

Investments in Tamil Nadu, positivity amidst pandemic.

Buying a home, more of a necessity than an investment.

Real estate industry booms, as registrations rise.



Editor's Note

Dear Patrons,

The world has adapted to the new normal. Life is getting back on track as the government has announced more relaxations. In September, more than 20,000 properties were registered in a day. About 10,000 properties were registered in Chennai, Madurai and Coimbatore.

Many new real estate deals were signed between April and August and hence we can look forward to an influx of new projects in the residential market. With KG offering special festive offers, people can turn their dreams into reality. This year, hope you all celebrate the festive season in your new home.

Warm Regards



Gayithri Punjabi-Mirza
(Vice President)

KG EARTH HOMES (PHASE - II) - PROGRESS REPORT (NOVEMBER 2020)



**BLOCK B - EB Meter Fixed
Supply Given**
Completed, Happy Families Residing



**BLOCK B - OTS Covering
Work Completed**
Completed, Happy Families Residing



BLOCK B - Completed
Completed, Happy Families Residing



BLOCK C - Completed
Completed, Happy Families Residing



**BLOCK C - Inner Painting
Work Completed**
Completed, Happy Families Residing



BLOCK B - OTS Covering Work
Completed, Happy Families Residing



BLOCK J - 1st Floor Plastering



**BLOCK J - 3rd and 4th Floor
Block Work in Progress**



**BLOCK K - 2nd Floor Slab
Concreting Work Completed**



**BLOCK K - Floor Roof
Curing Work**



**BLOCK K - Ground Floor Roof
Curing Work**

NEWS

SIRUSERI GETS A BOOST AS MORE INVESTMENTS MAKE THEIR WAY INTO TAMIL NADU



Amidst the pandemic, the Tamil Nadu government has managed to sign 41 MOUs. One of the MOUs being the one that was signed with Adani Enterprises Limited, will lead to the set up of a data centre at SIPCOT Siruseri IT Park. The companies that are coming up in Chennai, Chengalpattu, Kancheepuram, Dindigul, Coimbatore and Tirunelveli districts will approximately generate jobs for 6,555 people. A few startups chosen by the American Tamil Entrepreneurs Association have also made investments in Tamil Nadu.

Srivar Motors, a startup in San Jose has made an investment of ₹150 Crore for a project to manufacture e-bikes. Apart from this, the Tamil Nadu government has already signed 17 MOUs worth ₹15,218 Crore in the month of May. And on July 20, 8 MOUs were signed. This goes on to show that Tamil Nadu has managed to thrive even during the pandemic.

WORK-FROM-HOME OPTION IMPACTS PEOPLE'S HOME-BUYING DECISION



The lower home loan interest rates and availability of ready-to-occupy homes has made home buyers to rush in and buy homes. The work-from-home option has had a huge influence in people preferring to buy larger apartments. The enquiries for

larger homes have also increased significantly. People are fine with travelling a little further to live in a larger home with a dedicated work space. According to data provided by JLL Research, Chennai's residential real estate market also witnessed an increase in launches, from 182 units in the second quarter of 2020 to 1,487 in the third. The pandemic has definitely made people to look at homes as a necessity than an investment.

REGISTRATIONS SOAR UNEXPECTEDLY IN OCTOBER

The real estate industry has been booming in the recent times. The Department of Registration did exceptionally well in October, and even created a record by registering the highest number of documents in Tamil Nadu in a day. Compared to the same month last year, The Department earned ₹1,096 crore through the registration of over 2.8 lakh documents, as against a revenue of only ₹884.99 crore through 2.01 lakh documents last year. Through the network of 575 sub-registrar offices, it registered 20,307 documents and earned ₹123.35 crore through the sale of stamp duty and registration fees. Of the 20,307 documents, the Chennai Zone accounted for 3,604, generating ₹48.72 crore in revenue!

The demand seems to have risen due to several factors - low interest rates on home loans, reasonable prices, availability of ready-to-move-in stock, and more. This is a clear sign of how real estate is the best choice of investment at the moment.



Lifestyle tips



- Add a personal touch to your home with simple art pieces made by you
- Rearrange your furniture to break the monotony
- Add warm lights for a calming vibe



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