

Realty Data

Chennai continues to attract leading developers to come and invest in commercial projects



The student housing industry has grown

at a tremendous momentum with 25+ big and small startups operating in 26 tier 1 & 2 cities



TAX PLANNING

Gifts received even from non-relatives can also be completely exempt from income tax

Chennai's Housing Sector on the Road to Recovery

With Chennai's leading developers reporting robust sales during the first quarter of this year, realtors are focusing on resale properties for which there is a sudden surge in demand across select micro markets in the city.

With the pandemic's second wave impacting normalcy, and the continuing WFH option necessitating the need for larger units, the demand for larger homes has been growing with the developers planning high end homes now.

Credai has reported sales for the financial year 2020-21 at 12,880 units including sales reported by Credai, non-Credai developers and TNHB. Whereas property consultants like Anarock and JLL have reported 7,750 units and 7,380 units sold during the same period. This does not include non-Credai members' and TNHB sales. Significantly, the first quarter sales this year has been strong with Credai reporting 5,574 units sold during the period.

During the FY 2020-21, 192 projects have been registered with RERA authorities. This includes projects registered by Credai, non-Credai members and TNHB.

According to APPCC realtors, demand for built units is more than ongoing projects under varying stages of implementation. The preference among homebuyers is for city areas where sporadic projects are coming up across micro markets. "Our data reveals demand is up for luxury homes in the price range of Rs 3.25 crore to Rs 8 crore in city areas from Anna Nagar to Tiruvanmiyur. In particular, the demand is high for units in the unit price range of Rs 1 crore to

With the depleting inventory level and a few project launches, aggravated by the need for larger homes and independent units, there has been a sudden upsurge in demand for housing, reports V Nagarajan.



Rs 5 crore particularly in areas like Alwarpet, RA Puram, Mylapore, Nungambakkam and Tiruvanmiyur," said V Krishnan, MD of Prop Today.

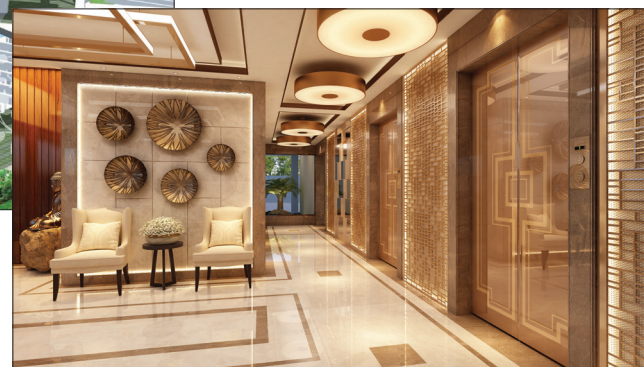
The dip in return on alternate investment options like mutual funds is cited as one of the rea-

sons for the sudden diversion of funds to real estate. Besides apartments, land investment is gaining momentum. This is particularly seen across ECR corridor where

land development projects are getting a new lease of life in driving enquiries. Smaller plots are being sought after by investors in and around the city for medium to long-term investment.

On the commercial front, industrial plots of smaller sizes ranging from 1 to 2 acres are in demand. Even larger land parcels of 30 acre and above are also driving demand, said A P Kanna, MD of Bonte Landbanking Associates. This is particularly visible in areas like Sriperumbudur, Oragadam and Gummidipoondi. Most of the requirement is due to the expansion of the existing companies. Here again, price plays a major role.

Among the factors attributed for the slow launching of new projects is the impact of pandemic which in turn had led to material and labour shortages. As a result, new projects can be launched with a minimum hike of 10 per cent on the unit value in future, feel property developers.



Gradual Recovery in Chennai Office Leasing

Gradual revival in Chennai's office market has continued in the first quarter and the city has managed to sustain the recovery in leasing activity witnessed towards the end of 2020. Gross leasing during Q1 was recorded at 1.57 million sqft, up by 2.5X q-o-q basis. The Peripheral South submarket accounted for 58% of the quarterly leasing followed by Suburban South and South west with shares of 21% and 19% respectively, according to Cushman & Wakefield report.

IT-BPM emerged as the prominent occupier category with nearly 1.2msf (76%) of gross leasing in the quarter followed by Captive sector and Professional Service with 9% and 5% respectively. CohnReznick, FE Fund Info, Mastech Digital, ObjectFrontier Software, Orangescape, etc contributed to quarterly fresh leasing, which ac-

counted to 28% of the gross leasing activity. Over the last few quarters, there has been a steady trend of large occupiers looking to leverage the current market conditions wherein the developers are flexible with rental negotiations in order to retain them. Several larger tenants from IT-BPM, Engineering & Manufacturing have renewed leases in this quarter, together accounting for nearly 1.1 million sqft.

No new supply in Q1, marginal decline in vacancy;

A healthy upcoming supply in the Suburban South submarket, which holds a significant share (34%) of the city's Grade A inventory, continued to witness tight vacancy of 6.8% followed by South West and Peripheral South west submarkets with 10% vacancy levels. The supply infusion of 2.8million sqft during the

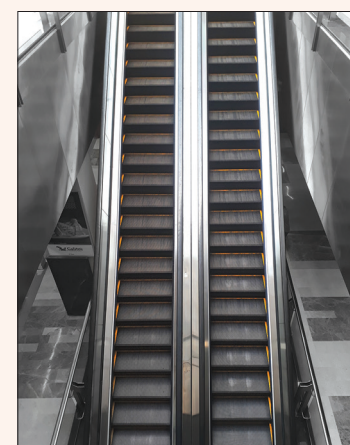


last quarter has significantly impacted the vacancy levels in certain submarkets. City level Grade A vacancy stood at 11.42% by the end of the first quarter with a minor q-o-q dip of 27bps. Some occupiers have reduced their footprint as a part of consolidation and portfolio optimisation strategies creating additional vacant space in the market. No new significant completions were recorded in this quarter. The city is set to

witness a strong inflow of quality space of nearly 11.04 million sqft over the next 3 years from prominent developers such as DLF, RMZ Corp, CapitalLand, L&T, etc., and this strong supply pipeline could result in greater pre-commitments in line with expected recovery over the next 12-18 months.

Stable rentals across submarkets; vacancy levels to increase in the short term

Grade A rentals have largely remained stable during the quarter. Developers were flexible to offer rental concessions and other incentives to attract / retain tenants. With a healthy supply pipeline going forward, city level vacancy is likely to fluctuate at 11-14% levels over the next 1-2 years. South west and Peripheral South-west submarkets together account for more than 80% of this supply. The extent of



COVID-19 resurgence will determine market recovery over the next 6-12 months. It is expected that developers will continue to remain accommodative in the meantime.

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Realty Data

MAJOR LEASE DEALS IN CHENNAI COMMERCIAL MARKET - 2020

Client	Building Name	Area in sqft	Location	Lease / Sale
BNY	Embassy block 3	6,25,000	Pallavaram	Lease
CTS	DLF Cybercity	4,72,000	Manapakkam	Lease
KLA Tencor	RMZ Millenia	50,300	Perungudi / OMR	Lease
NPCI	K Raheja Commer Zone	43,000	Porur	Lease
Omega Health Care	Chennai One	41000	Kandanchavadi	Lease
Ninestars Information	Habeeb Tower	24,142	Mount Road	Lease

Source: CIRIL

MAJOR DEALS IN CHENNAI RETAIL MARKET – 2020

Property	Tenant	Location	Area in sqft	Lease / Sale
Independent	Citroen	Mount Road	4,000	Lease
Independent	Anna Nagar Cycles	Alwarpet	2,600	Lease
Independent	Duroflex	Adyar	2,400	Lease
Independent	Kirtilal Diamonds	Anna Nagar	1,700	Lease
Independent	Duroflex	Nungambakkam	1,500	Lease
Independent	Chai Galli	Velachery	1,500	ease

Source: CIRIL

SIGNIFICANT CORPORATE TRANSACTIONS – Q1 2021

Buyer	Buyer's sector	Transaction type	City	Investment (Rs million)
Avenue Supermart	Others	Retail	Mumbai	1130.0
Finestar Jewellery & Diamonds Pvt Ltd.	Others	Office	Mumbai	345.0
Dhriti Automotive LLP	Others	Retail	Pune	160.0
Red Brick IT Support Services LLP	IT-BPM	Office	Mumbai	158.9

SIGNIFICANT INVESTMENT TRANSACTIONS – Q1 2021

Investor	Investee	Transaction type	City	Investment (Rs billion)
Blackstone Group	Prestige Estates	Office, Retail, Hospitality	Multiple	74.7
Ascendas India Trust	Gardencity Realty	Office	Bengaluru	14.4
Varde Partners	Phoenix Group	Office	Hyderabad	11.4
Ascendas India Trust	Phoenix group	Office	Hyderabad	5.1
Godrej Fund Management		Office	Pune	3.0

MAJOR DEALS IN CHENNAI'S INDUSTRIAL AND WAREHOUSING MARKET – 2020

Property	Location	Tenant	Area in sqft	Lease/ Sale
Indospace	Oragadam	Vikram Solar	1,85,000	Lease
Sakthi Industrial Park	Sriperumbudur	Wheels India	1,00,000	Lease
Independent	Puzhal	Sea Shelter	72,000	Lease
Independent	Sriperumbudur	Jonas Woodand & Sons (India) Ltd.	60,000	Lease
San Landmark, Oragadam	Oragadam	Aptiv	60,000	Lease
Independent	Sriperumbudur	VodafoneIdea	37,600	Lease
Independent	Sriperumbudur	RRB Energy	25,000	Lease
IndoSpace Oragadam	Oragadam	Saddles India Pvt Ltd.	24,000	Lease

Source: CIRIL

CHENNAI RESIDENTIAL PROPERTY PRICES AT SELECT LOCATIONS (STATUS AS OF MAY 2021)

Location	Apartment Price (Rs per sqft)
Adyar	9,500 - 14,000
Avadi	3,500 - 5,500
Ambattur	4,000 - 6,000
Anna Nagar	8,000 - 12,500
Chrompet	4200 - 6,500
Iyappanthangal	5,000 - 7,500
Porur	5,000 - 7,250
Korattur	5,000 - 7,500
Kolathur	4,500 - 7,500
Madipakkam	4,500 - 6,500
Medavakkam	4,100 - 6,000
Nungambakkam	9,100 - 15,000
Thoraipakkam	7,000
Pallikaranai	4,600 - 6,700
Perambur	5,000 - 7,600
Porur	4,600 - 7,250
Thiruvannmiyur	7,800 - 12,000
Perumbakkam	3,800 - 5,600
Perungudi	5,500 - 9,000
T Nagar	10,500 - 17,500
Sholinganallur	4,700 - 7,000
Valasaravakkam	6,800 - 10,000
Velachery	5,500 - 8,500

Note: Rates are indicative only and they may depend on the developer, location, specification and amenities offered in a particular project.

PLATFORMS FORMED – Q1 2021

Investors	Transsaction Type	Investment (Rs billion)
CPPIB-RMZ	Office	15
Ivanhoe Cambridge – Embassy Group	Office	36

Sources: VCCircle, Cushman & Wakefield Research

CHENNAI – INDUSTRIAL AND WAREHOUSING TRENDS

Submarkets	Land rates in Rs/acre	Industrial Rents (Rs/sqft/month)	Warehousing Rents (Rs per sqft/month)
Redhills	2 cr – 3.5 cr	18 – 25	18 – 25
Sriperumbudur	1.5 cr – 3 cr	20 – 25	20 – 25
Oragadam	1.5 cr – 2.5 cr	23 – 28	23 – 28
Vallam	1.5 cr – 2.5 cr	24 – 28	24 – 28
Gummidipoondi	1 cr – 1.75 cr	16 – 19	16 – 19
Thiruvallur	80 lakh – 2 cr	14 – 20	14 – 20
Sricity	85 lakh – 90 lakh*	22 – 23	22 – 23

*(Only leasehold land)

Student Housing Industry on the Upswing

The student housing industry has grown at a tremendous momentum with 25+ big and small startups operating in 26 tier 1 and tier 2 cities offering a cumulative bed capacity of 1.88 lakhs across various formats, amenities and price points, says **Cushman & Wakefield's industry analysis.**

Over 37 million students are enrolled in higher education institutes across India. Over 24% migrate from their home bases to pursue higher education in bigger, urban centres. In fact, Tier 1 cities make up 50% of total student enrolment in higher education, indicating the skewed preference for educational institutes in larger, urban centres (C&W-SAPFI Report Exploring the Student Housing Universe in India-City Insights)

A major fallout has been the need for private, off-campus accommodation options for these migrating students, who cannot be accommodated in the campus hostel facilities. Figures indicate that there is a shortfall of 3.78 million student beds in the installed hostel capacity in the top 35 centres (based on unmet student bed demand). In addition, off-campus private dwellings are largely informal in nature, even as professionally managed student accommodation (PMSA) has started gaining major traction. Students and their parents/guardians alike have begun to consider the impact of accommodation quality on the academic experience and overall well-being. This has led to a greater demand for comfortable, hassle-free, and safe accommodation options made available by PMSA operators.

In a world where the impact of COVID will redefine many trends, the need for safe, hygienic and quality PMSA, both on and off-campus, will gain more impetus. Even though the higher education sector will see technology-induced changes, classroom teaching will sustain while pushing the

need for quality accommodation.

PMSA SECTOR OVERVIEW: INDIA

The student housing sector is undergoing a makeover in terms of its rapid expansion and diverse offerings. India isn't far behind. With increased capital inflow into this asset class on the back of better yields that it offers in comparison to traditional rental housing models, Indian developers and operators are increasingly waking up to the opportunity in this segment and the demand for cost-competitive, high quality student living solutions. Investors too are getting the opportunity to generate good returns in prominent city locations by upcycling run-down or vacant assets. At the same time, on the demand side, development of modern student housing facilities is addressing the concerns of both parents and their wards.

Gaining momentum over the last half decade, the industry has grown at a tremendous momentum with 25+ big and small startups operating in 26 tier 1 and tier 2 cities offering a cumulative bed capacity of 1.88 lakhs across various formats, amenities and price points, as per Cushman & Wakefield's industry analysis. The evolution has been noticed from the perspective of service delivery as well, with the movement from a mere accommodation provider to building an active community and becoming a mentor and career counsellor throughout the academic journey of the students. This has become the new benchmark in this industry.

Lease/Sublease agreements and management



contract models are the most prevalent business models at the moment. Both are asset light approaches where operators take up properties on lease and sub-lease them to tenants. Add-on services are provided in the former approach while, in the latter, operators manage operations on the owners' behalf. While these are residential properties with their ultimate usage being for long-stay residential purpose, however making the rental collections exempt from GST in light of recent rulings awarded by a few GST appellate authorities and its subsequent impact on this type of model is crucial to understand, as it affects all stakeholders and, therefore the industry's growth.

Upturn in NRI Realty Investment

NRI investment in Indian realty has touched US\$13.3 billion in FY21, up by 6.4% and it is expected to grow by another 12 % in FY 22, says a survey by 360 Realtors.

During times of global uncertainties, many NRIs prefer to own a home in India as a hedge against future contingencies.

A steep decline in the value of the Indian rupee, the plethora of attractive payment plans by the developer fraternity, and healthy moderation in the economy have also expedited NRI investments.

In FY 21, NRI investments in Indian Real Estate amounted to USD 13.3 billion, up by 6.4%. Despite investments feeling the heat during the first quarter, the volume of NRI sales recovered in subsequent quarters, staging a strong comeback.

In FY 22, it is expected to grow by another 12% reaching USD 14.9 billion, as per the research conducted by 360 Realtors. The depreciated value of the rupee, attractive payment plans and flight towards tangible assets like real estate will continue to foster growth in NRI investments in India.

NRI investments in India have gone

NRI INVESTMENT



from strength to strength in recent years. In FY 19, NRI investments reached USD 11 billion, which jumped to USD 12.5 billion in FY 20. In FY 21, the total inflow from the NRI quarters reached USD 13.3 billion. (Interestingly, it has inched up against the earlier estimates of USD 13.1 billion).

In the 1st quarter, the numbers shrank by 35% due to the worldwide lockdown that triggered a massive panic. The sharp slowdown in economic and business activities integrated with the full-blown medical crisis weighed badly on the NRI investment sentiments.

Mostly, it has been seen in the past that ticket sizes of purchase have dipped for NRIs due to preference for smaller residential units comprising studio, 1 BHK, etc. However, post pandemic many buyers are now looking for personal use and hence opting for bigger units. Consequently, the demand for luxury properties along with bigger

units in suburban areas has also increased, thereby moving the average ticket sizes upward.

In the foreseeable future, NRI investments in Indian real estate will continue to move in an upward trajectory. Other key factors are fuelling the up-trend besides favourable policy frameworks, a dip in the value of the rupee, and real estate's reputation as an asset class that de-risks investments.

India will continue to be one of the bright spots in the global economy and this will continue to give a positive push to its real estate industry, which constitutes around 8% of the GDP. It is believed that after witnessing a dip in the last year, the economy is set to expand aggressively in FY 22. Amidst a stable macro economy, the expat community will try to make safe investments in the market and de-risk their investments from any possible future shock in the global market.

The buoyancy in the market will also be catalysed by various attractive payment plans by property developers. There are numerous attractive payment plans by the developers such as 10:90, 5:95:5, 20:80, assured rentals, etc. where one has to make a small initial payment to book homes and the remaining could be paid afterwards. Additionally, developers are also floating numerous discounts & offers such as free parking charges, clubhouse charges, modular kitchen and furnishing, gift items, etc. which will also incentivise sales.

Gradual recovery in Chennai Office Leasing

Continued from Page 1

CHENNAI OFFICE MART – TRENDS IN ABSORPTION		
	Q4 2020	Q1 2021
Chennai Net Absorption	1.10 msqft	0.14 msqft
	Q1 2020	Q1 2021
Chennai Net Absorption	0.26 msqft	0.14 msqft

CHENNAI OFFICE MARKET STATISTICS			
Submarket	Planned and under construction (sqft)	YTD Net absorption (sqft.)	Grade A weighted average rent (Rs/sqft/month)
CBD	377,415	6,000	77.27
Off-CBD	50,000	7,281	74.48
South-west	5,650,462	105,181	73.56
North-west	-	-	39.78
Suburban South	1,196,416	-39,828	76.86
Peripheral South	170,000	69,675	49.70
Peripheral South-west	3,592,239	-4,000	54.75
Total	11,036,532	144,309	57.50

KEY LEASE TRANSACTIONS – Q1 2021				
Property	Submarket	Tenant	Area in sqft	Lease type
Olympia Tech Park	South-west	CohnReznick	56,356	Fresh lease
Chennai One Opus	Peripheral South	ObjectFrontier Software	30,375	Fresh lease

SIGNIFICANT PROJECTS PLANNED AND UNDER CONSTRUCTION				
Property	Submarket	Major Tenant	Area in sqft	Completion
Olympia Inspire	Peripheral South-west	NA	190,000	Q2 2021
Embassy Tech Zone Block 4	Peripheral South-west	NA	600,000	Q3 2022
Olympia Cyber Space	South-west	NA	1,165,222	Q1 2023

Source: Cushman & Wakefield

TAX PLANNING



All you need to know about Gifting

It is widely known that gifts from relatives are tax-exempt. But what is not widely known at all is that gifts received even from non-relatives can also be completely exempt from income tax. Here is the complete run-down from a renowned tax expert. It is very common for people to receive gifts from friends and relatives. In some cases, gifts are also received from NRIs. Let us consider the latest provisions of the Income Tax Act, 1961 regarding gifts, and analyse how individuals can achieve complete exemption from income tax in respect of the gifts during the current financial year. (The sections mentioned below refer to the Income Tax Act, 1961.)

The taxation of gift under income tax [Section 56(2)(x)]:

1. Cash:

If aggregate value is less than Rs.50000 then nothing will be taxable. If value exceeds Rs. 50,000, the whole amount will be taxable.

2. Movable Property as Gift:

a) Without consideration:

Where any person receives, in any previous year, from any person or persons any property other than immovable property without consideration, the aggregate fair market value of which exceeds fifty thousand rupees, the whole of the aggregate fair market value of such property will be taxable in the hands of receiver.

b) For Inadequate Consideration:

Where any person receives, in any previous year, from any person or persons any property other than immovable property for a consideration which is less than the aggregate fair market value of the property by an amount exceeding fifty thousand rupees, the aggregate fair market value of such property as exceeds such consideration.

The excess differential amount will be taxable in the hands of receiver.

3. Immovable Property as Gift:

a) Without Consideration:

Where any person receives, in any previous year, from any person or persons any immovable property without consideration and the stamp duty value of which exceeds fifty thousand rupees then in such case, the stamp duty value of such property will be taxable in the hands of receiver.

b) For Inadequate Consideration:

Where any person receives, in any previous year, from any person or persons any immovable property for a consideration, the stamp duty value of such property as exceeds such consideration, if the amount of such excess is more than the higher of the following amounts:

- (i) the amount of fifty thousand rupees; and
- (ii) the amount equal to five per cent of the consideration

The excess differential amount will be taxable in the hands of receiver.

4. Some Exempt gifts

If any gifts are received in following situations or from below mentioned people then those gifts will be fully exempt under Income Tax.

Any sum of money or any property received:

- from any relative; or
- on the occasion of the marriage of the individual; or
- under a will or by way of inheritance; or
- in contemplation of death of the payer or donor or
- from any local authority or
- from any fund or foundation or university or other educational institution or hospital or other medical institution or any trust or in-

stitution referred to in clause (23C) of section 10; or

- from or by any trust or institution registered under section 12A or section 12AA; or
- by any fund or trust or institution or any university or other educational institution or any hospital or other medical institution or
- by way of transaction not regarded as transfer under clause (i) or clause (iv) or clause (v) or clause (vi) or clause (via) or clause (vib) or clause (vic) or clause (vica) or clause (vicb) or clause (vid) or clause (vii) of section 47; or
- from an individual by a trust created or established solely for the benefit of relative of the individual.
- any compensation or other payment, due to or received by any person, by whatever name called, in connection with the termination of his employment or the modification of the terms and conditions relating thereto

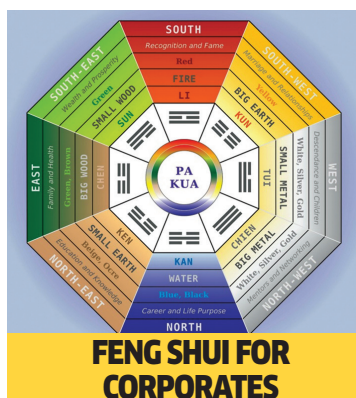
Note: In the above-mentioned points the term Relatives means

- Spouse of Individual
- Brother & Sister of Individual
- Brother & Sister of Spouse of Individual
- Brother & Sister of either of the parents of Individual
- Any Lineal ascendants or descendants of the individual
- Any Lineal ascendants or descendants of the spouse of the individual.

(Republished with Amendments by Team Taxguru).

Courtesy: www.taxguru.in

Published by the Association of Professional Property Consultants of Chennai. All communications should be addressed to APPCC through email id: appccchennai@gmail.com. **Editor: V Nagarajan**



By judiciously applying Feng Shui cures, one can find it more enthusiastic at the work desk, says **SBS Surendran.**

Corporate settings use two general seating arrangements: individual offices (one room per worker) and the dreaded cubicle (or office isolation tank). The move to more people sharing space, whether in cubicles or not, contributes to an admirable flattening of hierarchies within the corporation. However, the downside is sterility, a lack of privacy and personal space; you may feel like a unit in a machine rather than a person with individual needs and desires.

The ideal office is a room of your own with a regular shape (preferably square or rectangle), natural lighting (at least one window), a solid door you can close, and a good position for your desk. One of the great advantages of having your own office is that you can usually perform more decorative Feng Shui adjustments than if you work in a cubicle. Of course, not every company can afford, or desires, to put every employee in his or her own individual space. Whatever your desired use is for this space, there are basic Feng Shui considerations that you can apply. Ideally this area is quiet, with no distractions and is out of the main thoroughfare of the home. The position and structure of both your desk and chair are vital. A common mistake in modern society is to place the desk up against a wall with layer of layer of useful shelves towering above, heavily laden with books and notes and magazines! This is a Feng Shui nightmare! From this perspective you are likely to feel trapped, over burdened and uninspired. Just to complete the nightmare, have your back facing the door! The first step is to make sure that you have a desk that is strong, stable and clutter free - that is both on the surface and within the drawers. The imagery of study and contemplation is represented by the Trigram from the I Ching - the Mountain. Try to position yourself so that you can see the door from where you sit and avoid a situation where you could be in

the "draught" of "Chi" that could occur if there is a window opposite the door. Similarly check that you are not positioning yourself in a through draught of "Chi" that may be occurring if you sit midway or along the path or in the direct line of 2 facing windows. This will affect your concentration as your ideas will leave via the window!

If your office contains one or more glass walls that make you feel even a little vulnerable, try to hang mini-blinds to cover the glassed-in area. Blinds are effective even if you don't often use them; their presence gives you added protection. If you can't perform this solution, hang faceted crystal spheres from the ceiling with red ribbons cut in 9-inch multiples. Use one sphere for every 5 linear feet of window space.

Like the majority of office workers, if you suffer under fluorescent lighting, you can use a couple helpful hints. You may be able to replace the tubes yourself with healthier full-spectrum ones (also called "grow lights"). If you can't replace them, bring in some supplemental incandescent light in the form of floor or table lamps. Working solely with overhead light is uncomfortable for the eyes, and supplemental lighting is a source of relief for your eyes and mind. A cubicle is a much trickier Feng Shui situation than an office room. Cubicles are unfortunate paradigms of vulnerability for the individual worker. One of the chief problems is that you don't use a real



desk but work from a countertop, unless you work in one of the large manager type cubicles. However, you can do plenty to improve your situation. By judiciously applying Feng Shui cures, you may find it more enthusiastic at the work desk.

Corporate logo

A company logo is the company's first handshake and from a Feng shui viewpoint, it can either make or break a company from day one! Choosing or changing a logo is very costly for a company; the decisions are made by the top managers, irrespective of the company's size. Analysis of logos is mainly based on the Chinese Feng Shui principles. An experienced Feng shui master can do a quick translation, not a full analysis. In many cases he can say whether a logo will support a company's success but this has not necessarily something to do with the share price. The opinion is based on the future of a

company in relation to its logo, it is long-term oriented, i.e. referring to a time horizon of two years or more. Many may think that the interpretation of logos is just fooling. With the aid of kinesiology it can be demonstrated that a logo influences the observer, particularly the company's employees who watch it daily. Logo designing consists of a wide combination of the styling, motif, colors and the five element analysis and the activity of the company. A thorough understanding of Feng shui practices and element analysis is required and adding creativity to the logo design makes it not only strong in terms of support to the company but a visual delight too. One example of good logo design with regard to Feng Shui is that of Sri Lankan Airlines. The logo of the peacock bird (Monara in Sinhala) itself is considered a good Feng Shui motif and signifies growth, fame and abundance. The colors Green, Red and Orange adapted in the logo are in accordance with Feng shui elemental analysis symbolizing wood and fire and is more than a coincidence. The year 2005 is the "Year of the Rooster" and displaying picture of birds in the South ushers in excellent fame and prosperity, hence this predicts an upward growth for Sri Lankan Airlines from 2005.

Mr Surendran is a master FengShui consultant and traditional Vaasthu practitioner.