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Automation in homes is sought-after by investors in today's tech-savvy world

Deepti Ganapathy

**H**omes today are getting smarter and more tech-savvy, thanks to the technological advent. Pune is not far behind in keeping up with the changing times. "Technology has always made life easier and simpler. Smart homes in the city have seen a substantial growth over the last few years. Huge augmentation in software companies, IT-enabled service firms and other growing sectors has changed the realty scenario in Pune when it comes to buying a smart home. The young homebuyer today is well travelled, has sizeable exposure and pay packets that lead them to develop an inclination towards automated homes, better known as smart homes. It is a given fact that home automation boosts the value of one's real estate holdings. However, it also depends on the type and level of automation systems installed," says Vishwajeet Jhavar-Founder and CEO, Marvel Realtors. "Demand for smart/intelligent homes is rising in all major cities. As people get to know about these concepts they are demanding these fea-

## ( QUICK BYTES )

- Smart homes are not just for the luxury housing segment. They are increasingly making their way into the affordable segment as well
- An increasing need for privacy, security and comfort is set to pave the way for better smart automation systems
- A smart home has a significant status value attached to it, in addition to added comforts and security

tures from builders when they purchase a house. Some of the reasons for increased acceptance of smart homes are the fast-paced life as people need to do more and remotely in a shorter span of time, nuclear families, need for child security and safety," explains Vishwajeet. "As most smart homes are dependent on Internet and mobile technology, we have seen the concept undergoing a phenomenal

change with the availability of 3G and 4G technologies to a much wider audience in India. Appreciation of such properties is also influenced by the very nature of the features that make life simpler, safer, more comfortable and more exciting," he adds.

## AUTOMATION FOR ALL BUDGETS

Smart homes are not just for the luxury housing segment. They are increasingly making their way into the affordable segment as well.

"The phenomenon of smart homes started less than a decade ago. However, with technological advancements over the years, the quality of automation provided is still a big differentiator. We have always maintained that every-

one in the market that promises luxury does not necessarily deliver the essence of true bespoke living. Home automation is a specialised offering, which has been bandied about, in an effort to make a project look and sound better," says Mayank Ruita, Director-Residential, The Phoenix Mills.

According to Ravi Neb, VP-IT & BD, iYogi, a firm that deals with this technology, smart home solution adds a significant premium to the property, particularly in this segment both in sale and rental terms. "Given the demographic profile of Pune's population including locals, migrants and floating population, the city can easily be termed as the technology capital of Maharashtra. The property buyers here are young and tech-savvy for smart housing," says Ravi.

"It is our belief that instead of the commonly held thought that smart homes will become all-pervasive, the kind of technologies employed will distinguish the real thing from a one-size-fits-all approach," says Mayank. "Even with the sentiment about Pune's realty market reaching saturation setting in, there is a lot of potential for true quality to stand out and succeed. An increasing need for privacy, security and comfort is set to pave the way for better smart automation systems, making them a worthwhile investment for the developer who believes in uncompromising quality and the buyer to whom these benefits are paramount," adds Mayank.

"The other segment, the affluent business families and entrepreneurs in Pune are also looking at moving to the next level of housing with smart home automation. Having a large house is just not enough today for them. A smart home has a significant status value attached to it, in addition to added comforts and security," Ravi concludes.

