

Festive offers drive property sales

Dhanteras isn't just a time for buying gold; it's also a prime occasion for investing in real estate. Developers, for their part, are offering irresistible offers to tap into buyer sentiments and drive sales



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Dhanteras is seen as a favourable time for the real estate sector, as many buyers take the plunge and invest in a home during this time of the year. In order to maximise sales and revenue, many developers present their most enticing offers and special bonus payouts to coincide with this occasion. With that said, let's explore what developers have up their sleeve for the festival.

The festive menu

Every Dhanteras, developers roll out varied and strategic offers that are hard to miss. "During this time, developers often introduce a wide

array of promotional offers to boost property bookings. These typically include limited-period discounts, waivers on various charges and maintenance fees, and freebies such as gold coins, appliances, or club memberships. Flexible payment plans like possession-linked schemes are also common, easing the buyer's up-front financial burden," opines Anshuman Magazine, chairman and CEO, India, Southeast Asia, Middle East & Africa, CBRE.

Banking on festivity

Banks and housing finance companies have also discovered that Indian families are most receptive to major financial decisions during festivals like Dhanteras, and are thus providing schemes that help

make property buying more viable. "Financial institutions play a crucial role in making homeownership more attainable. By offering special home loan schemes with reduced interest rates, waived processing fees, and faster approvals, they significantly enhance affordability. Many also join hands with developers through exclusive tie-ups, further sweetening the deal. This seamless collaboration between banks and developers not only maximises the value of festive offers but also simplifies the financing process, making it an ideal and joyful time for families to step into their dream homes," shares Dhruman Shah, promoter, Arisha Group.

Discount or disguise?

While festive offers may seem attractive on the surface, discerning buyers should evaluate whether the benefits are genuine or simply bundled add-

During this time, developers often introduce a wide array of promotional offers to boost property bookings. These typically include limited-time discounts, waivers on charges for floor rise or maintenance fees, and freebies such as gold coins, appliances, or club memberships

ons repackaged as deals. "Buyers should compare the effective per square foot rate with and without offers across similar projects in the same micro-market. A true price cut reflects directly on the base cost or net outflow, while bundled freebies may enhance value but not necessarily lower the cost. It's important to

read the fine print, especially on limited-period schemes, and evaluate whether offers genuinely improve affordability," states Manju Yagnik, senior vice president, NAREDCO Maharashtra.

Smart festive moves

Today, most buyers approach property buying with a strategic and thorough game plan. This includes understanding market rates, true cost breakdowns of bundled offers, and knowing exactly which limited-time incentives are genuine. These seasonal campaigns, when studied carefully, can indeed yield real savings for investors. "Start by setting a clear budget and knowing your loan eligibility to filter offers that are actually viable for you. Always prioritise location, developer credibility, legal clearances, and possession timelines over festive perks. Look for deals that improve long-term affordability like, EMI holidays or interest subvention, rather than one-time giveaways. Use this period to negotiate with developers, as they are often more flexible during this time. However, don't let convincing promotional deals cloud your judgement," suggests Aksha Kamboj, executive chairperson, Aspect Realty.

Dhanteras is the ideal period for developers and homebuyers to meet halfway. While the season brings a surge in offers, it also calls for careful consideration and smarter decision-making. For homebuyers, it's about blending emotion with due diligence; for sellers, it's about turning sentiment into solid sales. When done right, festive deals can be more than mere marketing tricks and can be a meaningful step towards homeownership.