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# A model HOUSE for you

To give customers a feel of the end product, real estate majors are building fully furnished model houses

BY K. SRINIVASA RAO

Many real estate majors are building model houses to give their customers a feel of what they are going to get for their hard-earned money. Since construction of residential complexes takes quite a while, buyers often have only a vague idea of the final shape their dream houses would take.

The model house concept will get rid of this tense anticipation and also enable the buyers to plan ahead on interior design and

arrangement of furniture.

Quite often, the model house is equipped with television, fridge, dining table and other facilities to give it the look of a home.

Realty majors including Lanco Hills, Aliens Group, Manjeera Group, Suchirindia, Ramky Group, Maytas, Mak group and Aparna have constructed model houses at their upcoming projects in Gachibowli, Manikonda, Miyapur, Nizamampet, Bachupalli and Srisaillam Highway.

In fact, the attractiveness of the model house has nowadays come to play a major role in the success of such projects. Because of



The interiors of a model house build by the Lanco Group

this, the realty firms are roping in renowned architects and consultants to build beautiful model houses, which will thrill and inspire customers.

"We pioneered the concept and now everyone is following us," said the Lanco Hills director and chief executive officer, Mr Po-chendar Shenigarapu. "We are

excited with the good response from buyers."

The Aliens Group, which has taken up various projects including 'Aliens Space Station 1' in Gachibowli and 'Aliens Elite' in Miyapur have also constructed model houses at project sites recently.

"They enable customers to

understand the quality standards being adopted by the firm," said Mr Hari Challa, managing director of Aliens Group. "They can also suggest internal modifications if they want."

Similarly, the Manjeera Group has built four model houses in 'Manjeera Diamond Towers' and 'Manjeera Diamond Villas' in

Gachibowli. "Our aim is to explain everything to customers who are investing their hard-earned money in the project," said Mr G. Yoganand, CMD of Manjeera Group. "They can have an idea of room space, ventilation, flooring, doors, kitchen and walls and colour combination."

Suchirindia, which is constructing 125 villas in 'Timberleaf' project in Bengaluru Highway has already built a model villa in the project site.

"Every person would want to know each and every particular of their dream home," said Lion Dr Y. Kiron, chief executive officer of Suchirindia.

Model houses have also come up in the Maytas Hill County, which is being built in 376 acres at Bachupalli. "These model houses helped even our engineers and staff to understand the specifications of construction and other key issues," said Mr R. Sumith Reddy, head of residential townships of Maytas.

Mak Projects build three model villas in its Banayan Tree Retreat project in Srisaillam Highway and several buyers invested immediately.

The Ramky Group, which is constructing an integrated township 'Ramky Enclave' in Warangal, has also built model houses, which enabled buyers to understand the innovative methods used in construction of the houses.