

Dear My Industry Colleagues,

I trust this message finds you in the best of spirits.

I am delighted to share some illuminating findings from a survey conducted by Track2Realty, shedding light on the evolving preferences of affluent Indians in the realm of real estate.

According to the survey:

- ▶ A significant **68 percent** of Indians express a strong inclination towards investing in sea-facing properties.
- ▶ 78 percent of respondents view coastal residences as integral components of their lifestyle, underlining a profound shift towards luxury living by the sea.
- ▶ The survey underscores the willingness of high-net-worth individuals (HNIs) to invest substantially, with some even considering premium payments of **40 to 200 percent** for beach-facing properties.

However, amid the allure of coastal properties, existing coastal regulation zone (CRZ) norms pose challenges for traditional residential developments along the coastline. In response, we propose an innovative solution – the creation of man-made lagoons in inland and coastal towns.

These lagoons represent the epitome of luxury living in India's real estate landscape. Offering a harmonious blend of opulence and eco-consciousness, they are poised to redefine coastal living as we know it.

We envision lagoon-based developments as not only meeting but surpassing the expectations of discerning homebuyers and investors. Our commitment to sustainability and innovation aligns perfectly with the aspirations of today's forward-thinking individuals.

CLICK HERE

to know more from us on Lagoon Developments



Thank you for your attention, and I eagerly anticipate the prospect of collaborating with you on this transformative journey.

Warm regards,

Mr. Diepu V Reddy
COO, Champion Infratech

