



## REALTY RISING!



**PHAT**  
Pretty hot and tempting  
Girl About Town  
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There are two views on investing in property – some see it as a safe venture while others say while it benefits builders and banks, it leaves buyers with long-term debts.

Property investment can be for different purposes – one can buy a house to live in, one can buy a house for its potential value appreciation, or one can buy a commercial property to earn an income. But now, there's a new consideration – analysts are predicting which localities will develop, and would-be buyers are looking at these areas rather than at well-known localities within the city.

Two-tier areas which are fast-developing, like Sriperumbudur and Ponneri, are now considered 'smart' investment zones by those with a limited budget and an eye on RoI (Return on Investment).

Jatin Kothari, a real estate agent and business analyst says, "Today, most people are interested in profitable short-term investments. Housing is usually considered a long-term investment. However, areas like North Chennai can provide much larger RoI in a relatively short period of time, because of infrastructure like the existing three ports and the proposed airport." He feels money invested in these localities will see income grow in 5-7 years.

Rajeev Ajmera, of Prime LifeSpace, which constructed the first integrated residential township in Ponneri called Arete

With buyers pushing the geographical limits, builders are creating posh homes way beyond city limits too!



Jatin Kothari



Rajeev Ajmera



Janani Rex

Homes, says, "We wanted to create an investment that makes sense, and our smart 2 BHK apartments were designed with an eye on expats who are looking for the kind of facilities they were used to abroad. We also guarantee 7% rental income unlike anyone else in Chennai because of our analytics." The analytics he mentions are the growth rates of North Chennai, which have seen a phenomenal increase in the last six years.

Many women are also looking for property investments that don't make a huge dent in their pockets.

Janani Rex, public speaker and healer, says "I believe women should be independent and invest; and for me North Chennai has been a great experience. I picked up a few apartments in that area, and I have been quite happy with the growth graph there."

The educational institutions like the Velammal International School that have come up in North Chennai are adding to the value of the area.

So, there you have it: Do your research. The growth rate and easy rent potential of an area are plus points while choosing a property to invest in. It should appreciate in value in a short span of time, so that you can sell it quickly and enjoy the profits.

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## Get caught up in music

Chennai is in for a melodic feast, as Easy Wanderlings comes calling

Photo by Malay Vadalkar



Easy Wanderlings

### GOKUL MG

Pune-based band Easy Wanderlings is coming to Namma Chennai next week as part of their multi-city tour ahead of the release of their second EP, *Caught in a Parade*, on October 7th.

The band will also visit Bangalore, Goa, Shillong, Delhi and Pune, besides attending the Ziro Festival in Arunachal Pradesh, as part of the tour beginning on September 22nd.

Easy Wanderlings describes their works as a musical journal of cherished memories and conversations, weaving a tapestry of soul, pop, and folk music. Their latest single *Mayflower*, a part of *Caught in a Parade*, which was released on September 7th, is a perfect representation of that description. A collaboration with soulful singer Nikhil D'souza, it is already a hit.

*Mayflower*, written and composed by founding member Sanyanth Naroth, explores the concept of envy, and how life's rigours and hassles make us wish we were dealt a better hand.

"We sometimes feel we're moving in circles and not getting ahead," explains Sanyanth. "We start to think about other people's success and our missed opportunities, and wish we were dealt a better hand. But the song also talks about being grateful and inspired by others' success rather than feeling put down."



'Mayflower' ft Nikhil D'souza by Easy Wanderlings

In their earlier work, Easy Wanderlings gave the audience a taste of artistes like Kings of Convenience, Michael Kiwanuka, and Iron & Wine. With their delicate melodies and insightful words, they have created a niche, and have performed alongside the likes of Jose Gonzales, Anoushka Shankar, and Alt J.

And with *Mayflower*, they were able to tick off a wish at the top of their bucket list - to team up with an artiste like Nikhil D'souza. "For *Mayflower*, we required a very specific vocal texture. We've been an admirer of Nikhil's work and felt his voice would suit the song. We sent him the track and before we knew it, we were all in the studio. We love the way it has come out," says Sanyanth.

The band is thrilled about the upcoming tour and looks forward to performing in front of the Chennai crowd.

Tickets are available on Paytm Insider