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Ashiana expands into retirement homes

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REAL estate developer Ashiana Housing is expanding its footprint in retirement homes segment in Lavasa City near Pune with an investment of Rs 140 crore. This will be the company's third "Utsav" brand of retirement resorts after starting such projects in Bhiwadi in Rajasthan, about 60 km from Delhi and Jaipur.

"After our successful projects in Bhiwadi spread over 15.5 acres with 640 sold out units and in Jaipur spread over 7.5 acres comprising 310 apartments, we have launched the Lavasa project with an investment of Rs 140 crore," Manoj Tyagi, vice president, Ashiana Housing, told *Financial Chronicle*.

Nestled in the Dasve Valley, the

project is coming up facing the serene Lavasa Lake. 'Utsav' in Lavasa is spread over 30 acres out of which 7.5 acres will be used for building 250 villas and 250 apartments. Tyagi said the project would be ready for possession from September 2011.

The 3BHK duplex villas consist of up hill country and down hill country with a carpet area of 1,770 sq ft and 1,739 sq ft with a price tag of Rs 81.90 lakh and Rs 81.05 lakh, respectively. Both will have additional 2,925 sq ft and 3,375 sq ft garden area, respectively. The 2BHK simplex villas comprising of upper villa and lower villa with a carpet area of 1,146 sq ft and 1,125 sq ft will cost Rs. 54.66 lakh and Rs 51.50 lakh respectively. Both will have 800 sq ft and 820 sq ft garden area, respectively.

The 2BHK apartments with a carpet area of 943 sq ft are priced at

Rs 38.20 lakh while 1BHK apartments (ground plus 4) with carpet area of 667 sq ft costs Rs 26.99 lakh.

Tyagi said the resort and the units are specially designed to cater to the needs of the silver citizens and managed and maintained by an in-house facility management arm of Ashiana group. The project is strategically located adjacent to the Apollo Hospital for medical services.

"The retirement resort is a wheelchair friendly campus with recreation facilities: club, swimming pool, badminton court and gymnasium," Tyagi said. It will also have an activity centre surrounded by lush green lawns, an in-house restaurant, library, TV hall, internet café, auditorium, card room, hobby room, table tennis room. The resort will also host weekly activities like cinema, satsang, theatre, tambola and cultural events.



"The senior citizens can avail of doctors, taxi and maids on calls," Tyagi said, adding the management will also provide facilities like plumber, electrician, garbage collection and disposal. Emergency swit-

ches at different places, big sized switches in red colour, inbuilt night lamp, smooth corners, matt finish and anti-skid tiles within the units held senior citizens to lead an independent life style. Tyagi said occu-

pants will have to be above 55 years and required to pay annual maintenance cost of Rs 4 per sq ft per month.

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