

'Designed to elevate and enhance the lifestyle of inhabitants'

Rajan Goregaoker, a 1990 graduate of Sir J J College of Architecture, co-founded the firm GA design in 1999. With an extensive experience in residential and commercial buildings, township projects and interiors of luxury homes and offices in and around Mumbai, Rajan is recognized as one of the leading architects in Mumbai. Associated with some of the region's most prominent builders in the field of architecture and design, Rajan brings together the design expertise of both architecture and interior design in projects successfully. In conversation with **The Afternoon D&C**, Rajan talks about his recently completed project the Sales Office of Regency Anantam.



Rajan Goregaoker, Principal Architect and Director (Partner), GA design

delivering a project of this scale to their customers. The entrance canopy which is 6 metres cantilevered has around 800 custom made LED lights. The interiors are a combination of woodwork, metal work and 3d panel surfaces. Large LED panels display constantly the project status and design. The Sales cabins and show flat are planned strategically for a convenient access to the customers

How important are designs to attract footfalls and make it a successful venture?

Design in any architectural residential project is critical for it to be a successful venture. Practical designing where there is efficient use of space planning is an important aspect. Another important aspect in design is the amenities which are provided by the developer. When a customer is a looking to buy a house, he is looking to probably change and enhance his lifestyle. Large developments like Regency Anantam form community living spaces, these spaces have a life of their own. Social interaction, health and fitness, pollution free environment and a sustainable development which provides cost effective living for the residents are all key elements in good design.

What are the key dynamics driving the design industry?

Today providing a comfortable lifestyle with state of the art facilities for the residents, a sustainable project which brings the cost of living down and an aesthetically smart and pleasing building design are all driving forces in today's residential market. Sustainable factors such as harvesting water for re-use, using solar energy to cut down electrical cost and using building materials such as performance glass to reduce solar gain are important elements in a well thought of residential development. Lastly amenities provided are constantly changing with the change in lifestyle and are becoming more hi-tech and unique in nature. Developers need to be abreast with these changing times to attract customers in the residential building industry.

Can you describe the design milestones of Regency Anantam?

Regency Anantam is a project which has been designed with the human factor in mind. The project is designed to elevate and enhance the lifestyle of the residential inhabitants. The panning of the layout and the number of buildings are designed so as to create a balance between the density of residents and the open spaces provided. The clubhouse is approximately around 70,000 sft and has all kinds of leisure, fitness and sports activities. Huge gardens and lush green spaces provide a healthy pollution free environment. The buildings are constructed in MFE Formwork technology resulting in a superior aesthetic finish. All rooms of all apartments have balconies providing a sense of openness. Lastly the project will be utilising solar energy and rain water harvesting will provide recycled water, making it a sustainable residential project.

marble flooring, light and dark veneer and rose gold metal which as a theme continues through-out the office.

What is unique about this project?
The magnitude and scale of the sales office along with cutting edge architectural and interior aesthetics reflect upon the developer's capacity and commitment in



Tell us a few words about your recently completed project, the Sales Office of Regency Anantam?

Regency Anantam is approximately a 50 Lakhs sft residential development located at Dombivali east. The project comprises of 2bhk and 1bhk apartments of 23 storied buildings. The project is divided into three phases and the first phase consists of seven buildings. Along with the proposed development the entire complex will have 21 buildings in all. The sales office is around 20,000 sft built up with a grand reception area, sales cabins, conference rooms, the MD cabin and a show flat, the size being in proportion to the magnitude and scale of the residential development.

Conceptually the entire design is non-static and indicates movement and direction, hence the sales cabin area has a marble inlay which has a parametric design which spills out into the reception space. The palette is in shades of grey



By Farshid Cooper, Managing Director at Spenta Corporation

While Mumbai has grown both vertically and in its expansion over the last few decades, it is natural for parts of the city to lose some of its old world charm. Matunga, while continuing to grow like the remainder of the city, has somehow managed to retain its quaintness and appeal. Its midtown location, and easy access to both the Western and Central lines by rail and road, has made this locality an extremely attractive hub for real estate developers and homeowners looking to invest in properties. Matunga sets itself apart from the rest of Mumbai due to its serenity and tranquillity, something that is hard to come by in most other parts of the city. Its proximity to commercial hubs like lower parel and BandraKurla complex and iconic educational institutions like the Bombay Scottish school, Khalsa College, Virmatalljabai Technical Institute, and the University Department of Chemical Technology (UDCT) make this area a homeowners delight.

The infrastructural splendour of the area, and development projects like the Mumbai Regional Transport Scheme, have made Matunga a bastion of Mumbai's middle class. While the bustling King's Circle and the iconic Palladium mall make Matunga a shopper's paradise, the famous Shanmukhananda hall hosts some of the most magnificent dance, drama, and music concerts. With a volley of theatres and multiplexes like Inox, Adlabs, and PVR scattered around the area, moviegoers have a plethora of options to choose from, as well. Matunga is also well known for its wide range of culinary establishments, offering a variety of cuisines including South Indian, Gujarati, Chinese, Continental, Konkani, and more. The iconic Madras Cafe and Koolars Cafe, located in Matunga, also attract people from all over the city, who flock to them to enjoy their various gastronomic delicacies.

In terms of connectivity, the Eastern

Express highway connects Matunga to Mumbai's southern areas and the Bandra-Dahisar Link Road and the arterial SV Road provide easy access to Mumbai's suburbs. Besides taxis, trains to town and the suburbs are also available from the Matunga Road station on the Western line, and the Matunga station on the Central line, while BEST and NMMT run suburban bus services and AC buses to and from Matunga to all parts of the city. As a result, Matunga has become a testament to Mumbai's cosmopolitan spirit, home to people of all faiths, creeds, and communities. From Tamilian Brahmins and

Gujaratis to Maharashtrians, Iranis, and Catholics, Matunga is home to people belonging to a vast range of cultures. Matunga is also located close to Mahim and Dadar, two of Mumbai's hotspots for shopping and entertainment, where you can find everything from garments, accessories, authentic Maharashtrian snacks and seafood, and more. Boasting of being one of the city's green lungs, Matunga is also home to the famous 5 gardens park, located right in the heart of the Parsi Colony. The park is a nature lover's delight, rife with lush green trees and shrubs, perfect for a leisurely

evening stroll with friends or loved ones. A number of churches, temples, and shrines are also located nearby, including the Guruvayoor shrine, which is visited by devotees all year round. Owing to all these factors, Matunga has now emerged as an excellent residential hub for families and investors alike. Additionally, the vast number of infrastructure projects set to take place is an indicator of the property rates in Matunga rising drastically in the years to come, making it one of the most sought after real estate centres, right in the heart of the city.



Matunga: The Booming housing market of Mumbai

By Parul Mittal, Director, Greenlam Industries Ltd

When you think of ancestral properties, your mind shifts to rustic elements such as reclaimed wood tables, raw wood floors with dark and heavy décor. It is a fact that in modern times, such interiors are difficult to maintain. Nevertheless, antique and vintage homes have a capability to enchant us, no matter what and with the use of veneers and engineered wood floors - this trend becomes a reality with ease. Thus, it only makes sense to include modern trends and at the same time, keep the interiors contemporary.

Rustic interiors can bring back the vintage touch to your home, with a look effervescence and a kaleidoscope of possibilities. Bring in the harmony of these antique trends to your room and your home will have a personality of its own! There are numerous ways to bring in the rustic charm to your space in a classy way which will make you want to never leave your sweet paradise.

BREATH-TAKING BLUES



Blue is one colour that always gives a room a calming tone. The new year has brought some of the most sought-after trends that include rich and bold colours which will mesmerise your eyes and mind.

Rustic Sophistication

Vivacious greens, stunning purples, vibrant reds, coral shades and deep blues are all colours that will rule the décor industry in 2019. Add a lively and exuberant coloured bedding which stands out from the rest of the décor. Besides adding an elegant touch, the colour will infuse that much needed zeal in your room. Add tiny elements to complement this beautiful blue hue, with miniature showpieces such as a jar or an alarm clock. To take this rustic spirit up a notch, install Rustic Beech from Decowood Veneers and create your own easy to maintain woden antique touch. Balance the whole look by including some grey tones in the form of wall art.

INTO THE WOODS

No matter if it is summer, winter or monsoon, one glorious piece of art that always stands out in a house is an element of classic wood. Adding different textures of wood to your abode adds both drama and uniqueness to your living space.



create a relaxed and countryside feel to your abode. Mikasa's Oak Winter gives you a mesmerizing winter shade combined with a natural and effortless transformation which will make your home exude that desired peaceful aura. Add some greenery to your space in the form of potted plants and make your house one with nature.

RUSTIC MEETS MODERN



There is no denying the fact that old houses are fascinating which always makes them look alluring and eternal. You may pair your rustic facades with modern and contemporary exteriors. If you want to incorporate a rich and gorgeous finish and complement it with your luxurious house, then exterior grade compact laminates are the best option for you.

Exterior clads allow you to decorate your home with a look and feel of real wood. Pure Walnut from Greenlam Clads is a perfect example of a look that is class combined with extravaganza. A dark and plush looking façade adds a certain attraction to your house and with the right lights, you can add even more depth to these clads.

With all these tips and tricks, let your creativity shine through and make your home an ageless marvel!

How to save taxes on property purchases

By Pankaj Jain, CFO, ART Housing Finance.

With the enactment of Goods and Services Tax (GST), today's taxation system in context of purchasing a property, has become much effortless than it was before

July 2017. Several taxes previously applicable on property purchase like VAT, Service tax, just to name a few, now have all been comprehended under this single unified platform - GST.

Tax exemptions, if availed appropriately, can contribute big way, in easing out the burden on a Home buyer.

UNDER CONSTRUCTION PROPERTIES

GST Council has approved a transition plan for the implementation of the new tax structure for housing units. Under the new plan, builders whose residential projects are incomplete will have the option to choose between the old tax rates and new ones for under-construction residential projects. Under new plan, the GST Council has reduced the current GST rates from 12% and 8%, for under-construction flats and affordable housing to 5% and 1%, respectively. The rates shall be effective from April 1, 2019.

Further, Statutory and legal costs for



under-construction properties vary between 15-20% depending on the state in question and broadly include stamp duty, registration and GST. For rendering a property transaction, Stamp duty by rule is to be paid on the sale agreement and this duty also varies from state to state.

READY-TO-MOVE-IN PROPERTIES

The most lucrative thing about picking a ready-to-move-in property, is that they are totally exempted from GST;

But major condition to be fulfilled along is that the project must have Completion certificate in place. Such Project/property buyers need to pay only the stamp duty alongwith registration charges, which comes out to be around 7 to 8% of the total cost of the property. Since such statutory charges laid by the Government are paid by the buyer in lump-sum, hence ready-to-move-in properties offer a good value proposition for anyone purchasing a new home, alongwith the benefits like seeing the actual property they will live in, saving on rental income, moving in immediately to the new property.

COMMON PROVISION

Though the current charges made by the govt under the levy, Stamp Duty is 5-8% of the property cost registration taxes, but one can certainly claim tax deductions, under Section 80C of the Income Tax Act, 1961. Buyers can claim a maximum of Rs 1.5 lakhs as tax deduction, by fulfilling various laid down conditions.

For example: Exemption on a property can be availed only, if it is a fully constructed property, the taxes paid are in the same year as that of claim and the last but most important is that the purchased property must be for self-use only.