

Sahara City Homes: A concept turning into a Reality

Majority of Sahara City Homes Townships are in Tier-2 and Tier-3 cities

Jan. 29, 2009 - [PRLog](#) -- Sahara City Homes a flagship project of Sahara Prime City Limited, the real estate company of Sahara India Pariwar, is coming up in a phase wise manner. Sahara City Homes townships, spread in 217 cities all across India, has a total land area of over 27,000 acres (nearly 11,000 hectares). The townships spread over 100 to 300 acres are being constructed in two phases; the first phase is in progress in 102 cities spread over more than 10,000 acres, while the remaining cities will comprise in the second phase of development.

Sahara City Homes townships are primarily residential and the sales prices are in an affordable range of Rs.2500 per sq feet to Rs. 3000 per sq feet. Majority of these townships are in Tier-2 and Tier-3 cities, where the real demand for quality housing exists.

Commenting on the same, Mr. Suryavir Singh – Head Strategic Planning, Sahara Prime City Ltd. said, “Tier-2 and Tier-3 cities have not been much affected as compared to the metro cities. In Tier-2 and Tier-3 cities majority of the urban population resides and are likely to witness development of townships.

Recently other real estate players have started focusing on these cities, where as Sahara had recognized the potential way back and planned majority of townships in these cities. We are pioneer in developing the lifestyle townships in tier 2 and tier 3 cities. Construction work of our launched projects is going on well. Sahara Prime City Limited will entail a cost of around Rs 90,000 crore in the development of 102 townships in the first phase.”

Development of Sahara City Homes is also generating employment opportunities at places where the projects are planned. Every Sahara City Homes project requires approximately 125 employees and moreover 1000 – 1500 labourers per man-day per site during the construction period. After the development of 217 townships, about 65100 permanent employees will be required to take care of maintenance and operations.

Sahara City Homes townships will provide more than 7 lakh homes across the country. The development and construction work of the townships in Coimbatore (113 acre), Lucknow (200 acres), Nagpur (106 acres), Indore (88 acres), Ahmedabad (104.19 acres) and Gwalior (106 acres) is in full swing while the development work is also in progress in Jaipur, Aurangabad, Solapur and Jodhpur.

Sahara Prime City Ltd. has appointed renowned construction and project management companies to ensure quality in all aspects of township development. Companies have been appointed on the basis of their past records and high adherence to quality parameters. For the construction of residential blocks at Sahara City Homes townships, Sricon Infrastructure, Nithya Associates, Ramky Infrastructure, Gannon Dunkerly and Era Infra have been appointed; whereas Gleeds, a U.K. based International Management and Construction Consultant is providing consultancy and project management for 217 townships. The project architect of Sahara City Homes is Shri Hafeez Contractor. The project is first of its kind which offers comprehensive solutions for quality lifestyle to its residents.

The projects have been designed considering the safety, security, aesthetic and modern requirements of the consumers, changing the living standards of people. As an extra safety measure for maximum protection of life and property from earthquake, every construction has been designed one level higher than the applicable seismic zone as per the specifications of Bureau of Indian Standard.

Sahara City Homes is providing a range of facilities translating into quality life style and good community

living to its residents. The product mix consists of a combination of 1 to 5 bedrooms in the category of High Rise Apartments, Mid Rise Apartments, Independent Row Houses and Independent Bungalows, High Rise Blocks in Stilt + 9 floors will have 1, 2 & 3 bedroom apartments and Mid Rise Blocks in Stilt + 6 floors will have 3-4 bedroom duplex apartments. Independents Row Houses and Independent Bungalows will have 2-5 bedroom independent units. The project also plans to offer its residents various amenities like Multi-Level Security System, Transport Services, Power Supply with full back up, Air conditioned Township, Hospital, School, Shopping Malls & Multiplexes, Hotels & Club & Community Centers, essential services, well - integrated infrastructure Backup, Retirement Home, Seamless Connectivity, Sahara Care House, Environment Conservation and Floodlit Central Park.

Apart from the residential segment, Sahara Prime City Ltd. has entered in to Power generation sector. The first power project that is planned is Thermal Power project of 1320 Mega watt in Bolangir district of Orissa. The company has also successfully completed commercial projects which are operational. The list includes state of the art Shopping malls with Multiplex (Sahara Ganj, Lucknow, Sahara Mall, Gurgaon). In addition to this, the company is also into hospitality and health care services with Hotel Sahara Star in Mumbai which is one of the finest 5 star Super Deluxe hotels of the country and Sahara Hospital, a high-tech, super-specialty, tertiary care hospital coming up in Lucknow.

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Sahara has developed commercial as well as residential projects which include townships, premium group housing projects, malls, retail spaces, hospitals, hotels, to name a few. Sahara is also credited with the development of Aamby Valley City, near Mumbai.

The flagship project of Sahara Prime City Ltd. is 'Sahara City Homes' - a chain of townships proposed to be developed across 217 cities in India.

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