



**Residential Overview**

**Residential Roundup**

**Key Residential Project Launches**

**Overview**

- In August, there were no major policy announcements from the Reserve Bank of India on interest rates, but markets continued to expect a marginal reduction in rates in order to infuse liquidity.
- WPI inflation came in at 6.87% YoY in July 2012, sharply lower than the previous month's 7.25% YoY. While this number looked stable, the policy paralysis continued unabated, with hardly any new announcements by the government to push growth.
- The global economic environment continues to be a cause of concern and all real estate stakeholders have been seen practising caution with regard to expansion and investment plans.

**Residential Overview**

- The residential real estate markets of Mumbai witnessed transaction activities across Goregaon, Kandivali, Mira Road and beyond, Thane and Vashi. Prices continued their marginal upward appreciation across locations, on the back of continued demand and hardly any fresh supply.
- NCR markets saw activity in the Gurgaon markets with a few project launches. The Dwarka Expressway belt and the markets adjoining Manesar witnessed marginal upward appreciation in prices while, Golf Course Road continued to look stable.
- Bangalore markets continued to witness new launches in the premium segment and the affordable and mid-segment properties saw a marginal appreciation in prices. In Chennai, OMR witnessed good traction.
- In Pune markets, Hadapsar, Kharadi and Hinjewadi saw transaction activity due to continued demand from IT professionals.

**Residential Roundup**

City	TOP 7 CITIES : RESIDENTIAL KEY TRENDS
<b>Mumbai</b>	<p>Mumbai markets continued to witness good transaction activity across Goregaon, Kandivali, Mira Road and at Thane and Vashi despite the upward momentum in prices. Most developers are now submitting their plans according to the new DCR rules. According to the new DCR, the developers are required to pay a premium for availing higher FSI.</p> <p>It is likely that with the Versova - Ghatkopar metro corridor becoming operational by the end of the last quarter, not only will capital values of the central suburbs move upwards but the same will be witnessed in the western suburbs as well. Rentals also witnessed a sharp hike in the western suburbs, due to the proximity to commercial offices and good connectivity. No new launches were witnessed in Navi Mumbai.</p>
<b>Delhi NCR</b>	<p>Gurgaon markets have witnessed a few project launches and some pre-launches in the month of August 2012. Developers like Godrej, Adani, Tata Housing and Paras are anticipated to launch their projects in the next 2-3 months. The markets witnessed marginally heightened transaction activity vis-a-vis the previous month. Maximum transaction activity was seen along the Dwarka Expressway belt followed by the Manesar adjoining sectors of Gurgaon, primarily on account of comparative affordability.</p> <p>Increased activity was also marked along the Gurgaon – Faridabad Road, where developers have launched/pre-launched their premium projects. The micro-markets of Dwarka Expressway, Manesar adjoining sectors witnessed a marginal uptrend in capital values. The rates have been more or less stable along the Golf Course Road during August, as they have already reached high levels. Supply too is shrinking, with investors holding on to their properties in the hope of a further escalation in prices.</p> <p>The much awaited NCRPB approval on the Greater Noida Master Plan 2021, finally came in August, 2012. Consequently, there was a pick-up in construction of the afflicted projects, where work had been stalled. While an optimistic market sentiment has seeped in, buyers are still exercising caution regarding investing in this location. The real estate body CREDAI, has inter-mediated to protect the interest of afflicted buyers, who have been apprehensive about the price hike.</p> <p>Noida markets witnessed some new project launches by the Jaypee Group, the 3C Group and Ansal API Group. The maximum transaction activity was witnessed on the Noida Expressway belt. The belt consisting of sectors 70 – 77, in Noida, also witnessed some primary/secondary market transaction activity. The capital/rental values at certain micro-markets scattered in various sectors witnessed a marginal capital value appreciation.</p>
<b>Bangalore</b>	<p>The Bangalore Residential market continued to witness new launches in the premium segment. Sobha Developers launched "Sobha Grandue", near Dairy Circle in South Bangalore. The project is priced at INR 9,620 psf. Brigade group held a 'Property Showcase', in Hotel Sheraton over two weekends in the month of August 2012, exhibiting their latest offerings in the market. The event received a good response with customers being offered discounts on spot bookings and also gold coins depending on the property value.</p> <p>The market has witnessed a marginal appreciation of 3%-5% in the affordable and mid-segment properties vis-à-vis the previous quarter. The area of Hennur along North Bangalore, witnessed pre-launches by prominent builders. Brigade Group did a pre-launch of 'Brigade Altamont' at INR 4000 psf, while Kolte Patil had a soft-launch of 'Raaga', at Kannur, off Hennur Road. The project is priced at INR 2,850 psf. In the Whitefield belt, The Address Makers (India Reit group) pre-launched their project at INR 4,080 psf. The market is expected to witness new launches in the coming months.</p>
<b>Chennai</b>	<p>In the Chennai Residential markets, the belt of Old Mahabalipuram Road (OMR) witnessed traction with projects in the price band of INR 50 lac/unit- INR 70 lac/unit finding buyers. The micromarket of Porur continued to interest homebuyers. The region along East Coast Road (ECR) saw launches in the premium segment during the month of August 2012. While off-take of projects in the affordable and mid-segment remained healthy, sales in the premium segment remained slow.</p>
<b>Hyderabad</b>	<p>There were no new launches in the Hyderabad markets, during the month of August 2012 with proposed launches witnessing a delay. The market remained sluggish, with a drop in the number of transactions witnessed vis-à-vis the previous months. Homebuyers continued to remain cautious, while developers have increased their price points by 5%-10% when compared to the previous quarter. In the western corridor, projects in the price band of INR 50 lac/unit – INR 1 crore/unit continued to attract interest, while sale of projects in the premium segment remained slow.</p>
<b>Pune</b>	<p>Hadapsar, Kharadi, Hinjewadi are some of the micro markets which witnessed a lot of transactions during the month due to the demand by IT professionals. The market saw demand from both end-users and investors.</p> <p>Micro markets like Baner, Wakad, and Chinchwad also witnessed an upward trend in demand and transactions due to their proximity to Hinjewadi and accessibility to Mumbai – Pune expressway. Vascon developers launched a couple of projects namely, Vascon Ela and Vascon Citron at Hadapsar (INR 4,400-4,500 psf) and Wagholi (INR 3,300 psf). Marvel Realtors have launched the premium luxury apartments - Selva Ridge in Bhavdhan at INR 7,250 psf.</p>
<b>Kolkata</b>	<p>The rental/capital value trends in Kolkata have been stable as compared to the previous month. New projects launches and transaction activity also witnessed a slow down during the month of August 2012. No price correction has been witnessed.</p> <p>The Urban Land Ceiling Act has been amended. The amendment stipulates that the developers can purchase land beyond the ceiling provided they reserve 30 per cent apartments in big housing projects for the low-income group (LIG).</p>

Source : ICICI PSGs Channel Sources

**KEY RESIDENTIAL PROJECT LAUNCHES**

	PROJECTS	DEVELOPER	LOCATION	CAPITAL VALUE (INR/SFT)
Bangalore	Sobha Morzaria Grandue	Sobha Developers	Dairy Circle	9,620
Delhi NCR	(Un-Named)	Paras Buildtech	Dwarka Expressway	5,750
	(Un-Named)	Paras Buildtech	Gwal Pahari, Gurgaon	9,500
	The Eiffel	Krrish Group	Gwal Pahari, Gurgaon	18,000
	Kasa Blanca	Jaypee Group	Sector 128, Noida	9,500
	Krystal Court	Jaypee Group	Sector 128, Noida	8,100
	Lotus Peak	3C Group	Sector 100, Noida	7,500
	Paradise Crystal	Ansal API	Greater Noida	2,300
Chennai	Golden Opulence	Golden Homes	Poonamallee High Road	3,895
	Villa 96	Voora Group	East Coast Road	1.71 Cr/Unit Onwards
Mumbai	Essence	Parinee	Kandivali	7,500
	(Un-Named)	L&T	Parel	16,000
Hyderabad	No New Launches			
Pune	Estomia Classic	Amit Enterprises	Undri	3,300-3,600
	Selva Ridge	Marvel Realtors	Bavdhan	7,250
	Vascon Ela	Vascon	Hadapsar	4,400-4,500
	Vascon Citron	Vascon	Wagholi	3,300
Kolkata	Royal	Capricorn	Tollygunge	5,500

Source : ICICI PSGs Channel Sources

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