Show Flat

If show flat is being finally built i.e. in final building structure, it should be planned in a manner which makes it easy to live in after sale. Ensure that following elements are incorporated into the design at time of show flat execution itself:

a. Intercom
b. Wi-fi
c. Cable / e-TV for the TVs
d. (Provision for/) Utility connections (electricity / water / gas) for equipment eg. Hob, hood, over, microwave, coffee machine, washing machine etc.
e. AC controls
f. Security setup eg. Door phone
g. Fittings in bathrooms eg. Soap dish, towel rack etc.
h. Clothes drying provision eg. Stand / line
i. Ample storage

The said show flat will be marked in allotment list as 'show flat' so that it is sold with the FFE (but not furnishing like expensive art, clothes and crockery) and the value for the same is recovered in sale. Wrt possession time, Sales needs to ensure that show flat is available for viewing till 95% of the units are sold or 12 months from date of OC, whichever is earlier.

Sales Gallery & Show flat Cost Guidelines:

Segment	**Luxury & Hi-end**	**Aspirational & Casa**
Sales Gallery (Rs psf of carpet)	10000	10000

Segment	**Luxury**	**Hi End / Luxury extension**	**Aspirational /Casa/Crown**
Show flat - Cost norm up to 31.3.21 (including consultancy & GST)* psf carpet	18000	18000	8000
Show flat - Cost norm after 31.3.21 (including consultancy & GST)* psf carpet	12500	9000	8000

As in 2021, increase by inflation % every FY on 1st April. Rates applicable as per date of start of construction (first activity) onsite

*For star / international designer +10% (permissible only for luxury or luxury extension projects)

Suggestions (can be varied if necessary):

- Cost stated is total cost for the space (including shell and core). General guideline for split between ID (including mep post a single point and FF&E) & other costs (Civil & Façade) to be considered as 75% for Luxury/Hi-end and 65% for Aspirational/casa. Lead project architect can change the ratio in concurrence with HOD-Design.

- Base civil finishes should NOT be done by specialized finishing contractor (use building / base civil contractor).
- Be measured in consultancy costs - should not exceed 10% of the total budget.

For any specific project, additional budget increase of up to 10% from norm can be approved by HOD-Design in concurrence with Regional CEO, provided overall project cost norms are followed. Any other increases need to be approved by MD

Due to possibility of higher changes during execution 20% contingency to be provided to site/ execution.

Eg: If target is 5000 psf, design to plan for 4000 psf design & 1000 psf is execution contingency.

Steps to maximize value extraction from Sales office and Show flats

1. Ideally show flat should be made within building footprint itself so that it can be sold in furnished condition. The value of a show flat will be: value of a standard unit + FFE cost. FFE cost = [amount spent on FFE (finishing, furnishing and equipment)^ <net of any savings from base finishes used in standard unit> x 1.2 (co-ordination and overhead costs) x (1-(no. of years between show flat readiness and sale x12.5%), min. 50%)]. The possession date of the unit should be around the expected sale of ~95% of the units which are served by the said show flat (same or any other tower that is likely to be served by same show flat) (max. 18 months from date of 100% payment of the unit being received, we can pay rent compensation for the period between 100% payment being received and actual date of possession).
   ^ If there is a very expensive piece of art / equivalent that has been put (> 5% of the amount spent on FFE) and we want to use elsewhere, we should identify the same at time of handover of the show flat to Sales and inform that this will not form part of the sale of the show flat and the value of such art work / equivalent should be reduced from 'amount spent on FFE'. Further, if the 'amount spent on FFE' is > than the design budget guidelines at time of show flat opening, the concerned RCEO can decide to reduce the FFE cost to an equivalent extent in the base no. considered for 'amount spent on FFE'.
2. Generally we will handover the show flat to customer on 'as is where is basis' (along with basic cleaning, polishing etc.) and also with all the FFE (only things we will remove are embellishments like clothes or boxes kept to make the house look lived in). We can sell to the customer that they will get exactly what they see – including crockery, cutlery, equipment, art (except for any identified art piece to be removed as per ^ in 1. above) etc.
3. If, for any reason, show flat is initially built outside the final building, in due course, it should be migrated inside and then 1. and 2 will apply.
4. In whichever project sales office is made, the club should be designed taking into account the furniture and fixtures of the sales office and attempt should be made to reuse as much of the material as possible from the project office to the club.

5. There should always be a list of the show flats / sales offices / club / entrance lobby / company office that are likely to be built over next 6 months with ID team. Once demolition timing of a sales office / show flat is determined, whatever cannot be reused under 1-4, we should attempt to incorporate into the design of the show flats / sales offices / club / entrance lobby / company office to be made in next 6 months.
6. Reuse of other materials eg. Water body systems, green walls etc. should also be thought about.
7. If any material is still surplus after 1-6, same should be disposed off directly at time of demolition and not put into store.
8. Responsibility for planning the reuse, safely storing the material in interim period and implementing the same is jointly with ID team (Design) + Finishing team (CM).

Also see 'physical location value tracker' (HRMS policy).