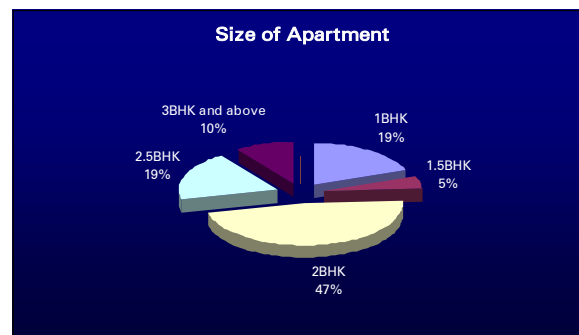
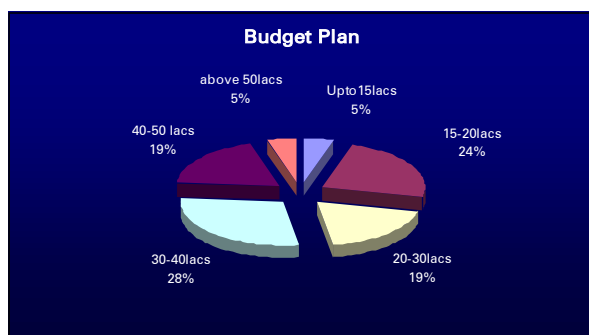


**ET Realty Property Exhibition**  
**Venue: Thane**  
**Period: 9 January, 2009 - 11 January, 2009**

We visited the ET Realty Property exhibition held at Tip Top Plaza, Thane from January 9 to January 11, 2009.

The exhibition held at Thane received a lukewarm response. Most of the attendees had come to check the extent of the property price correction rather than the intension to actually enter into a property transaction. The majority of the visitors we spoke to found the price points unaffordable and expected the rates to correct further. Our observations based on the responses received from visitors are as below-

- **Location:** Out of the total projects exhibited, almost half of the projects were in Thane and about 45% from Navi Mumbai region, a few from Virar and Kalyan.
- **Age Profile:** Out of the visitors that we interviewed, around 65% were under 35 years of age bracket which only re-confirms the fact that over the years the average age of home buyers has been on a decline.
- **Occupation:** Almost 70% 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 15% of them constituting demand for a second home.
- **Stage of Construction:** Over 70% of the respondents preferred a ready possession property and property nearing completion over under construction properties – a fact which clearly indicates the buyer sentiment today considering the overall liquidity scenario.
- **Size of Apartments & Budget:** Out of the responses we gathered, around only 5% of them had budget above Rs. 50 lacs. Around 71% of them preferred apartment size upto 2 BHK.



- **Source of Funds:** Over 90% of the respondents had stated that they would opt for loan from financial institution with a majority of them indicating the LTV range from 70%-85%

Details of almost all of the projects on display have been tabulated as below:-

Sr	Developer	Project Name	Location	Type (BHK)	Price (Rs. per Sq Ft)	Completion Date
1	Akruti City	Akruti Greenwoods	Thane	1,2	3850	Dec-10
2	Akruti City	Akruti Greenwoods	Thane	1,2	3700-3850	Dec-10
3	Dynamix Group	Parkwoods	Thane	1,2,3	3500	Jun-11
4	Godrej Properties	Godrej Pine	Thane	3	4750	Nov-09
5	Godrej Properties	Godrej Riverside	Kalyan	2	2500	Jun-10
6	Greenlands Realty Pvt Ltd	Eden Gardens	Kasara	Plots	225	NA
7	Harmony Lifestyles Group	Harmony Horizons	Thane	2	3160	Sep-09
8	Hiranandani	Elysium	Thane	2,3	5100	Dec-11
9	Hiranandani	Hiranandani Estate	Thane	2,3,4	6100	NA
10	Marvels Group	Siddhivinayak	New Panvel	2,3	2500	NA
11	Marvels Group	Heramba	Navi Mumbai	1,2	2500	Ready
12	Marvels Group	Amit	Navi Mumbai	2,3	2500	Ready
13	Marvels Group	Tarun	Navi Mumbai	1,2	2500	Aug-09
14	Marvels Group	Bhupati	Navi Mumbai	1,2	2500	Sep-09
15	Marvels Group	Durja	Navi Mumbai	1	2500	Dec-10
16	Millennium Associates	Millennium Avinash	Airoli, Navi Mumbai	2,3	3751	Oct-10
17	Millennium Enterprises	Millennium Grand	Khargarh	1,2,3	3551	Jun-09
18	Nanak Properties	Amarja Estate	Lonawala	Plots	154	NA
19	Prithvi Realities	Laxcon Tower	Nerul	2,3	5500	Apr-09
20	Rustomjee	Acura	Thane	2	3300	May-11
21	Rustomjee	Athena	Thane	2	5000	Jun-10
22	Rustomjee Estates	Evershine Global City	Virar	1,2,3,4	2200	Apr-10
23	Shikara Constructions Pvt Ltd	Sai Paradise	Navi Mumbai	3	5000	Dec-09
24	Shikara Constructions Pvt Ltd	Shikara Estates	Chiple-Panvel	1,2,3	1999	Dec-09