

Home Buyers Combine plans to spread wings

DNA Correspondent • PUNE

After popularising the concept of group home buying in Pune, Home Buyers Combine (HBC) are now planning to disseminate the same in other cities of the country.

Nitin Degaonkar, managing director of HBC, while speaking to DNA on Sunday, said that HBC would be targeting to set up its base in cities like Bangalore, Chennai, Ahmedabad, Mumbai and Delhi.

Introduced in 2010, HBC in Pune till date has managed to complete four projects involving housing for 400-odd people. "As the name indi-

cates, HBC is a concept which allows the buyer to interact directly with the builder," he said.

Degaonkar feels that direct interaction between the two has multiple benefits for both the parties. "It gives the buyers much needed bargaining power with the builders, and for the builders, it reduces the gestation period for selling their projects," he said.

Interested home buyers, who register with HBC, are compartmentalised as per the requirement of their home and budget. "Once such a group is formed, we open negotiations with the builder

and talk about bulk buying in their forthcoming projects. With ready prospective customers, the builder does not mind in negotiating with the prices," he said.

Degaonkar said that as per his personal experience, the 400-odd customers who opted for HBC have saved up to Rs12 lakh.

"Post the success of Pune's experiment, we wish to foray into the above mentioned cities. With the average home buying age coming down, it would also act as a platform for prospective buyers to get the best value for their money," he said.



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