical solution. Treated water can be reused for landscaping, toilet ushing and other suitable non-drinking purposes. This reduces fresh water demand while supporting more responsible resource management. However, these systems require regular maintenance, appropriate treatment and monitoring to remain effective.



Designing for Water Efficiency

Developers can improve water efficiency by incorporating low- ow fixtures, leak detection systems, efficient irrigation and water consumption monitoring. Choosing plants suited to local climatic conditions can also reduce landscaping requirements. Planning these measures during construction is often more practical than introducing them after a building becomes operational. Proper design can help control water consumption and reduce avoidable maintenance costs.

The Financial Side of Water Security

Water shortages can disrupt daily life, affect business operations and increase dependence on purchased water. For property owners and developers, investing in efficient water systems can help improve operational reliability and support long-term property management. As water availability becomes a greater concern, buyers and tenants may also pay closer attention to how developments manage this essential resource.

Building for a Water-Secure Future

Water security is a shared responsibility involving developers, property managers, authorities and occupants. While developers must provide suitable infrastructure, regular maintenance and responsible consumption are equally important. As cities continue to expand, the success of a development will depend on more than its location and design. A truly future-ready property is one that not only meets today's water needs but is also prepared to manage the resource responsibly for years to come.

REALTY EXPRESS Titbits

Debris Rules Now Tied to Building Approvals in Chennai

Builders in Chennai will soon need to show proper construction and demolition waste handling before their projects are cleared. The National Green Tribunal has directed the Greater Chennai Corporation to make this compliance a condition for building-plan approvals and completion certificates, while the Tamil Nadu Pollution Control Board will track how waste is collected, processed and disposed of. The move follows 5,884 construction-waste complaints recorded between February 1 and August 15, 2026.

A FESTIVAL RISES FORTY-SEVEN FLOORS HIGH

Perambur's Towering Navaratri Showpiece

Where Tradition Touched The Sky

Most townships are known for their towers. This October, one in north Chennai became known for a staircase of dolls. SPR City in Perambur has earned a place in the World Book of Records, United Kingdom for presenting the world's tallest Golu, turning a beloved Navaratri custom into one of the city's most talked-about festive moments.

A Tradition Built Larger Than Life

Anyone who has grown up with Navaratri knows the quiet joy of arranging dolls on steps at home. At SPR City, that familiar ritual was imagined on a scale few could picture. The display rose 53.8 feet high and spread 42 feet wide, holding more than 3,750 traditional dolls across its tiers. It brought craftsmanship, storytelling and devotion together in a single towering frame, and it gave visitors a chance to stand before a tradition their families have carried for generations.

Ten Days, Over a Lakh Visitors

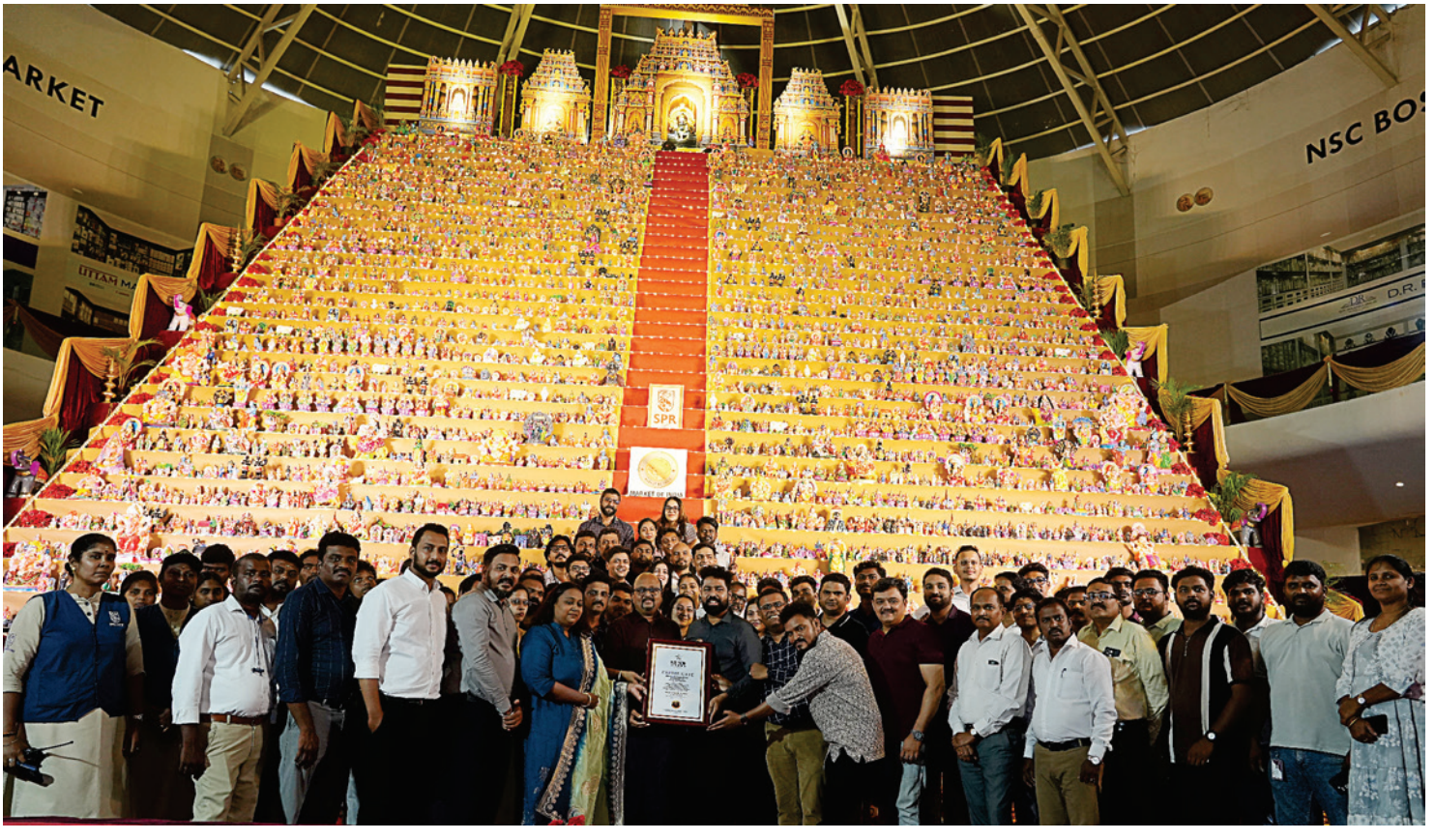
The Navaratri Utsavam ran from October 11 to 20, and the response was remarkable. More than a lakh people came through during the ten days, with families, elders and devotees arriving in a steady stream. Poojas, devotional music and cultural performances filled the festival, so the experience felt like a celebration and not merely an exhibit.

More Than Homes, a Sense of Belonging

The story points to something larger about where residential development is heading. A township that opens its doors to the wider city for a shared festival is doing more than selling homes. It is creating a place where people feel they belong. By bringing generations together around a cherished tradition, SPR has shown how community experiences can become part of what a neighbourhood offers.

The Township Behind the Celebration

SPR City is a 63-acre integrated township and home to over 1,000 families. It is also the address of Chennai's tallest residential tower at 47 oors, and it blends residences with offices, education and the upcoming Market of India, a large organised retail destination. With the proposed Perambur Metro station nearby and the bus terminus and railway station within easy reach, the township is well connected to the rest of the city.Behind it stands SPR, a developer that has been shaping Chennai since 1972, with residential, commercial and mixed-use projects built over five decades.

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