

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

Research Methodology

3. FINALISATION





Analysis













Output Review

Checking, analysing and modifying data

Execution & delivery

Planning

Understanding the city or micro-market

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



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Our Key Differentiators



Catalogued Historical Data

Residential real estate data repository from 2013



Wide Data Coverage

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



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



Dedicated Feet-on-Street (FOS)

Residential real estate data updated through secondary research and primary interactions



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 BSP TRENDS (INR/Sq.ft.)							
1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019			
3	4	4	3	2	7,490	7,490	7,590	7,590	7,590			
2	1	1	2	2	12,990	12,990	13,490	13,490	14,990			
								_	_	-		
										-		
										1		
					Zone		Market	City			Units Sold till QX 20XX	
					Wes		hibowli	Hyderal		326	240	74%
					Norti	n Mi	yapur	Hyderal		186		
									,,,,,	100	97	52%
								.,,	-	100	37	52%
					E					100	3/	52%
										100	3/	52%
										100	37	52%
										100	3/	52%
										100	3/	52%
										100	31	52%
										100	31	52%
										100	21	52%
										100	31	52%
										100	31	52%
										100	31	52%
										100	31	52%
										100	31	52%
										100	31	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 Rat		
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	Malleshwaram
Bangalore	Jai Galaxy	Jai Infra	Under Construction	Ayyappa Nagar

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Bespoke Research Offerings



Our Research Offerings (...cont.)

Analytical Reports

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)



PRODUCT MIX STUDY

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

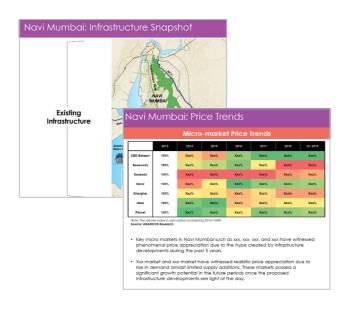
- Showcases key developments within the target micro-market and their performance (sales, price and offerings)
- Insights on residential real estate trends: supply, absorption, unsold inventory, budget analysis
- Target location analysis covering existing and upcoming physical & social infrastructure,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



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



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 Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales. The ANAROCK services suite includes Residential Broking & Technology, Retail (in partnership with Vindico), Commercial, Investment Banking, Hospitality (in partnership with HVS), Land Services, Industrial and Logistics (in partnership with Binswanger), Investment Management, Research, Strategic Advisory & Valuations and Project Management Services (in partnership with Mace), Flexi Spaces (in partnership with Upflex) and Society Management Services (acquisition of ApnaComplex).

ANAROCK has a team of over 1800 certified and experienced real estate professionals who operate across all major Indian and Middle East markets. ANAROCK also manages over 80,000 established channel partners to ensure global business coverage.

Please visit www.anarock.com



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