

Villament -New Age Living



Recently, Habitat Ventures announced their luxury project, Habitat Crest, in a prime location on Whitefield Main Road. They introduced the concept of villaments, an indulgent twist to good living. The concept was a happy 'marriage' of the benefits of a villa and an apartment. Buyers were keen to understand what exactly was on offer.

Geetha Surapu Reddy, wife of a CEO, a recent buyer, "It is conveniently located to our workplaces and my kids' school. I really like

with me."

She and her brother are impressed by the large central courtyard with specific areas designated for open air amphitheatre, informal seating areas, jogging/walking tracks and club house with terrace infinity pool for privacy and safety. "Making it a vehicle-free zone is good for all residents, in particular for the kids and the elderly," says Latha.

Privacy remains an important consideration at Habitat Crest. There will be just five villaments per tower. There is also the flex-



"We invited them to view our Model Villament to illustrate our concept. Today, our home buyers are mainly top-notch company executives who have been sold on this unique hybrid concept," informs Director, Shivaram Kumar Malakala. "We see a very discerning buyer today, especially our target profile. They will look for residences that will help facilitate a good, luxurious lifestyle for each and every member of their family within a good and secure community with all the niceties of high living."

the private garden which is perfect for our barbecue parties. It also doubles up as great play area for my dog."

"The exclusivity, private gardens and convenient car parking that villas offer are incorporated along with some desirable apartment attributes that range from security, tighter-knit communities to relatively prominent locations," explains Director, Bhaskar T.N.

Spread across 5 acres, Habitat Crest contains only 150 villament homes that are spacious with an integral connect to the outdoors, further enhanced by a private park for each home measuring up to 1,250 sqft. The project targets only this niche segment, preferring not to mix various profiles. "We have deliberately offered only three/four-bedroom homes to cater to families with children" says Bhaskar.

Latha P, a buyer, concurs: "We wanted our own open space, so the private garden fulfilled our need. The room sizes are large and spacious. We entertain a lot and the private garden will be perfect for that. I invited my brother to view the project, he liked it so much that he too bought a home along

with the ability to customize the residence as per the buyer's needs. Bhaskar, an architect himself, highlights, "We are flexible to accommodate the individual nuances of each home owner, provided there are no structural alterations. A lot of our buyers are attracted by this attribute as we have been able to meet their various lifestyle needs."

Srinagesh T, CEO, Pragnya Fund, a foreign private equity fund which has partnered with Habitat Ventures on this project, says: "We liked the professional approach of the promoters. The concept of villament was very interesting and we felt that this would appeal to prospective home buyers very much. Our research indicated that there was clear need for homes with these attributes and with a price point of less than Rs 2 crores."

You can view the Model Villament at Project Site.

**T: +91-80-2841 2222 / 2333
M: +91-99026 06060 / 97419 24000
sales@habitatventures.com
www.habitatventures.com**

