

**ET Realty Expo 2009**  
**Venue: Hotel Taj Lands End, Bandra (W), Mumbai**  
**Date: December 4 - 6, 2009**

The Economic Times in association with Times Property had recently organised 'ET Realty Expo 2009', at Hotel Taj Lands End, Bandra(W), Mumbai from December 4 - 6, 2009. Overall the exhibition received a subdued response. An entry fee of Rs. 50 was charged per visitor, which also could be one of the reasons of restrained turnout. PSG Research & Consultancy team visited the exhibition and has following comments to offer.

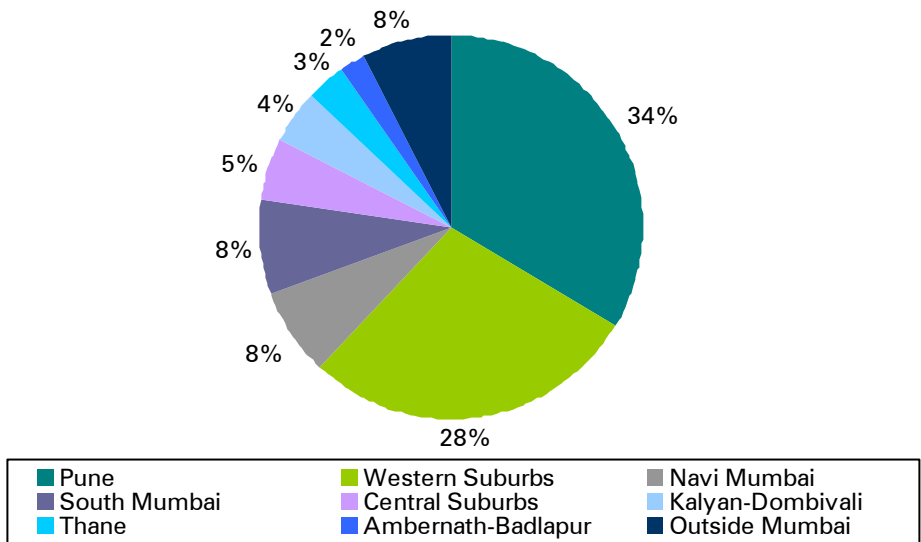
**Location:** 34% of the properties exhibited were located in Pune followed by 28% in western suburbs of Mumbai.

Major developers from Pune such as Kumar Properties, Nyati & Marvel had showcased their properties in the expo.

Some of the leading names in Mumbai Residential Space like DB Realty, Godrej Properties, K Raheja Corp, Kalpataru, Lodha, Orbit, RNA, Vijay Associates, and others had showcased their projects in the exhibition.

Since the exhibition venue was in the western suburb, not many projects from Thane, Navi Mumbai & Central suburbs were on display.

**Displayed Location**



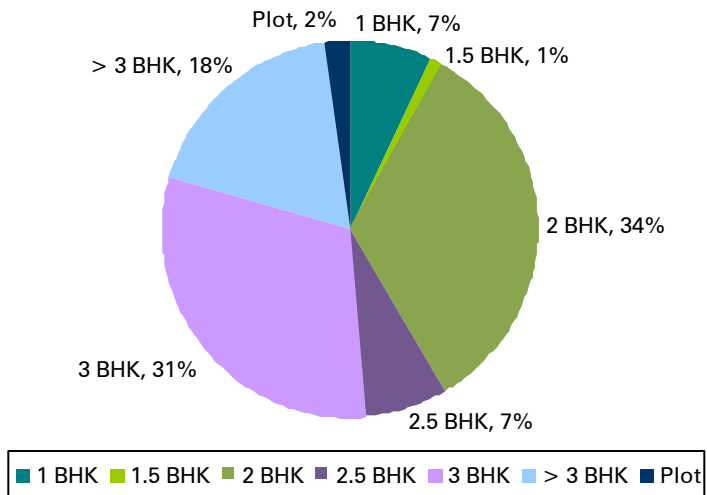
**Type of Apartments Showcased:**

2 BHK & 3 BHK configurations formed two-thirds of the properties showcased.

1 BHK constituted only 7%; whereas an equal number of properties were of 2.5 BHK.

18% of the properties had options for units larger than 3 BHK.

**Distribution of apartment type showcased**



**Amenities:** Most of the developers were providing premium amenities in their projects. Some of the prominent amenities included club house with swimming pool & gymnasium, landscaped garden & children play area, intercom & video door phones, power back ups for common areas and multipurpose hall & amphitheatre. Most of the properties showcased also included premium specifications within the apartment as well like designer modular kitchen with chimney & hub, wooden flooring for master bedroom and Wi-Fi connectivity.

**Special Offers:** Not many developers were running special schemes on their projects; though upon probing further in few projects, it appeared that the rates could be further negotiated upon a visible intent from the home buyer.

**Pricing:** The average price range of all the projects exhibited was around Rs. 6200 per sq ft. Assuming 1000 sq ft as the preferred apartment size, the average cost of apartment works out around Rs. 65 lacs including the stamping, registration charges and other incidental costs. This indicates that for a person to qualify for buying a new property, needs to have an income of over Rs. 1.12 lacs per month.

#### **Our View -**

It appears that the positioning of the exhibition was in a way attracting only the elite class. Moreover the entry fee of Rs. 50/- per visitor acted as a deterrent, especially to the prospective home buyers in the Lower Income Group and the Middle Income Group.

Even though the exhibition venue was in western suburb of Mumbai, one third of the properties displayed were from Pune. Overall, for a buyer belonging to the Lower Income Group (LIG) or Middle Income Group (MIG), there were not many options on display.

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	Ajmera	Bhakti Park	Wadala (E)	2/3	9630	Ready
		Pristine	Borivali (W)	3	6993	N.A.
		Yogi Dham - Phase III - Ivy & Iris	Kalyan (W)	1/2	2340	N.A.
		Yogi Dham - Phase III - Rosemary	Kalyan (W)	1/2	2340	N.A.
		Arihant Universal	Badlapur (W)	1/2	1875	Mar 2011
2	Arihant Universal	Arihant Aksh	Khargarh	2	3750	Jan 2010
		Arihant Anaya	Khargarh	2	3975-4300	Aug 2010
		Arihant Aradhana	Panvel	2	2300	Dec 2010
		Arihant Arham	Khargarh	2	3100	Aug 2010
		Arihant Sharan	Vashi	3.5	5500	Dec 2010
		Arihant Sparsh	Jogeshwari (E)	2/3	7000	2010
		Atul Builders	Malad (E)	2/3	7000	2010
3	Atul Builders	Blue Meadows	Malad (W)	2/3	8400	Ready
		Blue Mountains	Byculla	N.A.	22000	Dec 2012
		Blue Orbit	Prabhadevi	3/4/5	27000	Dec 2012
4	DB Realty	Orchid Heights	Dahisar	1/2	3933	Jun 2012
		Orchid Crown	Mahalaxmi	4	N.A.	N.A.
		Orchid Ozone	Goregaon	2/2.5/3/4	9333	Dec 2011
		Orchid Turf View	Kandivali	2/3	7920	Jun 2012
		Orchid Woods	Lonavala	Plots	90-160	N.A.
5	Dhanista Group	The Native	Ahmedabad	N.A.	N.A.	N.A.
6	Godrej	Garden City	Kolkata	2/2.5/3	N.A.	N.A.
		Prakriti	Kalyan	2	2600	Jun 2010
		Riverside	Bangalore	2/3	N.A.	N.A.
7	K Raheja Corp	Woodsman Estate	Hyderabad	3/4/5	N.A.	N.A.
		Quiescent Heights	Andheri (E)	2/2.5/3/4	6700	2011
		Raheja Vistas	NIBM, Pune	1/2/3	N.A.	N.A.
		Raheja Vistas	Mahalaxmi	3/4	N.A.	N.A.
		Vivarea	Ghatkopar (W)	2/2.5	7700	Mar 2011
8	Kalpataru	Kalpataru Aura	Kandivali	2	8000	Mar 2011
		Kalpataru Gardens	Panvel	2 /2.5	3177	Dec 2010
		Kalpataru Riverside	Kandivali	2/2.5	8500	Mar 2010
		Kalpataru Towers	Balewadi, Pune	2/3	3500	Dec 2010
9	Kool Homes	Kool Homes	Mohammadwadi,			
		Kool Homes	Pune	2/3	3500	Dec 2010
		Kool Homes	Bavdhan, Pune	2/3	3750	Aug 2010
		Kool Homes	Kondhwa, Pune	2/3	4200	Jun 2010
		Empress Towers	Nagpur	2/3/4	6500	Aug 2010
10	KSL Group	Gulmohar	Pune	2 /3	4000	Ready
		Palmgrove	Pune	2 /3	3100	Jun 2010
		Palms	Pune	2	3000	Feb 2010
		Papillon	Pune	2 /3	3000	Jul 2010
		Paradise	Pune	3	3300	Ready
		Park Infinia	Pune	2 /3	2250	May 2010
		Periwinkle	Pune	2	2900	Jun 2010
		Picasso	Pune	2 /3 /4	3000-4500	Dec 2009
		Primrose	Pune	3	3000	Ready
		Princetown	Pune	2 /3	3600-3750	Phasewise from Dec 09
		Prithvi	Pune	2 /3	3300	Ready

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
12	Lodha Developers	Lodha Luxuria	Thane	2 /3 /4	4995	Jun 2011
		Lodha Imperia	Bhandup (W)	2.5 /3 /4	7000	2011
		Casa Bella	Dombivali	1 /2 /3	2333	2012
13	Marvel Realtors	Casa Univis	Thane	1 /2 /3	3400	2012
		Marvel Coronet	Pune	4	15000	Oct 2011
		Marvel Enigma	Pune	2 /3 /3.5	4500	Mar 2010
		Marvel Isola	Pune	3 /3.5 /4	4500	Oct 2011
		Marvel Ritz	Pune	2 /3 /3.5 /4	4500	Jun 2010
		Marvel Styla	Pune	4 /5	5500	Jul 2011
14	Mittal Builders	Marvel Zyphyr	Pune	2 /3 /3.5 /4	4500	Oct 2011
		Mittal Enclave - Ajanta	Naigaon	1 /2	2100	Dec 2011
		Mittal Enclave - Mathura	Naigaon	1	2100	Dec 2012
		Mittal Park	Thane	NA	6000	Ready
15	Nandan	Mittal Skylark	Andheri	NA	9250	Jun 2012
		Inspira	Balewadi, Pune	2	2999	Pre-launch
16	Nyati Group	Prospera	Balewadi, Pune	2/3	4200-4500	N.A.
		Nyati Ambience	Off NIBM, Pune	2/3	N.A.	N.A.
		Nyati Environ	Vishrantwadi, Pune	2/3	N.A.	N.A.
		Nyati Esplande	Bavdhan, Pune	2/3	N.A.	Dec 2010
		Nyati Exotica	Off NIBM, Pune	3	N.A.	N.A.
		Nyati Iris	Off NIBM, Pune	2/3	N.A.	Oct 2010
		Nyati Windchimes	Off NIBM, Pune	3/4	N.A.	N.A.
17	Orbit	Orbit Grand	Lower Parel	2 /3	19000	Dec 2012
		Orbit Residency Park	Andheri (E)	1 /1.5 /2 /2.5 /3 /3.5	7300 onwards	Dec 2010
		Orbit Terraces	Lower Parel Kondhwa Annexe,	2.5 / duplexes	22000	Dec 2012
18	PRA Realty	Lake District	Pune	1.5/2/2.5/3	N.A.	N.A.
19	Pranjee Group	Garden City	Badlapur (E)	1/2	1894	N.A.
20	RNA Corp	RNA Elegance	Chembur (E)	4	N.A.	Jan 2011
		RNA Grande	Kandivali (W)	3	7300	Dec 2012
		RNA Palazzo	Kandivali (W)	2	6250-6750	Jan 2012
		RNA Imperial	Kandivali (W)	3	6500-7000	Dec 2012
		Crystal Isle II Apartment	Goregaon	2 / 3	4499 - 5049	N.A.
21	Royal Palms	Diamond Isle Apartmen	Goregaon	1 /2 /3 / Condos	4499 - 5449	N.A.
		Royal Palms	Goregaon	Plot	Rs. 99 lac onwards	Ready
		Ruby Isle Apartments	Goregaon	1 /2 /3 / Condos	4499 - 5259	N.A.
22	Srishti	Srishti Residential town	Mira Road	N.A.	3348	Dec 2010
23	Vijay Associates (Wadhwa) Developers	Anmol Prestige	Goregaon	2 /2.5 /3 /4	10000	Dec 2010
		Anmol Pride	Goregaon	2 /3 /4	N.A.	May 2010
		Imperial Heights	Oshiwara	2 /3 /4	10750	Apr 2011
		Palm Beach Residency	Navi Mumbai	2 /2.5 /3 /4	6250-8000	Oct 2011
		Solitaire	Powai	3 /4	15000	Mar 2010
24	VMC Developers	Viceroy Park	Dahisar	2.5 /3	6350	Dec 2010
		N.A.	Shahapur	N.A. Plots	250	N.A.
25	Woodland Heights	GHP Group	Powai	4	N.A.	N.A.

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