Sample flat design inputs

This applies to sample flats which are meant to be sold (i.e. located within building or standalone home which can be sold):

1. No. of show units:
    a. When outside the building: The largest/most attractive unit in that development (no. of show units – normally 1, max. 2). Like sales office, this is a sunk cost and there is hardly any recovery from spend done of show unit outside the final building.
    b. When in building (with access as per 3. below): One show flat (not DCU or sample flat) for each unit type, where
        i. *Unit Type*: A group of units which are within 20% by carpet area (from smallest to largest in that group) and are within 1 bedroom of each other (eg. 1 bed and 2 bed, from smallest to largest in the group). We will do show unit for any unit type for which there is certain minimum unsold inventory (say 100 cr.)in the development at the time of readiness of the show unit.
        ii. When to have ready: Ideally, these units would be ready around OC (+/- 6 months) depending on when we can ensure good customer journey (see 3. Below). Earlier the better, because we get maximum benefit in sales.
        iii. *Value of interiors to be recovered from purchaser*: When the show flat is sold, value of interiors should be charged on basis of the total cost spent by us (including design/consultant fee and taxes), with discount @ 12-14% p.a. (7-8 year lifespan) for the duration between show flat readiness and show flat sale. Maximum discount should generally not be more than 35%. Any usage of flat by us after sale should be considered as 'sweat equity' and not discounted.
        iv. *Possession of show flat*: Should be date by when we expect at least 90% of that unit type to be sold (max. 24 months from date of sale). During the period between sale of show flat and possession to purchaser, CAM and PT (if applicable) shall be borne by us.
2. Location: Location to be the best possible; in high rise buildings, within top 25% of the building; in independent homes, located with best possible view.
3. Access: We have to think about the entire customer journey to the show unit eg. In high rise building, we need entrance lobby, floor lobby and elevator (min. 2 nos) – cannot rely on hoists; similarly for independent homes (eg. villas/townhouses), we need access road finished up to the unit.
4. MEP system have to be better planned for usage and robust (with backup if needed)
    a. Security – alarms and boundary (door and window) and how will it really function (very important for standalone homes).
    b. Connectivity (Wi-Fi, intercom, landline phone)
    c. Air-conditioning (at Belmondo, air conditioning is a challenge due to location of grills and throw direction)
    d. Exhaust/smell in bathrooms and kitchen
    e. Sufficient and well located sockets (taking into account need for work/study from home)
    f. Simple switches, without automation
    g. Music system and controls
5. Lighting: Lighting is appropriate for the user when actually using the flat.

6. Curtain: We will only install sheers and leave channel for main curtains. Ensure that they open properly (not blocking the window and collecting on a opaque surface to the side of the window) and also close properly (not letting light in early morning once main curtain is installed).
7. Vastu directions: especially for main door, beds, study tables and Puja; where possible take care of Master Bed and Kitchen locations
8. Storage: Plan the storage in each bedroom thinking that the bedroom will be used; also generally storage for the house - **need to think about how to best use every sq. inch.** Plan for needs like shoe rack and umbrella holder, where practical.
9. **Heights: Maximize the height in every room, don't lose too much height due to HVAC etc.**
10. Staff areas: Pay more attention to their design for usability and durability, since usage is pretty rough.
11. Rodent protection: Ensure that all shafts are sealed with appropriate mesh/similar. Also ensure that entry point for all cables/wires from any external point to inside the house/ceiling is appropriately filled in so as to not allow opportunity for rodents to enter.
12. Appliances:
    a. No bathroom TVs. TV/screen can be considered (not a must) in kitchen since people are increasing interested in cooking using online recipes.
    b. Kitchen appliances to be aesthetically pleasing (matching kitchen look) and decently functional. However, fitted appliances from the kitchen manufacturer tend to be poor value for money and difficult to service and therefore, cost v. value should be properly scrutinized.
13. Name plate: To be located such that clearly visible to a visitor (which is the only functional purpose of the name plate). Also ensure that main door has appropriate locks + key hole.
14. **External areas (eg. deck, terrace, garden) to be designed integrally with the interiors and finished along with the show unit.**
15. Furnishing: Less is more:
    a. Don't overfill with books and objects.
    b. In Premium and Luxury, there is no need for clothes and bags etc. in the wardrobes. Can be done is felt necessary by design team but generally not.

All of these are guidelines, not firm rules. If there is a good, thoughtful reason to change them, same is permissible.

Sales office:

a. Sales offices generally have 0 recovery value (since value of in building sample flat fit outs can generally be recovered by sell the unit with FFE). Hence, we need to reduce quantity, where built ensure use for extended duration (ideally 4+ years) and keep costs low bearing in mind the likely duration of usage.
b. At the same time, sales office are an important tool to 'wow' the customer and we have to strike the balance of 'wow' but 'restricted duration of usage and no cost recovery'.
c. Touch screen TV to be provided in Sales Cabin to enable Sales presentation (this TV does not require cable/smart TV connectivity) eg. At Park, this has been done by marketing team in 2022 using vendor Vu (this is not a mandatory vendor, any other options which deliver same functionality can be considered):

Hardware	**Approx. Cost (excluding GST)**
55 Inch Vu Screen Cost	38,000
Touch Screen Installation	35,000-37,000
Wireless Mouse	1,000
Total	**76,000**

d. In Premium & luxury development sales office, can consider having limited no. of unisex toilets (WC and basin), rather than large scale, separate male and female toilets.
e. Pantry/kitchen equipment should be purchased only after discussion with HPM basis what they intend to use (and where possible, reused in clubhouse / future sales office).
f. <other learnings to be incorporated>