



The Hibiscus (top) and The Leaf (right) are among the most luxurious projects in the NCR.



SS GROUP

Gurgaon among NCR's fast growing localities

The area is home to SS City, a residential township and gated community by SS Group that features premium plots, luxury independent villas and commercial spaces

SS Group is a well-known, trusted and one of the oldest business conglomerates with strong presence in real estate development. Established in 1992, the group has been active in the National Capital Region.

The group has delivered over 20 residential and commercial projects spread over 15 million square feet in the NCR and another 17 million square feet is under different stages of planning and development.

Some of the notable delivered projects include The Hibiscus (awarded by CNBC as the most luxurious project of the year), SS Plaza, Southend, Aaron Ville and The Lilac. The group also has one of the largest land banks in the NCR.

Currently, it is promoting SS City, a residential township and a gated community, featuring premium plots, luxury independent villas and commercial spaces. It will also feature hospitals, wide roads, efficient waste management systems and other facilities.

Other ongoing projects include Coralwood and The Leaf (which are residential group housing projects); Almeria and Premium luxury floors (both row housing projects); and SS Omnia (a commercial project).

The group is now diversifying into healthcare, hospitality and education and has joined hands with Frasers Hospitality, Singapore, and is coming up with a luxury hotel and serviced apartments complex in Gurgaon.

Excerpts from an interview with



Ashok Singh Jaunapuria
MD and CEO, SS Group

Ashok Singh Jaunapuria, Managing Director and CEO, SS Group, Gurgaon:

From your perspective, what are the prospects for the real estate sector in NCR in 2016?

The real estate industry is cyclical and we anticipate that we are at the end of the cycle of slowdown. The wave of positive sentiments is quite evident and recovery is getting stronger. With real estate regulatory amend-



SS Plaza offers modern commercial spaces in Gurgaon.

ments, credibility and positivity is building up confidence in the minds of investors who will sooner or later get drawn back into the market.

Do you see prices climb significantly in the new year? If so, what are the reasons?

I believe real estate prices have bottomed out and are currently stabilised in the NCR market. With the economy set to grow, demand will increase from investors as well as end-users alongside prices.

Which are the fast growing localities in the NCR?

Sectors 81-95 of Gurgaon, popularly known as New Gurgaon, is ranked one of the most attractive destinations, promising a steep price appreciation in mid to long term.

Our world-class mega township "SS City" is located in Sector 84, 85, 86 and 90 and is well connected to central Delhi via NH 8 and to Dwarka

via North Periphery Road (NPR). The existing and planned road networks provide superb connectivity, not only to New Delhi and Gurgaon but also to Jaipur and Chandigarh. As far as distances are concerned, the township is a 20-minute drive from IGI Airport and 25 minutes from Cybercity.

Comment on the state of infrastructure in the region.

The 150 metre-wide Dwarka expressway is going to be the most important link, not only in the NCR but the entire nation, as it will connect the



SS Omnia

industrial corridor with IGI airport. This is the future of real estate. The government has also set a deadline to complete the Dwarka Expressway by June 2017.

The upcoming metro connectivity and ISBT of international standards is planned, which will make life easier for residents. A new 469-acre transport hub is planned, near to our project SS City at Dwarka expressway. HUDA is shelling out \$265 million only for land acquisition for the new hub.

SS Group has a strong presence in Gurgaon and we have huge land banks and properties at premium locations including sectors 33, 43, 44, 47, 48, 49, 50, 51, 56 and 57 and in sectors 84, 85, 86 and 90 of New Gurgaon.

Do you have a significant NRI clientele?

Yes, people from Middle East, America, Europe and many other countries have invested in our projects.