

# Redefining vacation retreat investments

The shift from resort and second homes to lucrative assets marks a broader change in real estate dynamics.



Terra Grande, Rishikesh (artistic render).



**TOP STOREY**  
Kausar Firdausi

In recent years, resort and second homes have shifted from mere leisure destinations to lucrative investment opportunities. Once seen as lavish getaways, they are now regarded as valuable assets. Locations like Goa, Alibaug, and Dehradun have seen a surge in demand for luxury holiday properties. With limited land and increasing interest from high-net-worth individuals (HNIs), property prices have skyrocketed, and industry experts anticipate this upward trend will continue. Abhishek Raj, founder & CEO, Jenika Ventures, reports that a poll found that although 23% of

purchasers saw their second house as a retirement plan, 33% of buyers bought it as an investment. According to Ashwin Chadha, CEO, India Sotheby's International Realty, today, luxury holiday homes are valued not only for their aesthetic and lifestyle appeal but also for delivering strong rental yields, often exceeding 5-6% in sought-after locations. "We have witnessed how these high-end properties have evolved into decent investment avenues, offering a compelling alternative to traditional residential assets for discerning investors," says Chadha. Dr. Niranjan Hiranandani, chairman, NAREDCO, agrees that this evolution is largely driven by individuals looking to capitalise on steady rental yields, with these properties now recognised for their investment

potential, particularly in semi-urban areas and city outskirts. "HNIs are increasingly considering second homes as essential components of their investment portfolios for diversification, thereby amplifying the interest in this market segment," he adds. Iraah Lifespaces' ongoing ultra-luxury villa project in Alibaug, located near properties owned by several celebrities, is attracting significant interest from ultra-HNI and NRI buyers. "This discerning buyer category is not merely looking for vacation properties; they desire exclusive, high-end spaces which offer a combination of prestige, privacy and price appreciation," shares Vikas Sutar, founder and director, Iraah Lifespaces. Ravindra Gandhi, MD, Tirasya

Estates, which is coming up with limited boutique villas in South Goa, weighs in. "Backed by the work-from-home culture and the viability of second homes as a prudent investment option, the realty markets like Goa is ripe with opportunities for those willing to capitalise on the rising demand for vacation rentals." Terra Grande by Eldeco is experiencing strong demand for its projects in Uttarakhand and Himachal, attracting not only families but also investors looking for capital gains and rental income. "Our homes blend luxury with amenities, catering to both personal use and smart investment," affirms Amar Kapoor, founder, Terra Grande.

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**ASHWIN CHADHA**  
CEO, India Sotheby's International Realty

The CRE Matrix report shows that buyers aged 45-55 (34%) and 25-35 (27%) are driving demand for villas in scenic locations like Kasara, Manor, Igatpuri, Goa, and Lonavala. "To meet this demand, Rustomjee Group launched 'Belle Vie' in Kasara, offering 462 premium villa plots on 88 acres, with 40% open space dedicated to local flora and fauna," highlights Rakesh Setia, president of marketing & sales, Rustomjee Group. As urban centres grow denser, the appeal of getaway homes near city outskirts rises. Arvind Smartspace projects in Ahmedabad, like Uplands and Forrester, have seen significant capital appreciation. "Remote work, urban congestion, and the demand for sustainable, serene living have boosted resort-style homes as both personal and investment options," says Avinash Suresh, COO, Arvind Smartspace. Fractional ownership has also made premium properties more accessible. "With improved connectivity in scenic locations, these homes offer both a lifestyle upgrade and financial returns, making them a smart addition to modern real estate portfolios," asserts Aditya Kushwaha, CEO and director, Axis Ecorp.

## OUTLOOK initiative



### Realtors' Forum

With India's realty sector projected to reach \$10 trillion by 2047, industry bigwigs foresee the rising demand across segments.



**SANKEY PRASAD**,  
CMD, India & Middle East, Colliers

"India's real estate is projected to hit \$10 trillion by 2047, with rising demand for larger homes. Mid-income and luxury housing will drive sales momentum in the coming quarters."



**AMAR SARIN**,  
MD & CEO, TARC Ltd.

"With the rapid pace of urbanisation coupled with a bullish economy the demand for luxury and high-rise residential buildings is set to witness a significant surge. The future of real estate in India is bright and we are excited to be at the forefront."



**SARVESHA SB**,  
CMD, BHADRA Group

"While metro and tier 1 cities will continue to expand, we also expect substantial growth in tier 2 and 3 cities as they evolve into new economic hubs, attracting businesses and residents alike."



**ASHISH SHARMA**,  
AVP Operations, Brahma Group

"By embracing advanced tech and sustainability, we aim to create vibrant spaces that reflect India's spirit. We see real estate becoming a cornerstone of India's growth, boosting economic resilience and quality of life."

## IN SPOTLIGHT

### Sattva Group launches two landmark projects in North Bengaluru

Sattva Group, known for its innovative approach to urban development, announces the launch of two flagship residential projects 'Sattva Songbird' and 'Sattva Lumina'. These developments reflect the group's ongoing commitment to creating homes that blend modern living with thoughtful design, while catering to the changing needs of

today's homeowners. Situated off Budigere Road, Sattva Songbird offers 12 acres of carefully designed homes which combine the buzz of urban life with the calm of nature. Located just 20 kms. from Kempegowda International Airport and near NH 75, Songbird is perfectly placed to offer both convenience and retreat. With over 1300 beautifully crafted apartments and 58 luxury row houses, the project provides homes that fit all stages of life, from cosy studios to spacious 1, 2, and 3 BHK residences. A 58,000 sq.ft. clubhouse, alongside extensive amenities, fosters a sense of community and encourages relaxation in a setting defined by lush green landscapes. Located on Yelahanka-Doddaballapur Main Road, Sattva

Lumina spans 13 acres and redefines luxury living. Its G+29 towers offer studio, 1, 2, and 3 BHK homes, combining functionality and comfort. A 25,000 sq.ft. retail mall with boutique shops, cafés, and fine dining enhances the experience. Shivam Agarwal, VP - strategic growth, Sattva Group, speaks, "For us, Songbird isn't just another project. It's about creating homes where families grow, and everyday moments feel special. Budigere Road is transforming, and we want to be at the heart of that change, offering homes that balance city energy and nature's peace." On Lumina, Shivam reflects, "With Lumina, we've built more than luxury apartments - we've created a community where life feels effortless and fulfilling, with spaces designed for convenience, relaxation, and connection."

### Signature Global awards ₹320 cr. to ACC India for a residential project

Gurugram-based realty developer, Signature Global, has recently appointed ACC India Pvt. Ltd. for civil, structure and part MEP work for all the towers, basements and other ancillary buildings for its residential group housing project in Sector 84, Gurugram, Haryana which is located along the rapidly developing Dwarka Expressway. The total contract value to be ₹320 cr. It additionally determines that the completion period of the project as 27 months from the date of commencement of work and three months from complete handing over of work. Lalit Agarwal, vice chairman, Signature Global, stated, "This will be

one of our finest projects, a crowning jewel in our portfolio. Though I can't share many details until the official launch, it will cover 4.5 acres and showcase architectural brilliance. It will be among the tallest in the area, with Arabian Construction Company and its Indian subsidiary, ACC India, renowned for their expertise in building prominent towers in the Middle East and India." On ACCs appointment, Ani Ray, MD, ACC India, stated, "It's a privilege to be associated with Signature Global for its 'Twin Towers DXP' project and we look forward to completing the project in the time limit prescribed. It gives us utmost joy to build homes for the aspiring and growing population in the country."