

ANAROCK

VALUES OVER VALUE

Bespoke Research Offerings

In-depth data with actionable intelligence



anarock.com



We are ANAROCK Research

Having a cumulative experience of **100+ years**, we are a **diverse team** of research professionals, including urban planners, data analysts, management personnels and economists.

Our dedicated **FOS (Feet-on-Street)** sales force captures real-time data and assesses market trends by liaising with developers, and leveraging on our **1,800 real estate professionals** & network of **80,000 channel partners**.

We believe that our varied skillset coupled with our deep industry connect help us deliver high quality, **bespoke reports**.

Our 3-Step CAF Process

1. COLLECTION

- Leveraging on 1,800 in-house real estate professionals
- Secondary research
- Primary interactions
- Telecallers
- Field surveys



2. AUDIT

- Key parameters' inspection
- Sample check
- Trend assessment
- Mystery shopping



3. FINALISATION



Research Methodology



1

Planning

Understanding the city or micro-market



2

Analysis

- Primary survey
- Data collection
- Market movement
- Trend assessment



3

Review

Checking, analysing and modifying data



4

Output

Execution & delivery



Our Key Differentiators

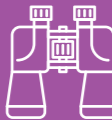
1



Catalogued Historical Data

Residential real estate data repository from 2013

2



Wide Data Coverage

Comprehensive project-level data coverage across top 7 cities of India (MMR, Pune, NCR, Kolkata, Hyderabad, Chennai and Bengaluru)

3



Data Slice & Dice

Systematic analysis of residential real estate data based on supply & absorption, launched units, completion date, unit size, BHK split, quoted price, and budget segment

4



Dedicated Feet-on-Street (FOS)

Residential real estate data updated through secondary research and primary interactions

5

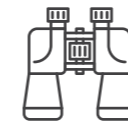


Periodic Update

Residential real estate data updated every quarter

“What gets measured, gets managed.”

- Peter Drucker



Our Research Offerings



COMPETITION TRACKER

- An excel-based tracker capturing key parameters of identified competing projects
- Absorption trends of competing projects to help strategise sales & marketing plans for the subject project
- Quick comparison sheet designed for internal presentations and meetings

Frequency: Quarterly
(Up to 10 competing projects)

SALES TRENDS (Units)					Wtd. Avg RSP TRENDS (Rsq./Sq. Ft.)				
Q1-2016	Q2-2016	Q3-2016	Q4-2016	Q1-2017	Q1-2016	Q2-2016	Q3-2016	Q4-2016	Q1-2017
2	4	1	2	2	12,000	12,000	12,000	12,000	12,000
2	1	1	2	2	12,000	12,000	12,000	12,000	12,000

Zone	Micro Market	City	Total Units Launched	Units Sold till Q4 2016	% Sold till Q4 2016
West	Gachibowli	Hyderabad	126	240	76%
North	Miyapur	Hyderabad	186	97	52%

DATA SUBSCRIPTION

An excel-based sheet capturing specified parameters of all projects in the city under consideration

Deliverables:

- Projects launched post 2013
- Project-level details (18 data points)
- Capital value trends Q1 2015 onwards
- City-level & zonal trends from Q1 2015 (overall supply, absorption, sales rate, unsold inventory)

Frequency: Quarterly

TIME DURATION		SUPPLY, SALES RATE & ABSORPTION				
QTR	YEAR	New Launched Units	Total Available Units	Units Sold	Unsold Units	Sales Rate
Q1-2015	2015					
Q2-2015	2015					
Q3-2015	2015					
Q4-2015	2015					
Q1-2016	2016					
Q2-2016	2016					
Q3-2016	2016					
Q4-2016	2016					
Q1-2017	2017					
Q2-2017	2017					
Q3-2017	2017					
Q4-2017	2017					
Q1-2018	2018					
Q2-2018	2018					
Q3-2018	2018					
Q4-2018	2018					
Q1-2019	2019					

City	Project Name	Developer Name	Project Status	Micro-market
Bangalore	Pavithra Sangam	Pavithra Constructions	Under Construction	Malleswaram
Bangalore	Jai Galaxy	Jai Infra	Under Construction	Ayyappa Nagar



Our Research Offerings (...cont.)

MARKET RESEARCH REPORT

A detailed study on the subject property's location covering existing & upcoming physical & social infrastructure, connectivity and proximity to business hubs

Insights on residential real estate trends - supply, absorption, unsold inventory, budget and typology

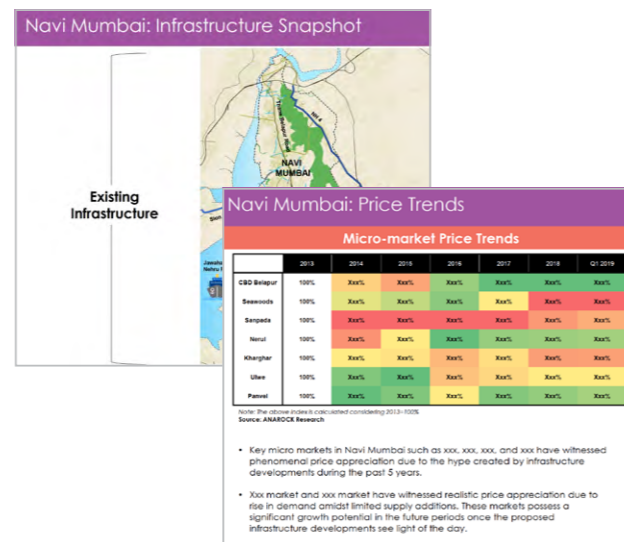
Showcases prominent developments within the micro market and their performance (sales, price and offerings)



COMPETITION MAPPING STUDY

This study enables developers or investors to develop a fair understanding on the competing projects within the micro-market.

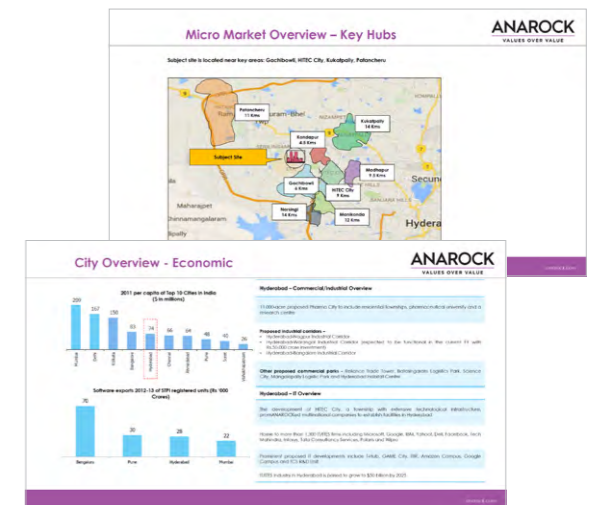
- Micro-market evolution
- Population demographics
- Existing & upcoming infrastructure
- Pricing snapshot within the micro-market
- SWOT analysis
- Key USPs
- Other parameters: Developer name, location, launched units, absorption, price appreciation



PRODUCT MIX STUDY

An essential piece of research for the developers planning to launch a new project.

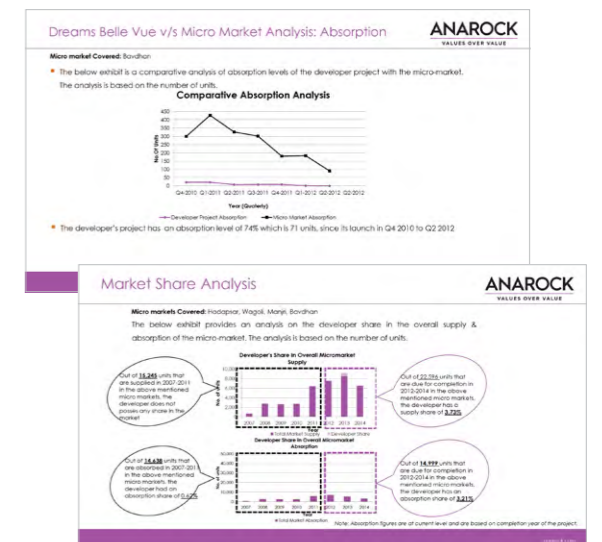
- Showcases key developments within the target micro-market and their performance (sales, price and offerings)
- Insights on residential real estate trends: supply, absorption, unsold inventory, budget analysis
- Target location analysis covering existing and upcoming physical & social infrastructure, connectivity & proximity to business hubs



DEVELOPER ASSESSMENT REPORT

An essential tool for investors to assess the capability and portfolio of the developer.

- Showcases the developer's past & present real estate projects across various geographies
- A comparison of each under-construction project with the micro-market basis of various parameters such as sales, unit sizes, price movements



About ANAROCK:

ANAROCK is India's leading independent real estate services company with a presence across India and the Middle East. The Chairman, Mr. Anuj Puri, is a highly respected industry veteran and India's most prominent real estate thought leader. The Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales. ANAROCK's services include Residential Broking and Technology, Retail, Investment Banking, Hospitality (via HVS ANAROCK), Land Services, Warehousing and Logistics, Investment Management, Research and Strategic Consulting. The Company has a unique business model, which is an amalgamation of traditional product sales supported by a modern technology platform with automated analytical and reporting tools. This offers timely solutions to its clients, while delivering financially favourable and efficient results.

ANAROCK has a team of over 1800 certified and experienced real estate professionals who operate across all major Indian and GCC markets, and within a period of two years, has successfully completed over 300 exclusive project mandates. ANAROCK also manages over 80,000 established channel partners to ensure global business coverage. Our assurance of consistent ethical dealing with clients and partners reflects our motto - Values Over Value.

Please visit www.anarock.com

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