



Thane Realty News

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Editorial

Connecting Thane!

Thane-kars were heartened by two good news which will given them a sigh of relief and assure them of hassle free commuting in the coming year. It will not only enhance the connectivity of Thane but will also save valuable time that is lost everyday.

The Mumbai Metro Line 4 (Wadala-Gaimukh) passed an important milestone as eight U-Girders were placed on the piers in a single night operation at Kapurbawdi Metro Station. This is you may call a junction where Metro 4 and 5 coming from Kalyan and Bhiwandi meet each other.

The overnight operation, executed with military-like precision, mobilized over 90 personnel, including 28 riggers, 10 skilled workers, 20 unskilled workers and 35 traffic marshals, is definitely an incredible feat by MMRCL (Mumbai Metro Rail Corporation).

Moving on to the second good news which announced the completion of much awaited final phase of the Samruddhi Mahamarg. The 76-km stretch from Igatpuri in Nashik to Amane in Thane will be opened to make the expressway operational.

The entire Nagpur-Thane trip will now take only eight hours, from the previous 16 hours thanks to the commendable work by MSRDC (Maharashtra State Road Development Corporation).

Both these developments have occurred at the right time just before the advent of monsoon when the traffic slows down to add agony. These remarkable achievements will definitely decongest the city and save the travel time and cost of fuel of lakhs of Thane-kars. Such developments boost real estate growth and help the city's economy to flourish. MCHI Credai Thane would like to thank both the government agencies for their success. Thane being equidistant and at the epicentre of MMR region, in the last few years it has witnessed tremendous migration of people and businesses. The demand for real estate is growing at an exciting rate and the infrastructural projects will further accelerate the speed of urbanisation. Thane is already the most sought after destination and furthermore the airport in Navi Mumbai will give the final boost. The real estate industry is already jubilant as the demand for houses has already started showing an upward trend.

Thane's commercial realty on high-growth track

As India's office space demand outpaces supply, Thane's real estate market is poised to benefit from this trend. With a significant shortage of high-quality office space in the country, Thane's strategic location and growing infrastructure make it an attractive destination for businesses.

Thane is considered one of the best places for businesses and professionals in the Mumbai Metropolitan Region (MMR) due to a combination of strategic location, robust infrastructure, and affordability compared to Mumbai's core areas. Here are the key reasons:

1. Strategic Location

- **Proximity to Mumbai:** Thane is well-connected to key business hubs in Mumbai, Navi Mumbai, and even Kalyan-Dombivli.

- **Access to Highways:** Easy access to the Eastern Express Highway, Ghodbunder Road, and the Mumbai-Nashik Highway supports seamless logistics and commuting.

2. Connectivity & Transport Infrastructure

- **Rail Connectivity:** A major railway junction on the Central and Trans-Harbour lines.

- **Metro Development:** Upcoming Metro Line 4 and Line 5 will drastically reduce travel time to Mumbai suburbs.

- **Road Network:** On-going new connectivity through road development projects (e.g. Thane-Borivali Tunnel, Intra-Thane Metro, Extension of eastern Freeway



Hiren Chheda
Founder Managing
Director Ekatva
Group

till Thane) will improve commercial viability.

3. Affordable Commercial Real Estate

- **Lower Costs:** Thane offers significantly lower property rates than BKC, Lower Parel, or Andheri, making it attractive for startups, SMEs, and even large corporations.

- **High ROI:** The price appreciation potential and rental yields are strong due to ongoing infrastructure growth.

• Massive residential development:

Better quality residential development and townships by India's top real estate developers has placed Thane in a sweet spot for people looking for quality residential houses. Even a small percentage of flat buyers choosing to start their own businesses, pursue professional practices, or persuade their

employers to establish a satellite office in Thane could drive significant demand for commercial properties in the city.

4. Growing Business Ecosystem

- **Emerging Commercial Hubs:** Areas like Wagle Estate, pockets on Ghodbunder Road, and even Pokhran Road are becoming established commercial zones.

• Presence of Major Companies:

Several IT, BPO, logistics, and manufacturing companies have set up offices in Thane.

- **Coworking Spaces:** Growth of coworking options supports flexible and scalable business setups.

5. Quality of Life & Talent Pool

- **Residential + Commercial Integration:** Thane offers a balanced environment with good schools, hospitals, and housing—ideal for attracting and retaining talent.

- **Skilled Workforce:** Proximity to educational institutions and access to the Mumbai-Thane talent pool.

6. Infrastructure Development & Government Support

- **Smart City Initiative:** Thane is part of the Smart Cities Mission, ensuring improved civic amenities and tech infrastructure.

- **Ease of Doing Business:** Local authorities are encouraging commercial investment through simplified policies.

Last Word:

Thane stands out for commercial estate users as well as investors because it combines cost-effectiveness, connectivity, and growth potential. It's ideal for businesses seeking a Mumbai presence without the financial burden of central business districts.

'Immense opportunity to reshape & reform'

Exciting news has just emerged regarding the newly unveiled state housing policy that promises a bright future for our region. This initiative is set to significantly boost the real estate market, unlocking opportunities for homebuyers and investors alike.

With increased investments and streamlined regulations, we can expect not just new homes but also thriving communities. Now is the perfect time to consider investing in Maharashtra's real estate market, as it positions itself for remarkable growth!

With a focus on affordable housing and sustainable development, this policy will not only enhance living standards but also stimulate economic growth across Maharashtra.



Vishesh Patel
Project Co-ordinator
Rutu Group

Imagine being part of a thriving community where your investment in real estate flourishes!

Now is the perfect time to explore these new opportunities and be part of Maharashtra's remarkable journey towards progress. Let's embrace this change together!

Protect your elevator during Monsoon

Thane, the monsoon is at our doorstep. As the rains make their presence felt, ensure a thorough inspection on the machine room, shaft and pit along with the elevator service technician; take precautionary steps to protect your elevator from rainwater.

What needs to be checked:

- 1: Is your AMC functional, does it cover monsoon related issues?
- 2: Louvers should be in place in the machine room window
- 3: Check Exhaust fan hole for possible rainwater entry.

- 4: Check possibilities of rainwater entry from Machine Room door.

- 5: Check seepage in the Machine room from slab and side walls.

- 6: Check the possibility of rainwater coming into the elevator well through the landing/ floors.

- 7: Check water logging in the basement.

- 8: Ensure no water gets accumulated in the elevator pit.

Thaneites, ensure that the residents association/ managing committee checks these points, and makes proper arrangements before any lift gets impacted by heavy rainfall!



Rajnikant Lad
Elevator Auditor
Chairman - Building
Transportation
Safety



'Winning is good; participating is the real story of life'



Ehtesham Khan
Convenor
CREDAI MCHI
Thane Sports Day

Your experience as convenor of the sports day - how does the event reflect on the ethos of CREDAI MCHI Thane?

It reflects the values and mindset of our organisation. The participation speaks for higher integration and brotherhood between all the organisations and participants.

Teamwork and working in unity, how these aspects were showcased for the human resources that power Thane's real estate?

Team spirit and teamwork was visible in full glory, we saw the participants and the office bearers, hand in hand, against the scorching sun and for a long schedule, ensure an all-time high participation.

The aspect of women empowerment and this year's new introduced aspect of at least one women player in each team?

Women Empowerment was the tournaments biggest take away, where playing a compulsory female participant ensured our female players played along with male

counterparts and displayed a high level of competence. Very proud to state that the highest wicket taker and best bowler of the tournament was a female player.

How you view the participation of TMC teams in the tournament?

The Thane Municipal Corporation Town Planning, Fire Department as well PWD participation ensured complete participation of the departments of Thane City's growth by approval and execution.

Also, how the aspect of minimum one over to be bowled

by the woman team member ensured it was not just tokenism but involvement in the gameplan to win the match?

The celebrities and all time high presence of the MCHI Managing Committee ensured timely execution and games played in right spirit.

The ultimate learning from the results?

Not just in the sports field but also in our daily work-life, the ultimate learning from the Sports Day: winning is good; participating is the real story of life.

'Not just tokenism'

• Your Experience as a player?

CREDAI MCHI Thane Sports Day was an exciting experience. The thrill of competition and cheers from the team were amazing. It was truly, a day to remember.

• Teamwork and working in unity – how were these aspects important on the cricket ground as well as in your everyday work

On sports ground every decision depends on complete trust and coordination between teammates, similarly, in fire department, it is the same. While facing any emergency, we rely on each other and tackle the situation.

• The aspect of women's empowerment – how do you feel about this year's new rule introducing one woman player in each team

It is a powerful message that women belong in every sphere, including sports. I hope this rule inspires more women to not just pick up bat and ball, but also any challenge in life.

• How did the rule requiring at least one over to be bowled by the woman team member ensure it wasn't tokenism but genuine involvement in the game plan to win.

This rule was very good. The responsibility of bowling well placed twin stress points, physically as well as mentally - how to handle the pressure in a difficult situation. This year



Tejashree Dhayarkar
Fire Department
Thane Municipal Corporation

women players did well with bowling, but I hope that from the next year, the rule should also be that a woman batsman should bat, compulsory.

• How do you view the participation of TMC teams (Including Agni Veers) in the tournament

In our daily life, we coordinate with each other's but in the tournament, we were opponents and there was a healthy rivalry to better our game. Also, we cheered each other and this unity between our departments goes beyond just work.

• Your thoughts on the learning from the result?

Obviously, everybody wants to lift the trophy, but being unable to do so teaches us how to fight again and we will participate in the next year's annual sports day event.

How to be alert consumer when buying a home

From a consumer perspective, I would say that a little bit of common sense with added alertness while purchasing a home will keep you safe from unnecessary troubles later. Follow these points while buying a home, and you will be doing what a good consumer is supposed to do:

- Buy your home from a reputed builder who has a good track record. Avoid buying from a new and unknown builder.
- Check if the project is registered with RERA.
- Conduct title search.
- Understand the financials with minute details as to cost of the flat, taxes, maintenance cost, hidden charges and commissions, if any.
- The land and the property

should be free from any encumbrances.

- Do not transact without proper sale deed.
- Take all receipts against payments. Avoid paying in cash.



Arun Saxena
President,
International Consumer
Rights Protection Council



• Before selecting the flat check about your neighbours as you must live near them permanently. A difficult neighbour can make your life hell.

• It is always better to buy a property in a colony where the club house, swimming pool and other amenities and garden are completed. Do not believe on the amenities that are promised to be included later.

'The experience was amazing'

The experience during Sports Day organised by CREDAI MCHI Thane was amazing. All of us who participated were happy playing for our team. I hope that next year too, the tournament continues with the same format.

On the ground, team spirit was visible. For all women players who were on field that day, it was a challenge to play our roles as part of the team – and I am happy to say that all players, women players included, gave their best on the field. All of us who participated had a nice experience, especially when the tournament has women playing



Smita Bhoir
TDO, Thane
Municipal
Corporation

as part of the team, along with their male colleagues. We work together in the office, but this was a unique experience – being part of a team which aimed to win.

Each over is very crucial in every game of cricket, and there was pressure on women players who had to compulsorily bowl one over. For me, it was clear that any mix-up on my part would cost my team, that one over can be change the game. So, I bowled well, even under pressure. I am happy with my performance in the tournament, and also proud of my colleagues – we were a team that made its presence felt!

Housing for All: Empowering India's Informal Workforce

For millions of Indians from the Economically Weaker Sections (EWS) and Low-Income Groups (LIG), especially those earning through informal means, the dream of owning a home remains elusive. While home loans from banks have enabled many to realize this dream, the informal segment often faces unique barriers that keep them on the sidelines.

What is the Informal workforce?

The informal workforce refers to individuals who earn a livelihood outside the formal, salaried workforce. They typically do not have regular payslips, provident fund contributions, or income tax returns. Examples include daily wage laborers, auto-rickshaw drivers, domestic helpers, small shopkeepers, vegetable vendors, carpenters, electricians, and tailors. They form the backbone of India's economy, yet remain financially excluded.

Key Challenges Faced

- **Low and Irregular Income:** Many earn modest incomes that vary from day to day or month to month, making it difficult for banks to assess their repayment ability.
- **Lack of Income Documents:** Most informal workers do not have salary slips or formal income proofs, which are mandatory for most traditional lenders.
- **Low or No CIBIL Score:** Without prior exposure to formal credit, many from this segment lack a credit history or have low CIBIL scores, leading to automatic rejection by banks.
- **Limited Awareness of Government Schemes:** Many are unaware of schemes like

PMAY (Pradhan Mantri Awas Yojana), which can significantly reduce the cost of home ownership.

• **Perceived Low Profile:** Borrowers from humble professions or addresses are often seen as risky or unviable by traditional institutions.

• **Language and Communication Barriers:** Complex loan processes, English forms, and unfamiliar banking terms often create confusion and hesitation.

Overcoming these challenges: Grihum's Different Approach

Grihum Housing Finance was created to serve this very segment. Recognizing that traditional models don't work for informal earners, Grihum offers a unique, inclusive approach:

- **Field-Based Income Assessment:** Grihum's trained teams visit customers to understand their income patterns, even without formal documentation.
 - **Alternative Credit Evaluation:** By evaluating cash flows, utility payments, and references, Grihum builds a reliable credit profile beyond just CIBIL scores.
 - **PMAY Assistance:** Grihum helps customers apply for and avail PMAY subsidies, reducing their financial burden.
 - **Local Language Support:** Every interaction happens in the customer's language, ensuring trust and transparency.
 - **Simple, Doorstep Service:** With minimal paperwork and personalized support, Grihum makes home loans accessible and respectful.
- By breaking systemic barriers, Grihum empowers the informal segment to own a home with dignity—turning dreams into lasting addresses.



Dnyanesh Nandurkar
Head of Marketing
and Institutional Sales,
Grihum Housing
Finance



Instagram Reels: Thane Real Estate's New Age Brand Ambassadors

In the fast-evolving world of real estate marketing, Instagram reels have emerged as the unofficial brand ambassadors for Thane's fast growing property market. With attention spans shrinking and mobile-first buyers now controlling the real estate buying experience, concise, visually compelling video content is now the most important way to engage with prospective buyers.

In Thane, sellers are using reels to take buyers through what is often a complex buying decision. In minutes and in one engaging reel, buyers can see virtual walkthroughs of the properties, the location vicinity (e.g. where amenities like train stations are located) and do side by side comparison with each property's amenities. Reels are making it easier for homebuyers to evaluate what truly suits their lifestyle and budget. Instead of flipping through brochures or visiting multiple sites, buyers now get a feel of the property in under 60 seconds.

What sets reels apart is their ability to create relatability. Creators are no longer just selling homes but they're telling stories. A quick reel on "1BHKs under ₹70L in Ghodbunder Road" or



Kapil Chandak,
Strategic Digital
Marketing Expert,
Digioutreach LLP

"Top 3 kid-friendly projects in Thane" instantly connect with a buyer's specific need. Hashtags, comments and saved posts help buyers track properties they're interested in and follow up when prices drop and listings fill up.

For buyers, reels are market research and not just entertainment. Whereas for sellers, they are a glimpse into the buyer's mind. In this new era, Instagram reels are helping buyers make better decisions and positioning projects in the right light.

Truly, Thane's real estate has gone digital and its new look fits perfectly into a 9:16 frame!



SKY HEIGHTS at Kausa-Mumbra by Virani Construction Co

USPs of the project

- Prime Location of Kausa Mumbra
- Close to TMC Hospital & TMC Stadium
- Leading schools, colleges, hospitals and retail store within minutes
- Growing Investment Hub
- Peaceful Environment with Urban Conveniences
- Surrounded by greenery, and Hills – offering both nature and city life.
- Commercial & Residential Project
- Projects by trusted brands with RERA compliance, high-quality materials, and timely delivery.
- Podium gardens, gyms, clubhouse, multipurpose court, prayer room.
- Affordable Luxury
- Compared to Mumbai, Thane offers better space, amenities, and quality at a more affordable rate.

Excellent Rental & Resale Demand

This project in Thane offers a unique blend of strategic location, premium design, and high investment potential. Situated near key transit hubs like Mumbra Railway Station, it ensures excellent connectivity to Thane, Talaja, Vashi and Panvel. Featuring Grade A commercial spaces and modern infrastructure, the development is tailored for professionals, businesses, and investors. With top-tier amenities, landmark visibility, and strong rental demand, it stands as a future-ready destination. Backed by trusted developers and RERA compliance, this project combines affordability with prestige, making it an ideal choice for growth-focused buyers seeking quality, convenience, and long-term



returns.

Buyer Segment :

The buyer segment for this Kausa-Mumbra based project includes first-time homebuyers and working professionals seeking affordable yet well-connected residences. It also appeals to retail business owners and SMEs looking for commercial visibility near transport hubs. Investors interested in rental income and long-term appreciation find strong potential here. The project caters to a mix of middle-income families, entrepreneurs, and professionals



Iqbal Virani
Partner, Virani
construction Co

from Thane, Mumbai, Navi Mumbai, and nearby suburbs, offering modern amenities, strategic location, and high ROI in a rapidly developing real estate corridor.

Location :

Kausa-Mumbra is a rapidly developing suburb in Thane with excellent connectivity to Thane, Talaja, Vashi, Kalyan and Panvel via road and rail. Located near the Eastern Express Highway and served by Mumbra Railway Station, it offers easy daily commutes. The area is witnessing fast urban growth with rising commercial and residential

PROJECT FEATURES

- FLAT STARTING FROM 39Lakh*
- 29 Storey Tower
- Budget 1BED & 1-2BED Luxury Residences
- 20+ Lifestyle Amenities
- MAHARERA REGISTRATION NO. P51700052167 (Tower - 3)
- MAHARERA REGISTRATION NO. P51700032730 (Tower - 4)
- Web : theskyheights.in

demand. Proximity to schools, hospitals, and markets makes it ideal for families and professionals. With upcoming infrastructure projects and affordable property rates, Mumbra is emerging as a smart investment destination.

Future of Thane real estate :

The future of Kausa, Mumbra real estate looks promising due to rapid urbanization and strategic infrastructure development in the Thane region. With proximity to the Eastern Express Highway, Mumbra Railway Station, and Proposed Airoli Tunnel, proposed metro lines, Kausa is gaining attention from both residential and commercial developers. The affordability of properties compared to Mumbai and Navi Mumbai makes it attractive for first-time buyers, investors, and middle-income families.

As demand rises, more Grade A projects, retail spaces, and modern housing developments are emerging. Improved civic amenities, growing population, and planned connectivity upgrades position Kausa as a rising real estate hotspot in Thane.



The light at the end of the tunnel...

The Thane-Borivali Tunnel project is expected to significantly impact the real estate market in both Borivali and Thane. Here are some potential effects:

- **Increased Demand:** With the reduced travel time between Thane and Borivali, from over an hour to approximately 15 minutes, the demand for properties in both areas is likely to increase. This tunnel will provide a faster and more direct route for commuters, making these areas more attractive for homebuyers and businesses.
- **Boost to Economic Growth:** The project is expected to promote economic growth by enhancing connectivity and reducing traffic congestion on key routes like Ghodbunder Road and the Western Express Highway. This could lead to increased economic activity, job opportunities, and infrastructure development in the region.
- **Property Value Appreciation:** The improved connectivity and reduced travel time may lead to an



appreciation in property values in both Borivali and Thane. As these areas become more accessible, they may attract more buyers, renters, and businesses, driving up property prices.

- **Shift in Investment Patterns:** The tunnel project might influence investment patterns in the real estate market. Investors may focus on

areas around the tunnel entrances and exits, anticipating increased demand and potential for growth.

- **Environmental Benefits:** By reducing travel time and distance, the project is expected to cut down carbon emissions by around 1,50,000 metric tonnes every year, making the area more attractive to environmentally conscious

homebuyers and businesses.

Key Considerations

- **Toll Charges:** The Maharashtra government has approved toll charges for the Thane-Borivali twin tunnel project, set at Rs 200 for light motor vehicles. This might impact the attractiveness of the area for some buyers or commuters.



Vinod Thakkar
Founder and CEO,
Squarefeet India

- Environmental Concerns:

Residents have raised concerns about the project's environmental impact, including tree felling

and destruction of green belts. The MMRDA has assured that 5,300 meters of green belt will be developed in two phases above the tunnel.

Overall, the Thane-Borivali Tunnel project is expected to have a positive impact on the real estate market in both Borivali and Thane, with potential benefits including increased demand, economic growth, and property value appreciation.

• Convenience

Those who are staying in western suburbs and having their workplace either in Thane or Navi Mumbai will be benefited. Those who stay in Central suburbs will benefit from catching outstation trains from Borivali, especially those having their work place in Vasai - Vapi industrial belt.

I feel many invisible benefits will appear moving forward as any such infrastructure projects brings multiple opportunities for growth!!! Waiting for one more real estate growth opportunity for everyone.

Investing in SIP while Repaying a Home Loan: A Strategic Approach

There's this short film on a popular social media platform where an expert advises the viewer to set up a SIP while beginning to repay a home loan. The suggestion is: you can cover the interest cost of your home loan by investing in an SIP for the same tenure as your home loan. For all home loan payers, the question is: does such a solution work?

When repaying a home loan, it's essential to prioritize debt



Karan Kariwala

the loan, potentially saving more on interest costs.

- **Risk vs. Return:** SIPs carry market risks, and returns may not always be higher than the interest savings from prepaying the loan.

Strategy:

- **Prioritize High-Interest Loan Repayment:** Focus on repaying high-interest loans first and then consider investing in SIPs.

The strategy works in reducing the interest burden on your home loan EMI only if you do not have any other high interest loan being repaid simultaneously.

do not have any other high interest loan being repaid simultaneously.

- **Allocate Surplus Funds:** Invest in SIPs after ensuring you have surplus funds that won't impact your loan repayment or emergency fund.

Ultimately, it's crucial to evaluate your financial situation, goals, and risk tolerance before deciding to invest in SIPs while repaying a home loan. Ideally, consult a financial advisor for personalized guidance.

Things to watch out for:

Once you are in the SIP, stay the course and don't get into alternative schemes just because someone offers a hypothetical higher number in terms of estimated RoI. Suppose you are invested in a scheme that gives you x as returns; someone suggests an alternative that might give you x-plus-something more. Ideally, if you are already in the scheme since some years, stay in the existing scheme.

Last Word:

Planned solutions come true if one continues the investment decision with loyalty and dedication until the goal is achieved. Keep in mind the original thought which drove the decision for a particular investment strategy and stay the course.



repayment, especially if the interest rates are high. Investing in a Systematic Investment Plan (SIP) while repaying a home loan can be a good strategy, but it depends on individual financial goals and risk tolerance.

Pros:

- **Disciplined Investing:** SIPs promote disciplined investing, helping you build wealth over time.

- **Power of Compounding:** SIPs can benefit from the power of compounding, potentially generating higher returns in the long run.

Cons:

- **Opportunity Cost:** Investing in SIPs while repaying a home loan might mean diverting funds that could be used to prepay

The 'Door Close' Button Debate: Does it Actually Work?

We've all been there - frantically pressing the door close button in a lift, willing it to hurry up and shut those pesky doors already. But the question remains: does it do anything? Or is it just a fancy placebo, designed to make us feel like we're in control?

Across high-rise buildings in Thane, the answer is... it depends.

Yes, you read that right.

The door close button's effectiveness varies depending on the lift system. Modern lifts might actually respond to your pushing the button and close the doors a bit faster - though, let's be real: there's usually a safety delay to prevent accidents - the lift manufacturers don't want you squishing your fingers, after all!

Older lifts, on the other hand, might just ignore your button-mashing altogether. Alternately, they might pick up a warning - in sync with other safety features - like "Hey, is there someone stuck in the doors?" or "Did the doors finish their dramatic opening sequence?"

So, why do people think the door close button is a placebo? Well, sometimes lifts prioritize safety over your impatience. If the system detects an obstruction or hasn't finished its safety checks, the doors might stay open a little longer. And let's not forget about those pesky timing delays - some lifts



Kamlesh Pandya
Consulting Editor
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NEWS

are programmed to keep the doors open for a minimum amount of time, just in case someone's trying to sneak in (or out).

The truth is: the door close button serves both functional and psychological purposes. It might not always work as expected, but it gives us a sense of control - and that's worth something, hmmm? So, go ahead and press that button (repeatedly, if you must). Just don't say you weren't warned - that it

might not make a difference.

Next time you're in a lift, take a moment to appreciate the door close button's existential crisis. Is it a real button, or just a prop? The world may never know for sure...

