



ATUL GOEL

1983. That is when Goel Ganga Group was founded. And in the 42 years since, we have overseen the completion of over 100 real estate projects in over 4 cities and have delivered thousands of homes. In those 42 years, India has seen unforeseen change. Development across the country has meant that real estate projects have been built faster and to higher standards – both in terms of engineering, design and amenities – than we could have even dreamt of back in 1983. This progress is reflected in the way we approach our projects now in 2025 – this is plain to see.

However, it's also reflected in the lives of our original customers – those families who bought their first homes with us back in the '80s or '90s. Our data has revealed that over 60% of those original customers have since "upgraded" their lifestyle. They have bought new homes – bigger homes – but they have not sold their original homes. Many of those customers now

REAL ESTATE: WHY IT IS THE 'GREY GOLD' OF THE INVESTMENT WORLD

Lets's get Real!

rent out their old homes as a means to supplement their income.

The '80s and the early '90s were the years that immediately preceded India's economic explosion. This meant that Indians' attitude to real estate in those years was much the same as it had been for centuries prior – the aspiration was to own a home and settle down. Few ever thought to upgrade because that was, for many Indians, simply outside the realm of possibility. But as India's economy – and along with it, the possibilities for the citizens of India – grew, so too changed Indians' understanding of real estate. No longer was a home something you dared to dream of buying only after your retirement and only once in your life – it slowly started to become an asset class! Indians went from fearfully dreaming of one home, to boldly buying many.

This happened for many reasons – from expanding salaries and increased net family incomes to a better understanding of how investment works.

Given the volatility of something like the stock market and the extreme liquidity of something like gold, Indians – who are, generally, a risk averse people – quickly realised that the most stable avenue of investment is real estate.

If we were to compare real estate with other traditional methods of investment, we can easily see why. The stock market is a dangerous game to play – within

seconds, one can lose all their money. A savings account is a long term and safe investment. But even then, the return is

extremely low. Gold is both safe and short term but it is too easy to spend – and then, what is the point of investing? Real estate, on the other hand, has many more advantages than simply being safe and reliable. For instance, a real estate investment can be both long term or short term – something not found in other avenues. Quite apart



from that, real estate is a multi-generational investment.

Real estate truly is the 'Grey Gold' – strong, sturdy, stable and always increasing in value. That is something that our original customers have also understood and benefitted from! The couples who bought their first home with us in 1985, for instance, have put their children in a place where they are able

to rely on a steady stream of secondary income through the rent they collect. That is among the most important advantages that an investment in real estate offers. And of course, the value of the asset has grown exponentially, the older it got!

To become Real Rich is to provide your family with generational wealth. And the best way to do that is to invest in real estate. Because real estate is the 21st century's Grey Gold!

REAL RICH
GETTING REAL ABOUT REAL ESTATE