

Living in your own palace

Vinay Bhasin in conversation with ALISHA PATEL about what sets Palacio a class apart from the rest



With over three decades of experience developing projects in and around Mumbai and having earned a name for having created spectacular residential and hospitality projects with innovative architectural designs, Palacio entered the Goan markets in 2006. "Goa is unique, with its delectable cuisine, hospitable people, pristine beaches, rich culture and Indo-Portuguese architecture.

"I have always dreamt of living in Goa to encompass my idea of an ideal home," says co-founder of Palacio, Vinay Bhasin. "Palacio means 'palace', 'manor', 'great house' in Latin" explains Vinay "and what better a name than 'Palacio'?"

The idea was, and is, to build homes that create value for our clients by developing projects that are a perfect blend of historic culture with modern amenities. Hence creating "Palacios" for each of our clients," he exclaims.

When the Palacio Group first set foot in Goa, one thing was certain, their projects would be a unique and attractive blend of the famous Goan-Portuguese architecture infused with modern amenities and technology, which

is visible among all their projects.

Their pilot project, Casa Phiomena, a tastefully designed resort-styled complex with boutique apartments was launched in the heart of the tourist belt, Calangate and was an instant sell out which inspired them to launch their next big project.

Glenwood Gardens came at a time when numerous projects were mushrooming around the coastal belt. Palacio raced against tide and moved to a more conservative but rapidly developing location of the serene village of Goa Velha. This project symbolized their commitment to sustainable and green development in Goa.

Since then, Palacio has continued to grow steadily and has created some exceptional work across the State. "I think Palacio has grown exactly how I wanted it to, and it makes me proud to take a look at our successful projects and delighted customers and know that we have created a name that speaks for itself," says a proud Vinay.

Today, Palacio has a basket of projects on offer. Glenwood Gardens, located on the banks of the Sirdao River is a self-contained, gated project with

unique features.

"Our first phase at Glenwood Gardens, 'Golden Retreat' is what made Palacio a household name in Goa and everybody took notice of brand Palacio," explains Vinay, who further adds that Golden Retreat is a luxury retirement phase at Glenwood Gardens.

Currently, Palacio is marketing the third and signature phase 'Regalo' which boasts of spacious riverfront living. Also on offer are premium residential plots at 'Bonito Val' in the heart of Pilerne, a famous bird watching spot, and also a few minutes' drive from the famous Candolim Beach.

Leaving no stone unturned to ensure customer satisfaction, Palacio has employed a dedicated team of specialists that look into every minute detail from project execution, finance, sales, marketing and legal.

"We draw our inspiration from the company's philosophy: Progress through Harmony. We have a strong focus on development and progress which is in harmony with the surroundings and local culture.

This also means we aim to make every development of ours a wise investment for our clients. I think it is the fact that we try and challenge our own benchmarks that keeps us ahead in the game. And the recent Business Goa Award 'Real Estate Brand of the Year' is a testimony to all that we at Palacio believe in.

Our aim is to create a suitable real estate portfolio in Goa that would enable us to embark upon the company's long term goals of creating an organization that symbolizes paramount triumph in harmony with its environment," informs Vinay.

Operating in a highly competitive market is not for the faint hearted. So what is it that sets Palacio apart from other builders? "In today's world of choices, I think we have moved

beyond the concept of USPs.

Purposeful benefits today have become "eco-friendly" and "lifestyle". "If you don't deliver quality then you are out of the race" states Vinay confidently and goes on to add that Palacio has gone a step further and has devoted time to adding emotional and lifestyle aspects and benefits that would delight their customers. Open spaces, attention to detail within the apartment and provision of basic necessities within the complex are just a few of the benefits a customer would receive. "In today's congested developments, open spaces are literally a breath of fresh air. In addition, the project layout has been so designed keeping ample distance between buildings so that there is plenty of natural light and ventilation flowing through every apartment," explains Vinay.

Builders today are facing flak for violating various environmental laws and depleting natural resources. However, "At Palacio we believe that progress is possible only if you live in harmony with the environment. We understand the importance of this and have taken green initiatives very seriously. Every decision pertaining to design, planning a project, construction, etc is made keeping in mind the environmental impact. You will see this at every project of ours. If we do not care for our environment today, it will not care for us tomorrow," asserts Vinay. Opening up about the future of Palacio, Vinay reveals that they are gearing up for the launch of a residential project at Socorro which will have apartments and villas. They also have two more residential projects in the pipeline. "Our plan is to develop at least two new projects every year. This keeps the wheels rolling" concludes Vinay ■