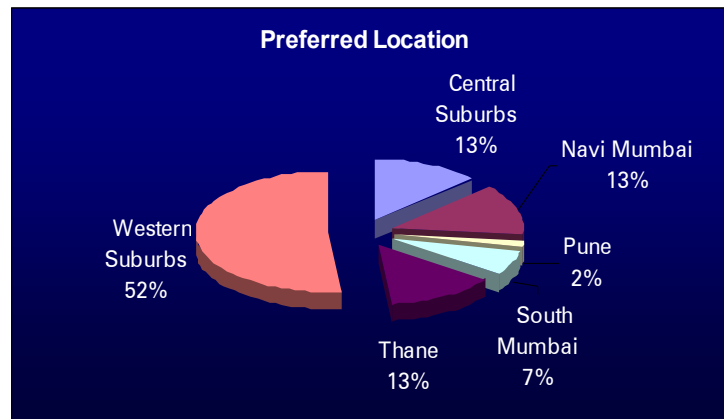


**ET Realty Property Exhibition**  
**Venue: Hotel Taj Lands End, Bandra (W)**  
**Period: 31 January, 2009 - 2 February, 2009**

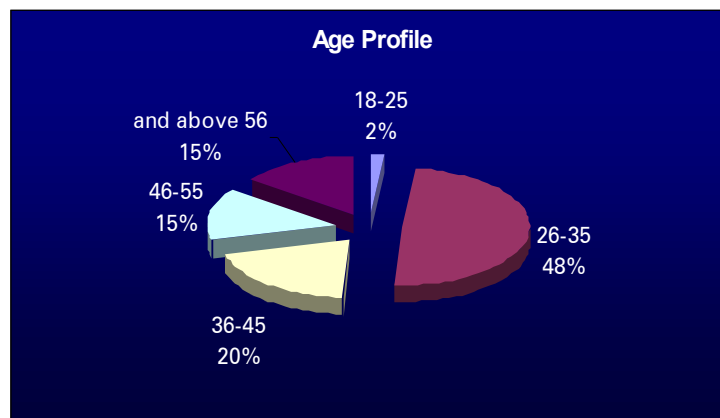
We visited the ET Realty Property exhibition held at Hotel Taj Lands End, Bandra (W) from January 31 to February 2, 2009. Overall the exhibition received a lukewarm response. Developers from various categories across all parts of the city, some even from outside Mumbai had showcased their projects. Projects on display catered to both the budget segment as well as the luxury segment.

Our observations based on the responses received from visitors are as below-

- **Preferred Location:** Out of the total projects exhibited, a majority of them were in Western Suburbs and South Mumbai which also reflected in the responses provided to us by the visitors. Over 50% of the visitors preferred their new property in Western suburbs.

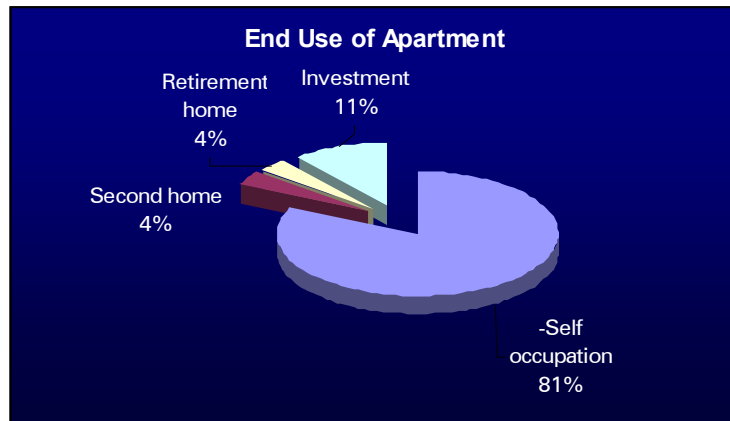


- **Age Profile:** If we classify the visitors' basis their age, we observed that, considering 35 years as a cut off, there was an even count for visitors between 18-35 years of age and that above 35 years of age.

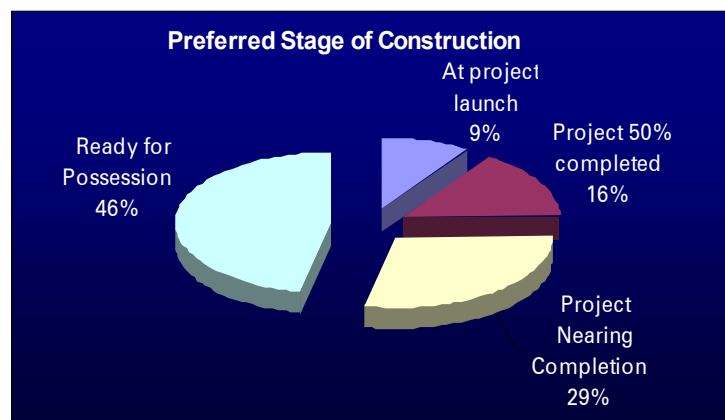


- **Occupation:** Almost 60% of the respondents belonged to the salaried class.

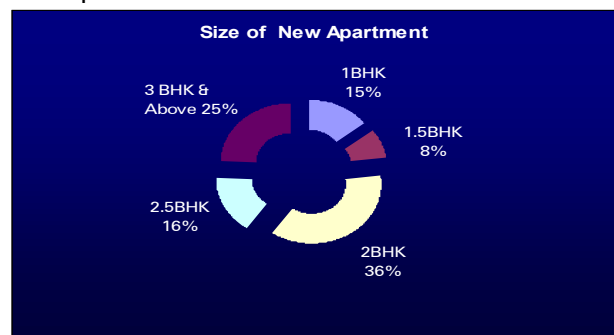
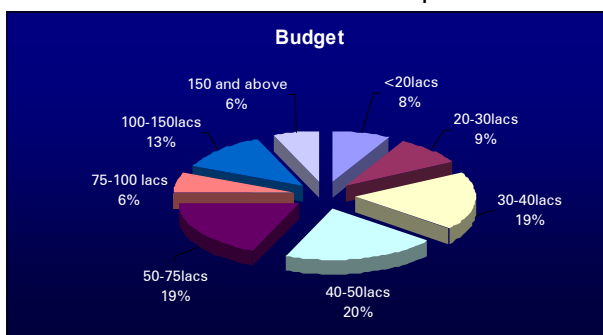
- **End Use of New property:** Around 80% of the visitors intend to purchase the new property for self-occupation purposes including around 11% of them constituting demand for investment purposes.



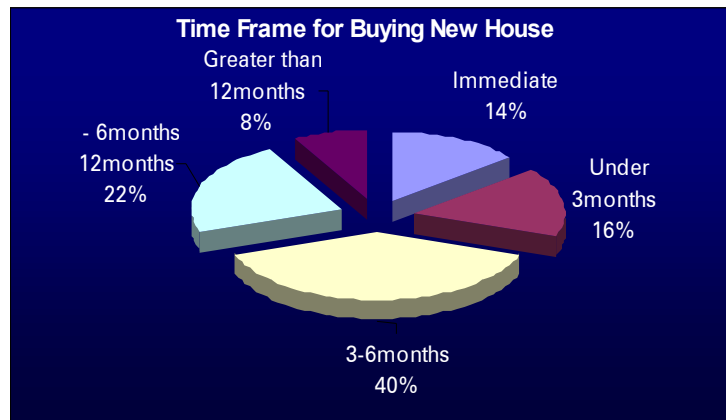
- **Stage of Construction:** Around 75% of the respondents preferred a ready possession property and property nearing completion over under construction properties – a fact which was also noted in the just concluded MCHI Budget Housing Exhibition at Kandivali. Thus it clearly indicates the buyer sentiment today irrespective of the buyer class.



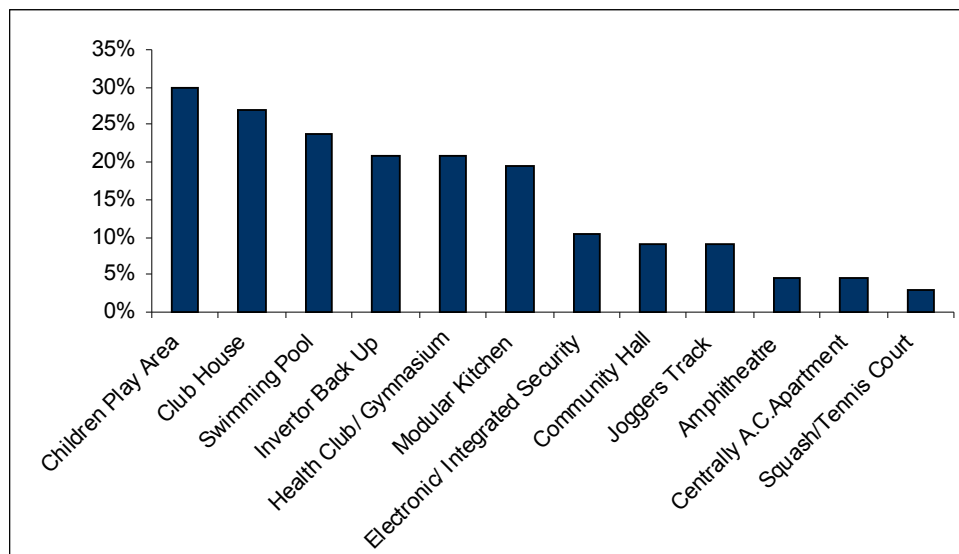
- **Size of Apartments & Budget:** Out of the responses we gathered, over 40% of them had their budgets planned above Rs. 50 lacs. The average floor area preferred was around 900-1000 sq ft, however 25% of the overall respondents desired an apartment size of 3 BHK and above.



- **Time Frame for Buying New House:** Majority of the respondents interviewed prefer to buy their new home in the next 3-6 months, with close to 15% having immediate plans.



- **Amenities:** Majority of the respondents interviewed gave higher preference for amenities such as children play area, club house and a swimming pool. This is in stark contrast to the responses from the recently concluded MCHI Budget Property Expo wherein a mere 13% voted for a swimming pool & club house.



- **Source of Funds:** Over 70% of the respondents had stated that they would opt for loan from financial institution with a majority of them indicating the LTV range from 60%-70%.

Details of some prime projects on display have been tabulated below:

Sr. No.	Developer	Project Name	Location	Type-BHK	Built-up Area (in sq.ft.)	Starting Price (in Rs.)	Completion Date
1	Arihant Universal	Arihant Arham	Panvel	2	NA	16.5 lakh (unit price)	NA
		Godrej Pine	Thane	3	1700-1750	5000/sq.ft.	NA
		Godrej Riverside	Kalyan	2	1100	2500/sq.ft	2010
2	Godrej Properties	Planet Godrej	Mahalaxmi	2	1500	Ground Floor:19000 - 48th Floor: 25000/sq.ft (depending on the floor)	Jun-2009
				3	1900		
		4	2900				
		Godrej Woodsman Estate	Bangalore	2	1368-1478		
3	Gorwani Builders	Platinum	Bandra	3	2300	18000-19000/sq.ft.	Mar-2010
		Jade Garden	Kala Nagar	NA	NA	NA	NA
4	Happy Home	Grand Panorama	Matunga	NA	NA	NA	NA
5	Happy Home	Harmony	Thane	2	980	3160/sq.ft	Oct-2009
6	HIRCO	Palace Gardens	Panvel	2	NA	3600 + Floor Rise: 20/ sq.ft.	2011
				3	NA		
7	K Raheja Corp	Silver Arch	Andheri (E)	2	1200-1500	8000-9000 + Floor Rise: 50/ sq.ft.	Jun-2009
				3	NA		
		2.5	NA				
		Raheja Vistas	Powai	3	1350-1815		
8	Kalpataru Habitat Group	Kalpataru Estates	JVLR	4	1100-1200	8650 + Floor Rise: 35/ sq.ft.	Ready
				2	1550		
		Kalpataru Towers	Kandivali	2.5	1255	6800 + Floor Rise: 30/sq.ft	Dec-2009
				3	1550		
		Kalpataru Gardens	Kandivali	2.5-3	1235-1255	6800 + Floor Rise: 30/sq.ft	Dec-2009
9	Kasturi	Voyage	Pune	2	800	NA	NA
				3	1150		
				4	1650		
		Lok Surabhi	Kalyan (W)	NA	NA	NA	NA
		Lok Prabhat	Virar (W)	1 RK	380	NA	NA
10	Lok Group	Lok Everest	Mulund (W)	1	450	6500/ sq.ft.	NA
				2	650		
		2	1030				
		Lok Raunak	Andheri (E)	2.5	1185	6600 + Floor Rise: 50/ sq.ft.	Dec-2010
		3	1390-1425				
		2	1200				
		Lok Nirman	Khar (W)	3	1770	15000-18000/sq.ft.	NA
4	2405						
11	Mantri Group	Mantri Park	Goregaon	1	728	5550 -5900 + Floor Rise: 20/sq.ft.	Ready
				2	970		
13	Nyati Group	Nyati Ambience	Pune	2, 3	NA	NA	NA
		Nyati Exotica	Pune	3	NA	NA	NA
		Orbit Eterna	Lower Parel	2, 3	NA	20000 + Floor Rise: 100/ sq.ft.	Oct-2009
14	Orbit	Orbit Grand	Lower Parel	2, 3	NA	17000 + Floor Rise: 100/ sq.ft.	Oct-2010
		Orbit Haven	Napeansea Road	Sky Villas	NA	50000 + Floor Rise: 500/ sq.ft.	Oct-2010
		Orbit Arya	Napeansea Road	NA	NA	50000 + Floor Rise: 500/ sq.ft.	Dec-2009
15	OSB Group	Amchee Mumbai	Neral	Plots	200-1500 sq.yard	1951/ sq.yard	Ready
16	PRADICON	Bay Vista	Alibaug	Studio Appt	488-956	14 lakhs (unit price)	Ready
17	Pratik Builders & Estate Developers Pvt. Ltd.	Orange City	Kasara	2	1300	25 lakhs (unit price)	Ready
		Rizvi	Specific Heights	Bandra	3	1450	27 lakhs (unit price)
18	Rizvi	Spophia Heights	Mahim	4	2800	2800/ sq.ft.	Jun-2009
19	Royal Palms	Sagar Properties	Water's Edge	Pune	3 & 4	2203-4393	NA
20	Sai Venkata Constructions	Madhuban	Talegaon-Dabhade	Bungalow	NA	45 lakhs (unit price)	Mar-2009
21	Shamik's	Waterfall	Lonavla	Row House	NA	22 lakhs (unit price)	Mar-2009
				3	1700	49 lakhs (unit price)	
22	Shikara Constructions Pvt. Ltd.	Shikara Estates	Panvel	1	NA	12 lakh (unit price)	NA
				2	NA	15 lakh (unit price)	NA
23	Shikara Constructions Pvt. Ltd	Sai Paradise	Navi Mumbai	3	NA	25 lakh (unit price)	NA
				NA	NA	NA	NA
24	Shivoyog's Constructions	Shubharambh	Nasik	2	1498	30.76 lakhs (unit price)	2011
				3	1666	33.78 lakhs (unit price)	2011
25	Sumer Trinity	Towers	Prabhadevi	3	2054	27500 + Floor Rise: 100/ sq.ft.	2010
				4	2650		
26	Sumer Group	Burhani Park	Mazgaon	2	1305-1314	15500 + Floor Rise: 50/ sq.ft.	2012
				3	1898		

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