



THE ANNUAL REPORT 2019

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Welcome to the World of
QuikrHomes

FOREWORD

It gives me immense pleasure to present the new edition of QuikrHomes Annual Report which is being launched at the QuikrHomes Realty Awards 2019. The report puts real estate movement in 2018 into perspective and provides insight into real estate expectations in 2019 with emphasis on industry stakeholder perspective on the current market dynamics.

The real estate sector witnessed the implementation of landmark reforms and policies such as GST, RERA, REITs, FDI, Affordable Housing, Benami Transactions Act, and Insolvency & Bankruptcy Code that pushed the industry towards a healthier ecosystem. All these combined efforts brought transparency, accountability and financial discipline in real estate and positioned India as a global hub for investments. Structured reforms and investor-friendly approach has moved India up by 30 ranks to 100th position in World Banks scale of "Ease of Doing Business" in 2018.

After sluggish growth in the past couple of years, the sector has shown a robust revival in launches and sales in 2018. Residential sales were up with over 2,50,000 units sold in 2018, compared to the previous year's sales of 2,20,000 units. Affordable housing is gaining maximum traction, backed by the Government's "Housing for All" mission. Launches within the price range of INR 40 lac were the highest during 2018 across India. The supply of affordable properties has encouraged fence-sitters to take a plunge into real estate market and be end-users, and this, in turn, has metamorphosed the sector from an investor's delight to buyers' paradise.

QuikrHomes has conducted extensive Builder and Consumer Surveys to get a hold of market trends and stakeholder sentiments. It gives an overview of the current market dynamics and purchasing/investing patterns of prospective buyers. It further gives insights into the future of home buying. Two-thirds of homebuyers in metro cities are looking for properties under 40 lakhs, which clearly signifies domination of end users in the market, looking for properties in the affordable segment. Ready-to-move properties are gaining popularity as a result of hassle-free proceedings without obstructions such as policy reforms, project delays, and insufficient funds. Moreover, the emergence of real estate portals and social media have disrupted the traditional real estate practices of property search and marketing. It is thus imperative that we realize the importance of online platforms where people search, research, compare and once satisfied, take the plunge!

This report aims to decode the Indian housing market to educate homebuyers about the major factors, such as demographics, economic development, regulatory environment, and physical and social infrastructure that could impact their investments. In this backdrop, we have shortlisted top micro-markets and projects across India. These investment hotspots will yield maximum returns on investment and ensure a high standard of living for its residents.

With this issue, as we unfold all the latest news, trends and happenings within the realty sector, I sincerely hope you enjoy reading it as much as we did collating it.

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News that made Headlines

Know the latest on **Infrastructure, Regulatory Policies & Major Deals**



INFRASTRUCTURE UPDATES

Japan sanctions Rs 4,760 crore for Chennai metro phase-2

In a major fillip to the metro rail network in the city, the Japan International Cooperation Agency on Friday sanctioned Rs 4,760.67 crore (75.519bn JPY) loan to kick-start the 107.55km Phase-2. An agreement in this regard was signed between C S Mohapatra, additional secretary, department of economic affairs, Ministry of Finance, and Katsuo Matsumoto, chief JICA representative, New Delhi.

5,759 km of national highways built till Nov this fiscal

The Road Transport and Highways Ministry has built 5,759 km of national highways till November this financial year, amounting to 58 per cent of the target set for the ongoing fiscal, the Parliament was informed Thursday. The Ministry has set a target of construction of 10,000 km of National Highways in the current fiscal 2018-19.

Projects worth Rs 44000 crore underway for rail connectivity to ports

As many as 52 projects for rail connectivity to ports are underway entailing an investment of Rs 44,605 crore. These projects are being undertaken by the Indian Port Rail Corporation Ltd (IPRCL) and the Ministry of Railways. IPRCL has taken up 32 projects worth Rs 18,253 crore across nine major ports, of which eight projects worth Rs 175 crore have been completed. Also, 23 rail connectivity projects worth Rs 24,877 crore identified under Sagarmala have being taken up by the Ministry of Railways, out of which seven projects entailing Rs 2,491 crore investment have been completed.

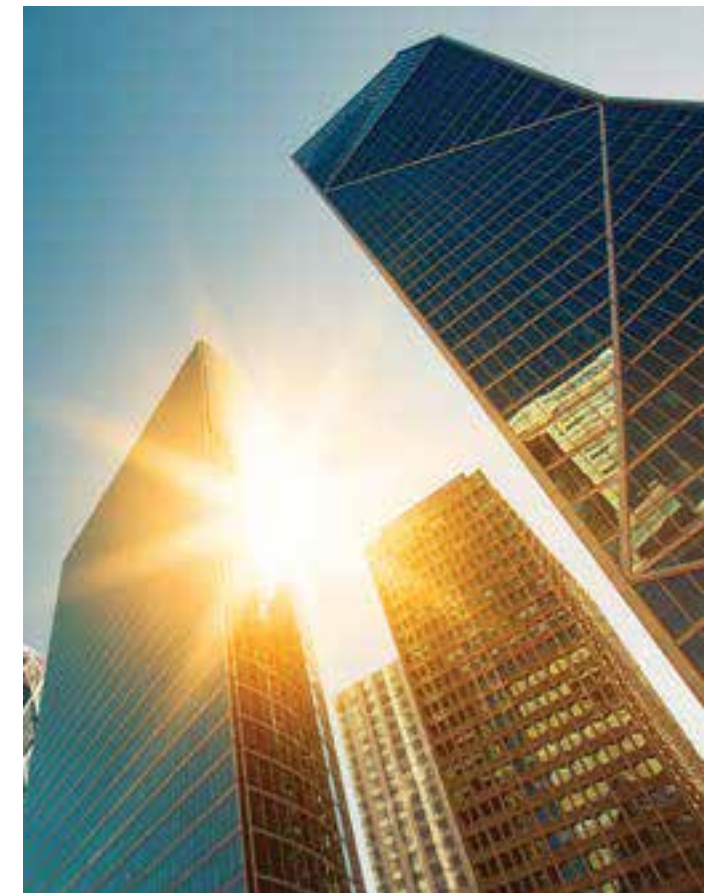
REGULATORY UPDATES

Central government forms committee for 'effective' implementation of RERA

The decision to form the committee, to be headed by Union Housing and Urban Affairs Joint Secretary Shiv Das Meena, comes months after the ministry organised four workshops where stakeholders, including home-buyers, had given suggestions for effective implementation of the Real Estate Regulatory Act (RERA). The panel will look into the suggestions received at the four workshops on RERA and then submit its recommendations to the ministry.

Sale of flats after issue of completion certificate not to attract GST

Starting from December 2018, the Finance Ministry scrapped Goods and Services Tax (GST) levied from buyers of real estate properties for which completion certificate is issued at the time of sale. However, GST is applicable on sale of under-construction property or ready to move in flats where completion certificate is not issued at the time of sale. Affordable housing projects like Jawaharlal Nehru National Urban Renewal Mission, Rajiv Awas Yojana, Pradhan Mantri Awas Yojana or any other housing scheme of state governments which attracts 8% GST, can be adjusted by the builders against its accumulated input tax credit (ITC).



DDA to launch online portal to facilitate stakeholders of land pooling policy

The Delhi Development Authority (DDA) will launch an online portal next month to facilitate stakeholders of land pooling policy. The land pooling policy, notified by the DDA in September this year, is aimed at allowing the city to get 17 lakh housing units capable of accommodating 76 lakh people. It covers urbanizable areas of urban extensions at 95 villages in the national capital. DDA has already notified land-pooling policy and will launch an online portal by the end of January. Interested parties can put their applications on this portal.



MAJOR DEALS

BKC complex sold for Rs 2,400 crore in biggest deal of 2018

Essar sold Equinox Business Park in Bandra Kurla Complex to leading asset manager Brookfield Asset Management for a whopping Rs 2,400 crore. The property, located in BKC and spread across nearly 10 acres, comprises of four towers, with a leasable office space of about 1.25 million sq.ft. Before Essar came into the picture, the buildings belonged to Swan/Peninsula Land.

Mapletree Investments buys Chennai IT park for Rs 2,400 crore

In the largest-ever single realty asset transaction in India, Mapletree Investments, a Temasek-owned real estate asset manager, has acquired information technology park SP Infocity in Chennai for around Rs 2,400 crore. SP Infocity was so far jointly owned by the Canada Pension Plan Investment Board (CPPIB) and Shapoorji Pallonji Investment Advisors.



DLF promoters conclude nearly Rs 9,000-crore deal with GIC

The decision Realty major DLF Ltd announced that its promoters have concluded the sale of 33.34% stake in its rental arm to sovereign wealth fund GIC for nearly Rs9,000 crore. In late August, the promoters had sold the entire 40% stake in rental arm DLF Cyber City Developers Ltd (DCCDL) for Rs11,900 crore and proposed to invest proceeds into DLF. This deal included sale of 33.34% stake in DCCDL to GIC for Rs 8,900 crore and buyback of remaining shares worth Rs3,000 crore by DCCDL.

BUILDER'S COLUMN

Forecast for the Indian real estate industry in 2019

Post the revival of the Indian real estate sector through a series of initiatives by the government, the confidence of the homebuyers has increased with a clear understanding of the market. The developers, on the other hand have also witnessed a smooth regulatory business process. This development is expected to help increase the cash flow in Indian real estate sector in 2019.

Commercial real estate to boom

In the approaching year, there will be a huge scope for the commercial real estate due to the increasing number of grade-A office spaces for start-ups, co-working places and e-commerce, which are also the key drivers of this segment. IT parks in terms of location and amenities will also emerge as an exemplary trend for commercial real estate growth in India. Rentals in commercial realty will become an epitome of growth, as the investors tend to rent a commercial space rather than buying it. Also, the increase in educational institutions in metro cities will drive student housing, which is a huge unmet demand in the country.

Warehousing to get a major boost

Another rising sector is warehousing, which will also have a strong grip in the market. There has already been a sharp increase in the demand for organized warehousing due to the advancements in e-commerce. Now, with the liberalization of FDI policy, the demands for warehousing industry is expected to escalate more in 2019.

The electronic and white goods segment is expected to be another key driver for growth in warehousing, as the need for substantial warehouses in

urban and semi-urban areas will increase. According to a recent industry report, India is set to witness investments close to INR 50,000cr for creation of warehousing facilities across the country between 2018 and 2020.

Further initiatives by govt to strengthen the industry: REIT to come into force

The government has also taken steps by announcing certain amendments in the taxation and regulatory features which will definitely help the Indian real estate grow. RERA is streamlining the real estate, ensuring that the buyer gets full value for the money spent in buying a home. The central and various state governments are also announcing single window approvals for real estate. If the same becomes effective, it will contribute significantly to the growth of the industry

Furthermore, GST and the approval by SEBI for the Real Estate Investment Trust (REIT) has led to an improvised transparency, which in return has caught the attention of institutional investors who are now looking at Indian real estate with renewed dynamism. With the expectations of advent of the first REIT in early 2019, investors could look forward for great opportunities to be a part of the trust.

Proptech to be a game changer

The numerous facets of proptech will be a major driving force for Indian realty. The technological developments of digital tools combating the challenges of real estate industry by creating virtual and augmented experiences for the buyers, will add a futuristic scope to the sector. Also, the advents of chatbots, BIM, drones and next-gen innovations will further prove to be highly efficient and beneficial in making construction faster and safer for everyone.

Homebuyers' sentiment to shift: Affordable & Mid-market housing to see maximum traction

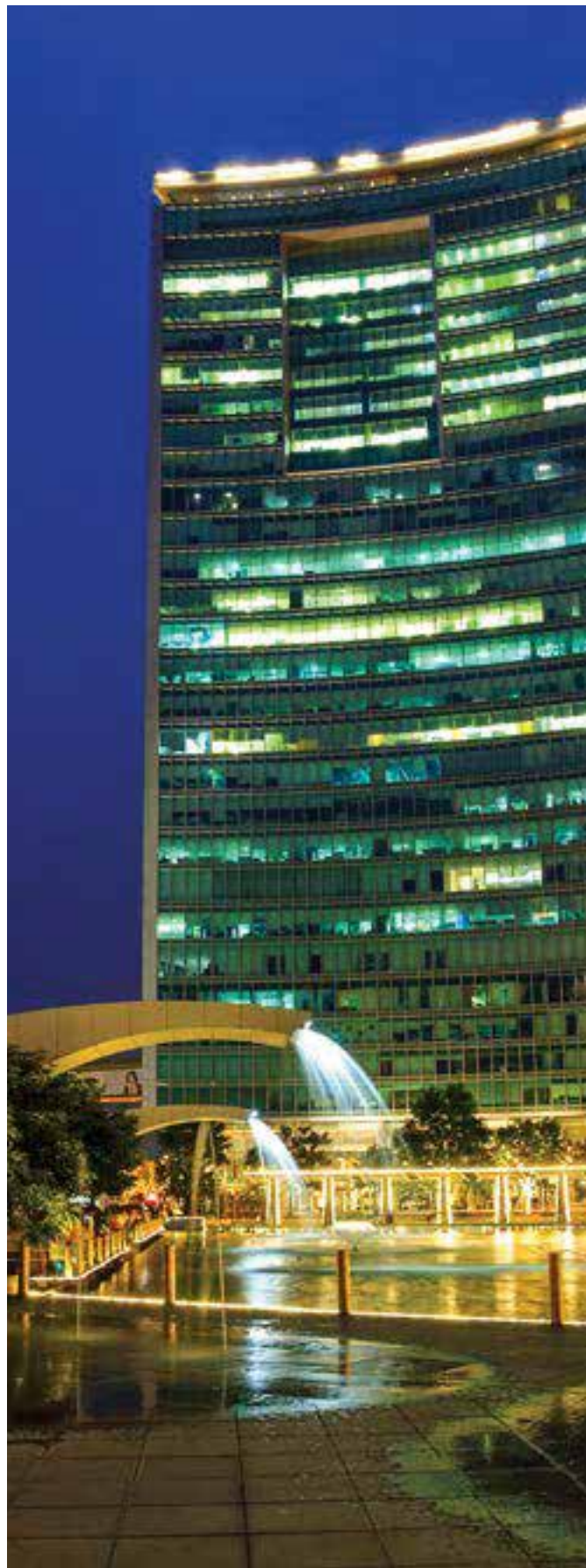
2019 is going to be a bright year for both the developers and homebuyers, as mid-market and affordable housing will be a huge opportunity to invest in. Homebuying sentiments will shift towards the homes with compelling price over luxurious spaces because of the additional charges that the luxury properties come with. Hence, properties consisting of amenities and features of a premium project which are also affordable to a larger segment of the population, will be in huge demand.

Millennials to bring a demographic shift

The real estate firms, since long, have been hearing about the rise of millennials for a demographic shift in the market, however the impact has not been seen. 2019 is expected to be the year where this scenario is set to change. Estimates peg that India will have 410mn millennials, who will spend \$330 billion annually, by 2020. Also, the preferences and the needs of millennial buyers, like - residential projects with basic amenities, urban connectivity, and public infrastructure in a liberal neighbourhood, are likely to have a healthy traction in the real estate market in the upcoming years.

Overall, accelerated by the present government measures and other pivotal factors, Indian Real Estate sector will surely progress with increasing demand in the year 2019.

Author: Mr. Madhusudhan G., Chairman and MD, Sumadhura Group



Indian Real Estate Outlook

Reflections 2018 & Expectation 2019



In context of the Indian Real Estate market in the year 2018, this year can certainly be considered as better for the Real Estate industry in comparison to the last two years. The reasons for this can be attributed to the normalization of the situations mainly with regards to demonetization, implementation of GST and RERA (Real Estate Regulation Act). This year saw the after effects of the above mentioned factors having got subsided and the Real estate industry, buyers, investors, developers and all stakeholders coming to terms with them in the normalized circumstances.

In the past two years, the major factors like demonetization, implementation of GST and formulation of new policies like RERA had affected the Real Estate market but now the things have become normal for better prospects. The implementation of RERA which is buyer friendly and addresses the issues and problems prevailing in the Real estate market, has boosted buyers' confidence in buying and investing in property and is expected to improve the dealings in the year 2019.

In this year, the major emphasis was on the sale of 'ready to move in' homes and on Affordable Housing to cater to the needs of the teeming millions and to accomplish the PM's mission of "Housing for All" by 2022. This year, all out efforts have been going on for the supply of Affordable Housing to keep pace with the ever increasing demand for the same. This

has resulted in considerable success in the provision of the Affordable Housing and shall continue in the upcoming year 2019.

This year has seen the opening of new transport corridors, expressways, flyovers, roads and bridges and an ever expanding Metro network in NCR Delhi Gurgaon reaching surrounding areas and converting them into satellite towns. Far off places are getting inter-connected to the metro cities leading to an easy accessibility and opening a plethora of options for the masses to live and work in these areas from where they can commute easily on a daily basis. This is also leading to the overall improvement of the infrastructure and shall boost further in the coming year. With the remote areas becoming easily accessible, leading to the development of supporting infrastructure, this year the emphasis has been to develop more commercial and office spaces besides Housing and this trend shall continue in 2019.

As mentioned above, Gurugram Real Estate is progressing well on all fronts mainly because of the fast expanding Metro network in the NCR area. With Metro network reaching the surrounding areas which were considered remote earlier are now getting converted to satellite towns, resulting in the development of infrastructure, housing, commercial and office spaces.

The year 2018 also witnessed natural disasters like massive floods in Kerala in the earlier months when everything had gone haywire but has recuperated well and fast on a positive note.

The expectations for the year 2019 are high and positive with factors like easy accessibility through highways, roads, metro network, transport corridors, bridges, provision of Affordable Housing, commercial and office spaces, development of Infrastructure gaining further momentum leading to Real estate industry playing a major role in the development, job creation and growth of economy of the nation.

Author - Mr. Parveen Jain, Vice Chairman, NAREDCO & CMD Tulip Infratech



Drones: the next big disruptive innovation in the Indian construction industry

Construction is one of the most dynamic, responsive and unique sectors in the Indian economy. It contributes significantly to the country's economic development by generating output, creating jobs and facilitating income generation. The Indian construction industry is undergoing a seismic transformation, with technology playing a pivotal role in shaping the industry.

One new-gen technology that is gaining interest in the construction industry is the usage of drones. It is poised to serve as an effective medium towards building smart cities in a cost-effective, faster and safer manner with optimum utilisation of skills and efforts. It is expected that in the next 10 years, the use of drones in construction will register a manifold growth and will play a leading role in futuristic buildings.

According to a recent industry report, India is one of the fastest growing markets for UAVs and by 2021, the Indian UAV market is expected to reach USD 885.7 million. The usage of drones in the construction industry, has seen a 239% growth year-over-year globally, higher than any other commercial sector. In India too, the growth is set to increase manifold.

In the present scenario, it is very crucial for India to realise the aerial revolution that can be brought about by the proper utilisation of drones which have emerged as a highly viable commercial tool globally. As a matter of fact, the most notable sector of economy being benefitted by drones is construction. There's no denying on the fact that there is an unstoppable rise of commercial drones; a market set to be worth billions over the coming years.

There are numerous safety and legal implications that one should be aware of, as well as the differences between the commercial and personal use of drones. Despite increasing adoption and regulation, there is still tremendous growth in the use of drones in construction. Drones can add

significant value to a project throughout its lifecycle. The areas where drones will benefit the construction process:

Improved quality and thermal imaging

The quality of the scans and aerial imagery provided by the cameras mounted on top of the drones are undeniably superior. Drones equipped with high-resolution thermal cameras serve as an excellent investigative tool for a host of building-specific applications and energy efficiency audits, including roof insulation inspection. They can also graphically depict energy inefficiencies and identify wet insulations in the roof or elsewhere by displaying temperature variations within the building.

Drones integration with BIM

Drones have proved themselves to be an asset for data-driven approach and thus can effectively undertake numerous tasks to aid the BIM (Building Information Modelling) workflow. Giving an aerial perspective in the creation of the initial BIM, drones also provide scalable point cloud scanning and photography at different stages of construction.

Highly cost-effective in topographical surveys

A drone carrying out standard survey and inspection activities is undoubtedly a significant cost-effective approach, as it removes the need for any kind of monetary or physical efforts put in for the surveys. As an example, for a typical topographic survey, the use of a drone can help to reduce costs by approximately 50%.

Ensuring completion of projects

The use of drones completely eradicates the need of shutting down active work sites for the concerns of maintaining and inspecting work like pipeline or flare stacks, which can be carried out safely under UAV supervision. Drones also monitor site activity and provide a comprehensive overview of the site through land surveying. Therefore, it is highly efficient in reducing the timeframe for the process of construction leading to a speedy delivery of the projects.

Reducing risk and keeping people safe

Drones help in minimising the possibility of risk by being monitored to perform a task. The UAV technology thus helps in supporting the drive towards zero incidents onsite as it takes away some of the risks from the construction activities like the need for labourers to work at heights when inspecting assets like bridges. UAVs and drones are effective in conducting safer, faster and more accurate inspections instead of safety managers, who physically conduct the site walk-throughs to identify potential hazards.

Compact and intelligent results

Acute 3D software can dramatically enhance productivity by turning a simple series of digital photos taken with a smart camera. When these cameras are mounted on drones they give a 360-degree overview of the project into a 3D reality mesh model. The result is a compact, intelligent representation of the asset in its current operating context. This also eases out the task for engineers and designers allowing them to work on an up-to-date 3D model for their enhancement and maintenance plans. Drones are tools that will play a fundamental role in ensuring that the construction industry can deliver huge and complex projects with a better finishing and on-time results.



Author- Mr. AV Antao, Chief Operating Officer, Synergy Property Development Services

SURVEY

It's Raining Homes

this Festive Season, says QuikrHomes Builder Survey

by Kumar Saurabh & Hozefa Sanwari

A survey of as many as 300 builders from metros highlighting the seasonal residential market trend in 2018.

The real estate industry underwent some of the most promising policy reforms in 2016-17. The demand and supply of residential properties plummeted on the back of uncertainties surrounding RERA and GST. While 2017 saw turbulence in the real estate transactions across India, 2018 is witnessing the revival of buyer sentiments and positive outlook going forward.

RERA transformed the market from unstable to transparent and consumer-centric one. With improving awareness and trust on policies, sales volume have started gaining momentum across budget segments and property types. Backed by Government "Housing for All" Mission, the launch of Affordable Housing within the price range of INR 50 lac is highest since 2017. Ready-to-move properties are gaining popularity as a result of hassle-free proceedings without obstructions such as policy reforms, project delays, and insufficient funds.

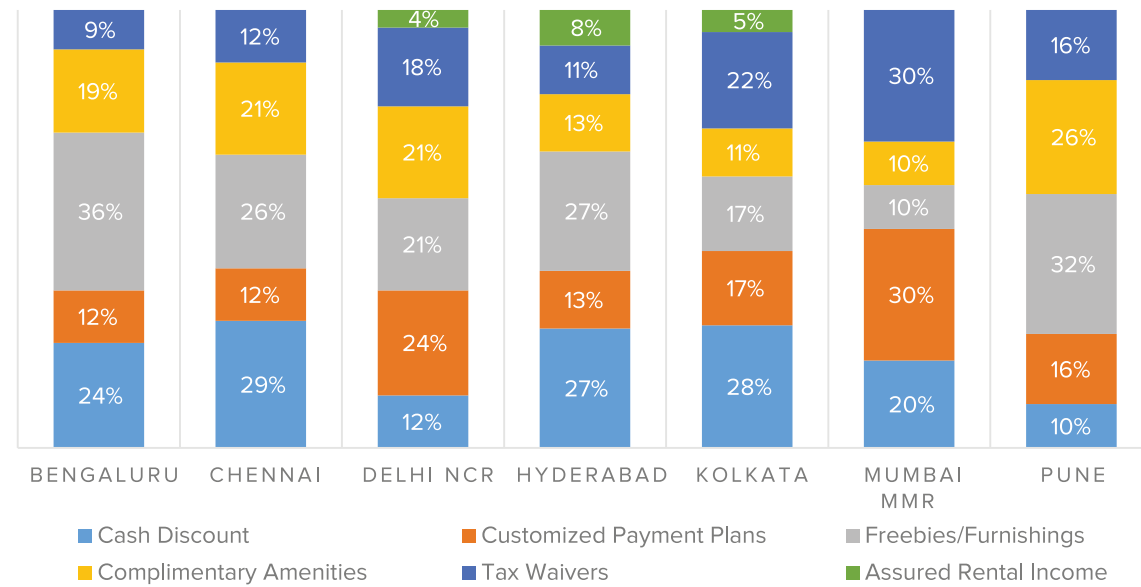
In real estate, the festive season starting from Navratri till

Diwali is considered very auspicious for making property purchases. Developers flood the market with offers and discounts to entice buyers. Some of these offers are really spectacular and amount to a great deal of savings for the homebuyer. What makes the season special is not just the variety of offers but the extent to which many builders go to push sales. While the market is driven by buyer sentiments, one should remember that there are no free lunches and that the cost-benefit analysis is always worked out before such offers are announced.

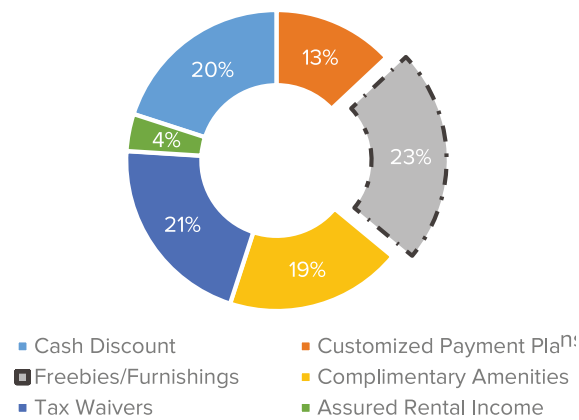
In the backdrop of this, QuikrHomes conducted an extensive survey on Real Estate Seasonal Trends, where industry leaders were asked for their views on the current market and their strategic plans/offers for the upcoming festive season. We received an overwhelming response from as many as 300 builders from metros highlighting the seasonal market trend in 2018.

Buyers to benefit from raining offers with the commencement of Indian festive season!

Citywise Seasonal Offers



Nationwide Seasonal Offers



Top offers floated this festive season by builders are freebies/ furnishings (23%) such as cars, bikes, ACs, TVs, holiday packages, etc. These durables will turn out to be an added advantage for investors who wish to rent out their properties as a furnished apartment fetches substantially higher rental as compared to a non-furnished one. However, these might not yield as much gains to an end-user as compared to a cash discount or waiver as the value of durables depreciates over time.

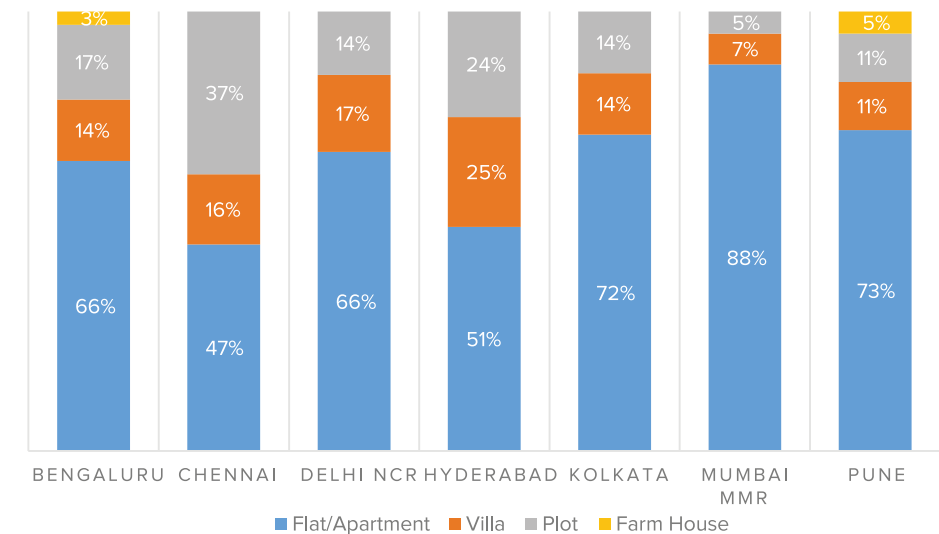
The second most floated offers are tax waivers (21%) including GST waiver, PLC exemption, and stamp duty waiver. Mumbai is the forerunner with around 30% builders giving tax waivers on the purchase. GST waiver could mean a substantial saving of 12% on purchase of under construction property which has not yet received

occupancy certificate.

Some of the other offers include cash discount (20%), which could mean substantial savings for buyers, and complimentary amenities (19%) such as free parking, club membership, and free maintenance for a couple of years.

Apartment launches are peaking across India!

Citywise Property Type

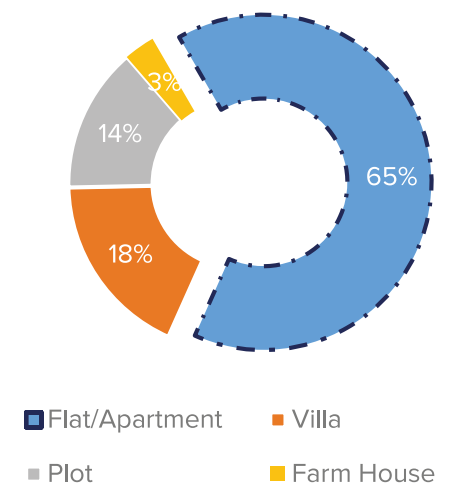


About two-thirds of builders across India are launching flats/apartments this festive season. The same is reflected in the city-wise trend with at least 50% builders across all metros opting to launch flats over other property types.

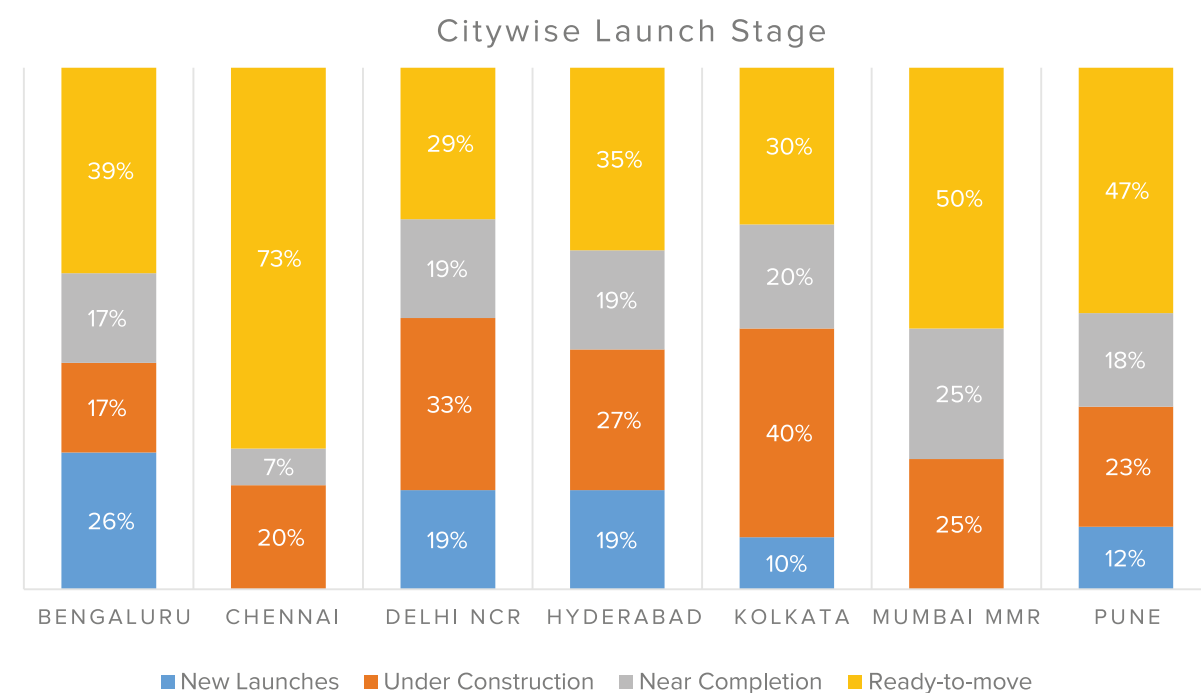
As highlighted in QuikrHomes survey last year, flats were the most launched and desired property amongst builders and consumers respectively. As much as 45% builders had promised to launch flats as their next project. However, this survey topples it with 65% builders launching flats this festive season. This indicates a significant hike in the launch of flats across India. A colossal 88% builders in Mumbai MMR will deal in affordable flats this festive season with extensive cash discounts and tax waivers.

Meanwhile, more than one-third builders in Chennai are dealing in vacant plots this festive season with heavy cash discounts and referral benefits.

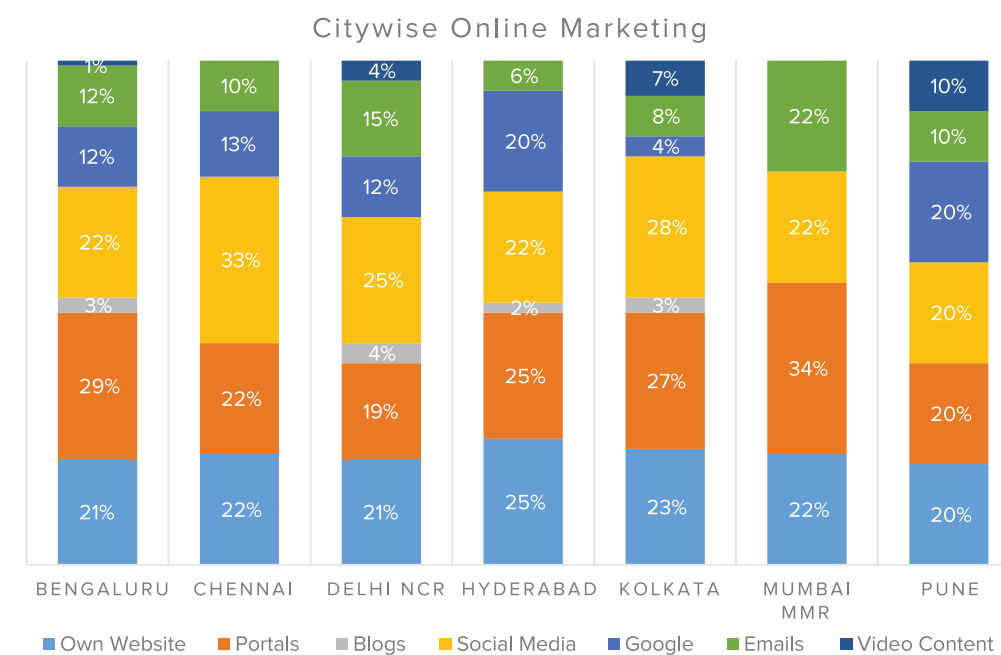
Nationwide Property Type



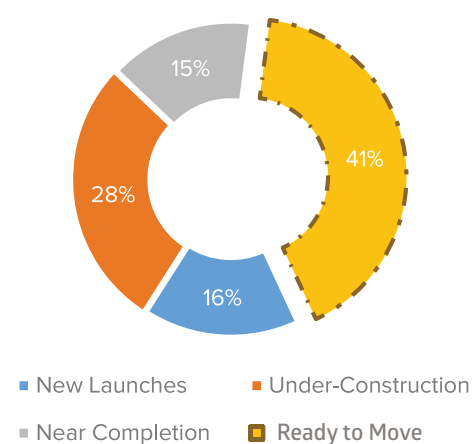
Ready-to-move properties clubbed with festive offers are flying off the shelf!



Property portals and social media are builders' top choice for attracting clients online!



Nationwide Launch Stage



Buyers and more specifically end-users are greatly inclined towards purchasing ready-to-move properties due to lesser chances of hassle as compared to under- construction and newly launched properties.

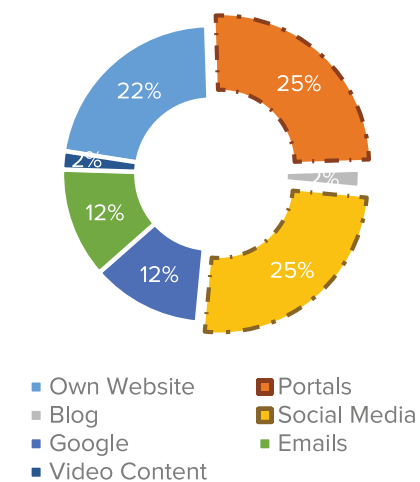
41% builders across tier-I cities have responded that they would be pushing ready-to-move properties this festive season. This move is set to boost sales in the property market.

Chennai will have the most launches in ready-to-move properties, whereas Delhi NCR and Kolkata will have comparatively more launches in the under-construction segment.

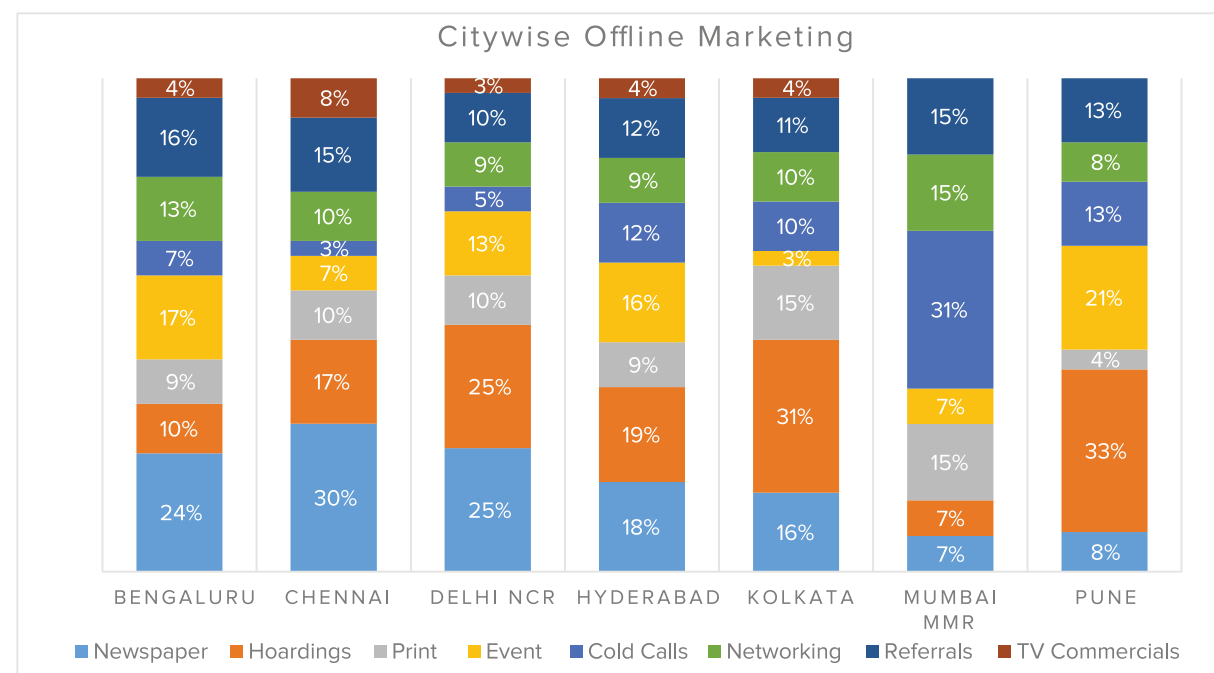
In the recent past, real estate operations have substantially transformed from being an offline-centric business to an online-centric business. Site visits have been replaced by online searches. Anyone with a smartphone or an internet connection can now search for properties with just a click of a button, without facing any hassle whatsoever. They are now emerging as a one- stop destination for not only buying property but also advice on getting finance and preparation of rental agreements.

This survey highlights that among online marketing mediums, social media and property portals are builders' combined favourite with around 50% builders opting them as their top choice for online marketing. Nowadays, most of the builders have their own website to showcase all their offerings with added customer support. A significant 22% respondents choose to market on their own website and thus create a brand of their products.

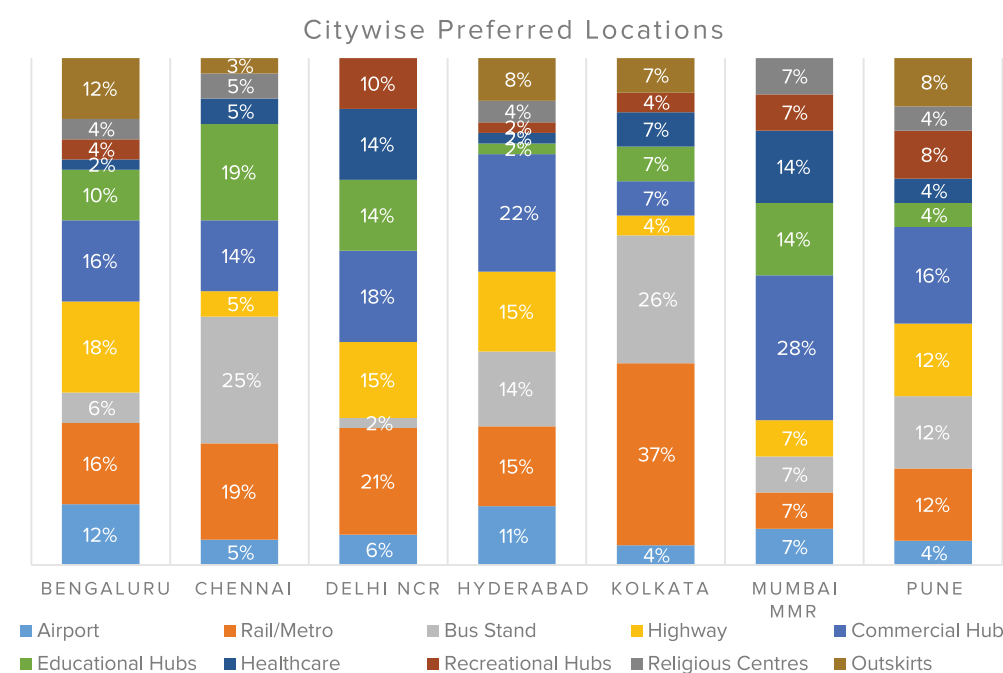
Nationwide Online Marketing



Newspapers and hoardings share the top spot for offline marketing!



Projects near rail/metro and commercial hubs sell like hot cakes!

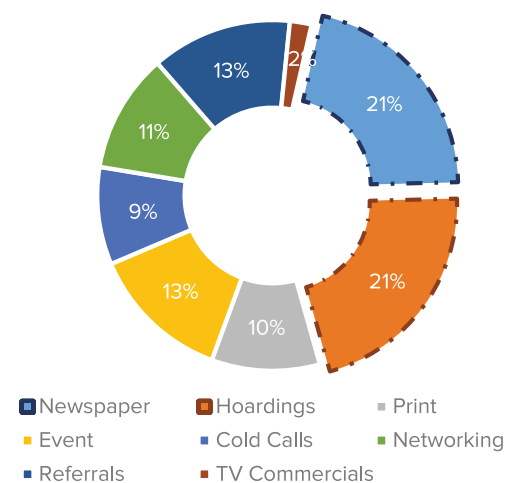


While online might be gaining popularity, offline mediums are a go-to for not so tech-savvy citizens and those who believe in touch and feel.

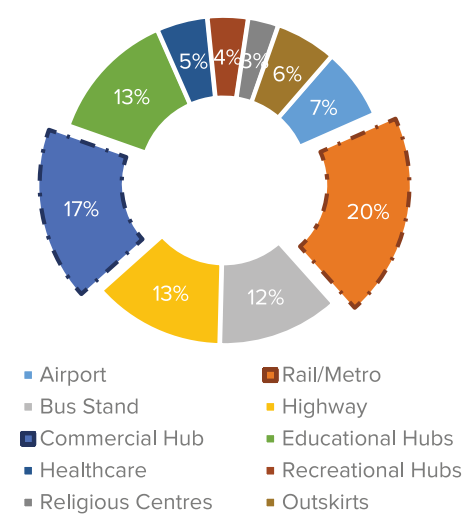
Newspapers and hoardings share the top spot, with 21% builders opting for offline marketing given its market reach.

However, Mumbai MMR shows a different trend with one-third of the builders choosing to make cold calls (telecalling) to show that extra effort and grab buyers' attention.

Nationwide Offline Marketing



Nationwide Preferred Locations

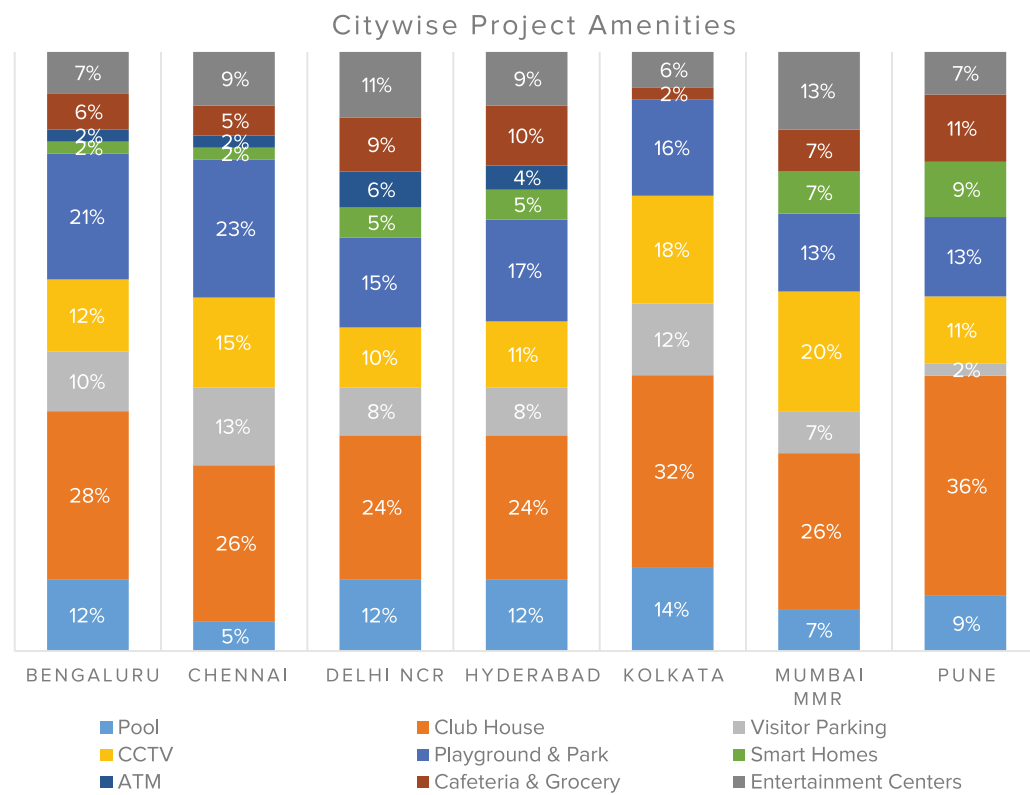


The location of a project plays an important role in making any real estate purchase. The buyer needs to be aware of the project's surrounding and choose a location keeping in mind his requirements, distance from the workplace, and mode of travel among others. This simple analysis can substantially prevent any inconvenience.

The most preferred launch location amongst the builder clan turns out to be railway stations and metros with 20% builders prioritizing it over other locations. This is backed by traffic-free mass transit opportunities offered by rail/metro from suburbs, fringe areas and places with budget-friendly accommodations.

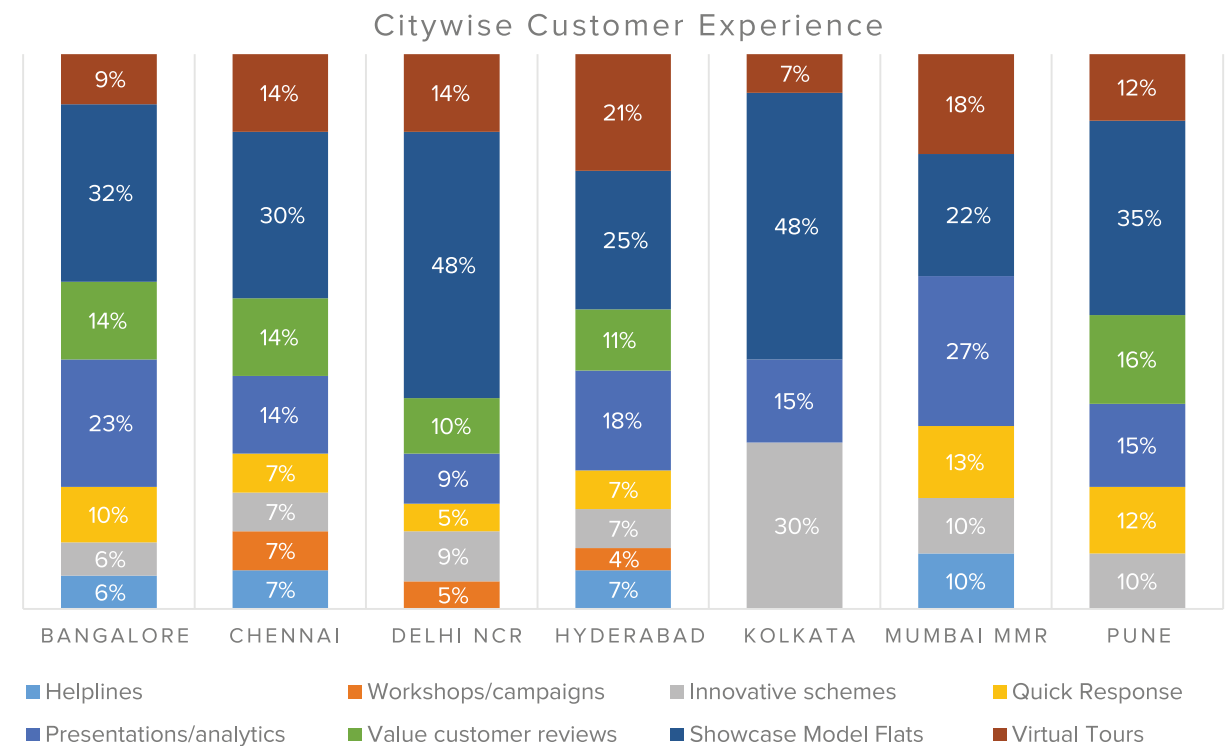
The second most popular launch location emerges to be commercial hubs (17%). This is due to the boom in the IT and services sector leading to the formation of IT Parks and SEZs. This ideology blossomed due to the concept of Walk-to-Work which helps avoid unnecessary delays and hassles in road traffic.

Project amenities seem to be attracting buyers!

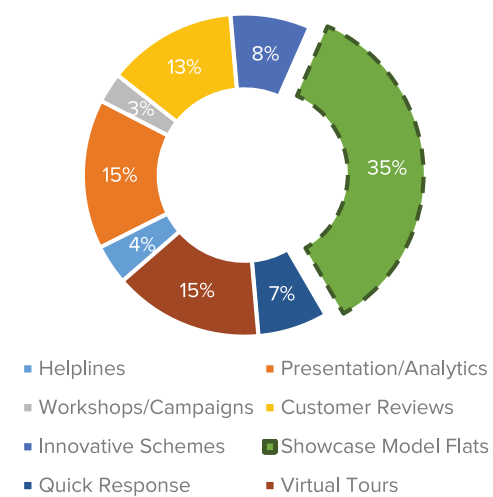


As per our survey, the clubhouse is the most popular amenity that builders are providing in their projects this festive season, with at least 25% builders across metros choosing it as their top priority. One of the leading sentiments in a buyer's mind which eventually influences the decision-making is amenities for children. Playground & parks for children and CCTV surveillance are closely trailing behind with more than 15% builders backing them as their top choice. These features ensure the safety of children and other residents in the building.

Builders are revamping customer experience through model flats and creative presentations!



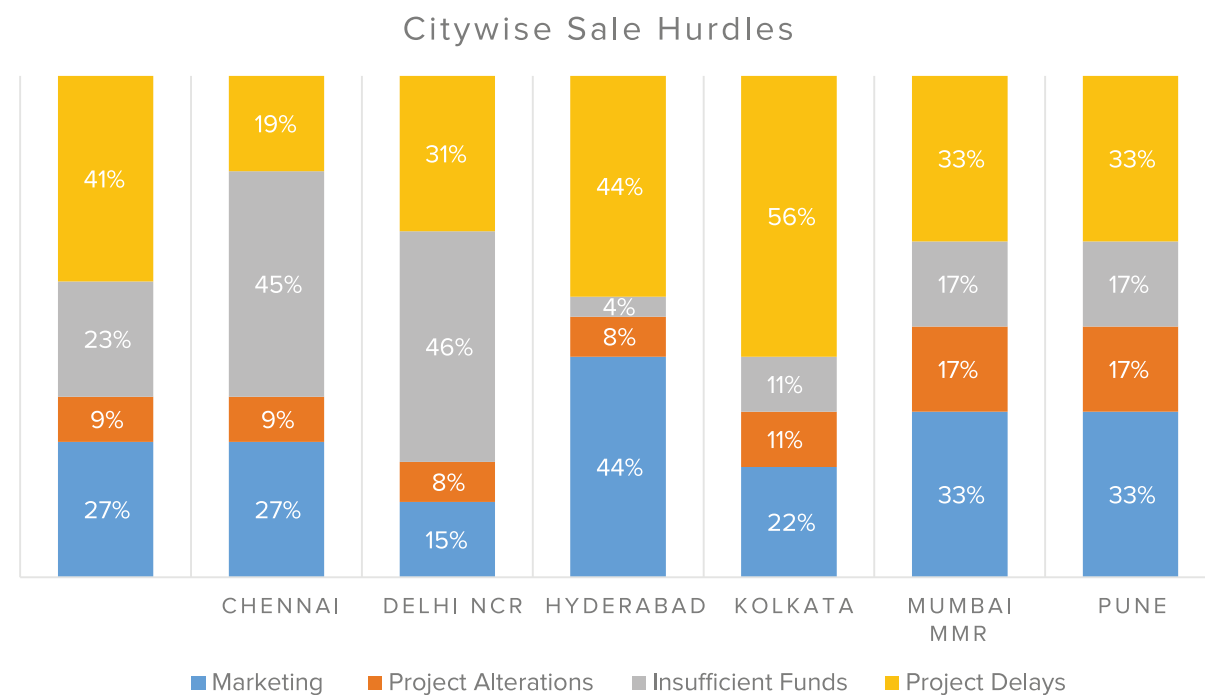
Nationwide Customer Experience



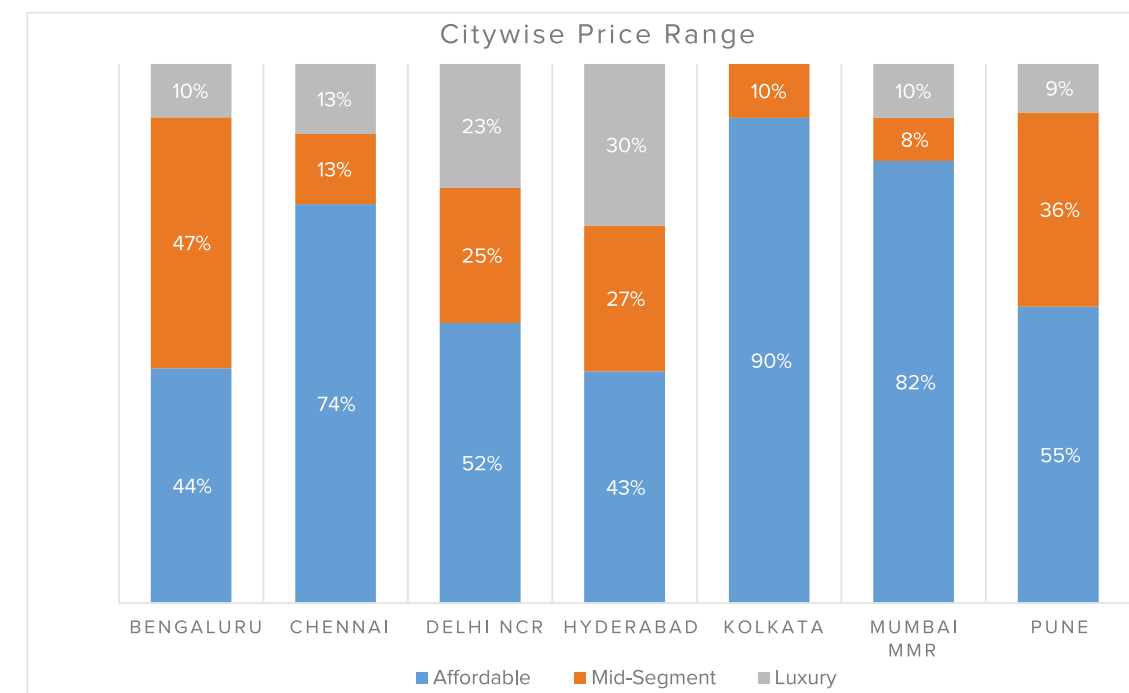
The blend of social media and customer experience can work wonders for a builder as in this digital age, good customer reviews go a long way and can yield benefits for the builder in the long run. Therefore, fulfilling customer experience matters now more than ever as the decision to take that final leap into buying a house depends on it.

In our survey, we find that builders are more inclined towards showcasing model flats (35%) to paint a picture in the buyer's mind. In the case of under-construction projects, builders bank on virtual tours (15%) and presentations (15%) to create a wow factor that could eventually influence the buyer's decision-making process. Moreover, being professional, innovative, and responsive can greatly enhance business growth.

Unnatural project delays are the biggest hurdle for builders!



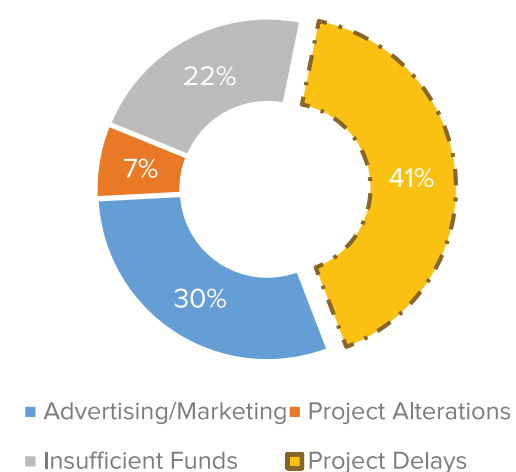
Builders are revamping customer experience through model flats and creative presentations!



Unsuccessful and untimely completion of a project can cost the builder his brand value and can incur huge costs. About 41% builders believe that project delay is the biggest hurdle. Reasons that lead to project delays are strikes, site accidents, policy reforms, lack of resources, and incompetence. Post RERA, developers and promoters are penalized in case they fail to successfully deliver the project on time, which can lead to immense losses and at times insolvency.

Other than project delays, builders consider marketing (30%) as their next biggest hurdle towards success. If the builder fails to effectively market to the right audience, his overhang inventory will accumulate leading to huge debts.

Nationwide Sale Hurdles



The blend of social media and customer experience can work wonders for a builder as in this digital age, good customer reviews go a long way and can yield benefits for the builder in the long run. Therefore, fulfilling customer experience matters now more than ever as the decision to take that final leap into buying a house depends on it.

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Indian Consumer's Home-buying Sentiment This Festive Season

by Kumar Saurabh & Hozefa Sanwari

A survey of as many as 1500 builders from metros highlighting the seasonal residential market trend in 2018.

Introduction

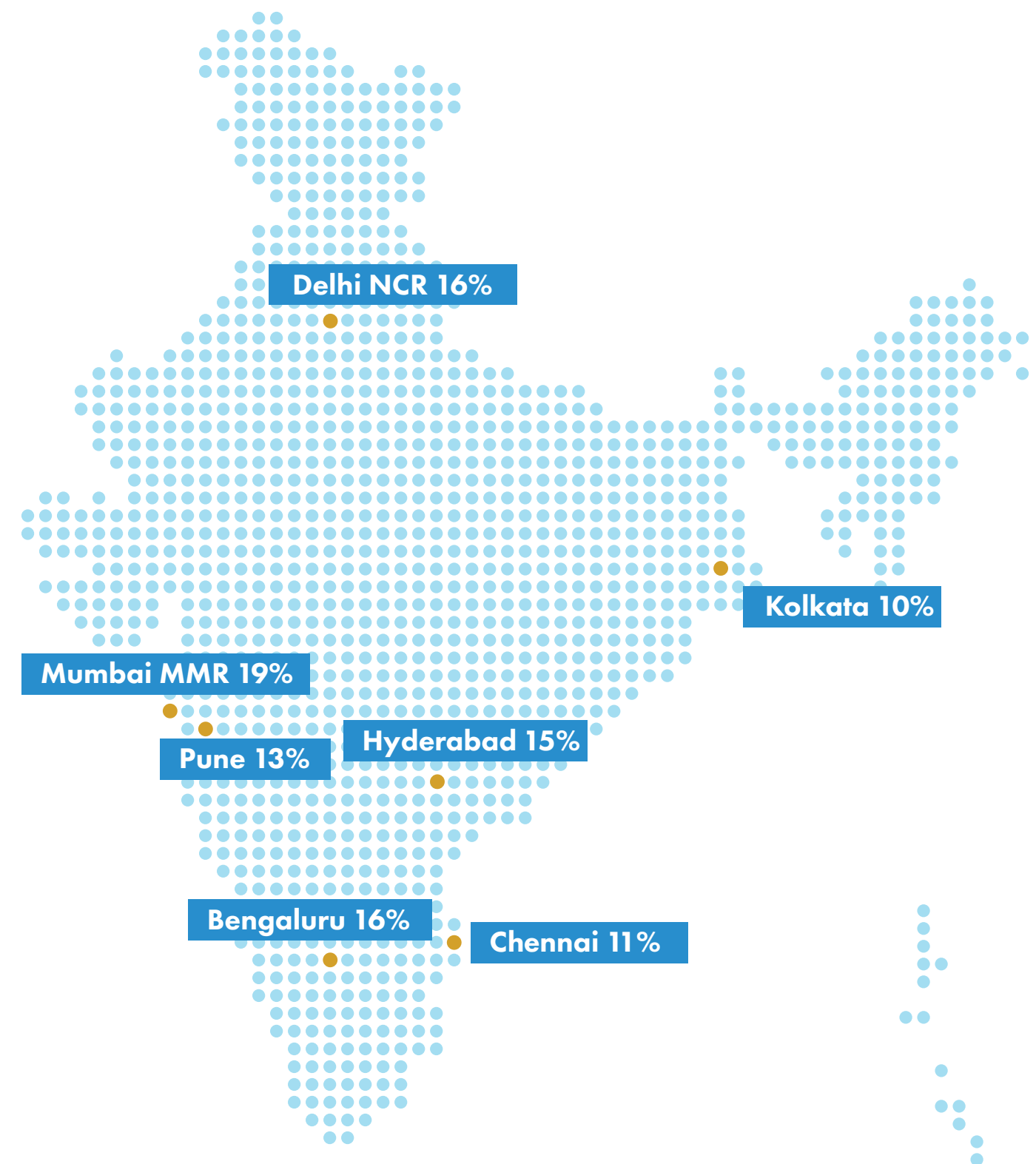
A survey of as many as 1500 builders from metros highlighting the seasonal residential market trend in 2018.

The Indian festive season starting in October and ending in December is considered extra special for real estate builders and buyers, who eagerly wait for this period. These months, falling in the third quarter of a financial year, bring increased sales activity in the market, as prospective homebuyers look forward to avail attractive festive offers lined up by various developers across the country.

Buyers also delay their purchase decisions as this period is considered auspicious for momentous decisions like home-buying. Looking to cash in on this sentiment and the opportunity that lies in it, developers make their marketing strategies to cater to this festive season demand. Not just developers but financial institutions too come up with offers to significantly slash down interest rates for bigger shares of home loan, thus creating a win-win situation for all.

Unlike earlier, buyers now have a plethora of options depending on budget, requirements, location, amenities amongst others. Moreover, various government initiatives like RERA, GST, Affordable Housing have also paved the path for revival of sentiments and positive outlook going forward.

In this setting, QuikrHomes conducted a comprehensive survey with 1500 consumers to capture their sentiments around festive season. It gives an overview of the current market dynamics and purchasing/investing patterns of prospective buyers. It further gives insights into the future of home buying and enables one to understand the expectations and interests of property buyers from consumer demand perspective.



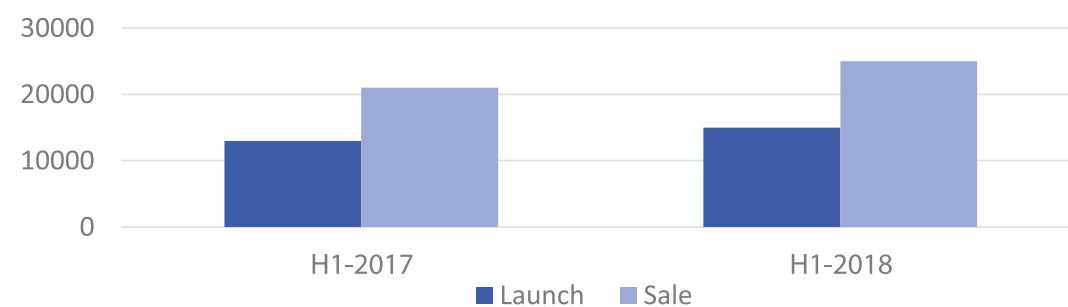
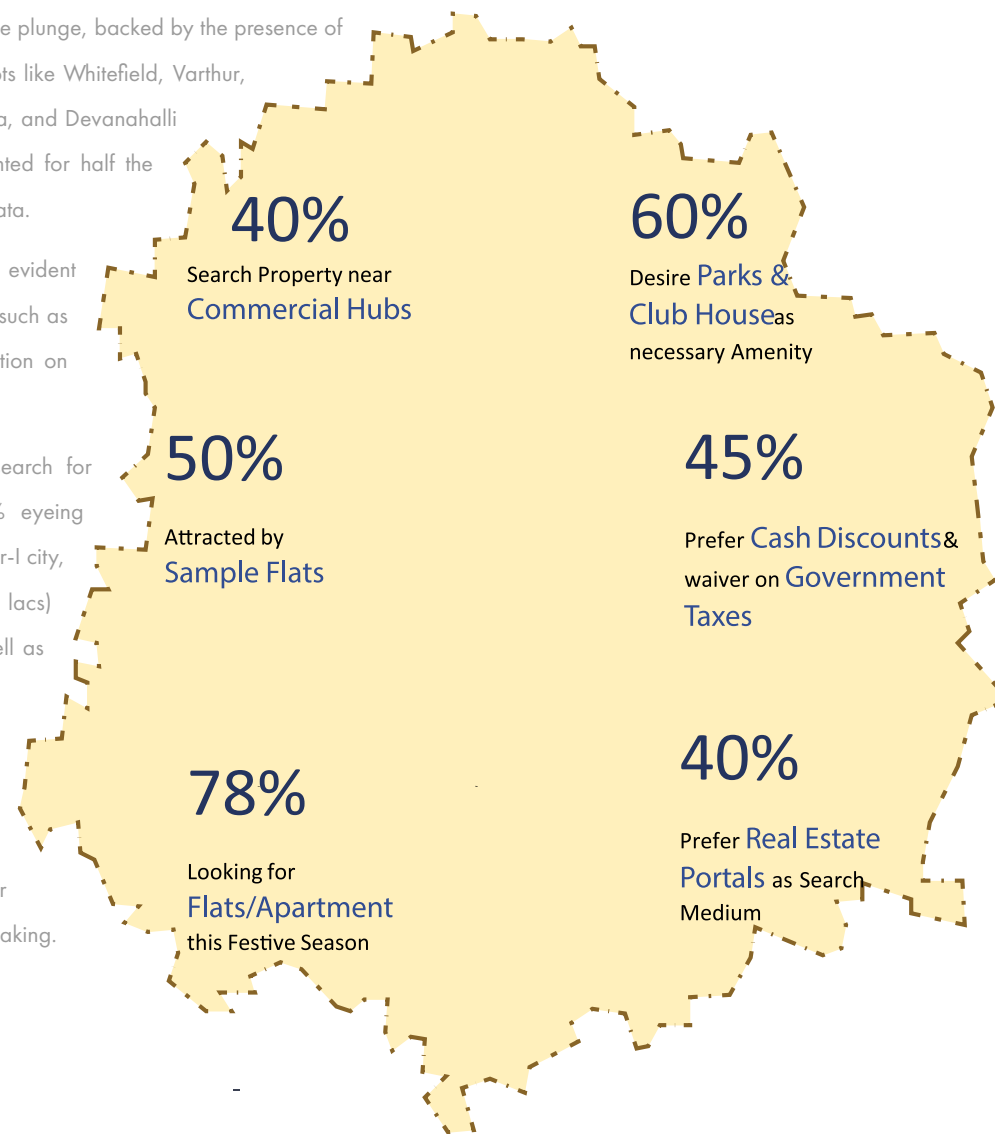
Bangalore

As can be seen from figure-1 below, Bengaluru's residential market has witnessed a remarkable comeback this year with residential sales up by 20% from the same period last year. RERA has infused trust amongst fence-sitters to take the plunge, backed by the presence of dispute redressal authorities. Residential hotspots like Whitefield, Varthur, Sarjapur Road, Kanakapura Road, Thanisandra, and Devanahalli have emerged while South Bengaluru accounted for half the market share, as per our QuikrHomes project data.

From QuikrHomes Seasonal Survey 2018, it is evident that Bangaloreans are eyeing for Tax Waivers such as GST waiver, Stamp Duty waiver, and exemption on PLC.

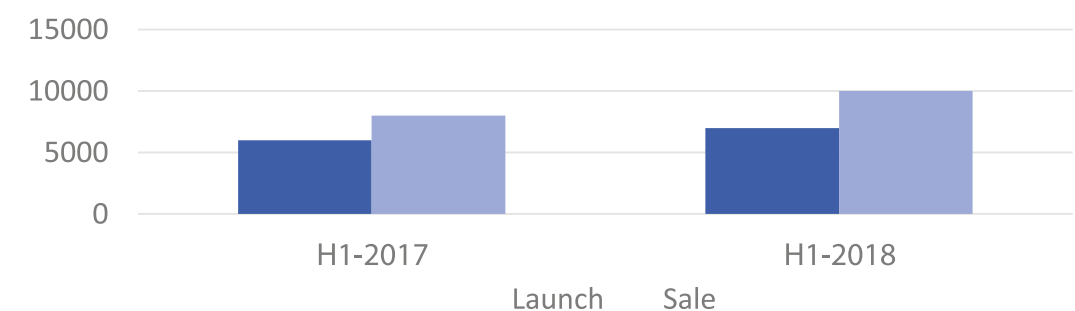
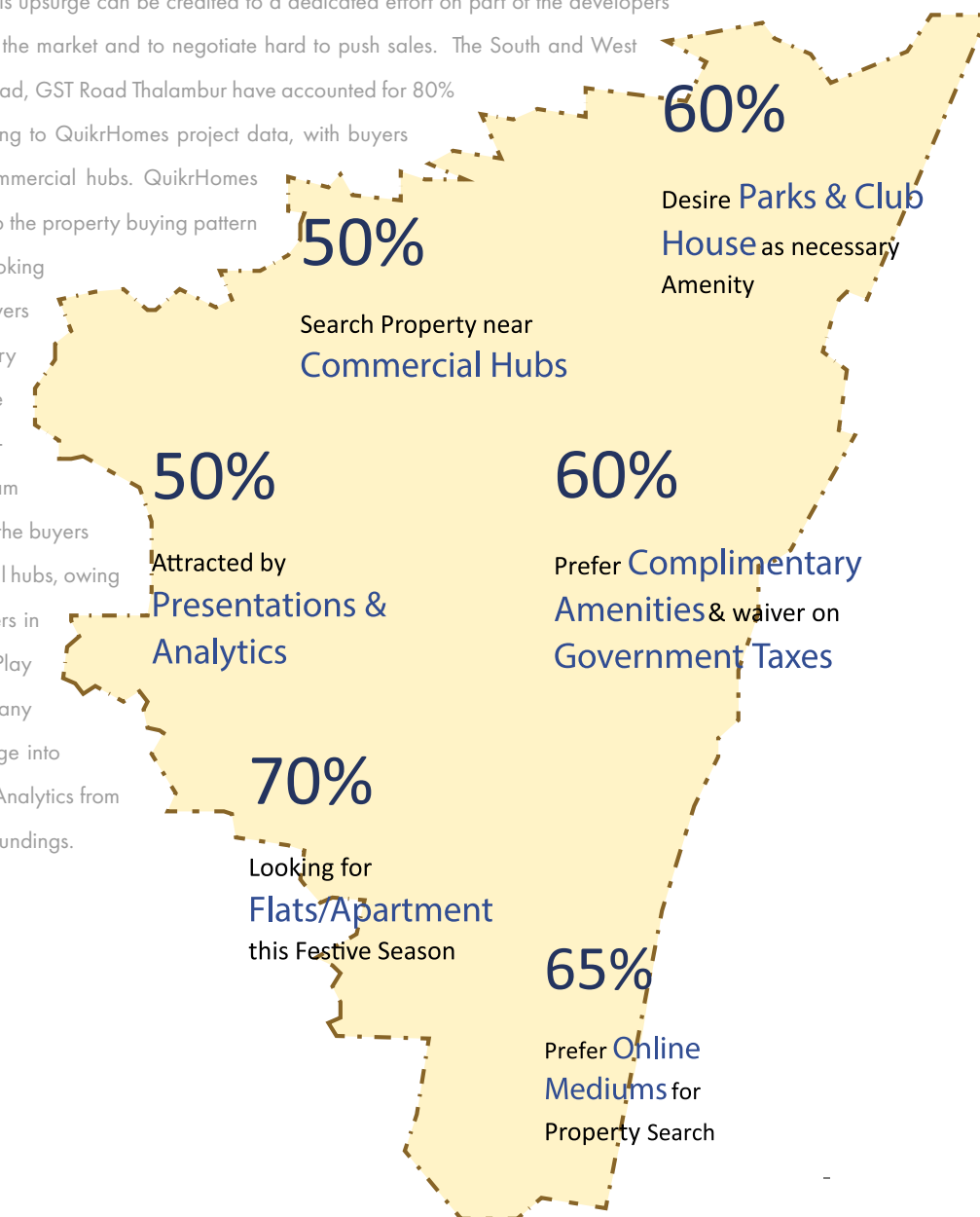
Majority of Bengaluru's tech-savvy buyers search for properties on real estate portals with 40% eyeing proximity to commercial hubs. Like any other tier-I city, ready-to-move flat with affordable price (<50 lacs) is the most desired choice for end-users as well as investors.

More than one-third buyers look for Parks & Play areas in the project keeping in mind the needs and security of children. Also, 50% buyers believe that model flats enhance their experience and sway them into final decision-making.



Chennai

The Chennai residential market has had some relief in 2018 with a healthy hike in sales as well as launches, backed by revival of consumer sentiments post-RERA. This upsurge can be credited to a dedicated effort on part of the developers' fraternity to bring more affordable units into the market and to negotiate hard to push sales. The South and West Chennai micro markets like SIPCOT, OMR Road, GST Road Thalambur have accounted for 80% of the total units absorbed in 2018, according to QuikrHomes project data, with buyers looking to stay in vicinity of SEZs and Commercial hubs. QuikrHomes Seasonal Survey 2018 gives us an insight into the property buying pattern of Chennaites. More than 60% buyers are looking to capitalize on festive offers like waivers on government taxes and complimentary amenities such as free club memberships, free parking, free maintenance, etc. Nearly two-third of the Chennaites search for their dream homes on real estate portals with nearly half the buyers looking to purchase property near commercial hubs, owing to its large IT population. Around 60% buyers in Chennai prefer Club House and Parks & Play areas for children as the primary necessity in any residential project. Also, their informed plunge into decision-making depends on Presentations/Analytics from the developers about the project and its surroundings.



Delhi NCR

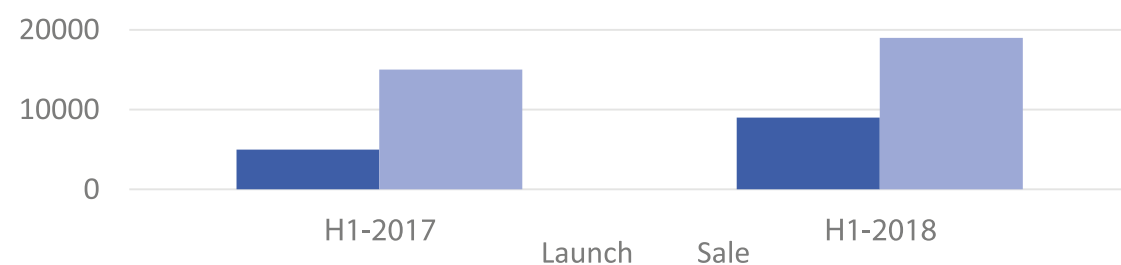
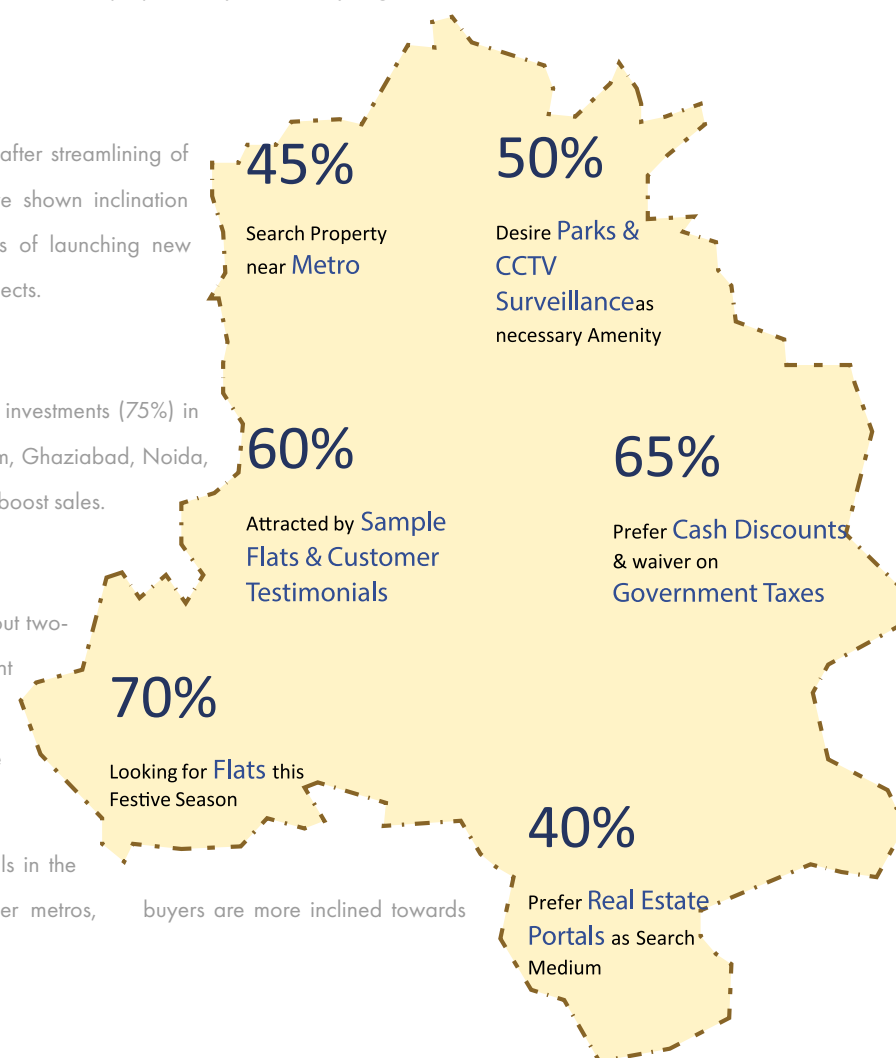
The NCR residential market is showing recovery in 2018 with sales marginally picking up from its nadir point in preceding years. In the past years, consumer confidence faded in the market due to project delays tainted by litigations and insolvency.

However, buyers have put their confidence back in the market after streamlining of sector post RERA. From QuikrHomes survey, 80% buyers have shown inclination towards ready-to-move properties making developers cautious of launching new projects and rather concentrating on completing their existing projects.

As per QuikrHomes project data, South Delhi is attracting most investments (75%) in Delhi NCR with residential hotspots like Greater Noida, Gurugram, Ghaziabad, Noida, Dwarka Expressway, etc. Affordability of these areas has helped boost sales.

From QuikrHomes Seasonal Survey 2018, it is apparent that about two-third Delhites look for cash discounts and waivers on government taxes this festive season. It is also evident that Delhites take note of customer testimonials and feedbacks before making purchase due to past incidents in the capital city.

Majority buyers are searching for properties on property portals in the vicinity of metro stations for hassle-free transit. Similar to other metros, buyers are more inclined towards purchasing affordable flats with play areas for children.



Hyderabad

As evident from figure-1 below, Hyderabad saw a major spike in new launches in 2018 compared to 2017 with a 40% Y-o-Y increase. Launches and sales revived on the back of RERA implementation

prior to which

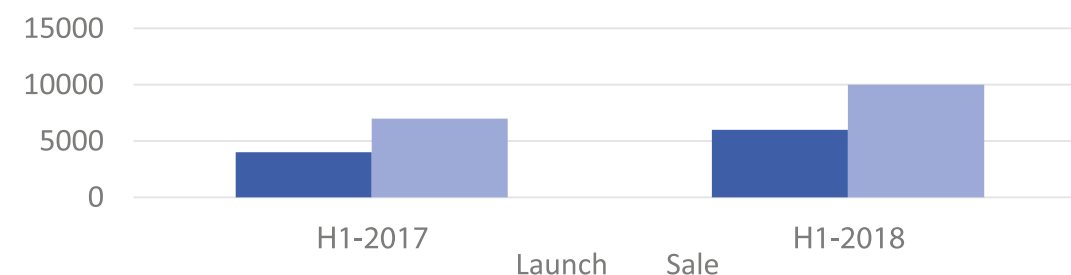
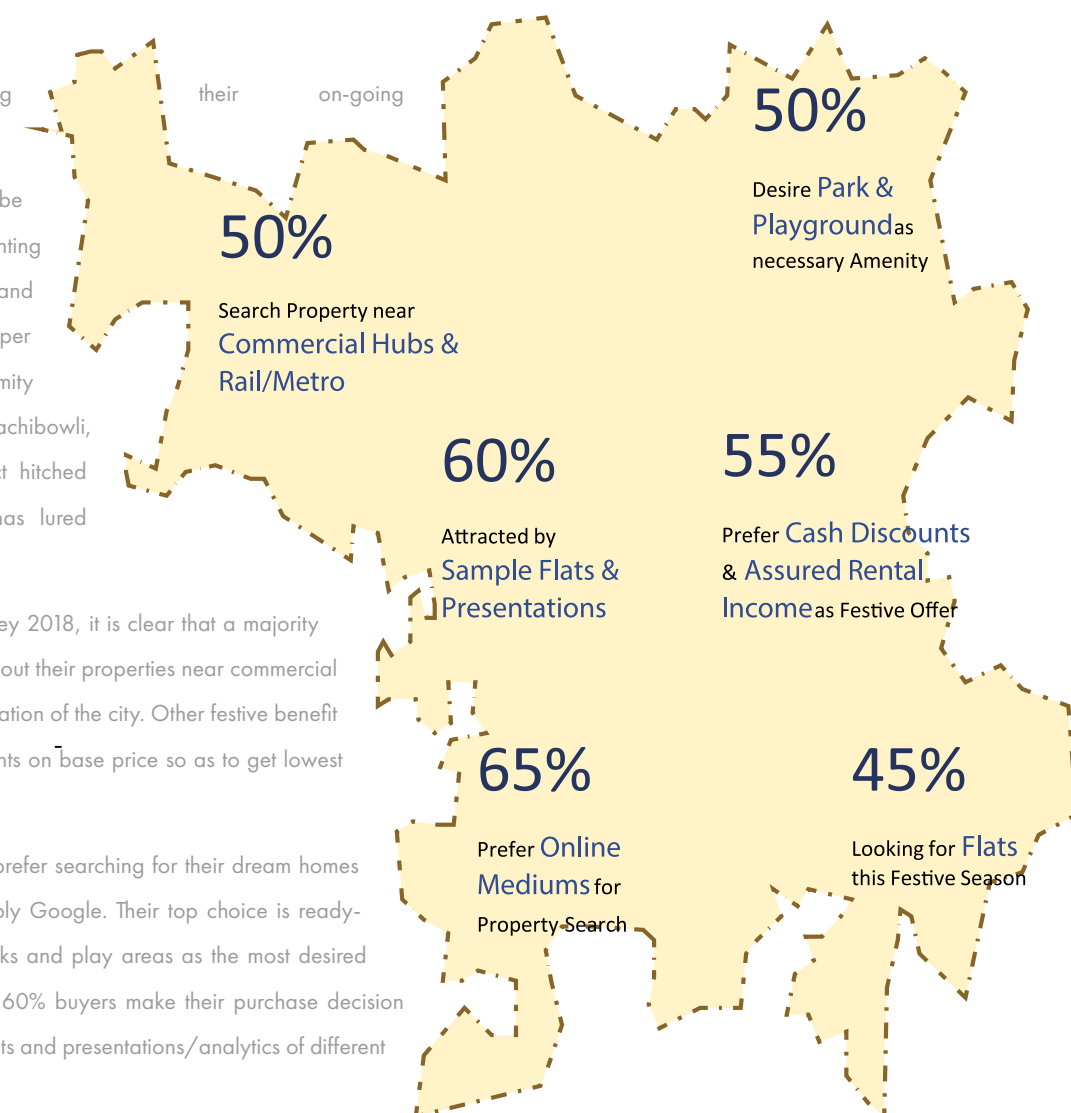
developers

were more focussed on completing their on-going portfolios.

West Hyderabad continues to be a dominant micro-market accounting to about two-thirds of sales and launches in Hyderabad, as per QuikrHomes project data. Its proximity to commercial hubs like Gachibowli, Kukatpally, and Financial District hitched with world-class infrastructure has lured homebuyers.

From QuikrHomes Seasonal Survey 2018, it is clear that a majority of buyers are interested in renting out their properties near commercial hubs to the ever-growing IT population of the city. Other festive benefit in their mind is direct cash discounts on base price so as to get lowest prices and maximum gains.

Maximum buyers in Hyderabad prefer searching for their dream homes through online mediums, preferably Google. Their top choice is ready-to-move affordable flats with parks and play areas as the most desired amenity within a project. Further 60% buyers make their purchase decision based on screening via sample flats and presentations/analytics of different portfolios.



Kolkata

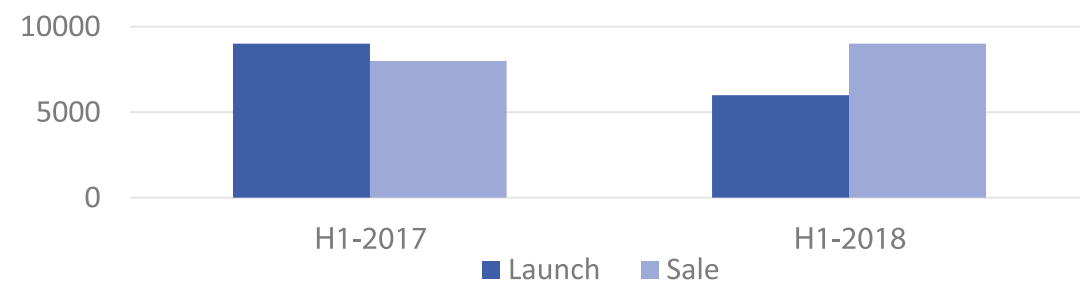
Kolkata residential market is observing a gradual cramping of new launches with 25% less launches than H1-2017, according to figure-1 below. Sales are mostly driven by end-user sentiments with more than 80% launches in affordable segment. The end-user sentiment towards property purchase is low, which could be linked to the non-implementation of RERA in West Bengal.

Rajarhat and South Kolkata peripherals such as Garia, Baruipur have accounted for more than 60% launches in the city, as per QuikrHomes project data. Rajarhat and Salt Lake city have attracted traction backed by its commercial hubs, infrastructure developments, and metro connectivity.

Homebuyers look out for ready-to-move properties and have kept away from under-construction properties due to the dilution of "force majeure clause", which may be invoked to bypass the on-time delivery schedule.

QuikrHomes Seasonal Survey suggests that the top offers in buyers mind this festive season are direct cash discounts or waivers on government taxes such as GST, Stamp Duty, etc. Also, two-third buyers search on online mediums such as Google, Social Media, Portals, etc. for properties near metros and railway stations, due to their excellent linkage to other parts of the city.

Buyers are attracted into decision-making by offering affordable flats through innovative and customized payment plans suiting their requirements.



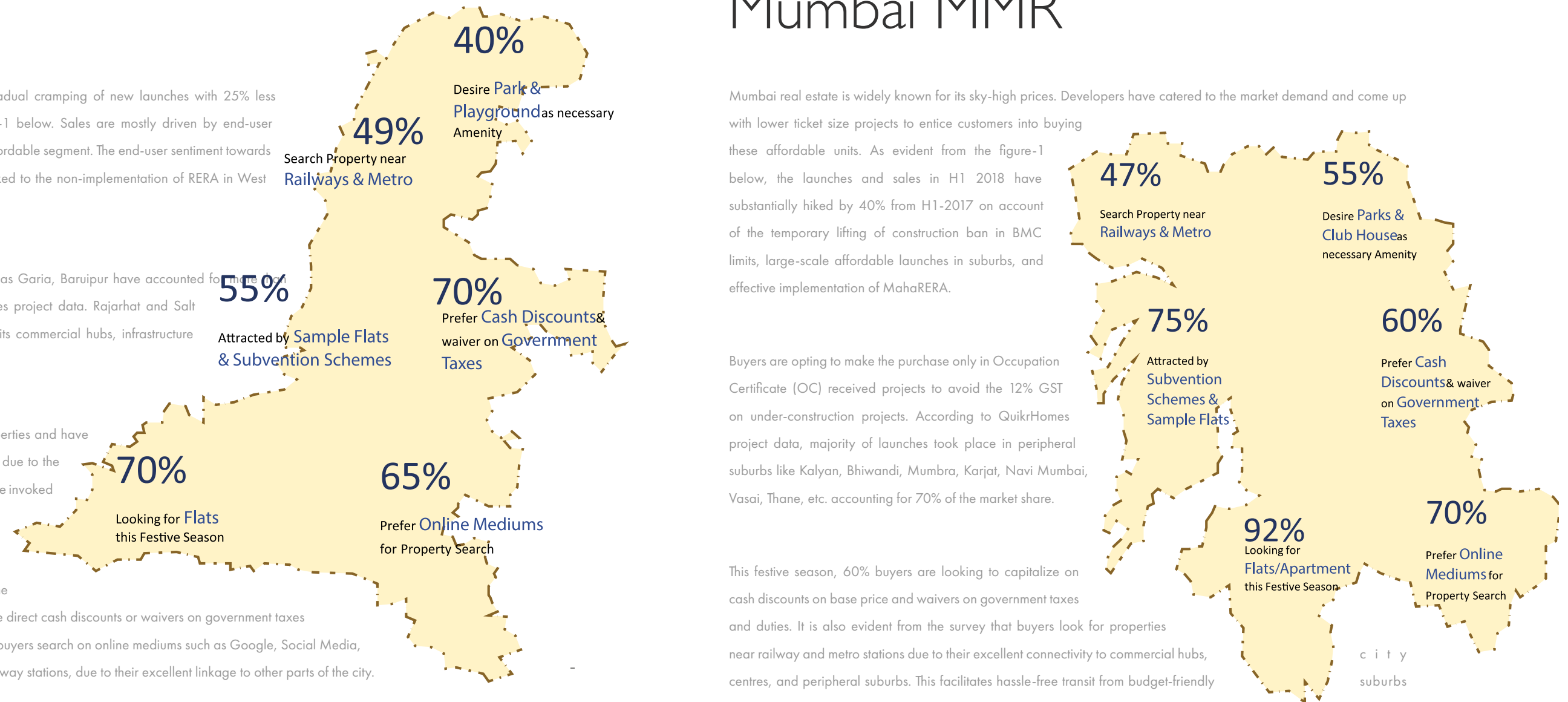
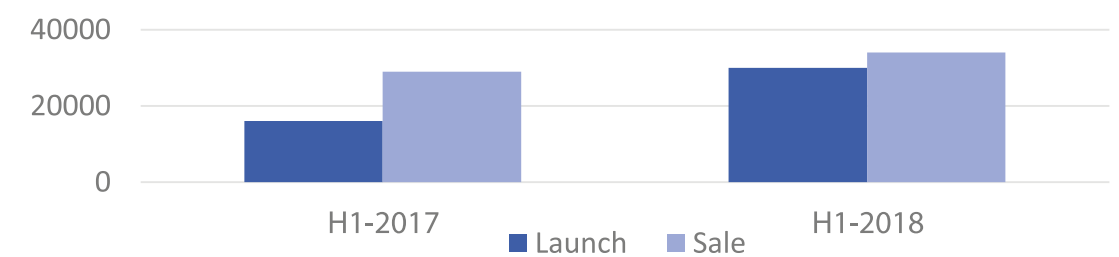
Mumbai MMR

Mumbai real estate is widely known for its sky-high prices. Developers have catered to the market demand and come up with lower ticket size projects to entice customers into buying these affordable units. As evident from the figure-1 below, the launches and sales in H1 2018 have substantially hiked by 40% from H1-2017 on account of the temporary lifting of construction ban in BMC limits, large-scale affordable launches in suburbs, and effective implementation of MahaRERA.

Buyers are opting to make the purchase only in Occupation Certificate (OC) received projects to avoid the 12% GST on under-construction projects. According to QuikrHomes project data, majority of launches took place in peripheral suburbs like Kalyan, Bhiwandi, Mumbra, Karjat, Navi Mumbai, Vasai, Thane, etc. accounting for 70% of the market share.

This festive season, 60% buyers are looking to capitalize on cash discounts on base price and waivers on government taxes and duties. It is also evident from the survey that buyers look for properties near railway and metro stations due to their excellent connectivity to commercial hubs, centres, and peripheral suburbs. This facilitates hassle-free transit from budget-friendly to places of work in the city.

Homebuyers are largely attracted by innovative subvention schemes floated by developers and banks, which gives them



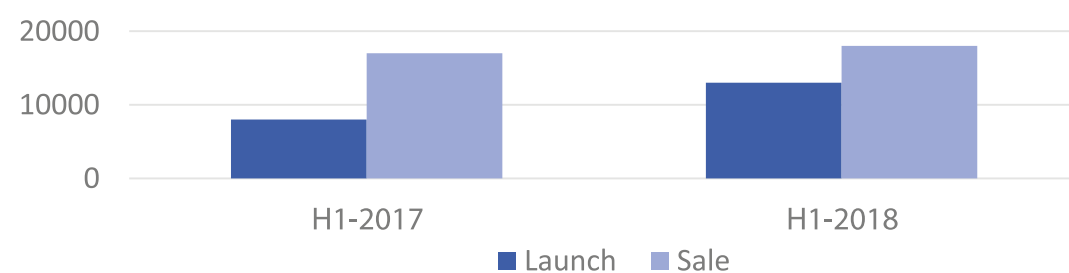
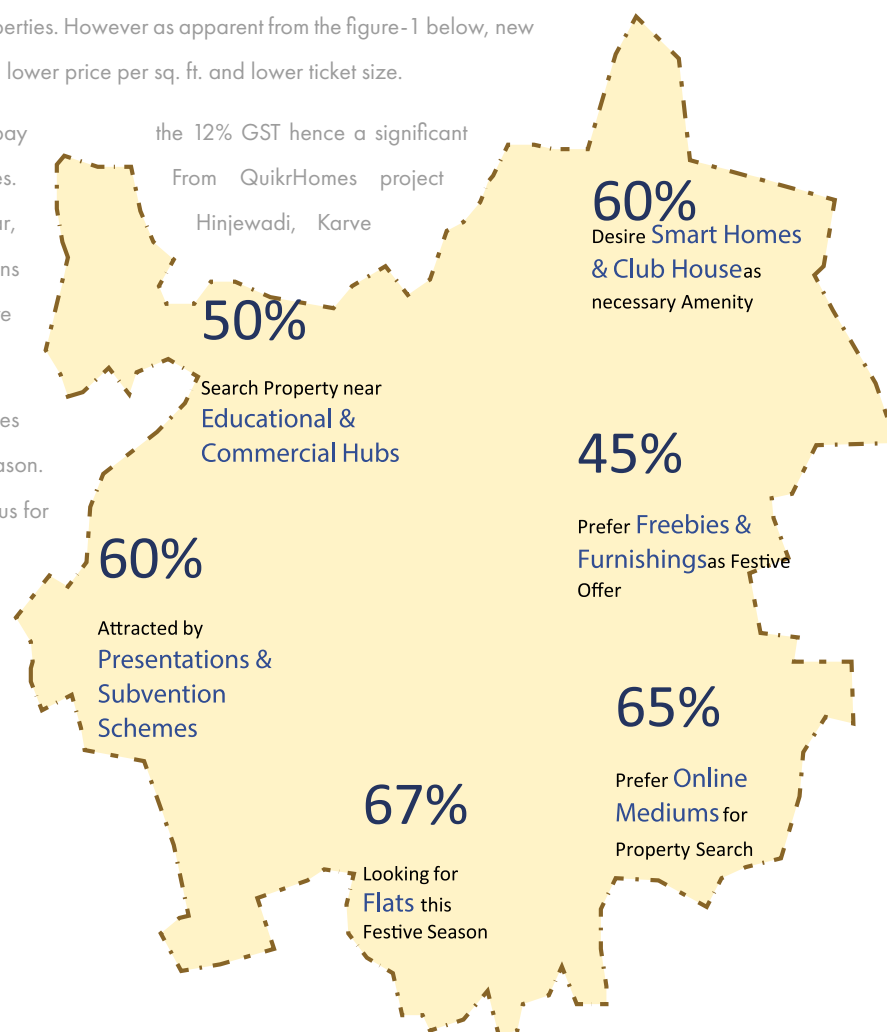
Pune

Pune market has been witnessing a slowdown in sales, as the buyers are finding the existing prices to be high. Hence, several developers have reduced the quoted prices for their properties. However as apparent from the figure-1 below, new launches have increased by 40% as compared to last year with lower price per sq. ft. and lower ticket size.

For under-construction properties, buyers are reluctant to pay proportion of the sales is happening in ready-to-move properties. data, micro-markets like Kharadi, Undri, Katraj, Kalyani Nagar, Nagar, Wagholi etc. have emerged as hot investment destinations due to proximity to commercial and educational hubs, where 50% buyers are looking to invest this season.

It is palpable from QuikrHomes Seasonal Survey that Puneites are looking for Freebies and Furnishings as festive offer this season. Free furnishings and durables fetch higher rentals, which is a plus for investors who look to rent out their properties.

Moreover, buyers are attracted by new-age Smart Homes and prefer club house as an necessary amenity in their invested projects. Around 60% Puneites prefer Subvention schemes & analytics to enhance their property buying experience and push them into final decision-making.



TOP PROJECTS

Top Featured Projects

A detailed list from major cities like Bangalore, Chennai, Hyderabad, Kolkata, MMR, Pune and NCR

- by Market Research & Data Services Team, QuikrHomes



DELHI NCR



Supertech Basera

by Supertech Limited
Sector 70 Gurgaon

Apartments | 1976 Units | Area 12 acres
1,2 BHK

₹12.9L - 20.2L

Amenities: Landscaped Garden, Sports Zone, Play Area, Pool

BENGALURU



Hiranandani Penrith

by Hiranandani Developers Pvt. Ltd.
Bannerghatta Road

Apartments | 1800 Units | Area 38 acres
1 BHK

₹34L+

Amenities: Landscaped Garden, Salon, Play Area, Pool

Eldeco Accolade

by Eldeco Infrastructure & Properties Ltd.
Sohna Road

Apartments | 810 Units | Area 13 acres
2,3 BHK

₹56.9L - 95.5L

Amenities: Amphitheatre, Retail Mart, Cafeteria, Intercom



Bren Edgewaters

by Bren Corporation
Kasavanahalli

Apartments | 304 Units | Area 8 acres
2,3 BHK

₹49.8L - 73.6L

Amenities: Landscape Garden, Sports Zone, Water Bodies, Gymnasium



Tata Primanti Villas

by TATA Housing Development Co Ltd
Sector 72

Villa | 59 Units | Area 3 acres
3,4 BHK

₹2.44Cr - 3.22Cr

Amenities: Home Automation, Gymnasium, Jacuzzi, Club House



Assetz Clover Greens

by Assetz Property Group
Sarjapur Attibele Road

Villa | 200 Units | Area 21.13 acres
3,4 BHK

₹2.55Cr - 6.91Cr

Amenities: Landscape Garden, Sports Zone, Health Facilities, Intercom

CHENNAI



Purva Manhattan Condos

by Purvankara Limited
Pallikaranai

Apartments | 1820 Units | Area 55 acres
1 BHK

₹34.8 - 37.5L+

Amenities: Landscaped Garden, Sports Zone, Play Area, Pool

Hiranandani Tiana

by House of Hiranandani
Egattur

Apartments | 300 Units | Area 8.3 acres
2,3 BHK

₹47.5L - 69.3L

Amenities: Landscaped Garden, Sports Zone, Library, Jogging Park



HYDERABAD



Janapriya Sitara

by Janapriya Engineers Syndicate
Sainikpuri

Apartments | 1326 Units | Area 6.50 acres
1,2 BHK

₹16.7L - 24.5L

Amenities: Landscaped Garden, Jogging Track, Play Area, Pool

Jains Carlton Creek Phase I

by Jain Housing & Constructions Ltd.
Gachibowli

Apartments | 1664 Units | Area 13 acres
2,3,3.5 BHK

₹52.6L - 1.27Cr

Amenities: Library, Amphitheatre, Sports Zone, Super Market



Merlin Reflection Villa

by Olympia Group
East Coast Road

Villa | 279 Units | Area 8 acres
3,4 BHK

₹2.4Cr - 4.5Cr

Amenities: Landscape Garden, Play Area, Library, Intercom



Mantri Euphoria

by Mantri Developers Pvt Ltd.
Manchirevula

Villa | 151 Units | Area 20 acres
3 BHK

₹2.44Cr - 3.22Cr

Amenities: Amphitheatre, Sports Zone, Landscape Garden, Sports Zone

KOLKATA



Jain Dream World City

by Jain Group
Pailan

Apartments | 469 Units | Area 20 acres
1,2,3 BHK

₹14.7 - 26.2L+

Amenities: Landscaped Garden, Sports Zone, Play Area, Pool

MUMBAI



Sai Krupa Valley

by Space India Builders And Developers
Neral

Apartments | 315 Units | Area 3.10 acres
1,2 BHK

₹16.9L - 27.8L

Amenities: Landscaped Garden, Amphitheatre, Play Area, Pool

Merlin Maximus

by Merlin Group
BT Road

Apartments | 474 Units | Area 3.5 acres
2,3 BHK

₹41.5L - 73.5L

Amenities: Landscaped Garden, Banquet Hall, Play Area,
Library



Runwal Mycity Phase II

by Runwal Group
Dombivli East

Apartments | 1328 Units | Area 6.49 acres
1,2,3 BHK

₹50.2L - 87.9L

Amenities: Amphitheatre, Sports Zone, Intercom, Cafeteria



PS Vyom

by PS Group
New Alipore

Villa | 275 Units | Area 7 acres
3,4 BHK

₹1.72Cr - 2.64Cr

Amenities: Landscape Garden, Banquet Hall, Sports Zone,
Amphitheatre



Lodha The Park Trump Tower

by LODHA Group
Worli

Apartment | 390 Units | Area 17.80 acres
3,4 BHK

₹7.05Cr - 8.22Cr

Amenities: Multi-purpose Hall, Sports Zone, Health Facilities,
Cafeteria

Devanahalli, Bengaluru

Devanahalli is a north-eastern suburb of Bengaluru that has amassed recognition due to the availability of huge land parcels and being the site for Kempegowda International Airport. A decade back it was just a small village with green and scenic landscapes. However, it surfaced on the real estate scenario after operations started at the Airport. Subsequently, significant commercial and residential developments have made Devanahalli one of the top trending localities of Bengaluru.

Devanahalli is undoubtedly the most ideal locality in the context of proximity to the Kempegowda International Airport, the third busiest airport in India. NH-44 or six-lane signal-free Bellary Road connects Devanahalli to core areas of the city. This allows commuters to travel to areas like Yelahanka, Nagawara and Hebbal in around 20 minutes. Also, New Airport Road and SH-104 connect Devanahalli to eastern parts of Bengaluru. Additionally, NHAI has started work on Satellite Town Ring Road (STRR) to connect peripheral towns around Bengaluru. BMTC has a

fleet of buses operating in the area taking commuters to different corners of Bengaluru.

Devanahalli has its own railway station where few passenger trains halt. The other closest railway station is at Yelahanka (19Kms). Devanahalli is a proposed site for Phase-2 of Namma Metro project which passes through Nagawara in North Bengaluru and ends at Gottigere in South Bengaluru. This will be a massive boost to connectivity and development of the area.

Top-notch social infrastructure facilities mark the area due to presence of International Airport, commercial offices, and 5-star hotels. Besides, various healthcare and educational institutions are set to setup base here. The Government of Karnataka has proposed setting up an entertainment park in Devanahalli named 'Space City' along the lines of Disneyland. This will further strengthen the tourism prospect of the region.

Devanahalli Business Park is setting base near the airport and is expected to attract an investment to the tune of \$2.2 billion over the next five years. 104 acres of land



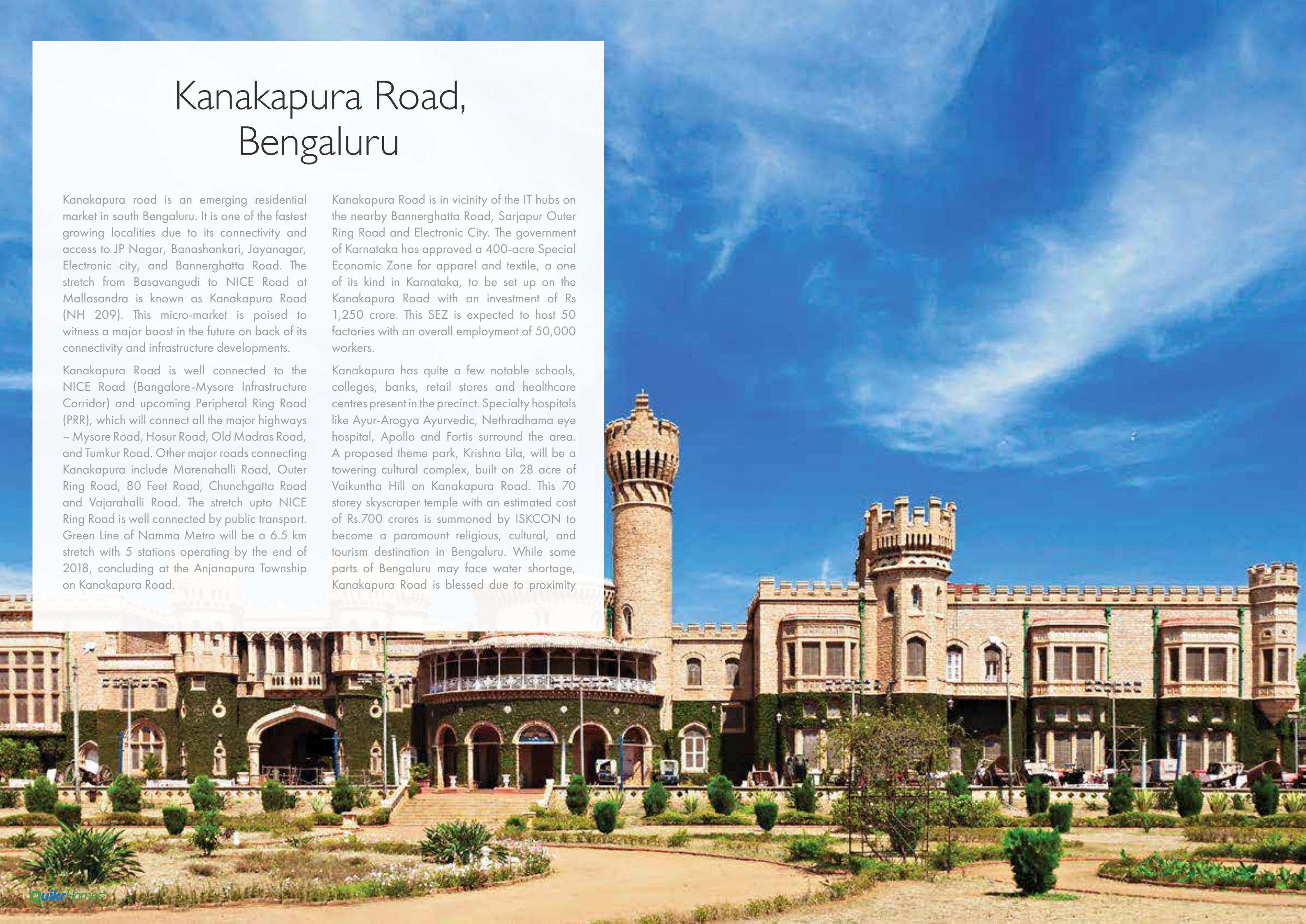
Kanakapura Road, Bengaluru

Kanakapura road is an emerging residential market in south Bengaluru. It is one of the fastest growing localities due to its connectivity and access to JP Nagar, Banashankari, Jayanagar, Electronic city, and Bannerghatta Road. The stretch from Basavangudi to NICE Road at Mallasandra is known as Kanakapura Road (NH 209). This micro-market is poised to witness a major boost in the future on back of its connectivity and infrastructure developments.

Kanakapura Road is well connected to the NICE Road (Bangalore-Mysore Infrastructure Corridor) and upcoming Peripheral Ring Road (PRR), which will connect all the major highways – Mysore Road, Hosur Road, Old Madras Road, and Tumkur Road. Other major roads connecting Kanakapura include Marenahalli Road, Outer Ring Road, 80 Feet Road, Chunchgatta Road and Vajarahalli Road. The stretch upto NICE Ring Road is well connected by public transport. Green Line of Namma Metro will be a 6.5 km stretch with 5 stations operating by the end of 2018, concluding at the Anjanapura Township on Kanakapura Road.

Kanakapura Road is in vicinity of the IT hubs on the nearby Bannerghatta Road, Sarjapur Outer Ring Road and Electronic City. The government of Karnataka has approved a 400-acre Special Economic Zone for apparel and textile, a one of its kind in Karnataka, to be set up on the Kanakapura Road with an investment of Rs 1,250 crore. This SEZ is expected to host 50 factories with an overall employment of 50,000 workers.

Kanakapura has quite a few notable schools, colleges, banks, retail stores and healthcare centres present in the precinct. Specialty hospitals like Ayur-Arogya Ayurvedic, Nethradhama eye hospital, Apollo and Fortis surround the area. A proposed theme park, Krishna Lila, will be a towering cultural complex, built on 28 acre of Vaikuntha Hill on Kanakapura Road. This 70 storey skyscraper temple with an estimated cost of Rs.700 crores is summoned by ISKCON to become a paramount religious, cultural, and tourism destination in Bengaluru. While some parts of Bengaluru may face water shortage, Kanakapura Road is blessed due to proximity



Ambattur, Chennai

Ambattur is a western suburb of Chennai surrounded by micro-markets like Oragadam in the north, Avadi on the west, Ayappakkam in the south, and Anna Nagar on the east. Ambattur has ample water availability and shares boundary with 3 lakes namely, Ambattur Lake, Puzhal Lake, and Korattur Lake. Living upto the name of Chennai as the “Detroit of India”, it was an erstwhile auto ancillary hub. However, its characteristics and landscape changed with the emergence of small-scale industries and IT parks.

Ambattur is blessed with exceptional road linkages as NH-32, NH-48, NH-726, and SH-205 connect it to peripheral towns as well as to other parts of Chennai. Also, the bus connectivity in Chennai is one of the best in Asia. Ambattur and Pattaravakkam railway station cater to the needs of residents and industries of this locality. By rail, Ambattur is 30 minutes from Chennai Central. Also, Chennai International Airport at Meenambakkam can be reached easily under 40 mins from Ambattur via. NH-716, NH-48, and SH-55.

The famous Ambattur Industrial Estate is the largest small-scale industrial estate in South Asia. Apart from this, Heavy Vehicles Factory, SIDCO and TASS Industrial Estate also dot the area, making Ambattur one of the most important industrial hubs of Chennai. Ambattur has also attracted a lot of IT companies due to lower rental values and its proximity to residential localities. Commercial lease rentals in Ambattur are half of those in the city centre. Due to favourable conditions in place, Ambattur hosts renowned IT Parks including Prince Info Park, Ambit Park, Chennai Tech Park, and One IndiaBulls Park. With IT being a primary driver, support infrastructure like township, residential development and retail have emerged in the adjoining areas.

Investment Potential

The Chennai City Corporation has recently taken

over the administration of the area, so the scope of development of infrastructure facilities is tremendous going forward. Moreover, the area is located very close to the industrial zone of Chennai and Ambattur, itself being an IT/ITES hub, the demand for property here will only move northward. Ambattur has proved to be an attractive destination by the IT workforce owing to its affordability, good connectivity, and proximity to other localities

Coupled with seamless connectivity, Ambattur has an assortment of well-developed social infrastructure in terms of educational institutions, healthcare facilities and entertainment zones for its residents. Some of the reputed schools in Ambattur include the TI Matriculation Higher Secondary School, Spartan Matriculation Higher Secondary School, Ebenezer Marcus International School, etc. Prominent hospitals in Ambattur include Apollo Speciality Hospital, MMM Hospital, Sir Ivan Stedeford Hospital, and Oragadam Corporation Hospital among others. Further, the shopping needs of the residents are catered by nearby malls and shopping centres like Golden Shopping Centre, Yes Yes Arcade, etc.

Ambattur is tagged as a well-developed locality because most of the projects here, are completed and ready for occupancy. Industrial and IT boom in this micro-market surged the residential activity here and made Ambattur one of the most sought after investment destinations in Chennai. Historically, price trends have appreciated post establishment of IT Parks, which led to the influx of IT population who chose to stay close to offices at affordable prices buoyed with exceptional infrastructure. Average properties prices in 2013 stood at Rs 3200/sq.ft. which have appreciated to Rs 4700/sq.ft. in 2018. Prospects such as affordable pricing, good social & physical infrastructure, employment opportunities, and dependable future growth make Ambattur one of the most ideal locality to invest in Chennai.



Sector-150, Noida

Sector 150 is strategically located at the intersection of Hindon River, Yamuna Expressway and the Greater Noida-Noida Link Road. This locality has about 1,100 acres of land bank out of which 600 acres has been planned for low density development with more than 70% Green space, it is anticipated to be an ecological and real estate investment hub of Delhi NCR.

It was conceptualised as an industrial town and falls in the peripheral area of New Okhla Industrial Development Authority (NOIDA). Backed by exceptional infrastructure and diverse residential options, Sector 150 is one the fastest emerging micro-market of the city. Its connectivity with Noida, Faridabad and Gurgaon makes it a hit amongst well-to-do professionals.

Sector 150 has access to major transport corridors, such as the Yamuna Expressway, Noida Expressway, Faridabad-Noida-Ghaziabad Exp. and Eastern Peripheral Exp. Due to a slew of road corridors, this micro-market has seamless connectivity to major cities in UP and Haryana. An

upcoming 8-lane flyover will connect the locality to Noida-Greater Noida Expressway.

The nearest railway stations are Ajaibpur and Dadri at a distance of 20 km. The metro corridor between Noida and Greater Noida is currently undergoing trial runs and will soon become operational. This metro network is laid upto Delta sector in Greater Noida. Sector 150 is well-connected from Indira Gandhi International Airport (40-km) via the Noida-Greater Noida Expressway. Moreover, the upcoming international airport at Jewar in UP will be a 40-min drive through the Yamuna Expressway.

This region is taking rapid strides towards world-class infrastructure backed by educational institutes such as Amity and Gautam Buddha Universities along with healthcare centres such as Sharda and Max multispecialty Hospital to name a few. Also, dedicated areas for speciality hospitals and medical colleges with research centres have been earmarked, including complete Wi-Fi connectivity in the entire sector. This locality will be completely free of overhead



Gachibowli, Hyderabad

Gachibowli is one of the primary IT hubs of Hyderabad. It is located in the north-western part of the city surrounded by HITEC City on the east, Kokapet in the south, Tellapur to the west, and Kondapur in the north. The region has seen a remarkable transformation in terms of commercial and residential real estate activity driven essentially by the various major IT-ITeS companies.

Gachibowli has exemplary linkages to other micro-markets of Hyderabad via. Nehru Outer Ring Road (ORR), Old Mumbai Highway, ISB road, and NH-65. Rajiv Gandhi International Airport at Shamshabad can be reached in 30 mins by Nehru Outer Ring Road. Hafeezpet Railway Station, HITEC City Railway Station, and Deccan Railway Station provide rail connectivity with distance of 6 kilometres, 7 kilometres and 14 kilometres respectively. The nearest Multi Modal Transport System (MMTS) railway station is at Lingampally, 7 km away. Two lines of the Hyderabad Metro Phase-II will provide additional connectivity to Gachibowli,

Raidurg-Gachibowli-RGI Airport (Line-4) & Miyapur-Gachibowli-Tolichowki (Line-5).

Gachibowli is a major hotspot for commercial real estate in Hyderabad. Coupled together, Gachibowli and HITEC City account for half of the office space in Hyderabad and dominates overall absorption as the preferred business district in the city. Leading global giants like Amazon, Deloitte, Cognizant, Accenture, Oracle, Microsoft, Qualcomm, Wipro, Infosys, Dell, TCS, ICICI etc. have setup their offices here. Along with being an IT & ITeS hub, it is also a preferred site for Banking & Financial Services sector. This boom in the commercial real estate has given tremendous rise to the residential real estate in Gachibowli.

In terms of social infrastructure, Gachibowli has exceptional education and healthcare facilities. It is home to some of the most prestigious institutes in India. Leading national-level educational institutions like Indian School of Business (ISB), IIT Hyderabad, University of Hyderabad and



New Town, Kolkata

New Town is one of the top emerging micro-markets of East India which is planned as an IT and residential hub on the north-eastern fringes of Kolkata. It is partly located in Barasat Sadar subdivision of North 24 Parganas district and partly in South 24 Parganas district. The corridor has the Dum Dum airport to the north, villages to the east, Bhojerhat to the south and Salt Lake City to the west.

New Town was established after the enactment of the NKDA Act in 2009 by the developing authority, West Bengal Housing Infrastructure Development Corporation (WBHIDCO). New Town has development corridors earmarked as Action Area-I, Action Area-II and Action Area-III. The Rajarhat New Town has been also declared as a Solar City and initiatives are being taken to declare it as Smart Green City.

The VIP Road, SRCM Road, and Rajarhat Road are the key roads connecting the corridor to the rest of the city. Internally the corridor is served by the Biswa-Bangla Road, which connects it to Salt Lake area

in the south and VIP Road in the west. Netaji Subhas Chandra Bose International Airport is merely 11-km from New Town with easy access via. NH-12. The under construction 30-km metro line, which runs along the Biswa-Bangla Road, traverses the whole length of the Newtown-Rajarhat Corridor, providing good connectivity to the International Airport and Salt Lake City. There is also a plan to extend the Circular Railway from Bidhannagar Road to New Town via Lake Town and Salt Lake.

New Town has emerged as the second IT hub of Kolkata with Action Area-II hosting commercial offices and IT Parks like DLF IT Park-II, Aurelia City Centre-II, Gitanjali Park, Unitech Infospace SEZ and Ecospace Business Park. Moreover, 100 acres of land in the Commercial Business District Zone of New Town has been vested for setting up the first ever financial hub in the country featuring prominent financial institutions.

New Town houses a number of reputed educational institutions including Calcutta Public School, Podar Institute of Management and Technology, etc. St.



Chembur, Mumbai

Chembur has witnessed a paradigm shift in the recent past from being an erstwhile industrial destination to a premium residential micro-market of Mumbai's Central Suburbs. This alteration is credited primarily to its proximity to major commercial hubs like Bandra-Kurla Complex (BKC), Powai, Ghatkopar, and Wadala. The availability of vast discontinued industrial land parcels for residential development was one of the biggest catalysts that led to its transformation into the residential micro-market that it is today.

The reason for its rising popularity and market success is its strategic location, as Chembur is situated on the Eastern Express Highway. It is surrounded by Trombay in the South, Wadala & Sion to the West, Ghatkopar in the North, and BARC on the East. In addition, the colossal infrastructural development taking place in the region has helped transform Chembur into a major cosmopolitan area. As a consequence, residential demand is rising consistently, making it one of the hottest emerging micro-market with exceptional returns for

investors.

Chembur boasts one of the most fitting locations in Mumbai Metropolitan Region (MMR) due to its exceptional connectivity and linkages. It connects South Mumbai via the Eastern Freeway, Western Suburbs via the Santa Cruz-Chembur Link Road (SCLR), Navi Mumbai via the Sion-Panvel Highway, and Central Mumbai via the Eastern Express Highway.

Chembur station on Mumbai's harbour line has connectivity to Panvel in Navi Mumbai and Chhatrapati Shivaji Terminus in South Mumbai. Chembur also has linkages to Wadala via the monorail (Line 1). The monorail will be extended till Jacob Circle in South Mumbai which will help residents access office districts of Lower Parel, Mahalaxmi and Worli. Chembur has nearest metro connectivity at Ghatkopar, providing linkages to Central and Western Suburbs. The Chhatrapati Shivaji International Airport at Andheri is merely 15 km or 40-min drive from Chembur.

The ongoing BKC-Chunabhatti Connector (1.7 km four-lane flyover, connecting



Kharghar, Mumbai

Kharghar is one of the fastest emerging micro-market of Mumbai Metropolitan Region. It is a planned micro-market set amidst a picturesque backdrop on the Sion-Panvel highway in Navi Mumbai. It is surrounded by micro-markets like Vashi & Sanpada to the West, Taloja to the East, Mahape on the North, and Belapur & Ulwe to the South. Kharghar started developing in 1995 led by CIDCO and now has a number of ready and under-construction projects both in the commercial and residential segments. It is the most developed region of Navi Mumbai and will be administered by the recently established Panvel Municipal Corporation.

NH-48, NH-348 and Mumbai-Pune Highway provides linkages to Pune, Mumbai, and other MMR suburbs. The six-lane Mumbai-Pune Expressway begins at Kalamboli, which is only 4 kilometres from Kharghar. Kharghar railway station lies on Central Railway's Harbour line, a part of Mumbai's suburban railway network. The first phase of Navi Mumbai Metro will run from Belapur to Pendhar via Kharghar.

The upcoming Navi Mumbai International Airport will be just a 20-min drive from Kharghar.

The government has proposed to link the Mumbai Highway, Creek, Bandra- Sealink and Nariman Point at a cost of Rs 90,000 crores through a tunnel ring road. CIDCO also plans to connect the Trans Harbour Link Bridge (MTHL) with Navi Mumbai International Airport (NMIA) through a coastal road to make the airport directly accessible. The proposed Multimodal Corridor from Virar to Alibaug will also pass through Kharghar. The Passenger Water Transport (IPWT) will connect Western Suburbs and Navi Mumbai with Mumbai. These modes of transport that would provide an alternative to suburban rail network of Navi Mumbai will also raise real estate prices in Kharghar.

Kharghar adjoins Taloja Industrial Estate and Central Business District (CBD) of Belapur in Navi Mumbai. Some of the major corporate parks around Kharghar include Reliance Corporate Park, Dhirubhai Ambani Knowledge City, and MIDC.



Undri, Pune

Undri has transformed from a sleepy neighbour of Kondhwa to a fast developing suburban area of South Pune encompassing several industrial and IT hubs. Undri became prominent in the real estate scenario after immense pressure on land resources was felt on NIBM Road. Undri is a close neighbour to Hadapsar, which is one of the biggest commercial zones of Pune and boasts three IT parks - Phursungi IT Park, Magarpatta City & Amanora Park Town.

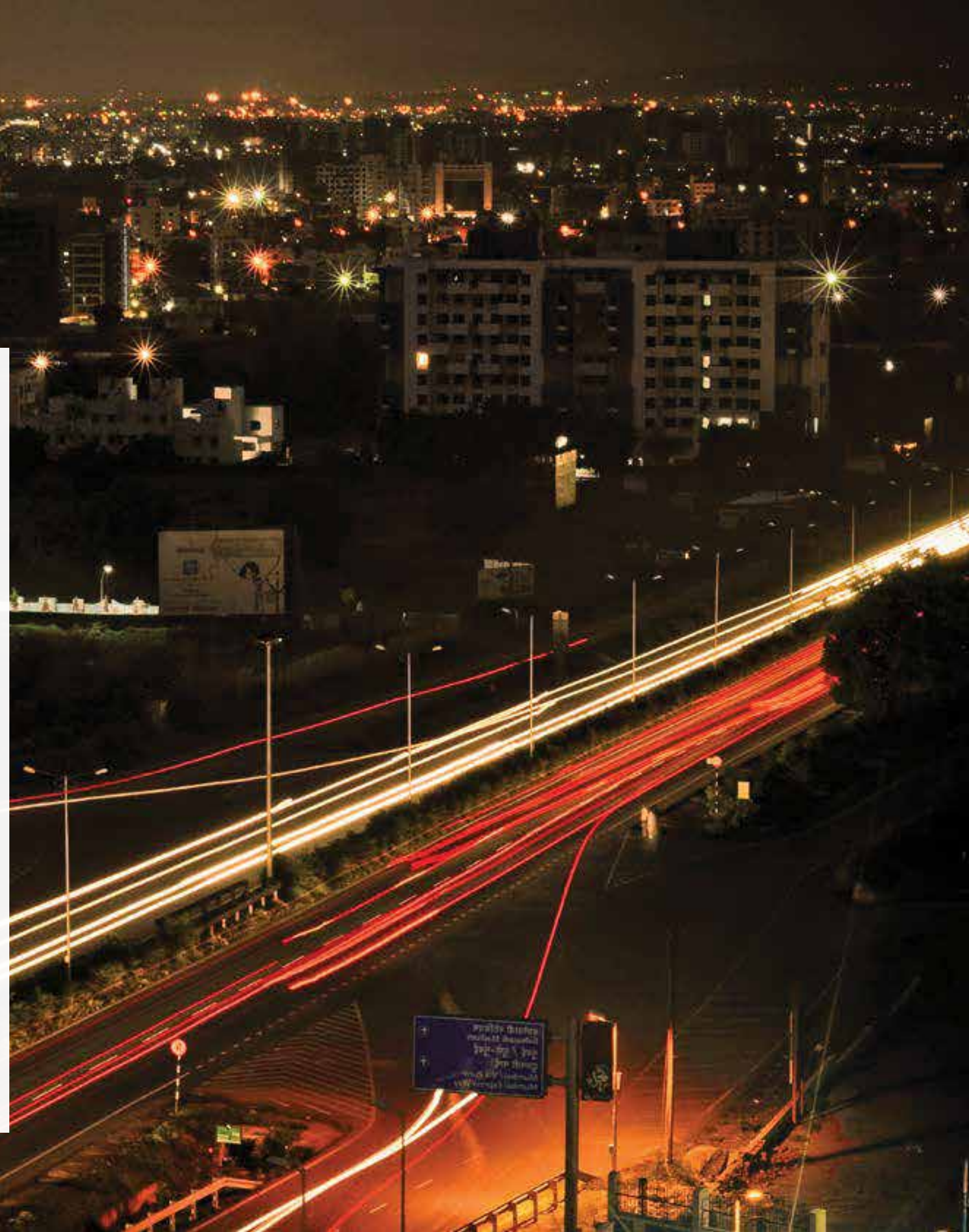
One of the biggest advantages of investing in Undri is its exemplary connectivity to core and fringe areas of Pune, facilitated by major roads running through the region. Mumbai-Hyderabad Highway, Mumbai-Bengaluru Highway, Pune-Saswad Road, and NIBM Road are major lifelines of this region. The development of proposed Pune Ring Road will facilitate swift and hassle-free linkages to all parts of Pune.

Pune Junction and Hadapsar Railway Station serve rail connectivity and can be reached from Undri in 20min. The Pune International Airport located at Lohegaon is a 15 km drive. The proposed Greenfield

International Airport at Saswad-Purandar will be approximately 22 km from Undri but will be a hassle-free commute as it is away from the hustle and bustle of Pune city and also because Undri will be the nearest micro-market.

Undri, Kondhwa and Hadapsar are the most vibrant and thriving regions of Pune with abundance of industrial estates and SEZs. SP Infocity Phursungi, Magarpatta City and Amanora Park Town are located within a range of 8-9 km and house some of the most renowned IT majors. Also, hubs like World Trade Centre, Cerebrum IT Park and EON IT Park located in Kharadi are approximately 14 km away. Small and large-scale industries ranging from automobiles, electronics, biotechnology, chemicals, pharmaceuticals, textile, etc. have been established in the presence of MIDC at Hadapsar Industrial Estate and Swami Vivekananda Industrial Estate in Handewadi.

Dorabjee Heritage Mall, Bizzbay, Dorabjee Mart, D-mart have surfaced in Undri to upgrade the residents standard



Kharadi, Pune

Once a quiet village, Kharadi now reverberates with the sounds of construction of flashy and larger than life projects. Residential townships and commercial parks compete for space as more and more IT professionals migrate to Pune. Kharadi's development saga began to unfold by the start of the new millennium with establishment of Eon Free Zone, which was one of Pune's three Government-administered IT Parks then. This marked the beginning of Kharadi's rise.

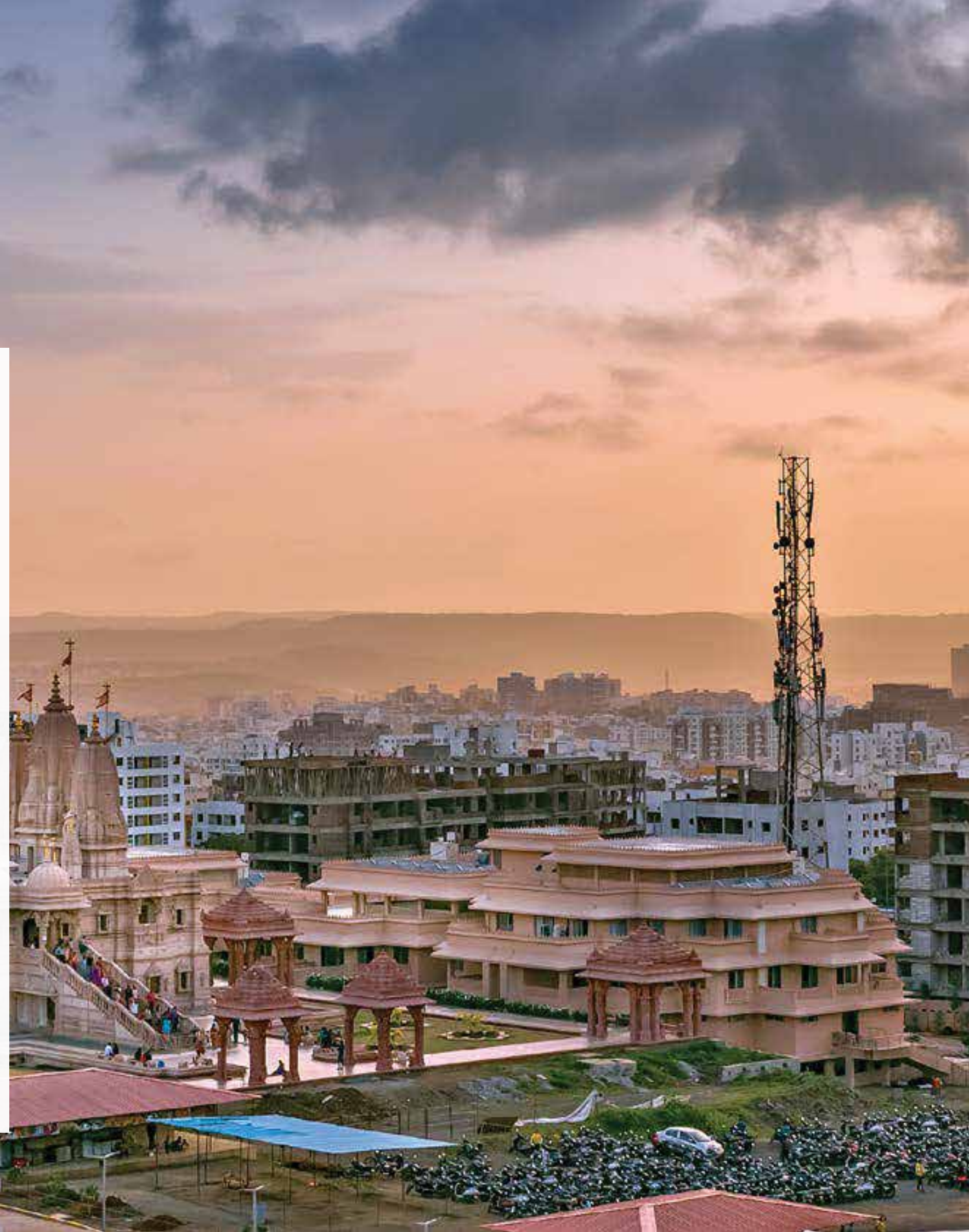
Kharadi is placed along the banks of the panoramic Mula-Mutha River and lush green landscapes. Located in the eastern corridor of Pune city, Kharadi is the new IT hub of Pune backed by a booming micro-market with a range of industries which include IT, ITES, hospitality, retail, and education. It has good civic amenities and is very well-connected to other parts of the greater city of Pune. It shares boundary with key locations like Kalyani Nagar, Viman Nagar, Wagholi, Mundhwa, Hadapsar and Koregaon Park.

Kharadi enjoys connectivity to other parts

of Pune via. Pune-Ahmednagar state highway, Mundhwa Road, Grant Road and Fountain Road. A well-planned road infrastructure to prime areas such as the railway station, Pune Airport, Koregaon Park, Viman Nagar, Kalyani Nagar, Hadapsar, Wagholi, Magarpatta, and Mundhwa have made Kharadi an ideal destination for investors.

Pune International Airport is located 6-km away with easy access via Pune-Ahmednagar Road which is a massive boon for delegates and professionals visiting the city's IT hub. Kharadi has several rail connectivity options including Pune Junction, Hadapsar, Shivaji Nagar, Khadki, and Manjari. However, Hadapsar Railway Station is the closest at 3 km. The on-going metro project will connect Vanaz in Kothrud to Ramwadi near Kharadi. This will give a major boost to the real estate prospects of Kharadi and its surroundings. This will facilitate linkage between Kharadi and other areas in Pune more rapidly and efficiently.

The development of large commercial



BUILDER'S BYTE

Builder's Byte on Real estate



1. 2018 was a moderate year for the real estate sector with various external shocks like demonetization, RERA and GST affecting buyer confidence across markets, even though the long-term impact of these regulatory measures was seen to be largely positive.

The preceding quarter also saw an IL&FS default resulting in a liquidity crisis for the financial markets, most particularly impacting HFCs and NBFCs alike. This posed a new challenge for the real estate business

that has a high dependency on the availability of liquidity to fund the liability side of most lenders. Against this backdrop, 2019 is likely to start on a moderate note with the sentiment remaining muted in the run-up to the upcoming general elections. Today, 70% of the housing finance book by value is attributable to a few metros that primarily include Mumbai, the NCR, and Bengaluru. Most of the HFCs will have to wait for a rationalization of prices to drive growth whilst also looking beyond Tier I markets where housing units are still affordable. Along with the government and regulator's efforts to revive the real estate sector, developers will also look to come up with multiple promotional offers and subvention schemes that are focused on driving a purchase decision amongst the salaried class."

Khushru Jijina, MD, Piramal Capital & Housing Finance.



2. "The residential real estate market has made a strong comeback in 2018 especially in metros and tier 1 cities. Even corporate leasing has seen a fair share of rise as compared to the previous years. With the growing economy and

the rising GDP, the momentum is only going to speed up. The recovery

of the sector can definitely be attributed to policies like RERA that has revived the buyer's confidence. Especially for Hyderabad where the real estate sector is booming and infrastructural developments are playing a key catalyst in the growth. There is an increase of 30% in the sale of residential units in the city, the unsold inventory has also reduced by nearly 29% which is a sign of the promising future as well."

Mr. Rakesh Reddy, Director, Aparna Constructions & Estates Pvt. Ltd



3. "The Indian real estate saw interesting times with 2018 slated to record the best ever showing for the office sector, with gross leasing activity expected close to 50 mn sq ft. This has been supported by robust space take-up by IT-BPM sector

with global captive centres clocking impressive numbers as well, and the co-working revolution consolidating its gains with a strong showing during the year. Retail space take-up is on track to clock a five-year high pointing to a stellar year with physical retail in the pink of health backed by robust take-up in quality retail supply. Key cities that lead the retail deals are Chennai, Hyderabad and Bangalore."

Mr Anshul Jain, Managing Director and Country Head, Cushman & Wakefield India



4. "2018 has been a year of revival for the Indian real estate sector owing to the stabilization of the market post implementation of the various regulations viz. GST, RERA. As a result, the sector today is more matured. Key metrics of new launches and net

sales showed a sharp increase in 2018 H1 vis-à-vis 2017 H1, driven strongly by affordable housing segment. This trend continued in Q3, signalling strong industry fundamentals in place and buyer confidence. In the long run, these reforms will safeguard the interests of the home buyers and developers, alike. Presently, home buyers are now increasingly aware and buoyant about Real estate, and are ready to consider it as a viable investment option, especially with a gamut of promotions and plans offered by developers.

We are optimistic about 2019 with regards to growth in real estate and we are now witnessing a progressive and upward trajectory. It is an opportune time to invest given the general positive outlook and a host

of offers and benefits provided by the developers. We have a strong belief that there will always be a robust demand for projects which offer a strong product, a good location and a host of amenities. There is always a prospective customer when we offer good value for money. We foresee increased partnership between small and established

developers to not only drive their unsold inventory but also launch new projects and add fresh inventory. One key area which can give a further boost to the sector is more transparency and optimization in regulatory approvals timelines, which will lead to timely completion of projects and help avoid cost over-runs."

Gaurav Sawhney – President, Sales & Marketing, Piramal Realty

AHMEDABAD

Area/Locality	Sale Price Range ₹ (psft)
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Maninagar	3,124 - 5,327
Gota	2,925 - 4,107
S G Highway	3,105 - 4,622
Thaltej	4,408 - 7,334
Chandkheda	2,515 - 3,684
Prahlad Nagar	4,446 - 7,124
Bopal	3,150 - 4,804
Naroda	1,889 - 2,889
Satellite	4,751 - 7,356
Vastrapur	4,439 - 6,865
Motera	2,757 - 3,660
Navrangpura	4,957 - 7,618
Memnagar	4,214 - 6,145
Vastrapur	1,872 - 2,688
Ambawadi	5,681 - 7,988
Ghatlodiya	3,131 - 4,744
Bodakdev	4,452 - 7,229
South Bopal	3,316 - 5,275
Gurukul	3,980 - 6,018
Paldi	4,440 - 6,665
New Ranip	2,780 - 4,085
S P Ring Road	2,908 - 4,055
Naranpura	3,874 - 6,496
Sabarmati	2,376 - 3,373
Vejalpur	3,171 - 4,493
Chandlodia	2,634 - 3,518

BENGALURU

Area/Locality	Sale Price Range ₹ (psft)
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HSR Layout	4,045 - 5,896
Bannerghatta	4,020 - 5,555
Hebbal	4,010 - 6,435
Hennur	4,294 - 5,064
Indira Nagar	10,250 - 12,750
Jayanagar	8,935 - 12,189
K R Puram	3,377 - 5,247
Kalyan Nagar	4,327 - 5,288
Koramangala	7,584 - 9,718
BTM Layout	4,789 - 7,012
Malleshwaram	6,520 - 8,233
Marathahalli	4,456 - 6,058
Old Airport Road	4,914 - 6,863
Sarjapur	3,405 - 5,902
Sarjapur Road	3,853 - 6,293
Thanisandra Main Road	3,909 - 5,344
Whitefield	3,875 - 6,400
Yelahanka	4,082 - 5,749
Yeshwanthpur	4,856 - 6,727
Electronic City	3,557 - 5,645
Jakkur	4,194 - 6,557
Banaswadi	4,321 - 7,038
Domlur	4,793 - 8,358

FARIDABAD

Area/Locality	Sale Price Range ₹ (psft)
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Suraj Kund	5,260 - 7,729
Sector-70	2,628 - 4,084
Sector-86	3,275 - 4,951
Sector-88	3,075 - 4,160
Sector-87	3,193 - 4,172
Neharpar	2,949 - 4,368
Sector-89	2,663 - 3,817
Sector-82	3,656 - 4,762

GREATER NOIDA

Area/Locality	Sale Price Range ₹ (psft)
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Noida Extension	2,955 - 4,169
Yamuna Expressway	2,779 - 4,393
Tech Zone IV	3,190 - 3,752
Sector-1	3,090 - 4,281
Sector-16	2,990 - 3,364
Sector ZETA I	3,400 - 4,838
Tech Zone	3,043 - 4,427
OMICRON I	2,493 - 3,969
Pari Chowk	3,584 - 4,878
Sector-4	3,280 - 4,832

GHAZIABAD

Area/Locality	Sale Price Range ₹ (psft)
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Raj Nagar Extension	2,809 - 3,460
NH-24	2,420 - 3,539
Crossing Republik	2,889 - 3,220
Indirapuram	4,302 - 5,339
Vasundhara	3,861 - 4,980
Lal Kuan	2,597 - 3,944
Govind Puram	2,654 - 3,424
Vaishali	5,175 - 6,352
Sahibabad	3,413 - 4,181
Kaushambi	4,934 - 6,135

GURGAON

Area/Locality	Sale Price Range ₹ (psft)
Sector-54	12,478 - 16,059
Sector-50	6,669 - 9,016
Sector-52	4,638 - 7,376
Sector-49	7,454 - 10,215
Sector-56	5,857 - 8,100
Sector-47	6,872 - 10,156
Sector-57	6,064 - 8,264
Sector-25	8,910 - 13,893
Sector-43	8,857 - 13,317
Sector-37 D	3,999 - 5,759
Sector-70	5,150 - 7,294
Sector-68	4,988 - 7,676
Sector-83	4,352 - 5,768
Sector-70 A	5,460 - 7,501
Sector-104	4,920 - 7,098
Sector-103	3,400 - 5,000
Sector-99	4,321 - 6,671
Sector-88A	2,986 - 8,268
Sector-86	3,276 - 5,079
Sushant Lok I	7,102 - 10,131
DLF-III	8,570 - 12,663
Golf Course Road	9,468 - 15,467
Sohna Road	5,764 - 9,538

NOIDA

Area/Locality	Sale Price Range ₹ (psft)
Sector-150	4,350 - 5,518
Sector-79	3,857 - 5,207
Sector-75	4,300 - 5,454
Noida Expressway	4,252 - 5,155
Sector-119	4,233 - 6,000
Sector-129	3,337 - 4,927
Sector-118	4,209 - 5,743
Sector-110	4,410 - 6,139
Sector-128	5,171 - 8,592
Sector-143	4,163 - 5,454
Sector-78	4,346 - 5,933
Sector-121	5,150 - 6,187
Sector-137	4,172 - 5,589
Sector-76	4,626 - 6,505
Sector-50	5,508 - 8,459
Sector-77	4,328 - 5,462
Sector-73	2,909 - 4,118
Sector-120	4,688 - 6,127

MUMBAI / NAVI MUMBAI

Area/Locality	Sale Price Range ₹ (psft)
Virar West	4,227 - 4,405
Andheri West	21,137 - 23,110
Mira Road	6,449 - 9,064
Kalyan West	5,338 - 6,165
Borivali West	13,960 - 18,719
Chembur	15,363 - 18,324
Andheri East	14,164 - 17,210
Goregaon West	14,067 - 20,564
Mulund West	12,652 - 17,008
Dombivli East	4,454 - 5,409
Kandivali West	11,679 - 16,630
Malad West	12,357 - 17,476
Goregaon East	13,807 - 18,443
Powai	15,460 - 20,846
Dahisar East	9,672 - 16,241
Worli	30,235 - 39,696
Kandivali East	10,737 - 13,591
Chandivali	14,985 - 17,251
Parel	21,780 - 30,690
Ulwe	6,477 - 7,102
Panvel	5,128 - 6,589
Taloje	3,931 - 6,306
Karanjade	5,046 - 6,469
Kharghar	6,848 - 10,400
New Panvel	4,716 - 7,867
Dronagiri	4,020 - 5,511

Ghansoli	9,824 - 14,390
Roadpali	5,926 - 7,572
Kamothe	6,464 - 8,946
Kalamboli	6,089 - 7,824
Nerul	9,402 - 16,114
Vashi	11,453 - 17,916
Sanpada	12,509 - 19,456
Airoli	9,324 - 14,598
Ulwe Village	5,966 - 8,140
Kopar Khairane	7,661 - 12,490
Seawoods	9,523 - 15,020

KOLKATA

Area/Locality	Sale Price Range ₹ (psft)
Rajarhat	3,412 - 5,663
Garia	3,158 - 5,233
EM Bypass	4,752 - 8,069
Narendrapur	2,982 - 4,871
Madhyamgram	2,391 - 3,521
BT Road	3,388 - 4,969
New Town	3,737 - 5,808
Behala	3,400 - 4,440
Tollygunge	4,105 - 5,358
Dum Dum	2,464 - 3,854
Rajpur Sonarpur	2,439 - 3,906
Keshtopur	2,677 - 4,039
Ballygunge	7,968 - 13,787
Kaikhali	3,372 - 4,417
Nayabad	2,922 - 4,029
Birati	2,844 - 3,971
Rajarhat Road	3,326 - 5,155
Jessore Road	3,099 - 5,633
Howrah	2,588 - 4,310
Baguihati	2,479 - 4,080
Diamond Harbour Road	2,600 - 4,380
Behala Chowrasta	2,817 - 4,332
Tangra	4,449 - 6,466
Boral	2,157 - 3,134
Rajarhat Main Road	3,353 - 5,092

THANE

Area/Locality	Sale Price Range ₹ (psft)
Ghodbunder Road	7,743 - 12,203
Thane West	9,578 - 15,431
Diva	2,845 - 5,099
Kalwa	7,126 - 10,965
Shilphata	4,572 - 6,750
Vartak Nagar	8,409 - 13,455
Kasarvadavali	7,536 - 11,157
Manpada	9,861 - 14,174
Hiranandani Estate	9,594 - 16,348
Majiwada	9,777 - 14,127
MUMBRA	2,333 - 4,072
Balkum	8,506 - 9,767
Vasant Vihar	11,830 - 15,760

PUNE

Area/Locality	Sale Price Range ₹ (psft)
Wagholi	3,471 - 4,065
Wakad	5,350 - 5,820
Baner	6,212 - 7,544
Kharadi	5,084 - 6,331
Undri	3,981 - 4,141
Hadapsar	4,737 - 6,053
Talegaon	3,300 - 5,288
Moshi	3,756 - 5,138
Bavdhan	5,212 - 6,143
Balewadi	5,637 - 6,480
Hinjewadi	4,686 - 5,106
Ambegaon Budruk	4,099 - 5,147
Sinhagad Road	5,042 - 7,806
Kondhwa	4,596 - 5,532
Chakan	2,880 - 4,186
Ravet	4,458 - 6,194
Dhanori	4,614 - 6,621
Dhayari	5,001 - 6,118
Lohegaon	4,060 - 5,775
Pisoli	3,710 - 5,988
Chikhali	3,824 - 5,935
Katraj	4,001 - 6,527
Punawale	4,677 - 6,070
Kalyani Nagar	7,222 - 12,011

Kothrud	7,749 - 12,090
Aundh	6,946 - 11,257
Rahatani	5,870 - 7,489
Mundhwa	4,843 - 7,276
NIBM Annexe	4,305 - 6,632
Chinchwad	5,040 - 7,537
Mumbai-Pune Expressway	5,735 - 8,382
Tathawade	5,372 - 6,932

CHENNAI

Area/Locality	Sale Price Range ₹ (psft)
Perumbakkam	3,941 - 5,390
Porur	5,549 - 8,708
East Coast Road - ECR	3,889 - 7,237
Madipakkam	4,039 - 6,261
Pallikaranai	4,767 - 6,759
Sholinganallur	3,910 - 6,120
Medavakkam	3,818 - 5,206
Velachery	5,309 - 8,891
Poonamallee	3,019 - 4,124
Anna Nagar	8,059 - 12,955
Thoraipakkam	5,247 - 8,402
Ambattur	4,129 - 6,465
Kolathur	4,214 - 6,152
Guduvancheri	2,939 - 6,418
Pallavaram	4,632 - 6,645
Tambaram	3,454 - 5,630
Kelambakkam	3,469 - 4,979
Urapakkam	3,023 - 4,639
Oragadam	3,003 - 4,762
Perungalathur	3,477 - 4,154
GST Road	3,410 - 5,141
Perungudi	5,823 - 8,595
Perambur	4,952 - 7,017
Avadi	2,871 - 3,889
Selaiyur	4,118 - 5,981
Mogappair West	4,895 - 6,638
Madambakkam	3,565 - 4,180
Padur	3,646 - 4,800

HYDERABAD

Area/Locality	Sale Price Range ₹ (psft)
Manikonda	2,880 - 4,574
Kondapur	4,058 - 5,988
Gachibowli	3,486 - 5,537
Miyapur	2,529 - 4,180
Madhapur	4,613 - 7,374
Kompally	2,366 - 3,621
Attapur	2,991 - 4,172
Bandlaguda	2,761 - 3,999
Chanda Nagar	2,896 - 4,635
Hi Tech City	4,580 - 6,730
Banjara Hills	4,359 - 8,667
Kukatpally	3,103 - 5,590
Nizampet	2,433 - 3,921
Jubilee Hills	4,621 - 7,154
Pragathi Nagar	2,764 - 4,061
Nallagandla	3,730 - 5,572
Bachupally	2,246 - 3,393
Sainikpuri	2,595 - 3,665
Beeramguda	1,928 - 3,444
Tellapur	3,669 - 5,271
Hafeezpet	3,751 - 5,684
Kukatpally	3103 - 5590
Nizampet	2433 - 3921
Jubilee Hills	4621 - 7154
Pragathi Nagar	2764 - 4061
Nallagandla	3730 - 5572
Bachupally	2246 - 3393
Sainikpuri	2595 - 3665
Beeramguda	1928 - 3444
Tellapur	3669 - 5271
Hafeezpet	3751 - 5684

- Mobile friendly websites
- Integrated lead management & CRM on Mobile/ Web
- Marketing & syndication for maximum listing exposure



Websites

Choose your website layout and leave the rest to us

- Launch with desired domain name, instantly
- Manage your website through mobile and desktop
- Address and influence leads

Mobile App

our personal assistant that never goes on a sick leave

- Capture images during site visits
- Common interface for WhatsApp, email and SMS
- Never miss a meeting or forget to follow up
- On the spot, instant online listing

Mobile friendly websites
Integrated lead management & CRM on Mobile / Web
Marketing & syndication for maximum listing exposure



Desktop CRM

Management. Marketing. Maximised

- Manage leads from online/offline sources
- Responding to customer SMS, email made easy
- Maximise exposure through syndicates

- Capture property details with images during site visits
- Market your listings from the field
- Respond to customers using WhatsApp, Email, SMS in real time
- Stay up to date with meetings and follow ups

Showcase

- Launch a responsive corporate website with ease
- Generate leads through it



Lead +

An efficient lead management tool - at your fingertips

- Explore leads from various sources
- Convert Leads to site visits
- Manage teams and offices



Integrated lead management & CRM on Mobile / Web
Marketing & syndication for maximum listing exposure



Sales +

Mobile friendly websites with integrated lead management & CRM on Mobile / WebMarketing

- Live dashboard - real-time inventory and sales tracking
- Engage with customer
- Manage bookings - allotment to possession

QuikrHomes Products

Make your brand a household name with your presence on QuikrHomes.

Visibility

- Banners
- Featured Project
- Top Projects
- Homepage Backdrop

Promotion

- SMS
- Whatsapp
- Social Medi
- Geo-Fencing
- Quikr App alerts

Lead Generation

- Project Lead
- NRI Lead
- Budget Locality
- Rental

Offline

- PKHD
- Property Expo
- Brand Activations
- Lifestyle Events
- Awards Shows

Home Vision

- SkyView
- Project Tour
- e-Model
- Celestial
- Video Walkthrough
- Home Select
- Live Construction Feed



Data Services

About QuikHomes

QuikrHomes is India's leading digital real estate business. We have the largest and most comprehensive list of detailed real estate sales and rental options covering all cities and budget categories.

In the highly volatile and scattered Indian real estate market it is quite challenging to understand the dynamics and make profitable investments. We help investors to take informed decision backed by real time data.

We capture real estate data across India and also update historical data of supply & absorption in top cities. To ensure the most up- to-date and detailed data availability, our dedicated team/analysts monitor property activity from a number of sources, including developers and property brokers, real estate forums and property listings, as well as our own intensive research.

Our research services give clients the tools to review & analyze markets and realty insights that support successful investment strategies. The solutions we provide always cater to our clients' needs as we ensure that all captured data and all customized reports undergo thorough due diligence by our in-house audit team.

Services Provided

- Land Potential Assessment
- Customized Reports
- Competitive Benchmarking Study
- Market Assessment Reports
- Feasibility Reports
- Quarterly demand Supply Analysis Report Projects Monitoring Services
- Tier-I Cities Residential Projects Details with Price & Absorption Trend

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