



LAP OF LUXURY: A project plan of Marvel Realtors & Developers

## 'Investing in land is risky'

**KARTIKI NITIN LAWATE**  
kartiki.lawate@mid-day.com

KNOWN for their beautiful designs and green buildings, Marvel Realtors and Developers are a name to reckon with in the industry here. We caught up with its founder-CEO, Vishwajeet Jhavar for a brief chat.

**Q. Twenty-six of your projects have received platinum certification for adhering to green norms. Do you feel securing the certification is just a fad for developers?**

**A.** To some extent, yes. However, to get the certification one really has to follow all the norms. It is more followed in case of commercial buildings as people shy away from investing in green residential projects because of higher rates. But, it is, in fact,

cheaper in the long run. In a project in Bhavdan, we saved over 3000 trees by sticking to green norms.

**Q. Pune is said to be NRI's preference. Do you agree?**

**A.** Yes, as compared to Mumbai and Bangalore. Pune is a good city for education, employment and is peaceful. People here save a lot of travel time so it is a better city to stay in. However, the infrastructure has develop further.

**Q. Is it good to invest in land or apartment ?**

**A.** Investing in land is more risky as compared to buying an apartment.

**Q. Are luxury homes in great demand here?**

**A.** The definition of luxury differs and people who have achieved their money through hard work want to live peacefully and spend on good amenities. Luxury does not mean money wasted but getting excellent, modern-day amenities that will be worth each penny spent. Even the demand for affordable houses is huge but the project price depends on the land price.

**Q. Tips for young buyers?**

**A.** One must check the track record of the developer and see if he has adhered to his promises in the earlier projects. Consult with his old buyers and existing clients to know if the developer is credible or not.



Vishwajeet Jhavar, Founder-CEO, Marvel Realtors and Developers