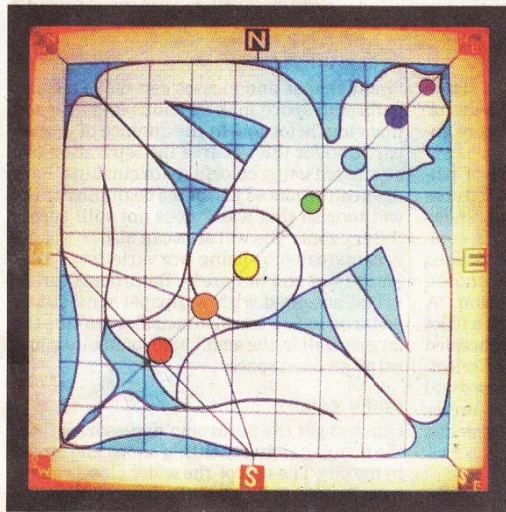


## VAASTU - A KEY TO HAPPY HOMES ?

Most people believe that a house has to be auspicious for people residing there. Houses which are acquiescent with Vaastu seem the safe bet..but are they more expensive?


### VAASTU AND THE POTENTIAL BUYER

The only instruction that Anoop Shah's mother gave while he was looking for a flat in Hyderabad was that the flat should be facing east as per the vastu instructions of their family astrologer. Anoop, a program manager with an MNC shares "I had to shell around fifty thousand more for the specification my mother had asked for and to be honest I did not really care about the vaastu of my house, it was more about obliging the sentiments of my mother" There are many like Anoop who have to pay more to buy a flat that has a vastu approval.



While there are skeptics to the theory that vastu can actual lead to a successful life, experts in vaastu believe that it helps in the flow of cosmic energies in a regulated manner which results in happiness, enhances artistic value of the constructions, contributes to health and prosperity along with maximizing the compatibility and harmony among residents of the building. Knowing

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the benefits of Vaastu Shastra, site owners and builders give more importance to vaastu while constructing houses and buildings. Today the belief has become so strong

that even tenants ask for vastu compliant houses and buildings leading to a hike in rents as well!

### VAASTU AND THE DEVELOPERS

The general perception is that



homes which follow the guidelines of vaastu are more expensive but the construction companies in the city beg to differ. "Today people are keen on Vaastu-compliant homes, to ensure good re-sale value. Builders these days are expected to build Vaastu-compliant homes by default. Thus Vaastu ceases to be a big differentiator in the market. While many builders don't explicitly charge extra for Vaastu compliance, properties which adhere to vaastu fetch a comparatively better price in the market." explains Priyadarshini Vadrevou, GM, Marketing and Communications, PBEL Property Development (India) Pvt. Ltd. Builders and developers keep this factor in mind right from the land-acquisition stage. Land parcels that lend themselves well to vaastu are chosen by them along with crucial functionalities such as good ventilation and access to excellent connectivity.

### EXPERT SPEAK

Vaastu specialists urge the prospective buyers to consult the experts before investing on a prop-

erty based on only the advice of the builders. Mr Suresh, founder of subhavastu.com reasons, "Today a lot of builders are not showing their properties to vaastu consultants. Construction on the basis of reading some books is not the only way to build vastu conducive homes. The best way to gauge the authenticity of the vaastu features of your home is to consult an experienced consultant." Experts opine that east and north-facing homes are the most auspicious from a Vaastu point of view and buyers should keep the same in mind while purchasing.

It is said that 'Home is where heart is', today due to the daily rigours of life, its more like 'Home is where success is'.

We want our homes to bring that enigmatic luck which will open the doors for success and if vaastu is the key to it, then people are more than willing to go an extra mile to bring prosperity at their doorstep.

*Upasana Sanyal*