



ATUL GOEL

Hrithik's 'Life in a Metro'!

Let's get Real!

So... this actually happened. A couple of weeks ago the internet was broken by a video of one of India's favourite megastars travelling in the Mumbai Metro. National heartthrob Hrithik Roshan took the Metro to work and of course, everyone went absolutely berserk. Hrithik himself seemed to have thoroughly enjoyed the experience, going by his Instagram post, in which he wrote "Took the metro to work today. Met some really sweet and kind folks. Sharing with you the love they gave me. The experience was spectacular. Beat the heat + the traffic. Saved my back for the action shoot I'm going for."

Cut to a group of students in a prominent college in Pune. It is college sports season in Pune and kids are travelling everywhere for try-outs, practice and competitions. One kid told her very surprised mother, "Oh, Ma, by the way, we took the Metro today. Just

walked from College, got in, travelled up to Vanaaz and hopped across for the try-outs. It was super comfortable. Plus, College gave us Metro cards, so travel is free for us."

Cut to a businessman from Nagpur, who has a Pune office in Anand Nagar. He said to me, excitedly, "Already my life has become easier. From the airport I travel up to the Ruby Hall station, then from there I take the Metro directly to Anand Nagar. From the Anand Nagar station my office is only a 5 minutes walk. When the Metro reaches Ramwadi, my travel will become even shorter. I used to take anywhere between an hour to an hour and a half to reach my office from the airport. Now I reach in half an hour. After Ramwadi opens up, that time will come down to just about 20 minutes!"

Cut to a friend who reported, "I was never able to attend parties in Pune, because I live in PCMC, and driving to Pune in the late evenings was just impossible. But now

it's just a Metro ride. Now invite me wherever you want, I will happily and easily reach."

What do these stories mean for real estate and for real estate buyers? These stories show us that major urban infrastructure projects like the Metro are important indicators of the health of a city's real estate market. When the Metro reaches those parts of a city that in pre-Metro days seemed

far away and difficult to reach, the real estate market in those now easily accessible areas explodes. So, right now in Pune, for example, you should look at where the Metro is going to reach and study, analyse the real estate market there.

Real estate is not some mystery, dear readers. It is real life! And that is why I started this column today with Hrithik's story. The celebrities that we follow, they too are not some mysteries.



They are real people, who need real solutions to the challenges posed by urbanisation. Hrithik Roshan's life became better because of the Metro; so imagine how many regular, everyday people like you and I will find our lives completely changed because of urban infrastructure! Imagine what will happen to the real estate markets that

today seem far away, but very soon will be a 20 minute Metro ride away. Dear reader, in real estate, a couple of years is a very short period of time. And in a city like Pune, everything is set to change beyond recognition in just a couple of years. Are you ready to use this great moment of opportunity to your advantage? Pune is set to become Real Rich. The question is, are you?

(The columnist is a leading real estate developer and the author of the seminal work on Real Estate, Real Rich – Getting Real About Real Estate)

REAL RICH

GETTING REAL ABOUT REAL ESTATE

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