

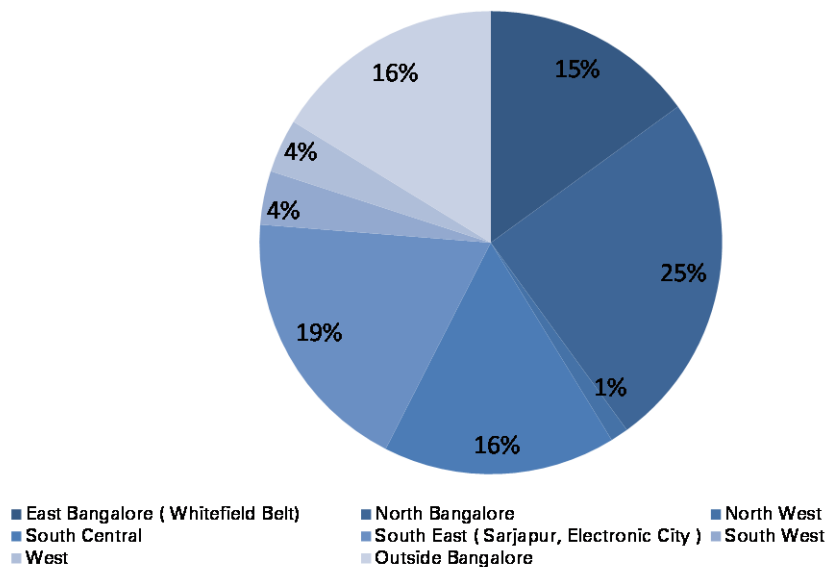
Times Property Expo 2009
Venue: Kanteerva Indoor Stadium, Bangalore
Period: July 17 - 19, 2009

Times Property Expo 2009 was recently held at Kanteerva Indoor Stadium, Bangalore from July 17- July 19, 2009.

The exhibition received a good response with around 6,000 registrations. PSG Research & Consultancy team visited the exhibition and has the following views to share.

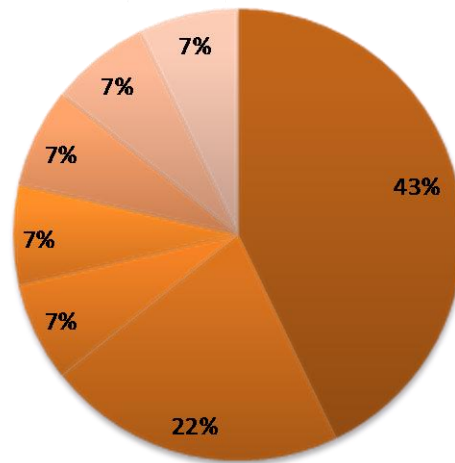
- **Projects showcased:** The exhibition showcased the projects of close to 25 developers from various segments. Premium residential projects, villas, plots and budget housing were alike exhibited in the event.

Distribution of Projects Exhibited



It was observed that the projects were distributed along the IT belt in the South/East sectors and also along the New International Airport, in North Bangalore. The projects along the South/East Bangalore were largely 2-3 BHK apartments to cater to the salaried class. North Bangalore had a mix of premium villa projects and plotted developments. There were also projects from Tier II cities such as Mysore and Mangalore exhibited as a potential investment destination.

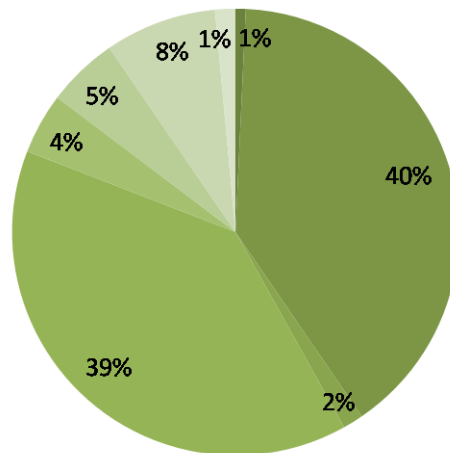
Distribution of Projects outside Bangalore



■ Kochi/Thiruvananthapuram ■ Mysore ■ Chennai ■ Mangalore ■ Hyderabad ■ Anantpur ■ Goa

- **Major players absent:** Prominent developers such as Sobha Developers, Purvanakara, Prestige, Brigade, Salarpuria, Confident, to name a few, were conspicuous by their absence.
- **Apartment type:** 2/3 BHK apartment types still remain the favorites amongst the developers as is evident from the projects on display. The event largely projected 2/3 BHK projects scattered across the city with 'Catchy Price Tags'.

Distribution of Apartment Type



■ 1 BHK ■ 2 BHK ■ 2+ Study ■ 3 BHK ■ 4 BHK ■ Plots ■ Villas ■ Row Houses

The 2 BHK and 3 BHK apartments were largely exhibited in the event. These projects were scattered across locations with varying price ranges by different developers. Plotted developments at locations such as Doddaballapura Road and Mysore were exhibited in order to tap into the middle-class investor. The smaller size format of 1 BHK

apartments has very few takers. The supply present in the event is also an indicator of the same.

- **Product Mix:** Plotted developments located at strategic locations along the outskirts of the city seem to be the flavour of the season, with various developers projecting these projects as an ideal investment option.

In the premium segment, the high-end villas seem to be concentrated along North Bangalore, towards the New International Airport. The response to the projects exhibited however, needs to be gauged.

Another observation was the availability of 'Ready to Occupy' and 'Possession in 3-4 Months' projects, indicative of the unabsorbed supply in the market.

- Average prices of exhibited properties** is tabulated as below –

Location	Price per sft (INR)
North Bangalore	2800-3000
South Central	3500-4000
South-East Bangalore	2400-2800
South –West Bangalore	2500-2700
East Bangalore (Whitefield Belt)	2400-2900
West Bangalore (Mysore Road)	2000-2300
Doddaballapura Road	1550-1650

** The property prices indicated are solely based on properties exhibited and does not necessarily reflects the generalized market scenario. Property prices may vary based on location, amenities and the developer

Our Viewpoint

- The exhibition certainly drew a good response with considerable registrations observed on all three days. However the time spent by the prospective buyers at the stalls was limited indicating a 'Wait and Watch' approach.
- The current market scenario seems to create an interest amongst the consumer. However the true potential and investment proposition of the end-user remains untapped. The market is witnessing a gradual but steadily improving trend. The coming months would decide the pace of growth of residential property market.

Details of majority of the projects on display have been tabulated below:

Developer	Project Name	Location	Type- BHK	Rate/sft	Completion
1 Acron	Acron	Goa	Apart/Villas	30 Lac Onwards	Completed
2 Ajmera Housing	Ajmera Infinity	Electronic City	2/3 BHK	2415	Dec-10
	Ajmera Arista	HRBR Layout , Kalyan Nagar	3/4 BHK	4500	Completed
3 Best Constructions	Central Park	Doddaballapur Road	1/2/3 BHK	~1550-1650	Dec-10
	Best City	Doddaballapur Road	Villas/ Plots	19.75 Lacs	Dec-10
	Dassara City	Mysore	Plots	550-600	N/A
4 Century Real Estate	Century Celeste	Jakkur , Off Bellary Road	2/3 BHK	2900	Nov-10
5 DS-Max Properties	R.T Nagar	Near Puspanjali Theater	2/3 BHK	25.98-32.98 lacs	N/A
	Kalyan Ngr	ORR, Babusapalya	2/3 BHK	19.98-24.98 lacs	N/A
	Electronic City	Electronic City , Hosur Road	3 BHK	22.98 lacs	N/A
	Banashankari	Near Big Bazaar , Banashankari	2/3 BHK	42.98-46.98 lacs	N/A
	Whitefield	Whitefield Main Road	2/3 BHK	19.98-24.98 lacs	N/A
	Bannerghata	Bannerghata Main Road	2/3 BHK	19.98-21.98 lacs	N/A
	JP Nagar	5th Phase , JP Nagar	3 BHK	31.98 lacs	N/A
	Old Airport Road	Near Brand Factory , Marathalli	2/3 BHK	25.98-35.98 Lacs	N/A
	Kumaraswamy Layout	Kumaraswamy Layout	2/3 BHK	22.98-36.98 Lacs	Completed
	Jalahalli Circle	Jalahalli Circle	2/3 BHK	14.98-19.98 Lacs	N/A
	Bannerghata-HSBC	Bannerghata Road	2/3 BHK	31.98-34.98 Lacs	N/A
	Hebbal	Coffee Board Layout ,	2/3 BHK	22.98-27.98 Lacs	N/A
	BTM Layout	BTM Layout , 2nd Stage	2 BHK	29.98 Lacs	Completed
	Rajarajeshwari Nagar	BEML Layout ,Rajarajeshwari Ngr	2/3 BHK	22.98-31.98 Lacs	Completed
	N.R.Colony	Near Gandhi Bazaar , N.R.Colony	2 BHK	39.98 lacs	Completed
	Padmanabha Nagar	Near Padmanabha Nagar	2/3 BHK	23.98-24.98 Lacs	Completed
	Sahakaranagar	Sahakar Nagar	2/3 BHK	26.98-43.98 Lacs	Completed
	Bangalore University	Close to Bangalore University	2/3 BHK	16.98-21.98 Lacs	Completed
	Chandra Layout	Chandra Layout , Vijaynagar	2/3 BHK	23.98-40.98 Lacs	N/A
	Giri Nagar	Near Avalahalli , Giri Nagar	2/3 BHK	25.98-28.98 Lacs	N/A
K.R Puram	K.R Puram	1/2 BHK	11.98-20.98 Lacs	N/A	
Banaswadi	Banaswadi	2/3 BHK	31.98 - 48.98 Lacs	Completed	
Mysore	Hinkal Signal Ring Road , Mysore	2/3 BHK	22.98-24.98 Lacs	Completed	
Anantpur	Ananthapur , Andhra Pradesh	2 BHK	14.98 Lacs	N/A	
Hoskote Town	Hoskote Town	2 BHK , Plots	17.98Lacs/600 psft	N/A	
BEL Circle	Hebbal Flyover , Near BEL Circle	Plots	1549	Ready for Regn	
6 DSR Constructions	DSR Elite	Mahadevapura , Whitefield	Row Houses	3425	N/A
	DSR Green Vista	Near ITPL , Whitefield	2/3 BHK	2350	N/A
7 Edifice Builders	Almond Tree	Yelahanka	Row House/ Villa	2990	Jul-10
	Grand Edifice	Near Whitefield	2/3 BHK	1795	Completed
8 Epitome Builders	Epitome Crowne	Bannerghata Road	2/3 BHK	3100 onwards	Nov-09

Developer	Project Name	Location	Type- BHK	Rate/sft	Completion
9 Hiranandani Upscale	The Villas-Phase 1	Devanahalli Bangalore	Villas	2 Crore Onwards	N/A
10 JR Housing	JR Meadows	Off Bangalore- Hosur Road	Plots/Villas	950/2050	N/A
	JR Valley	Hoskote, Off NH 207	Plots	950	N/A
	JR Gardens	Anekal Main Road	Plots	950	N/A
11 Kristal Group	Kristal Coral	Sarjapura Road	Villas	2400	N/A
	Kristal Aquamarine	Hosur Road	Villas	N/A	N/A
	Kristal Citrine	Near ITPL , Whitefield	2/3 BHK	N/A	Completed
	Kristal Jasper	Sarjapura Road	Villas	63 Lacs Onwards	N/A
	Kristal Quartz -1	Sarjapura Road	2/3 BHK	37.18 Lacs Onwards	N/A
	Kristal Dolomite	Kanakpura Main Road	2/3 BHK	29.69 lacs Onwards	N/A
	Kristal Beryl	Off Bannerghatta Road	2/3 BHK	32.96 Lacs Onwards	N/A
12 Mantri	Mantri Espana	ORR- Sarjapur Road	2/3/4 BHK	4790	2011
	Mantri Astra	Hennur Main Road	2/3 BHK	2890	N/A
	OMR Road	OMR Road , Padur , Chennai	2/3 BHK	28 Lacs onwards	Dec-09
	Mantri-Hyderabad	Wipro Junction , Gachibowli	2/3 BHK	26.09 Lacs onwards	N/A
13 Purple Estates	Purple Gardens	Jakkur	2/3 BHK	2000 onwards	N/A
14 QVC Realty Co	QVC Hills	Near Nandi Hills ,Nr to Intl Airport	Villas	72 lacs Onwards	2011
15 Shriram Properties	Shriram Sahana	Doddaballapur Road	2/2+Study/ 3BHK	2550	N/A
	Shriram Symphonye	Off Kanakapura Road	2/2+Study/3BHK	2475	Mar-10
	Shriram Aditya	Ittamadu , Banashankari	2/3 BHK	2650	Apr-10
16 SJR Group	SJR Luxuria	Off Bannerghatta Road	2/3/4 BHK	52.23 Lacs onwards	Dec-10
	SJR Equinox	Electronic City Phase-1	2/3/4 BHK	43.39 Lacs onwards	Nov-09
	SJR Park Vista	Off Sarjapur Road	2/3/4 BHK	94.37 lacs onwards	Completed
17 Skyline Constructions	Fountain Head	Horamavu	2/3 BHK	3500	N/A
	RK Atlantis	Old Madras Road	2/3 BHK	4000	N/A
	Ambrosia	Banashankari	2/3 BHK	3100	N/A
	Beverly Park	Amruthahalli , Near Hebbal	2/3 BHK	4250	N/A
	Waterfront	Allalassandra , Near New Intl Airport	2/3 BHK	N/A	N/A
	Blueberry Hills 2	Off Airport Road , Mangalore	2/3 BHK	2700	N/A
18 SN Builders	Raj Lakeview	BTM Layout	2/3/4 BHK	3900	Dec-09
19 SPL Housing	Scintilla	Yelahanka New Town	2/3 BHK	2700	Sep-09
	Samethana	Chikka Tirupathi Route,	2/3 BHK	2000	Dec-10
20 SRK Group	SRK Silicana	Electronic City	2/3 BHK	2450	N/A
21 Uma Maheshwari	Uma Sree	Near Silk Board , Hosur Main Rd	2/3 BHK	2800	N/A
22 Vaswani Group	Bella Vista	Off Brookefields Road , Whitefield	Villas	4000/sft	Dec-09
	Whispring Palms	Off Sarjapur Road	Villas	5500	Dec-09

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