

THE WAY FORWARD

TIMES PROPERTY BRINGS READER EMPOWERMENT INITIATIVE ON REDEVELOPMENT

It is inevitable that for Mumbai to move into the future and compete in the global arena, it has to renew and revitalise its existing landscape. Constraint of space being one of its greatest challenges, the only way forward for Mumbai in its journey towards being a world class and 'livable city' seems to be Redevelopment. However, Redevelopment in the city today is viewed as a double-edged sword. Lack of knowledge and credible information amongst the masses about Redevelopment is what is holding back Mumbai from realising the true power of this need of the hour evolution and inevitable transformation process.

Times Property, as our readers know, has always been the front-runner as a change agent and a catalyst in evangelising such 'need of the hour' concepts within the real estate sector - whether it be Times Mangal Parv promotion, the Realty Next forum or many such innovative concepts championing the cause of the industry while adding value to its readers.

Mumbai Makeover: Redeveloping Cities, Reviving Lives, a joint initiative by *Times Property* and YOUNG Media, is another such initiative which would kick off under the aegis of *Times Property*. About the initiative, Anup Kotekar, Co-Promoter and Director, YOUNG Media says, "There are a lot of myths and awareness gaps which exist in the minds of Mumbaiers which is holding back the true power of Redevelopment being deployed in the city. Our attempt via Mumbai Makeover is to demystify the concept and present it to the readers such that there is not only awareness but also aspiration amongst residents and societies to go in for redevelopment."

MUMBAI MAKEOVER

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A glazed newsprint product with monthly frequency, Mumbai Makeover, would be circulated in specific micro-markets along with The Times of India. Our first issue, to be launched on October 25, 2012, will be circulated in the Bandra-Khar micro-market and will look at the unique strengths and issues regarding redevelopment in that zone. The editorial will cover the gamut of topics connected to redevelopment like global trends; legal aspects; FAQs about the redevelopment process; views of various stakeholders like architects, developers, bureaucrats, etc.

The idea is to dispel myths about redevelopment, crystallise the process and empower our readers, till the point that they are confident about going in for redevelopment. After all, redevelopment can truly be a win-win proposition for the residents, developers and the city at large, when done right.

Future hyper-local editions of Mumbai Makeover to be launched soon will be for zones like Santacruz-Juhu-Vile Parle; Andheri; Chembur-Ghatkopar; South Mumbai; Goregaon-Malad and Kandivli-Borivali.

We would like our readers to be an active part of the editorial process and share their feedback with us. Write in to Jhumur Ghosh at jhumur.ghosh@timesgroup.com with ideas, story leads, etc.

For advertising and marketing details, please write in to the marketing team at mumbaismakeover@indiatimes.com