



KEY INSIGHTS

‘Taking growth to the next level’

Vikram Nath, Director, Logix Group, shares perspectives on realty trends for 2017-18 in the Delhi-NCR areas

They say it’s always the darkest just before the dawn. This adage applies to every aspect of life and the real estate sector perhaps exemplifies its message more than any other. The real estate market in major Indian metros, particularly Delhi-NCR has been through a very turbulent year. From demonetization to the implementation of RERA and GST, each announcement has put realty sector stakeholders on the back foot as they pondered the implications and how to meet the requirements.



VIKRAM NATH
Director, Logix Group

from the downtrend since the majority impact was in the residential segment due to fallout of two to three big builders. That places us in a unique position of already being geared up for 2018 and in a situation where it’s just a question of taking our growth story to the next level.

The second parameter covers dual aspects, namely experience and expertise.

With most buyers preferring to look before they take the leap towards purchasing residential real estate during 2017, that segment has in fact bottomed out. The positive news, however, is that the commercial segment has been unaffected. It is definitely doing well and the time is not far when the residential segment will also revive.

Logix Group, founded in 1997, has been the pioneer in establishing IT Parks for IT/ITES industry in the Noida with more than 25 such facilities established so far. The Group has delivered more than 4 million sq. ft. of office facilities and infrastructure to IT companies, software development centers, back offices, operations and call centers. Logix has also delivered 0.8 million sq. ft. of commercial space and 3.0 million sq. ft. of residential space. This again means that we are uniquely placed to ride the realty sector’s revival wave during 2018.

In Noida, the UP government and development authority are supporting builders in their endeavour to revive the realty markets. The same approach is reflected by the banks, since they are flush with liquidity. Since the approval of Jewar airport, queries have already picked up, which means the buyers are also ready to take the next step forward.

Most importantly, Logix is dedicated to providing complete infrastructure solutions to its clients so that they can focus on running their own businesses seamlessly without being bogged down by unnecessary hassles. By adhering to the latest global standards in Green Building practices, we help clients operate at their optimum efficiency and save costs by conserving energy. So Logix Group truly embodies all the qualities and attributes that will characterize the realty market drivers during the New Year!

So how can we identify the specific types of developers who will be spearheading the resurgence in 2018? The first parameter to be considered is the portfolio. For instance, Logix Group has 70% portfolio in commercial segment and hence, we were protected