



# **THOUGHT LEADERSHIP**



### ROHIT PODDAR AND THE ART OF AFFORDABLE LUXURY HOUSING

The Managing Director of Poddar Housing and Development Ltd., a qualified architect, shares with Sushil Purohit, how technology is improving the aesthetics, strength and usability of his buildings while reducing lifecycle costs for the end user

Nikhilash Poddar, the pioneer of Poddar Housing's Company's foray into affordable housing in 2010, with strategy and growth as his main responsibilities. Poddar has had a successful twenty-year track record in manufacturing in India and China. Poddar is a graduate from King's College (UK), in Engineering and Management; a fellow of the Royal Institute of Civil Surveyors which was selected by the Asia Society as one of the 200 top Young Leaders of Asia in 2007. He also a trustee in the Poddar Foundation and the Poddar Shekhar Samithi, Royal Societies that the technology used and the methods will be pushed out of the real estate market by buyers who are becoming more discerning by the day and by increased regulation in the building industry.

There appears to be some consensus on what the next generation of affordable housing means. But what does the equation mean in practice? If you look at the growth of housing in the suburbs, you need the infrastructure for the ecosystem to take the most of the benefits. The infrastructure needs to be developed from the suburban center of the town. Poddar projects are designed to be self-sufficient. They have their own roads, water supply, sewage treatment plants, etc. This is a key differentiator for Poddar's projects. They are designed to be self-sufficient and to have their own infrastructure. This is a key differentiator for Poddar's projects. They are designed to be self-sufficient and to have their own infrastructure.

And another area the same project. Lower than what is demanded as a standard urban project. Poddar's projects are designed to be self-sufficient and to have their own infrastructure. This is a key differentiator for Poddar's projects. They are designed to be self-sufficient and to have their own infrastructure.

When people who live in that location. The government is taking more urban transport now because we are being built. It's important to have a good infrastructure. The government is taking more urban transport now because we are being built. It's important to have a good infrastructure.

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PH | CONSTRUCTION TIMES | June 2019

## Construction Times

### शहरी स्थिरता आणि स्फुटता फार्मिंग

Posted by Vyaaspith | Date: May 28, 2019 | in: 0 Comments | 51 Views



शहरी स्थिरता आणि स्फुटता फार्मिंग ही एक महत्त्वाची समस्या आहे. शहरी स्थिरता आणि स्फुटता फार्मिंग ही एक महत्त्वाची समस्या आहे. शहरी स्थिरता आणि स्फुटता फार्मिंग ही एक महत्त्वाची समस्या आहे.

### शहरी स्थिरता आणि स्फुटता फार्मिंग

28 May 2019 8:23 pm

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## AFFORDABLE HOUSING



### PODDAR HOUSING AND DEVELOPMENT LTD

### Affordable Living Solutions for Economic Longevity



Mr. Rohit Poddar, MD, Poddar Housing and Development Ltd.

The gap between the demand and the supply of affordable housing units has been increasing due to limited land availability and huge growth in population in the major urban areas. These factors have had a huge impact on changing the development landscape - influencing the types of product on offer as well as the locations that are being focused upon.

The politics of property A political tug of war seems to exist, the need to create more affordable housing is matched by the governments' desire to raise revenues as India's urbanization picks up speed, the traditionally preferred investment locations for a property in most of the main cities are getting flooded and becoming expensive. This is affecting many other residential sub-markets across leading Indian cities. Even as more and more locations go out of the reach of a certain cross-section of buyers that preferred it previously, other emerging outskirts come to the rescue. The land availability has enabled the expansion of business districts and different office space occupier categories in the proximity of the major urban cities. The residential sub-markets in the primary cities have been finding good turn from an increasing number of buyers - and, consequently, property investors. Such sub-markets tend to offer a marked price advantage vis-à-vis the more established locations - and the residential projects coming up there are compliant with the latest development laws and tend to have more contemporary amenities. All these factors have led to such locations seeing good sales traction independent of the rate at which

Who is the Affordable housing customer and what does he/she want? Against the backdrop of forthcoming large scale urbanization in India over the next few decades, it becomes crucial to identify, evaluate the needs and address the challenges faced by a large number of urban housing consumers with pressing needs, i.e. the Affordable Housing customer. Considering the buying pattern of property buyers in the Indian market, it is appropriate to define affordability in housing as a function of 3 broad parameters - the monthly income, the size of the housing units and the affordability of the home buyer. The very first thing a customer looks for in Affordable Housing projects is a strong value

which is why we have seen a lot of... The government is taking more urban transport now because we are being built. It's important to have a good infrastructure. The government is taking more urban transport now because we are being built. It's important to have a good infrastructure.

### सिद्धि: वी वीएचएफ

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# Real estate pinning revival hopes on Modi 2.0

Wants resolution of the liquidity crisis

Rashmi Pratap | Mumbai | Last Updated: May 23, 2019 | 21:37 IST



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## Lok Sabha Election Result 2019: This is what the real estate industry expects from the new government

The government has taken multiple steps like providing interest subsidy, for affordable housing, infrastructure status and reducing the GST rates etc to achieve its objective of "Housing for All by 2022"

Renu Yadav | Last Updated: May 24, 2019 | 00:24 IST



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## Full Coverage of India's Election Results



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### VCCircle real estate summit: How to boost low-cost housing and other takeaways

By Narinder Kapur and Ankit Doshi | © 28 May, 2019



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### Live blog: VCCircle Real Estate Investment Summit 2019

By Narinder Kapur and Ankit Doshi | © 28 May, 2019



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### Real estate developers demand solution to liquidity, rationalisation of taxes from Modi 2.0 government

Real Estate industry is hopeful that the Modi 2.0 government will redress and resolve the prolonged issue of liquidity crisis that the sector is facing currently.



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BY AMIT SETHI | MAY 23, 2019

**आम चुनाव 2019: मोदी सरकार 2.0 से घर खरीदारों और रियल एस्टेट क्षेत्र को क्या चाहिए**

लोकसभा चुनाव 2019 के नतीजों से मोदी सरकार की पूर्ण बहुमत के साथ वापसी दिखाते हुए, रियल्टी क्षेत्र में आशावाद की उम्मीद है। रोहित पोद्दार, प्रबंध निदेशक, पोद्दार हाउसिंग एंड डेवलपमेंट लिमिटेड और संयुक्त सचिव, नेडको वेस्ट के अनुसार, रियल एस्टेट क्षेत्र को उम्मीद है कि नए सरकार अपने दूसरे कार्यकाल में बुनियादी ढांचे के निवेश से संबंधित सुधारों को फिर से लागू करेगी, भूमि अधिग्रहण और नियामक फू लों में तेजीराज्य के संकेता। वे कहते हैं, "हम उम्मीद करते हैं कि सरकार नई परियोजनाओं के लिए पर्यावरण की मंजूरी में तेजी लाने और उन्हें कारगर बनाने के लिए कदम उठाएगी, जो दो चरणों की प्रक्रिया है और इसमें 2 से 3 साल लगते हैं।"

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**What real estate wants from the Modi government**

By Team NB - May 24, 2019

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BY AMIT SETHI | MAY 24, 2019

**General elections 2019: What do home buyers and the real estate sector want from Modi Sarkar 2.0**

With the results of the general elections 2019 out, we look at how a second term of 'Modi Sarkar' will impact the real estate industry and the expectations of the sector from the government that will rule for the next 5 years

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By Nachiker Kelkar | May 23, 2019 21:04 IST

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Published 3 days ago on May 4, 2019  
By Rajasree Nair

Realty Nxt

## Corporate India welcomes Narendra Modi-led NDA's re-election; seeks more corrective measures to accelerate growth

Business FP Staff May 24, 2019 00:21:28 IST



Corporate India welcomed the mandate given by the voters to the Narendra Modi-led National Democratic Alliance (NDA) for the second time in the Lok Sabha elections held in April and May this year. Most of the corporate honchos expected that the new government would carry forward the growth momentum besides bringing down corporate tax and generating more employment opportunities to bring down the unemployment rate.

**Harsh Goenka, Chairman, RPG Enterprises**

The election results show that PM Modi is India's captain, as state after state shows thumping victories for the NDA. Very few bastions remain where the NDA has not been able to establish its impressive record. It is a thumbs up for the economy which needs the unity, stability and leadership that only the Modi-led NDA is presently qualified to provide.

**Uday Kotak, MD, Kotak Mahindra Bank**

Time for transformation of India. Time for deep reform. I dream of us as a global superpower in my lifetime. Heartiest congratulations to @narendramodi, the BJP, and the NDA. He

**Firstpost**

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## Indian Real Estate Keep High Hopes On Modi 2.0

Current Affairs Features Headlines Real Estate News by Staff Reporter - May 24, 2019

By Rohit Sharma



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By Shephali Kapoor, Research Analyst

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## Indian Real Estate Keep High Hopes On PM Modi

Real Estate industry is cheering for Prime Minister Narendra Modi's victory and also keeps high expectation from the new government.

The industry has seen key reforms like GST, RERA. It is said that the sector had slowed down a bit since the sequential jolt of GST and demonetization but the new GST regime for the sector was a big relief.

The target for "Housing for All 2022" now requires a strong push by the new government. In the past five year, the country has seen massive development and infrastructure growth.

The realty industry expects several things from the new government that is, taxes, environmental clearance, NBFC crisis, Stamp duty, land acquisition and many more. Below are the expectations of the real estate industry.

**Dr. Niranjan Hiranandani, National President – NAREDCO and Managing Director – Hiranandani Group:** "The Indian Real Estate industry is hopeful that the government will redress and resolve the prolonged issue of liquidity crisis that the sector is facing currently. Moreover, rationalizing the taxes by subsuming stamp duty under GST will grant a big relief to the home buyers. We highly recommend the National Housing Policy to boost rental housing in order to fulfil the ambitious target of Housing for All by creating surpluses. Furthermore, under the decisive leadership of the Hon'ble prime minister, the nation will be able to unleash workforce opportunities in the sector that will help the nation to continue as the world's fastest growing economy."

**Sanjay Dutt, MD & CEO, Tata Realty & Infrastructure Limited and Tala Housing Development Company:** "With the stability in the Government, we expect investments to increase and Private Equity will play a larger role. The Government is aware of the sector's challenges and we expect some immediate

**Brickacres**





# INNOVATION



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# Real Estate Investment Summit 2019



## Panel Discussion on Affordable Housing

### Panelists:

Rohit Poddar, Poddar Housing & Development Ltd.

Rajesh Krishnan, Brick Eagle Group  
Anand Narayanan K.B, Puravankara Limited

Vipul Roongta, HDFC Capital Advisors Ltd  
Amit Goenka, Nisus Finance (Moderator)



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