

Date	Publication	Headline	Edition
January Issue	India Se	Lifestyle with Lifecare	Print

» ANTARA SENIOR LIVING

LIFESTYLE WITH LIFECARE

Antara Senior Living is a first-of-its-kind community for people over the age of sixty who are looking for international quality living experience with comprehensive range of facilities and services in India.

By **NITHYA SUBRAMANIAN**



After having spent most of their working years abroad many Non-resident Indians (NRIs) are considering either relocating to India or spending a major part of their time in their country of origin. There are many reasons for this change of heart – lower cost of living, economical and high quality healthcare options, and proximity to family and so on. But this step is usually taken after much thought as many expat Indians fear the country's infrastructure, ecosystem and safety issues. Hence a community like Antara Senior Living could be a good solution given the comprehensive range of facilities and services that it offers. Part of the Max India Group, a multi business conglomerate operating in the 'Businesses of Life', this community for progressive seniors very efficiently combine lifestyle with lifecare.

India Se spoke to the 26-year-old CEO of Antara Senior Living, Tara Singh Vachani on how the NRI community could benefit by moving into Antara Senior Living.

India Se: Senior living seems to be gaining prominence in India given the changing social milieu. Could you tell us what Antara Senior Living offers to the affluent NRI community that makes it unique?

Tara Singh Vachani: Antara Senior Living is a part of Max India Group and is in line with the group's strong belief in service excellence and 'seva bhav'. The aim is to build international standard communities that will fulfill all lifestyle, wellness, safety and health related requirements for seniors aged sixty and above.

Antara's journey started three years ago



when we decided to create a community that has never been seen in India before. While our target audience belongs to the same age group as that targeted by other such communities, our entire model, service offering, design and execution standards are completely different. We are looking at 'lifestyle with life care' opportunities because it is in the DNA of our group. There are no other players who can integrate service, hospitality and healthcare and create a unique offering as we are. The quality of life and the services that we offer from laundry to housekeeping, recreational facilities to indoor swimming pool matches the level of lifestyle which NRIs are used to experiencing.

India Se: During your interactions with NRIs, what have their expectations been?

Tara Singh Vachani: Whenever I've interacted with people in Dubai, Singapore, the UK and US, they've said that they are all very used to basic things working very seamlessly; they don't have to think twice about an electrician, a plumber, a carpenter or getting transport to move around. While their heart belongs to India, they are concerned about getting around their basic lifestyle requirements. Antara's offering will take care of those worries as we will be managing the same for them from end to end.

India Se: Could you talk about the facilities which one can look forward to at Antara?

Tara Singh Vachani: Our first community is located in Dehradun being built over 20 acres with 217 apartments and facilities like clubhouse, swimming pools, library, exclusive health and wellness centre and easy access to Max - the Super-Speciality Hospital located within comforting proximity to Antara. But more than the hardware aspect of the service offerings, our main focus is on the software aspect of it. Our Dehradun community will have a manpower of 350 people which is equivalent to the strength of

a 5-star hotel.

India Se: Could you give us the price range of apartments?

Tara Singh Vachani: The apartments at Antara Senior Living community range from INR 1.4 crore to 5 crore depending on the size of the apartment which vary from 1500 – 7000 sq. ft.

India Se: When we talk about targeting the NRIs, is there a specific age group or minimum age requirement that needs to be met?

Tara Singh Vachani: Our general entry criteria for Indian residents or NRIs are people who are nearing sixty years of age. Therefore our legal documentation starts from 55 years. However what we have learnt about the NRI markets is that they want to start early, infact as they near their 50s they start thinking and take about 7-8 years to make that transition and move to India on a permanent basis.

India Se: Many NRIs tend to spend a few months each year abroad. Is there any minimum tenure of occupancy required?

Tara Singh Vachani: We spend a lot of time with our clients trying to build a relationship with our clients and understand their needs before they sign on to become residents of Antara Senior Living. Legally there is no minimum stay requirement, but we would like them to stay for long periods of time to be able to contribute to the community and draw emotional and physical strength from its vibrant and happy environment.

India Se: As many NRIs might consider buying such a property as an investment, could you please elaborate on how one could sell an apartment if the need arises?

Tara Singh Vachani: Ours is not 'property' that is bought for investment purposes. Ours is a home and a lifestyle choice you choose to engage with. Therefore we have a lifetime lease using the lease model as it gives us the responsibility to manage and look after the property. For this, the client makes an



upfront payment that gives them and other members of their family the right to live in the apartment. Once a member decides to move on for whatever reason, Antara is responsible for managing and re-leasing the apartment to another buyer; we take care of the entire legal and technical formalities and procedures.

India Se: When an apartment is leased back to Antara after 5, 10 years etc, would the occupant be able to make any profits?

Tara Singh Vachani: Antara Senior Living will help re-lease the apartment if a resident has to leave for any reason. The appreciation value of the apartment during this re-lease will be given to the resident post Antara charging a minimal administrative fee. ☐

For more details on Antara, contact : visit their website antaraseniorliving.com <<http://antaraseniorliving.com>> or write to contactus@antaraseniorliving.com

Visit the Experiential studio's of Antara at : Delhi - D-18, Defence Colony, New Delhi. Phone: +91 8860076464
Dehradun- 2, Purukul Road, Guniyal Gaon, PO Simla, Dehradun, Uttarakhand. Phone: +91 8392926464

