

THE TIMES OF INDIA

Demand for luxury apartments grows in Indian cities, say experts

The demand for luxury apartments is on the rise in cities like Bengaluru, Mumbai, and Delhi, reflecting a shift in homebuying trends. Nagabhushan Reddy, managing director of NBR Group, attributes this change to factors such as convenience, sustainability, and investment potential.

Reddy noted that buyers now prioritize lifestyle upgrades, with luxury apartments offering features like smart technology, wellness, and eco-friendly designs. These amenities cater to evolving preferences in urban living.

Strategic locations near workplaces, schools, and hospitals are a significant factor driving the demand. "Time is the ultimate luxury," Reddy said, emphasizing the role of accessibility in influencing purchasing decisions.

"The pandemic has also heightened interest in wellness-focused and environmentally-conscious living spaces. Open layouts, ample natural light, and green technologies are becoming key features in high-end homes," Reddy added.

Luxury apartments are not only about functionality but are also seen as a symbol of success. Reddy further said that these properties offer consistent value appreciation, making them a reliable choice for long-term investments.

Link: ("<https://timesofindia.indiatimes.com/india/demand-for-luxury-apartments-grows-in-india-n-cities-say-experts/articleshow/115705725.cms>")