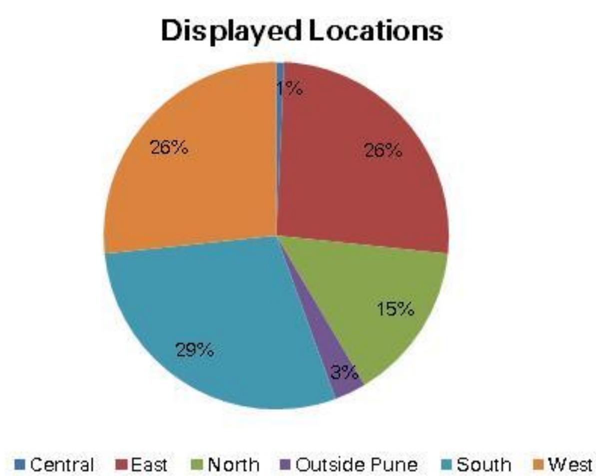
Knowledge Partner

(A division of ICICI Home Finance Company Limited)

MCCIA – CREDAI Pune Expo, 2009
Venue: College of Engineering Ground, Pune
Period: Nov 4 - Nov 8, 2009

CREDAI, Pune (Formerly known as PBAP), and MCCIA (Maratha Chamber of Commerce, Industries and Agriculture), had jointly organized a property exhibition at College of Engineering Ground, Shivaji Nagar, Pune from 4th Nov to 8th Nov, 2009.

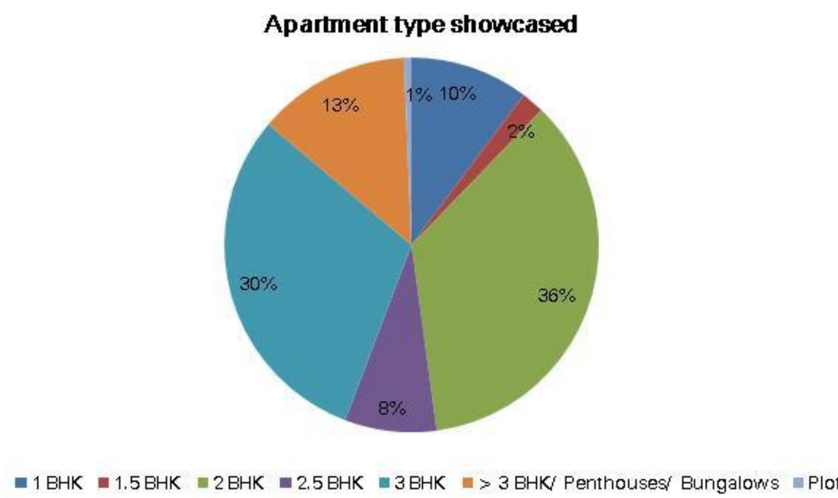
The exhibition received a decent response with around 2600+ registrations.



Out of the total projects showcased in the exhibition, more than half of the projects were from West Pune & South Pune. Another 26% projects were from East Pune. The exhibition showcased all types of properties ranging from affordable housing projects to premium projects.

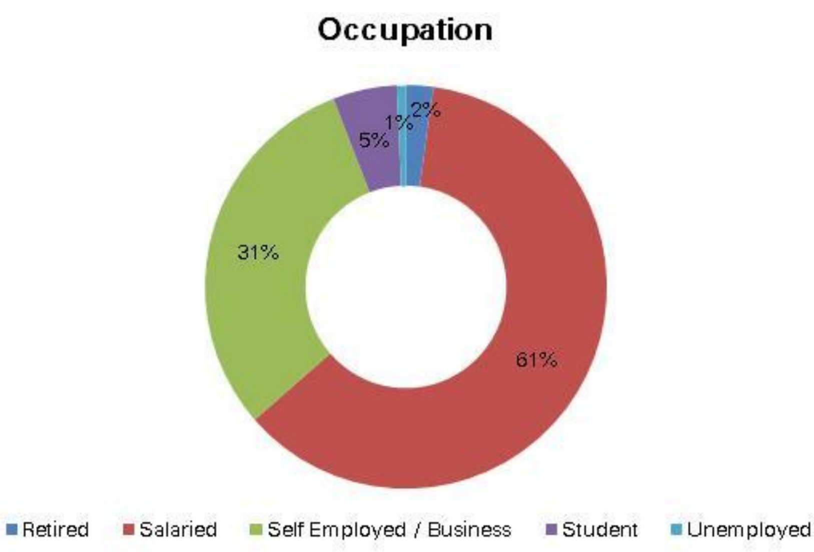
East Pune : Hadapsar, Kalyani Nagar, Kharadi, Wagholi
South Pune : Ambegaon, Dhankawadi, Dhayari, Fatima Nagar, Kondhwa, Market Yard, Sahakar Nagar, Undri,
North Pune: Bhosri, Chakan, Dhanori, Pimpri, Talegaon,
West Pune: Baner Road, Bavdhan, Hinjewadi, Pimple Saudagar, Wakad,
Central Pune: Camp
Outside Pune : Mumbai, Nashik, Bangalore, Mahabaleshwar

The trend from the previous exhibition seems to continue as most of the properties showcased were 2 BHK and above; 1 BHK constituted 10%, 2-2.5 BHK 44%, 3 BHK 30% and 13% of the showcased properties were above 3 BHK.



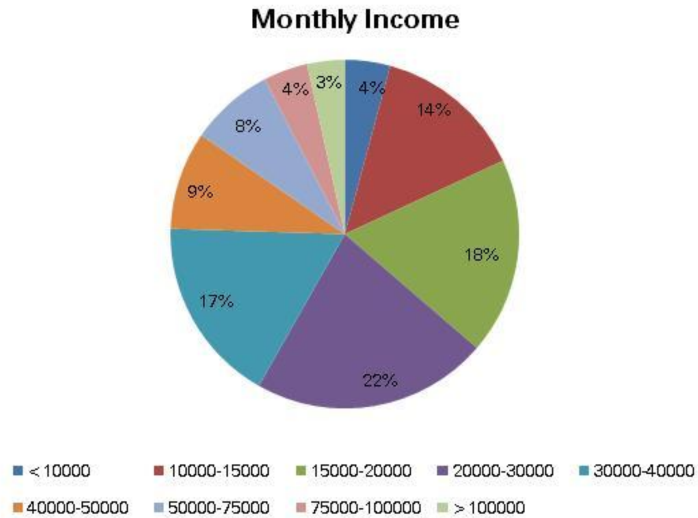
Our observations based on the responses received from visitors are as below. For the purpose of analysis and preparation of this report, the responses of over 2600 respondents has been considered, after accounting for no or incomplete and skewed responses.

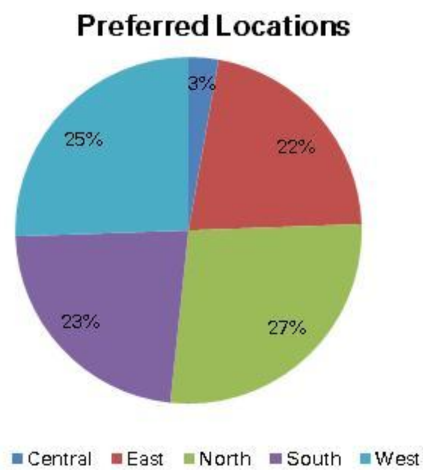
Age Profile: 29% of the respondents were in the age bracket of 18-25 and 43% in the age bracket of 26-35 which indicates that over the years the average age of home buyers has been on a decline. 17% of the respondents belonged to the age group of 36-45 years, while around 7% of the respondents reported an age group of 46-55; 3 % of the respondents were reportedly above 56 years.



The salaried class represented 61% of the total visitors; another 31% were self employed.

58% of the respondents reported an income of up to Rs. 30,000 which can be considered as the Lower Income Group or the LIG segment. 26% of the respondents reported it in the income bracket of Rs.30,000 – Rs.50,000 which can be classified as the Middle Income Group (MIG). The rest 15%, with an income of above Rs.50,000 belong to the Higher Income Group (HIG).





Pune seems to have almost equal preference for all the four zones across the city. The same is evident from the fact that preference for each zone is greater than 20% except Central area.

East Pune : Hadapsar, Kalyani Nagar, Kharadi, Wagholi
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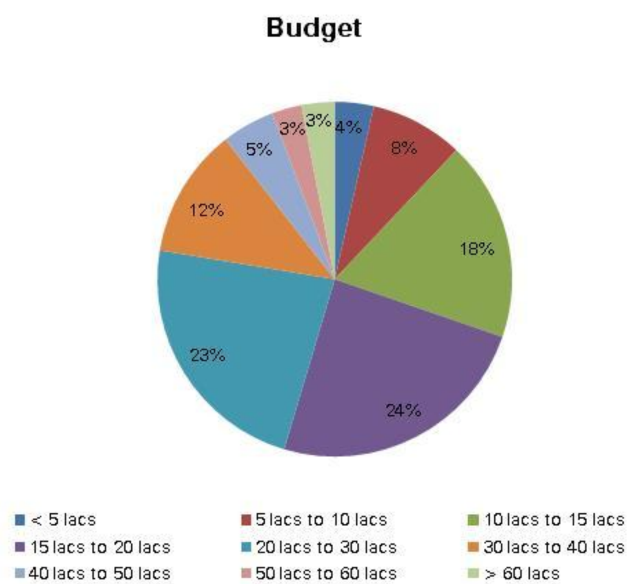
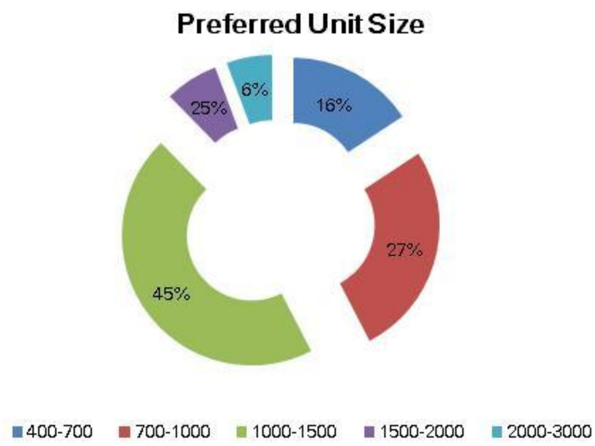
North Pune: Bhosri, Chakan, Dhanori, Pimpri, Talegaon,
West Pune: Baner Road, Bavdhan, Hinjewadi, Pimple Saudagar, Wakad,
Central Pune: Camp

Out of the total respondents, over 30% are seeking homes in the range of Rs. 5-15 lacs; another 24% had a budget in the range of Rs.15 – 20 lacs. 23% of the respondents have reported a budget of 20-30 lacs. Only 6% of the respondents had a budget over 50 lacs.

From the chart it is evident that Properties costing up to 30 lacs are well in demand in Pune city.

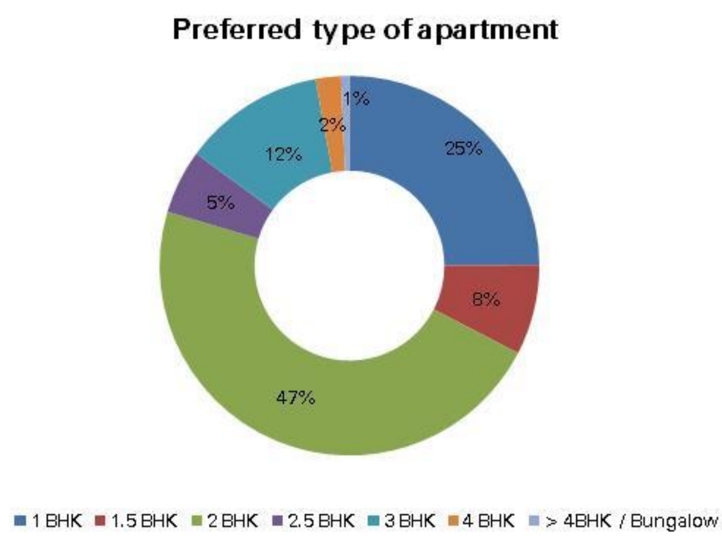


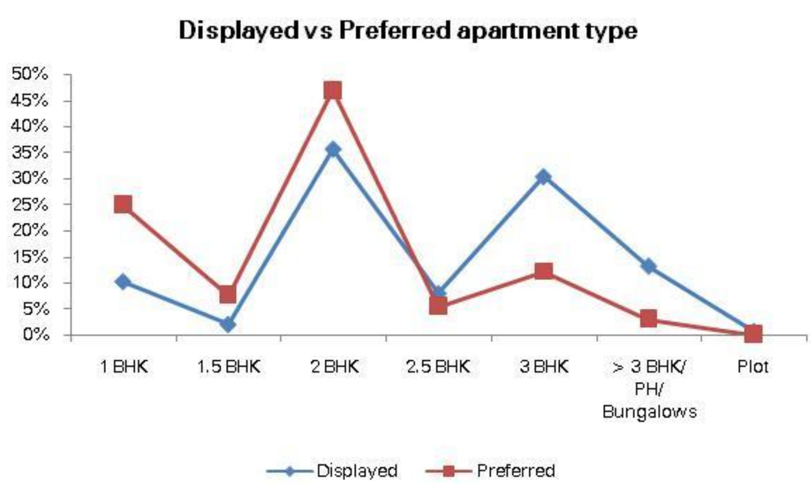


Preferred Unit Size and Apartment Type :

16% of the respondents were willing to go for a house property admeasuring 400-700 sq. ft. 45% of the customers were willing to go for house property admeasuring between 1000-1500 sq. ft.

Pune has primarily been a 2 BHK market. The same is evident from the fact that 47% of the respondents were willing to buy a 2 BHK. Demand for 1-1.5 BHK has also been increasing with 33% of the respondents willing to purchase 1-1.5 BHK. 20% of the customers were willing to purchase 2.5 BHK above.

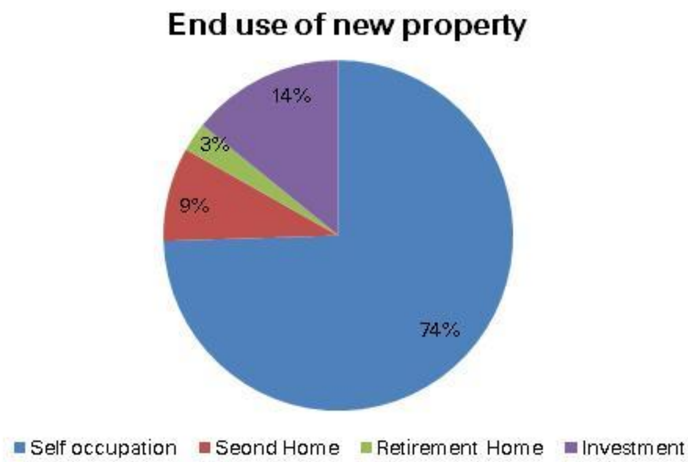


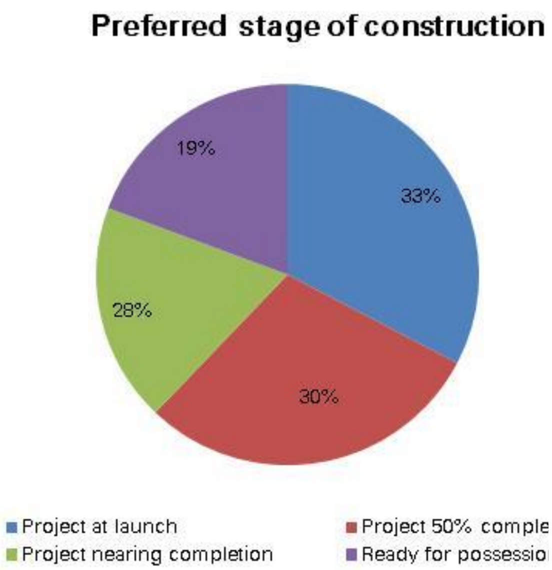


The graph clearly brings out that demand for 1 BHK is higher than the available supply and upcoming supply for 3 BHK is more than the potential demand.

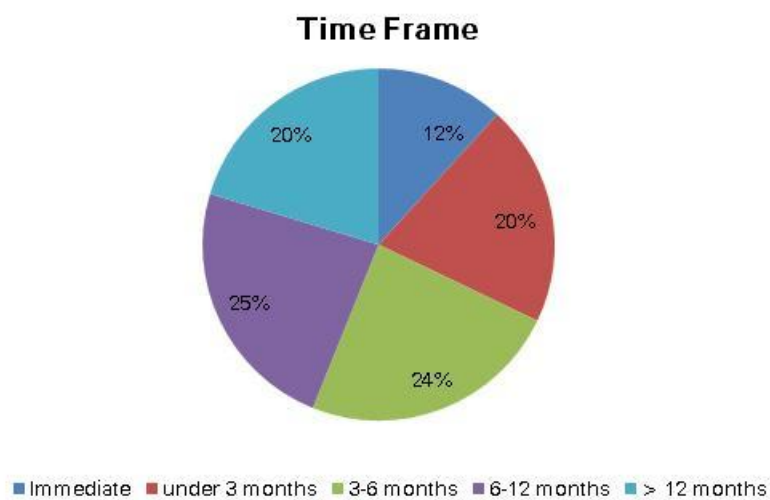
Source of Funds: Majority of the respondents (81%) have stated that they would opt for a loan to procure the new property. Out of the total respondents, 42% indicated LTV ratio of more than 80% while 52% of the respondents were willing to opt for LTV below 75%.

74% of the visitors intended to purchase the new property for self-occupation purposes and 14% of the respondents were looking for house property as an investment. This clearly suggests that the market is still end user driven and investors have started stepping in the market.

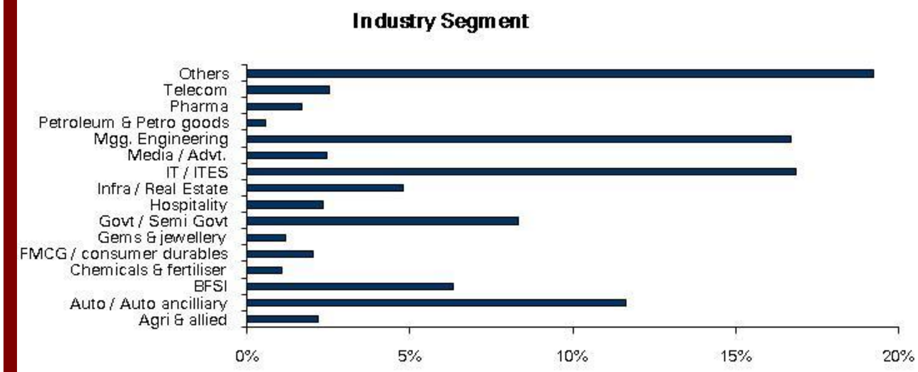




33% of the visitors were willing to purchase the property at launch stage possibly indicating the positive sentiments in Pune Market. 47% of the respondents were willing to invest in nearing completion-ready possession properties.



While 12% of the home seekers had an immediate requirement for a home, another 44% were keen to buy the new property within the next 6 months, which only indicates the inherent demand for housing.



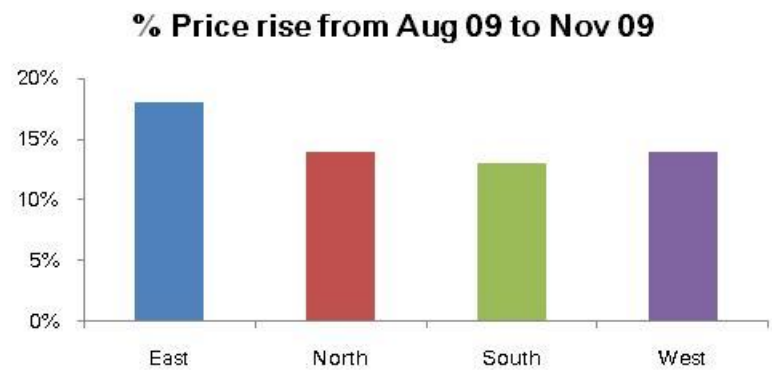
It was observed that the most of the home seeker footfalls were of those associated with the IT/ITES (17%) and Manufacturing / Engineering Sectors (17%) followed by Auto & auto ancillaries (12%).

The biggest constituents of the 'Others' segment, were the self employed home seekers.

Our Viewpoint :

Decent footfall at the exhibition is indicative of the fact that there is demand in the market awaiting right product offering. Owing to positive market sentiments, the residential property prices have again started moving northwards.

If we compare the property prices of the same projects exhibited in the current exhibition with those in August 2009 (CREDAI expo), the price escalation is clearly visible, as is reflected in the adjacent chart.



The empirical data gathered from exhibition shows that 25% of the respondents prefer a 1BHK apartment, whereas the supply is more of 3BHK and above apartment; 1BHK properties being showcased only in 10% of the projects. So there seems to be a huge potential for 1BHK properties.

Fairly high percentage of respondents (33%) were ready to invest in a property at launch stage indicating a renewed interest of the consumers in the residential market.

Affordability :

Income Class (based on monthly income)		LIG	MIG	HIG
Preferred Apartment Size	A	750	1000	1300
Preferred Budget	B	14.19	23.00	41.50
Average Price of Properties exhibited (per sq ft)	C	2160	2700	3400
Capital Value of Property (Rs. in lakhs)	D	16.20	27.00	44.20
Stretch (Rs. in lakhs)	D-B	2.01	4.00	2.70

* Assuming 40% of the gross income goes towards paying the EMI over a 20 yr loan tenor and assuming 15% is the home seeker's own equity

As is evident from the above chart, stretch is minimal for LIG and HIG segments; however the same is a bit higher for MIG segment. The property prices need to sustain from hereon, at least in a short to medium term, which is necessary to re-build the much desired stability in the market.

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

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
1	Achalare Associates	Sai Residency	Baner	2 / 3	3200	Ready
		Vedant	Kothrud	1 / 2	N. A.	N. A.
2	Aditya Builders	Garden city	Warje	2 / 3	3200	Ready
		Breeze Park	Baner - Balewadi	3	3500	Ready
		Comfort Zone	Baner - Balewadi	2 / 3	3500	Dec 09
		Lushwood	Talegaon	Plot	N. A.	N. A.
3	Amit Enterprises	Treasure Park	Pune Satara Road	2 / 3	6000	Ready
		9 Green Park	Pune Satara Road	2 / 3	5500	Ready
		Bloomfield	Ambegaon	2 / 3	3400	March 10 & Onwards
		Emerald Park	Baner - Balewadi	3	3500	Ready
		Sapphire Park	Baner - Balewadi	2 / 3	3600	Mar 10
4	B. U. Bhandari Landmarks	Kaasp	Kalewadi	2 / 3	2800	Ready
		Unity Park	Kondhwa	1 / 2 / 3	2600	Ready
		Acolade	Kharadi	2 / 3 flats & PH	2700	Jun 10
		Chrrysalis	Kharadi	Row Houses	2500	Dec 09
		Ekta Residency	Kondhwa	1 / 2	2600	May 10
5	Belvalkar Housing	Solacia	Wagholi	2 /2.5 / Row Houses	2450-2650	Mar 10
6	City Group	Amanora Park Town	Hadapsar	2/ 2.5/ 3/ 3.5/ 4	4200	Dec 09
7	D. S. Kulkarni Developers Ltd	DSK Saptasur	Sinhagad Road	1 / 2 /3	3000-3500	Ready & Onwards
		DSK Sayantara	Sinhagad Road	Plots	1500	Ready
		DSK Garden Enclave	Kondhwa	2 / 3	3500	Ready
		DSK Sundarban	Hadapsar	1 / 2	2900-3300	Sep 09-Sep 11
		Meghmahlar	Sinhagad Road	1 / 2 / RH	3200	Ready
		DSK Vidyanagari	Baner Pashan	1 / 2	2900	Dec10
		DSk Frangipani	Camp	2 /3 /4	6500	Ready
		Madhuban	Mumabi	2 /2.5 /3	N. A.	N. A.
8	Eisha Group	Loreal's	NIBM - Kondhwa	2 / 2.5 / 3	3500	Apr 10
		Eisha Empire	Hadapsar	2 / 3	2800	Dec10
		Eisha Erica	Dhayari	2 / 2.5	2800	March11
		Foot Print	Tathawade	2 / 2.5 / 3	2600	Dec10
		Bella Vista	NIBM - Kondhwa	2 / 3	3300	Ready
		Zenith	Tathawade	2 / 3	2600	July10
9	Fortune Developers & Infrastructures	Uttam Townscapes	Vishrantwadi	2/ 2.5/ 3	3500	March11
10	Goel Ganga Developments	Ganga Melrose	Ghorpadi	2.5 / 3 / 4 / 5	4500	Mar 10
		Swastik Ganga	Ghorpadi	2 / 3	5800	Ready
		Ganga Pavillion	Ghorpadi	1 / 1.5 / 2	2800	Dec 09
		Ganga Queensgate	Ghorpadi	2	3200	Mar 11
		Ganga Orchard Ph II	Ghorpadi	2 / 3 / 4	5300	Apr 10
		Ganga Sampatti	Katraj - Kondhwa	2 / 3	3900	Ready
		Hari Ganga Ph II	Vishrantwadi	2 / 3	3500	Ready
		Ganga Constella	Hadapsar - Kharadi	1 / 2 / 3	2600	Aug 11
		Atharva Ganga	Baner - Balewadi	1 / 2	3000	Ready
		Ganga Osian Meadows	Pimpri - Chinchwad	2 / 3	2500	Ready
		Ganga Elika	Undri	2 / 3 / Row Houses	2750	Mar 11
		Hill Mist Harmony	Katraj - Kondhwa	3	3100	Ready
		Ganga Osian Park Ph II	Katraj - Kondhwa	1 / 2	2700	Ready
11	Goel Ganga Group	Amrut Ganga	Sinhagad Road	1 / 1.5 / 2	2800	Ready
		Ganga Blues	Kalewadi	1.5 / 2 / 2.5	2650-2900	Dec 10
		Ganga Ashiyana	Pimpri - Chinchwad	1 / 1.5 / 2 / 2.5	2600	Ready
		Ganga Sparsh	Undri	1 / 1.5 / 2	2750	Mar 11
		Ganga Satellite	Katraj - Kondhwa	2 / 3	4500	Ready
		Ganga Bhagyoday	Sinhagad Road	2 / 3	3500	July10
		Ganga Panama	Baner - Balewadi	2 / 3	3100	Sep 10
		Ganga Skies	Pimpri - Chinchwad	2 / 3	2700	Ready
12	Kasturi	Apostrophe	Wakad	PH	3500	Ready
13	Kolte Patil Developers Ltd	Lush County township	Wagholi	1/ 1.5/ 2/ 3/ 4/ Bungalows/ Penthouses	2700	Dec 10
		Green Grooves	Kharadi	3/ 4/ Bungalows	2500	Dec 09
		Aleria	Kharadi	2	3200	Ready
		Elburz Hills & Dales	NIBM Road	3	3500	Dec 09-Mar 10
		Rose Woods	NIBM Road	2/ 3	2800	Dec 09
		Maple Leaves	NIBM Road	Bungalows	3200	Ready

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
14	Kumar Builders	45 Nirvana Hills	Erandwane	2/ 2.5/ 3/ 4	4500	Mar13
		Kumar Kruti	Kalyaninagar	2/ 2.5/ 3	5350-5700	Mar Onwards
		Kumar Shantiniketan	Pashan	2/ 2.5/ 3	3675	Ready
		Kumar Sublime	Kondhwa	2/ 2.5/ 3	3225	Sep 10
		Kumar Aatman	Baner	2/ 3	3750	Ready
		Buena Vista	Pashan	4	4000	Ready
		Laxmi Villas	Mukundnagar	2/ 3	6000	Ready
		Sophronia	Kalyaninagar	2/ 3	5500	Ready
		Windsor Park	Mahabaleshwar	Bungalows	3000	Ready
		i Life	Bangalore	2.5 / 3	N. A.	N. A.
		Kumar Riddhi	Hadapsar	1/ 2 /2.5	2800	July10
		Kumar Siddhi	Hadapsar	1/ 2 /2.5	2800	July10
		Kumar Samruddhi	Hadapsar	1/ 2 /2.5	2800	July10
15	Kumar Properties	Palms	Kondhwa	2	3400	Jan10
		Palmgrove	Kondhwa	2 / 3	3200	Ready
		Gulmohar	Kondhwa	2 / 3	3800	Ready
		Prithvi	Market Yard - Katraj	2 / 3	3000	Ready
		Paradise	Hadapsar	3	4800	Ready
		Primrose	Kharadi	3	2700	Ready
		Periwinkle	Kharadi	2	3000	Ready
		Primavera	Ghorpadi	2	3000	Nov 10
		Princetown	Undri	2 / 3	3600-3750	Nov 09
		Picasso	Hadapsar	2 / 3 / Bungalow	3000-4500	Jan Onwards
		Karishma	Kothrud	2 / 3	7500	Jun 10
16	M/S Rahul Construction Co.	Rahul Park	Warje	2 / 3	3200	Ready
17	Magarpatta Developers	Nanded City	Sinhagad Road	1 / 2 / 3	3700	June14
18	Manav Group	Silver Park	Ambegaon	1/ 2	2500	July10
19	Mindspace Realty	Queenstown	Pimpri - Chinchwad	1 / 2 / 2.5 / 3 /3.5	3100	Dec Onwards
		Olive	Ambegaon	2 / 2.5	2700	July10
20	Mittal Brothers	Crosswinds	Baner - Balewadi	3.5 / 4.5 / 6.5	4000	Dec 11
		Life Park	Katraj - Kondhwa	2 /2.5 /3.5	3200	Mar 10
		Atria	Vishrantwadi	1 / 2	3000	Ready
		Upper Crest	Katraj - Kondhwa	3	3500	Ready
		Treedom Park	Vishrantwadi	2 /2.5 /3	2800	Ready
		Park wayz	Wakad	2 /2.5 / Studio	2700	Ready
21	Naiknavare Developers Pvt Ltd	Mystique Moods	Viman Nagar	2 / 3	3500	Ready
		Victoria Garden	Kalyani Nagar	3	5200	Ready
		Dwarka	Chakan	1 / 2 / 3 / Row House	1800	Ready & Onwards
22	Nandan Buildcon Pvt Ltd	Nandan Prospera	Baner - Balewadi	2 / 3	4200	July10
23	Nisarg Developers	Venkatesh Serenity	Dhayari	2 / 3	2800	Ready
24	Om Developers	The Islands	Wakad	2 / 3	2900-3000	Dec 09
		Angel Heights	Talegaon	1 / 2 / 3 / Bungalows	1800	Apr 10
		Vista Residency	Baner	2 / 3	2850	Oct 09
25	Pride Housing & Constructions Pvt Ltd	Pride Platinum	Baner	2/ 3	3000	Jun 11
26	Puraniks	Aldea Ispanola	Baner	2 / 3 / Row Houses	2950	Mar11
27	Rama Group	Swiss County	Thergaon	2/ 3	2500	Mar 10
		Costa Rica	Wakad	2/ 3	2300	Mar 11
		Silver Mist	Pimple Saudagar	2/ 3	2550	Oct10
		Capriccio	Wakad	2/ 3/ Penthouses	2900	Ready
		Swiss County	Thergaon	2/ 3	2800	Ready
28	Raviraj Grroup	Fortaleza	Kalyani Nagar	3	5500	Ready
		Park Island	Kalyani Nagar	2 / 3	4500	Ready
		Citadel Empress	B. T. Kawade Road	3	3800	Ready
		Siciliaa	B. T. Kawade Road	2 / 3	3650	Oct 09
		Yellow Blossoms	B. T. Kawade Road	2 / 3	3600	Ready
		Colorado	Kondhwa	1 / 2 /3	3500	Ready
		Ozone	Wagholi	Bungalows	2650	Ready
		Valenncia	Baner Pashan	1	3200	May 10
29	Runwal Housing	Seagull	Hadapsar	2 / 2.5 / 3	2800	Dec11
30	Saarrthi Group	Satin Hills	Bavdhan	Villas	3600	Mar11

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
31	Sagar Properties	Water's Edge	Kalewadi	3 / 4 condos	3300-3600	Dec 09-Mar 11
32	Sancheti Associates Pvt. Ltd.	Mount 'n' Glory	Kharadi	2 / 3	2700	Ready & Onwards
33	Shree Venkatesh Promoters & Builders	Shree Venkatesh Kshitij	Ambegaon	1/ 2/ 3	2700	Sept10
		Shree Venkatesh Vrindavan	Sinhagad Road	1/ 2	2900	July10
34	Vascon Engineers	Willows	Baner - Balewadi	3/ 4/ 5/ 6/ Penthouses	4250-4500	Dec 09-Jun 11
		Vista	Nashik	2 / 3	N. A.	N. A.
		Forest County	Kharadi	2 /3 /4	2800	Dec12
35	Wadhwani Constructions	Sai Ambience	Pimple Saudagar	2/ 4/ Row houses	3100	Jun 12
		Sai Vision	Pimple Saudagar	2/ 3	3100	July10
		Sai Nisarg Park	Pimple Saudagar	1/ 2	3000	Ready
		Shubham Heights	Pimple Saudagar	1/ 2	3100	Jun 10
		Ganeesham	Pimple Saudagar	2/ 2.5/ 3	3240	Jan 11
		Sai Vaastu Heights	Pimple Saudagar	2	2900	Ready
36	Siddhivinayak Group	Vision City	Talegaon	2/ 2.5/ 3	1700	Dec11

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