

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

A handwritten signature in black ink, appearing to read 'Gayithri Punjabi-Mirza'.

Gayithri Punjabi-Mirza  
(Vice President)

## KG SIGNATURE CITY - PROJECT STATUS (NOVEMBER 2020)



Kg Signature City  
Actual View



Block View From OSR



Foot Reflexogy Path Way



OSR View In Front Block F



View Of Club House From OSR



Basement Parking

For further details, contact 8144 581 581  
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# NEWS

## 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.

## JOKE CORNER

**WHY DO HUMANS STAY IN HOUSES?**

### 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

**ANS: THEY ARE HOME-O-SAPIENS**

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