Product Mix – Guidelines on how to decide

1. Any site, should be identified as being primarily suitable for one of the following 4 residential segments over the next 3-4 years (Resp: Director-Design):
    a. Luxury
    b. Hi-end
    c. Aspirational
    d. Casa/Affordable
2. Atleast 95% of the residential FSI to be developed over the next 3-4 years should be earmarked for the 'sweet spot' as defined below within the aforesaid segments and product sizing/specs should be decided accordingly.
3. Upto 5% of the residential FSI can be earmarked for the next higher residential category, with CV upto 2.5 x beyond the 'sweet spot' limits and product sizing/specs should be decided accordingly. These 'higher units' serve the purpose of creating aspirational value for the site and moving it upwards in the value chain. It should be recognized that these unit will be difficult to sell unless the value creation levers outlined in 5. below are delivered in a timely manner.
4. Office and retail shall be considered primarily as destination completion for larger residential developments – the extent of these should not exceed 10% (max.) of the total FSI, unless otherwise mandated by regulations.
5. Value Creation levers:
    a. Good access to site and cleanliness (no encroachments) in the surrounding areas – from pre-launch onwards.
    b. Great show flat and good sales office – prior to launch.
    c. Club & other KCAs – desirable to deliver within first 2 years from sales launch.
    d. Public realm (landscape, social and sports facilities) – desirable to deliver prior to first possession.
    e. Good infrastructure (reliable electricity, water and gas (if promised)) - desirable to deliver prior to first possession.
    f. Good Facilities management – desirable to ensure from first possession onwards.
    g. Timely possession – desirable to ensure from first possession onwards
6. While masterplan can cover larger layouts, we should not commit ourselves to detailed product design of any building which is not likely to start construction within 24 months of the time when the detailed product design is done.
7. Steps 1-4 should be done afresh every 3-4 years for each project/land available with company (Resp: Strategy).

8. It is to be ensured that no project has > 50% of any one unit type viz. multiple unit types should be in every project.
9. Ensure that design is done in a manner that 'jodi' options are feasible for atleast 1/3rd of the units and such plans are drawn at the time of launch itself, with clarity of where 'jodi' is feasible and upto what time (linked to const) can this choice be made.

MMR
Sweet Spot projections (2014-2017):

(All figures in 2014 rupees*)	**Western Suburbs**	**Central Suburbs**	**Mumbai South (30 min driving distance from VT)**	**Mumbai Super Prime (Malabar Hill, Cuffe Parade, Bandra/Khar/Juhu)**
Max. Consideration Value	Upto 3.5 cr.	Upto 1.75 cr.	2.5 – 12.5 cr.	10-25 cr.
Likely Segments	Casa, Aspirational (fully range)	Casa, Aspirational (lower end)	Aspirational (upper end), Hi-end, Luxury (lower end)	Hi-end, Luxury
Type of Unit	1-3 BHK (1 BHK primarily beyond Dahisar)	1-3 BHK	2-4 BHK (1 BHK/studio for investment)	2-4 BHK

To be adjusted upwards on 1st April of each year by average salary growth % in the previous year.

Also see:
Policy Arch 48 - Classification of Residential projectsv1 (design policy)