End user is driving the realty demand

How much land bank you have in the region?

We have land bank of around 300 acres in Tdi City-I, Sec-117, 118 and 119, Mohali. In Tdi City-II, Sec-110 and 111, Mohali we have land bank of around 150 acres. Also, we have Commercial cum Hotel site in Jalandhar with an area of approx. 1.1 acre

Which is the favoured segment for the company - apartments/plots; luxury/affordable? What is the right mix of different realty segments for the region?

TDI has always concentrated on developing self sufficient townships comprising of basic amenities and civic facilities like schools, hospitals, clubs, shop-cum-office (SCO) and transportation. Thus, transforming the area into a perfect place for business and living. Since its inception, the company has become a major real estate developer in North India.

Recently, there has been a rise in the purchasing power of the younger generation, which wants to invest in properties that offer affordable yet luxurious living. Year 2011 will see a rise in the upwardly mobile segment, and no doubt the real estate developers are showing a renewed interest in the luxury home segment. They are also moving in to cater to a new set of clientèle with ultraluxe homes. The affluent class with high lifestyle aspirations and undaunted expectations continue to be a ready clientèle for them. So, there was a time when the hi-end housing segments were hit and the focus of the developers shifted to lower segments. Now, the focus is back to medium & high-end luxury housing segment. The right mix in realty buying would be affordable yet luxurious living.

Are the realty prices in the region, particularly in the Chandigarh tricity region, speculation driven?

According to data compiled by industry experts, while the number of deals during January-September was higher at 45 against last year's 39 deals, the average ticket size of the transactions came down substantially two years back, reflecting softening valuations across the crisis-ridden real estate sector.