

THE LIFESTYLE LENS

SEPTEMBER 2025 | VOL. 01 | ISSUE 01

A NEW ERA OF LUXURY LIVING UNFOLDS.



THE LIFESTYLE ADVANTAGE.

Since 2010, Lifestyle Housing has been passionately crafting landmark homes in Chennai that blend traditional values with modern elegance, creating spaces designed to delight and inspire. Our residences, ranging from budget to luxury, embody an unwavering commitment to quality, transparency, reliability, and innovation.



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HEAR FROM THE VISIONARY HIMSELF.

Dear friends,

There is nothing quite like witnessing that spark in someone's eyes when they walk into the right space. After years of exploring different paths, from electrical work to finance, I discovered that what truly excites me is helping people find places where they feel completely at home.

I'm deeply grateful to be on this journey with all of you.

— **Priyank Pincha**
Managing Director



CURRENT MARKET UPDATES AND INSIGHTS.

How the Mysore-Chennai Bullet Train Will Transform Real Estate Markets

The high-speed rail corridor will comprise nine stations across Tamil Nadu and Karnataka, revolutionising connectivity between three prominent South Indian cities.

The central government has planned the Chennai-Bangalore-Mysore Bullet Train project to dramatically reduce travel time from the current 6 hours and 30 minutes via Vande Bharat Express to just 2 hours and 25 minutes. The 463-kilometre high-speed corridor is expected to be completed by 2051 and will significantly boost real estate development along the route.



The corridor features a standard gauge track (1435mm) with a maximum operational speed of 320 km/h, capable of reaching 350 km/h. Land surveys are currently underway, with the National High-Speed Rail Corporation Limited (NHSRCL) having awarded contracts for preparation of General Alignment Drawings, surveying, and identification of utilities.

India's Real Estate Market in 'Cautious Recovery' Mode

Premium homes priced above ₹1 crore are driving market growth in Q2 2025, with South India leading the sentiment recovery.

According to the Knight Frank-NAREDCO Real Estate Sentiment Index, the sector displayed signs of a 'cautious recovery' in Q2 2025. The Current Sentiment Score rose to 56 from 54 in the previous quarter, ending a four-quarter downward streak. The Future Sentiment Score climbed to 61 from 56.



South India emerged as the most confident region with a Future Sentiment Score of 63. Key cities including Bangalore, Hyderabad, and Chennai led this momentum, supported by robust office space absorption and active developer participation in both plotted developments and apartment projects.

The premium housing segment (₹1 crore-plus) continues to outperform, driven by falling interest rates, record GST collections, and strong demand momentum across select micro-markets.

Chennai Property Tax Online Payment Guide for 2025

The Greater Chennai Corporation has streamlined property tax collection with digital solutions for 2025.

Chennai's civic body has modernised its property tax system through the state government's official portal (<https://tnurbanepay.tn.gov.in>), enabling residents to complete payments within minutes whilst avoiding long queues at civic offices. Assessment Process: Citizens can submit applications online through chennaicorporation.gov.in or offline at TACTV counters within GCC premises. Required documents include registered property documents, filled application forms, and previous tax receipts where applicable.



The initiative aims to improve transparency and compliance whilst providing citizens with a hassle-free digital alternative for their property tax obligations.

Chennai Metro Red Line Construction Progress

The Red Line construction is progressing with over 400 piers completed across key stretches. The first section between Madhavaram and Retteri is expected to be operational by late 2026.

The 47-kilometre corridor will connect Madhavaram in the north to Sholinganallur in the south, comprising 45 stations and serving as a crucial link in Chennai's expanding metro network. The line is expected to be completed by 2028.



**Chennai Metro
Red Line**

Key Features:

- Length: 47 kms.
- Stations: 45 (mostly elevated)
- Operating Speed: 80 km/h
- Project Cost: ₹61,803 crore
- Operator: Chennai Metro Rail Limited

The Delhi Metro Rail Corporation has secured a 12-year contract for operation and maintenance of Phase 2 corridors, including the Red Line.

Real Estate Sales Trends Across Major Cities

Housing sales declined 20% across seven major cities in Q2 2025, but Chennai bucked the trend with 11% year-on-year growth.

Sales dropped to 96,285 units from 120,335 units in the same period last year across Delhi-NCR, Mumbai, Bangalore, Hyderabad, Pune, and Kolkata. Chennai recorded approximately 5,660 units sold, representing both an 11% annual increase and a sharp 40% quarterly jump.



Market Dynamics:

- Luxury and ultra-luxury housing (above ₹1.5 crore) dominated new supply at 46%.
- Mid-segment (₹40-80 lakh) and premium segment (₹80 lakh-₹1.5 crore) each held 21%.
- Affordable housing comprised just 12% of new supply.
- Average residential prices rose 11% year-on-year, led by NCR with 27% surge.

Tamil Nadu's Path to \$1 Trillion Economy

The real estate sector is positioned as a crucial pillar in Tamil Nadu's ambitious economic transformation by 2030.

Industry leaders at The Hindu Tamil Nadu Real Estate Summit 2025 highlighted the state's consistent investment in education and infrastructure development over decades. The commercial real estate sector sees 75-80 million sq. ft. of annual demand in India, with Chennai competing effectively with Hyderabad and Pune, absorbing 8-9 million sq. ft. annually.



Key advantages include diverse economic sectors, expanding metro rail network, and strong government support for infrastructure development. The real estate sector contributes 7-8% to GDP, making it essential for achieving the \$1 trillion economy target.

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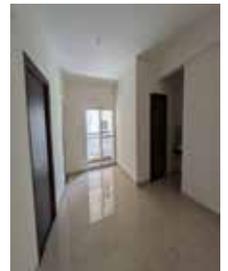


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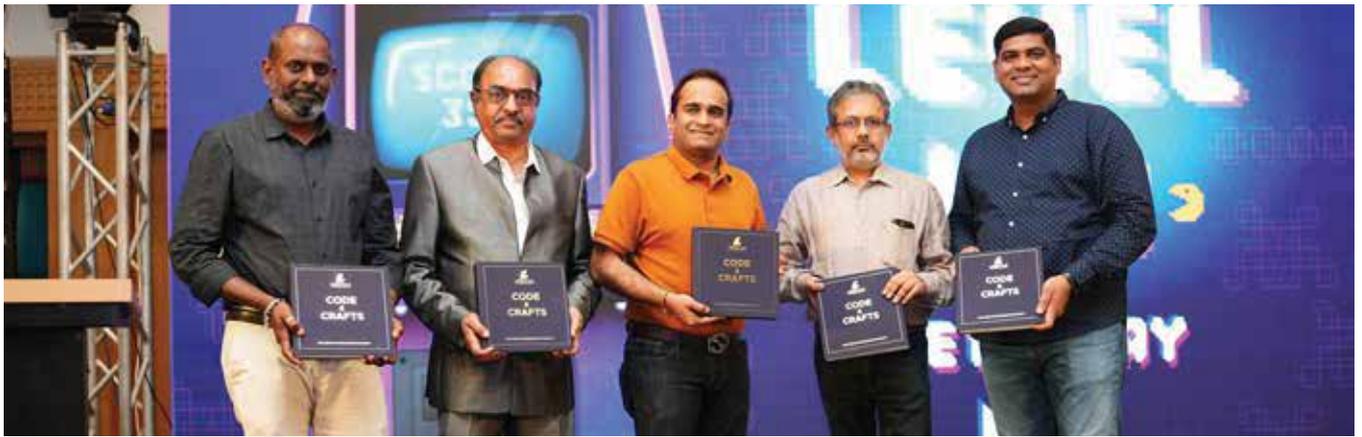


OUR UPCOMING PROJECTS.

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Nungambakkam

Milestone
Vengaivasal

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BEHIND OUR MISSION.**



Rishab Bohra

Engineering - Contracts, Os, Billing

HEAR WHAT OUR CUSTOMERS SAY.

Mr. Ravi

Managing Director, Kakada Group

I am happy to have experienced the service provided by Lifestyle. Everything they offered was well organised and perfect, especially when it comes to ROI (return on investment), which is greatly encouraged by Lifestyle. Along with this, many of my friends and family have already booked property in Lifestyle, and they shared their experiences as they felt happy with their right investment. Thanks, Lifestyle!

Mr. V. Kasinathan

Architect, L&T Construction

The project is very good. Lifestyle is very genuine in their promise, which excites me. They delivered everything they promised, from clear title deeds to all official documents. Also, once the price is fixed, no matter what, they don't demand an extra price, and the location is extraordinary.

Mr. Iyappan K.

Sr. Engineer, Powergear

After choosing Lifestyle, I personally feel very pleased, as their hospitality and project made me more satisfied with owning my dream home.

Mr. Bose

Retd. BSNL

At the Lifestyle housing project at Singaperumal Kovil, I was one of the initial investors. From my experience, I can assure you that I haven't witnessed such a sincere and transparent construction firm in my life. That's because each and every transaction, from instalment payment, referral fees, feedback incorporation, and apartment design changes, showed flexibility and clarity with comprehensive responsiveness. Also, their warm greeting was simply exceptional, which a customer needs most. Along with that, the appreciation value of the apartment was quite good.

SPREAD THE WORD.



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refer your loved ones to lifestyle housing and get rewarded on every successful booking.

PROJECTS	REWARDS
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PORTRAIT	₹1.5 L
VARDAAN	₹2 L
PODIUM	₹3 L
VILLA ONE	₹2 L
ASCEND	₹2 L

valid till 30th september, 2025.



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