

COMMITMENT at its BEST

TSS KRISHNAN, CEO OF APPASWAMY REAL ESTATES TALKS ABOUT VALUE FOR MONEY AND INVESTING IN LAND...

Appaswamy Real Estates Ltd began its journey when Chairman S Appaswamy turned entrepreneur in the late 50s. They are a name synonymous with the city and are pioneers in apartment construction. The company ventured into this business about 5 decades back and continues to be strong residential players. TSS Krishnan, the CEO says that they choose locations where development is required. "We try to source lands where development is required rather than pick land in far off places where infrastructure is yet to catch up. We are a city centric player and that has worked well for us."

SOUTH CHENNAI OVERVIEW

TSS Krishnan believes that the last 20 years has seen a meteoric rise in infrastructure and development, especially in South Chennai. Consumer preference rates high in areas like ECR and OMR. "GST road has not yet taken off but development is ongoing and will see a massive change in 3-4 years. The Thoraiakkam-Pallavaram stretch has excellent roads



PHOTO COURTESY: Mapleton, Appaswamy Real Estates.

but development with regard to infrastructure is yet to catch up. When it comes to OMR, thanks to its proximity to the IT establishments, it is buzzing and active." He talks about the different areas in Chennai that hold for different opportunities in terms of investment and says that each area has a market of its own. "While OMR is close to the IT Park, ECR is close to the sea. However ECR by and large doesn't allow for multistory buildings. Villas and Bungalows are more the norms.

The real estate scene has undergone a paradigm shift from then and Krishnan feels that the key factors contributing to this is development of the economy, affluence and customer requirements. "The basic housing requirements have changed.

Earlier, a customer wanted to maximize space and longevity of structure. There was less focus on amenities and more focus on the value. But now, aesthetics are far more important. The scene has evolved tremendously and esteem value and how one showcases a product is relevant now. Basically the expo-



sure and purchasing power has changed impacting the real estate scene."

A BLEND OF MODERNITY AND TRADITION

Appaswamy's main focus is on timeliness, quality and aesthetics. Importance to architectural features, processes, detailing and finishing are the highlights. Quality is important to them, which is why Appaswamy ensures only top quality materials in the process. In essence the brand is a blend of modernity and tradition. Reliability is another feature that this brand promises its customers. Since its inception in the brand has been there for over five decades making it a household name in the

city. In addition, Appaswamy's price points have always been fair as they believe in leaving something on the table for the customer in terms of investment appreciation. Appreciation of the customer, according to TSS Krishnan is their biggest USP. After sales services and a committed, diligent, thoughtful approach is what the brand provides.

A CLEAR WINNER

"When you buy an Appaswamy you know you have a winner in terms of reliability, quality and appreciation of investment." Appaswamy's current project includes a 9.3 lakh sq feet of plot in Pallavaram out of which 4.95 lakh sq feet is ongoing in the first phase. The project, Bloomingdale intends to kick-start a retail initiative to support about 770 apartments. Due to the lack of stores on the Pammal road, Appaswamy has decided to put

up some branded stores, lending a hand to the residents in the area.

A retail initiative to support the large community at Bloomingdale has been planned which envisages good relevant brands and will lend a lot of vibrancy to the development.

"We were the ones who developed Shankar Nagar and are the best equipped to understand its demographics. In fact our neighboring project Brooksdale was a sub 4,000 Rupees per sq ft project at launch which few would believe when they see the finished project."

- 🏠 10 minutes from GST Road
- 🏠 Excellent value proposition
- 🏠 Wide variety of choices in terms of sizes available
- 🏠 Retail initiative
- 🏠 Product on par with some of the much higher priced projects
- 🏠 Fulfill Aspirations of the young investor.
- 🏠 Reasonable outlay.

