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Bollywood in your home

The first ladies of India's celebrated film industry are tying up with real estate developers to bring in that much needed x-factor to bespoke luxury projects across the country By **Tasmayee Laha Roy**



1 Master bedroom at Discovery 2 Guest bedrooms at Discovery open to the garden
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4 Double height living room in a Discovery villa

Buyers of luxury residential properties are now looking beyond lavish amenities and plush features for the x-factor, a glamour quotient. What about an exclusive private villa overlooking pristine Goan beaches personally designed by Hritik Roshan's ex-wife Sussanne Roshan with some help from Shahrugh Khan's wife Gauri Khan?

That's what EMGEE Group's project Naira, an exclusive 12-villa project at Siridao, Goa, promises. Everything from the architecture to design to conceptualisation and implementation of Naira is being done by Roshan's design company, The Charcoal Project.

Roshan has also brought on board Gauri Khan to take care of curation and artefacts installation. Experts such as Martin Waller from the Andrew Martin interior design company too are working on this project.

The project has received overwhelming enquiries soon after its Dubai launch in March. Each of the 6,500 sq ft villas have its own entry, exits and promise a sea view, and will not cost less than Rs 100 crore.

"We are looking at non-resident Indians and high net-worth individuals to buy these villas and with Sussanne Roshan and Gauri Khan on board our project has an x-factor attached to it," Nazia Sharma, vice president for marketing at EMGEE Group, says.

"The villas would be designed on three themes—dreamer, traveller and player—or a fusion of the three," Sharma says.

Roshan, who is a qualified designer from Brooks College, California, however, ignores the glamour quotient. For her it is more about offering an experience.

"When you put in enough thought to a space—be it home, office or a lounge—it makes the place come alive. We are working on the same line at Naira and all the other projects to offer our clients the best of innovation in design," says Roshan.

Builders say sales go up by 30% once a housing project gets its share of glitterati.

"Association of known names catches the fancy of a buyer and increases the hype around the project," says Kamal Khahtan, chairman and managing director of Sunteck Realty, which has roped in Sussanne Roshan

to do the interior designing for Signia Skyz 36 limited edition apartments at Nagpur.

According to Khahtan, after the announcement of this tie-up, his company has sold 35-40% of the apartments in just two days. Signia Skyz will introduce an innovative concept of a common live kitchen within the gated community where residents could take their guests and call for a chef to serve them delicacies. The 3,600 sq ft 4 BHKs would cost between Rs 3.5 crore and Rs 4 crore.



Sussanne Roshan

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Twinkle Khanna—Akshay Kumar's wife and daughter of Dimple Kapadia—runs a design studio called The White Window. RK Arora, MD at real estate developer Supertech, says his firm's 50-acre project ORB in Noida had seen sales pick up instantly when Twinkle Khanna came on board as a design partner. Suniel Shetty's wife Mana Shetty, who is a fashion designer, started to work with the design team of S2 Realty, a company she and her husband started.

She is now working on S2's 21-villa project Discovery at Khandala. Each villa will be spread over 6,200 odd sq ft with five bedrooms and a double height living room. "The dining room suspends over the private pool, giving it an island like feeling," Shetty says. There will also be a staff room and a powder room.

The entire concept of Discovery, spread over nine acres, is nature friendly. Apart from the dining floor that goes afloat, the property has replaced the club house concept with wooden gazebos on the organic water body inside the gated community. These gazebos house gaming rooms and other recreational activities. The villas will be priced between Rs 7.5 crore and Rs 9 crore.

Mana Shetty, who has her own design studio, R House, is also in talks with a couple of builders to design the interiors.