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Sahara India arm introduced low cost housing scheme by Sanchita Kumari

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Sahara India Pariwar is one of India's leading business conglomerates. This company has business interests in diverse areas including Life Insurance, consumer products, Tourism, Housing Finance, Media & Entertainment, Mutual Funds, Real estate, housing, Hospitality, Infrastructure, Financial Services and many more. Sahara Infrastructure and housing, the real estate arm of the Rs. 50,000 Crore Sahara India Pariwar. This business of Sahara India Pariwar is dedicated into multi dimensional ventures, mini and mega townships, construction of a broad range of houses, shopping malls, retail spaces, commercial complexes, luxurious penthouses, office spaces and villas.

This entity of Sahara India Pariwar has recently launched the first low cost housing project in India. This housing project will be known as Swapna City. The houses build under this project will cost between Rs. 5.5 Lakh and Rs. 12 Lakh and will come up across 366 Tier II and Tier III cities in India. The houses built under this low cost housing project will range from 285 square feet studio apartment to one and two bedroom apartments.

According to Subrata Roy Sahara, Managing worker and Chairman of Sahara India Pariwar, this low cost housing project is expected to be completed over the next three to five years. This low cost housing project is the first such venture of Sahara India Pariwar. With the increasing demand of mass housing in cities, this project will come as a great relief to people who belong to low income groups. According to this project, seven to 10 affordable housing projects were on the anvil in Delhi NCR, near Dwarka and Ghaziabad where the Company has already captured land.

Subrata Roy Sahara also announced the launched of 10 lifestyle township projects. Out of which nine would be self sufficient integrated township under the brand of Sahara City home and one premium residential apartment cluster named Sahara Grace which has been established at many places like Jodhpur, Pune, Bareilly, Aurangabad, Gwalior, Solapur, Kashipur, Porbandar and Katni. After the residential project in Kochi, the second premium residential apartment cluster was also launched in Cuttack in Bhubaneshwar.

According to Sahara India Pariwar future plan in the real estate entity, the company would introduce 58 real estate projects in the current estate. Out of these 58 real projects, 21 would be township projects while other 37 would belong to the affordable housing group.

Sahara Infrastructure and Housing is also looking forward to incursion into farming housing schemes. This project will be maintained by the company for an initial ten year after being developed, it will be handed over to the housing societies.

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