

Ghala emerging as the latest automotive hub in Muscat

With more and more of the key automotive players finding ground in Ghala, the area is gradually looking like Muscat's latest hot spot for car companies. The growing industrial district is developing in many diverse ways making it the bustling center of the city.

This development has been gradually coming into effect over the past five years - a natural move from the earlier automotive hub, Wattayah. Ghala, on the other hand is emerging as the new destination for these buyers. Major auto companies are taking advantage of the developments in and around Ghala to tap a growing market there.

There's no dearth of activity in Ghala. Industries for appliances and electrical to factories of foodstuff, textiles and garments are mushrooming in abundance. The developing business has a direct consequence on the populace and Ghala is one of the fastest growing populations in Muscat. The population density in and around this area, encompassing Al Khuwair, Al Ghubra and Ghala is about 149, 506 persons spread across 24 towns.

Ghala benefits particularly from its central location. It is situated on the national highway, which conveniently links Ghala to other budding areas of business like Seeb, Athaiba, Qurum and further ahead to Ruwi. Ghala especially takes advantage of the major business prospects from Seeb, which has the highest population in the city, with the present count at 223,267 persons across 43 towns and villages. The opening of the new Seeb flyover would be an added bonus for residents and corporates alike.

Ghala offers a much more pleasant shopping experience with larger parking spaces and a more peaceful ambience. Real estate prices offered here also tender a better standard of living, thus again giving ample reasons for the comfort loving to move toward this neighbourhood.

The Seeb and Bausher districts also offer facilities and infrastructure to their residents, making it a self-sufficient core. Favourite shopping destinations like Muscat City Centre in Seeb, Safeer Mart in Athaiba and Lulu in Ghubra are a stone's throw for Ghala residents.

This relentless flurry has obviously got the business heads thinking and all those with a foresight are undoubtedly making the right moves. Many major auto companies have already found ground in Ghala and surrounding areas. W J Towell is the latest addition. Operational from 2nd September, the Towell Group will move its head office to Athaiba, which will also house Mazda's biggest showroom in Oman.

This burgeoning situation is one to watch out for. Ghala is all set to make the best impression for serious car buyers.