

Home Prices surging in the  
sought-after location of Mogappair

Chennai-Port-Maduravoyal Expressway- a vital link



## Editor's Note

Real Estate in Chennai is bouncing back to new highs after the pandemic-induced slowdown. With home buyers wanting to expand and upgrade their lifestyle, real estate is beginning to benefit and match the renewed vigour of the people. Extra space for work-from-home (a separate office space at home) and familial bonding concepts are turning home buyers to seek bigger and better homes with amenities, style, and comfort.

The pandemic has changed consumer behaviour, buyer type, mode of searching for properties, and prices. House search has turned the digital way and the millennial generation prefers to buy homes rather than rent. Buying is going to happen NOW as prices will soar, opine the buyers. Though bank Interest has gone up compared to the previous year, it is still considerably less and therefore there has been a lot of buying in the real estate sector as it is the best time to invest.

The demand in the real estate sector is seeing an upward trend despite an increase in the cost of construction materials (up by 20%). Actually, home seekers are urged to buy now they fear that prices might soar higher. A study by 'India Real Estate H1-2022' says that Chennai's residential market has registered a 21% year-on-year growth in sales during the first half of 2022.

Another reason why people are increasingly viewing real estate as an investment because compared to all other investment classes, it is the most profitable. In other words, it delivers high returns in the long run and can provide a steady cash flow and several tax benefits. Investing options such as stocks or mutual funds cannot guarantee you a profit unlike its tangible comparable namely, plots, homes or apartments.

We at KG, are excited to present you with new and sought-after projects at prime locations in Chennai, such as **TTK Road, Anna Nagar, Sholinganallur, Mogappair, Srinagar Colony, Toll Gate, and Tiruvotriyur.**

Owning a home gives one emotional security and is a sign of financial affluence. KG's exhilarating new launches that will be rolled out soon will give buyers all this and much more!

Warm Regards

Gayithri Punjabi-Mirza  
(Vice President)

## CONSTRUCTION PROGRESS PHOTOS

### BLOCK-E1



PILE CUTTING & EXCAVATION WORK ON PROGRESS

### BLOCK-E2



BASEMENT ROOF SLAB COMPLETED



CONCRETE COMPLETED



STILT FLOOR COLUMN WORK ON PROGRESS

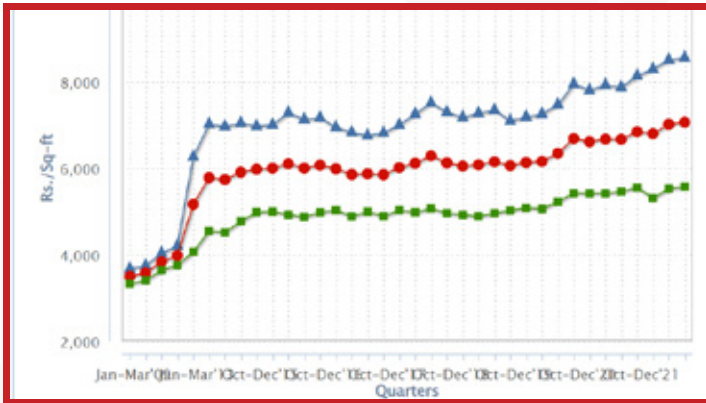


STILT FLOOR ROOF SLAB WORK ON PROGRESS

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## HOME PRICES SURGING IN THE SOUGHT-AFTER LOCATION OF MOGAPPAIR



Mogappair West is a prominent residential neighbourhood in northwest Chennai, next to Annanagar. The locality is situated on the SH112 between Ambattur and Anna Nagar. Mogappair West lies near enviable localities like Nolambur, Koyambedu, and Maduravoyal.

It is turning out to be another sought-after residential neighbourhood. In the last 10 years, the area has been witnessing a steady rise in property rates. As of today, the average price of square feet in a multi-story apartment here is Rs. 7,060 per sq.ft.

If you look closely at a ten-year graph, the trend has been changing every quarter as with every other locality. In fact, the average price range value in Jan-Mar 2009 quarter was just Rs.3,323 per sq.ft.

Presently, it is a well-developed real estate zone in the city with lots of new schools and hospitals beckoning buyers. Ample transport facilities make it a prime developing location in Chennai. The nearest metro rail stations are Thirumangalam and Koyambedu. Just 3 km away is the Chennai Mofussil Bus Terminus (CMBT). The well-connected transport facility is enabling people to access employment hubs like Ambattur and Mogappair with ease. Alluring the IT professionals are tech parks such as HP World IT Park, DLF IT Park, Chennai Tech Park among several others.

Homebuyers are attracted to this neighbourhood as it is a just 5-minute drive from Annanagar which has innumerable shopping malls and business establishments. In the realm of real estate, it looks like it is the most sought-after area, after Annanagar.

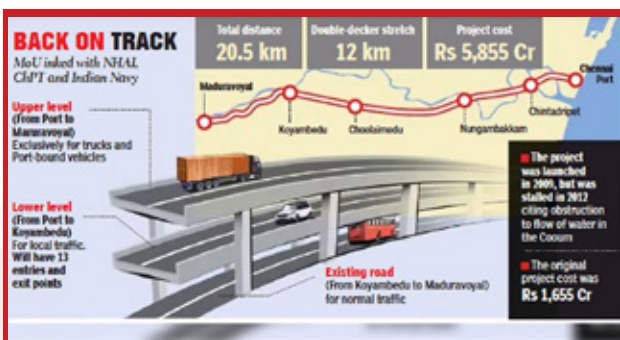
The Mogappair West Ambattur Industrial Estate has created a place for itself in the realty map of the city. According to Magic Bricks, the price range of multi-storeyed apartments in the area is 5,569 – 8,551 per sq.ft. But at KG Impressions our offer price is the lowest in the vicinity at just **Rs.5199** per sq.ft. Although our prices are the lowest, we offer unmatched lifestyle amenities.

Reference : Magicbricks

### HUMOUR BYTES!

I spotted a group of people standing on the corner of the street drinking earl grey. Turns out it was a T junction

## CHENNAI-PORT-MADURAVOYAL EXPRESSWAY- A VITAL LINK



The 20.5 km long Chennai-Port- Maduravoyal Expressway, started as an initiative under the PM Gati Scheme is aimed at transforming Chennai port as a hub for industries in Tamil Nadu, south Andhra Pradesh and eastern Karnataka.

The corridor which is being developed in four sections begins from Gate 10 of the Chennai Port near the war memorial and ends before the Maduravoyal exchange. Its entry ramps will be located on Sivananda Salai and College Road; exit points on Spurtank Road and Kamaraj Salai.

With acres of land being acquired for the mega project, it is expected to give Chennai's residential sector further impetus. With its excellent rail-road connectivity, it is bound to encourage home buyers to choose their homes in this vicinity - Choolaimedu, Koyambedu, Vanagaram.

Reference article: published on Oct 3, 2022 in [www.indianexpress.com](http://www.indianexpress.com)

## HOUSES TURN DEARER: JLL

The rise in mortgage and property rates has decreased the affordability of home buyers in 7 cities, say JLL, property consultants. "Kolkata is the most affordable residential market among Pune, Hyderabad, Bengaluru, Chennai, New Delhi, and Mumbai. The consultant released its Home Purchase Affordability Index (HPAI) which signifies whether a household earning an average annual income is eligible for a housing loan on a property in the city, at the prevailing market price. According to the report based on the HPAI values, Kolkatta is the most affordable residential market. It is followed by Pune and Hyderabad, Bengaluru, Chennai, New Delhi, and Mumbai.

Reference article: published on Dec 6, 2022 in *The Asian Age*

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