

# Real Estate with Sporting Facilities Gain Momentum

Builders are now creating sporting arenas within apartment complexes to encourage sports lovers

by Pramod Thomas

**Kochi:** You love football and you love to see your new born as the next Lionel Messi. Now you can wish for it with more conviction. Because there are real estate developers in the country who provide a football ground in their project.

Finally the western trend of providing sporting facilities in the real estate project gaining momentum in the country.

Builders are now creating sporting arenas within their apartment complexes to encourage the sports lover buyer. Brigade Orchards Sports Arena in Bengaluru by Brigade Group with a tie up with Steve Waugh,

**Now builders tie up with reputed national and international sporting academies and players to provide customised programmes**

Prestige Golfshire, a golf course based premium home development by Prestige Group in Bengaluru, Jaypee Sports City with a cricket stadium, go-karting and an international standard motor racing track in Greater Noida, US Open Apartments by Nirmal Lifestyle in Mumbai with lawn tennis, badminton and baseball courts, Cricket academies by Amrapali Group with brand ambassador Mahendra Singh Dhoni and the sports themed township project at Kizhakkambalam in Kerala by Asset Homes are the latest projects in this regard.

“Brigade Group has two large integrated enclaves in Bengaluru, where world class sports facilities are ready and many more

features under development for roll out this year. In Brigade Orchards, we have already inaugurated Sports Arena. The sports arena will be managed by professional company headed by Steve Waugh. The sports facility has Signature Club Resort with multiple amenities like cricket stadium, tennis, basketball, badminton courts and swimming pool as many other outdoor amenities,” said Om Ahuja, CEO, Residential, Brigade Group.

He added that the best part is that families living in these projects need not send their kids out of the campus for coaching.

Experts point out that builders are always working on providing facilities to potential customers that enhance the value of the property being invested in. Now builders tie up with national and international sporting academies and players to provide customised programmes, besides a world-class space for casual games.

“As the economy improves, investor’s profile is also changing. The first time investors are more and more young couples with toddlers. Just providing facilities that are mundane in nature does not interest such buyers. Invariably the latest in the globe is finding its way in the local market and creation of sports arenas is one such space. Today property investors do not hold on one flat/apartment for long due to various reasons. The resale market is slowly becoming the

next big activity. Certainly a project which has contents that are up-to-date and well kept attracts more investors,” said Suresh Hari, Secretary, CREDAI Bengaluru.

“Our mega township project at Kizhakkambalam in Kochi will be based on sports theme and will be one of the biggest in Kerala. It has conceived this project to be called Asset Play as an epitome of healthy living with facilities for activities like cricket, football, basketball, volleyball, badminton, squash, golf, cycling, jogging and rock climbing apart from swimming pool and health club. We give importance for the health and exercise of the investors in the project. The target customers are the younger population,” said Sunil Kumar V, MD, Asset Homes.

## PROJECTS WITH SPORTS FACILITIES

Brigade Orchards Sports Arena in Bengaluru by Brigade Group with a tie up with Steve Waugh

**Prestige Golfshire, a golf course based premium home development by Prestige Group in Bengaluru**

**Jaypee Sports City with a cricket stadium and motor racing track in Greater Noida**

Sports themed township project at Kizhakkambalam in Kerala by Asset Homes

**US Open Apartments by Nirmal Lifestyle in Mumbai with lawn tennis and badminton courts**

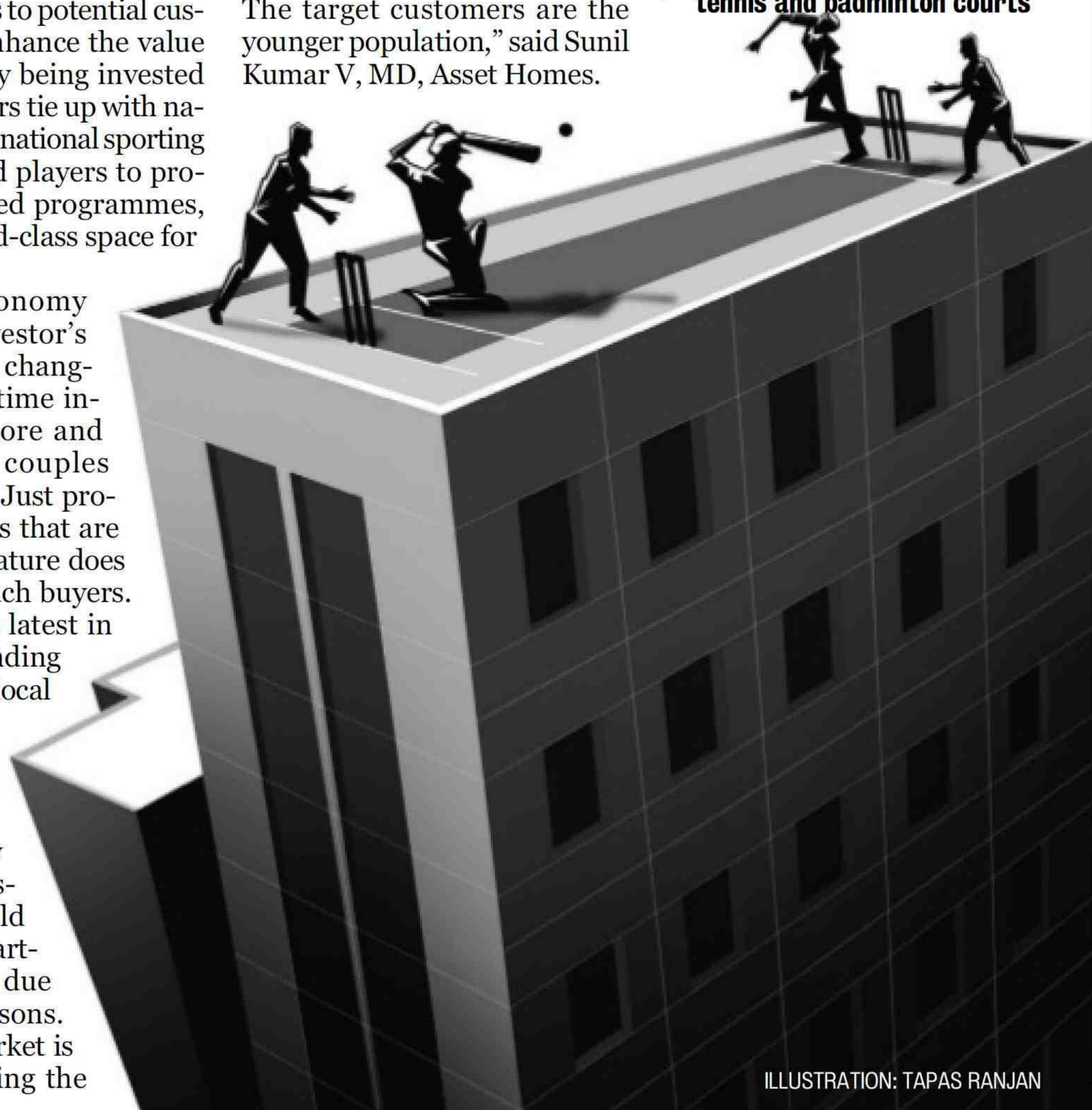


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