

Publication	CEO Insights Magazine
Link:	<a href="https://www.ceoinsightsindia.com/industry-insider/plotted-lands-and-affordable-housing-engines-of-growth-for-the-real-estate-sector-in-2021-nwid-5858.html">https://www.ceoinsightsindia.com/industry-insider/plotted-lands-and-affordable-housing-engines-of-growth-for-the-real-estate-sector-in-2021-nwid-5858.html</a>
Date	14 <sup>th</sup> April 2021

## Plotted Lands And Affordable Housing - Engines Of Growth For The Real Estate Sector In 2021

Murali Malayappan, Chairman and Managing Director, Shriram Properties



*A renowned speaker and panel member for a major number of International and Indian seminars and Forums on Real Estate, who delivers insights on industry and education and a famous invitee of the IIM Bangalore.*

nudged customers to invest in such properties. With road and metro rail connectivity expanding and the fear of living in a pandemic environment, people are now preferring to move to areas that have standalone houses. An emerging scenario of this infrastructure development is the growing clusters comprising of plotted or affordable housing projects coming up in the peripheries of larger towns and cities.

The other area that created demand in 2020 and will continue to do in 2021, can be squarely attributed to affordable housing. In the recently announced Union Budget, the Finance Minister extended the tax holiday for the affordable houses projects by a year. This will be a shot in the arm for developers in this space. The government's 'Pradhan Mantri Awas Yojna (PMAY)' coupled with the 1% GST rate cut from the existing 8%