



Attapur, Hyderabad

From a desolate micro market to a vibrant housing destination

Micro Market Overview Report

June 2018

About Micro Market



Located in south Hyderabad, Attapur has witnessed immense real estate growth, both commercial and residential, since the early 2000s. The micro market lies along the P V Narasimha Rao (PVNR) Expressway, starting from Asian M Cube mall and ending at Rajendra Nagar. Bisected by the PVNR expressway (of 7km length), Attapur boasts of excellent connectivity to other prominent areas of the city. With several residential and commercial developments coming up on both sides of the expressway, Attapur is today booming with real estate activity.

One of the key factors that have fueled real estate growth in Attapur is its proximity and easy connectivity to the central zone of Hyderabad,

which is now saturated with the presence of large public sector offices and private firms' headquarters. Additionally, seamless connectivity to the IT-ITeS hubs of HITEC City via Old Mumbai Highway and Gachibowli via Outer Ring Road (ORR) and to the international airport via Old Airport Road has worked in its favour. Over the years, Attapur has seen the development of both residential and commercial developments due to the large influx of population from nearby areas such as Mehdiapatnam, Tolichowki, Masab Tank and Lakdikapul. Availability of land, PVNR's connectivity and affordable rentals are responsible for this large influx. Today, the locality boasts of a good social and physical infrastructure facilities.



Attapur has witnessed immense real estate growth, both commercial and residential



Attapur scores high on connectivity due to the PVNR expressway which bisects the locality and connects central Hyderabad, Rajendra Nagar and Rajiv Gandhi International Airport.



Attapur has easy access to Rajendra Nagar and Mehdiapatnam via PVNR Expressway. Financial District is also accessible via Osman Sagar road and ORR.

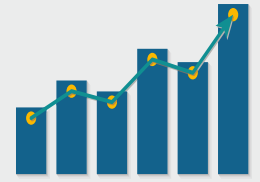


The nearest MMTS railway station is Lakdikapul, located 8 km away from Attapur.

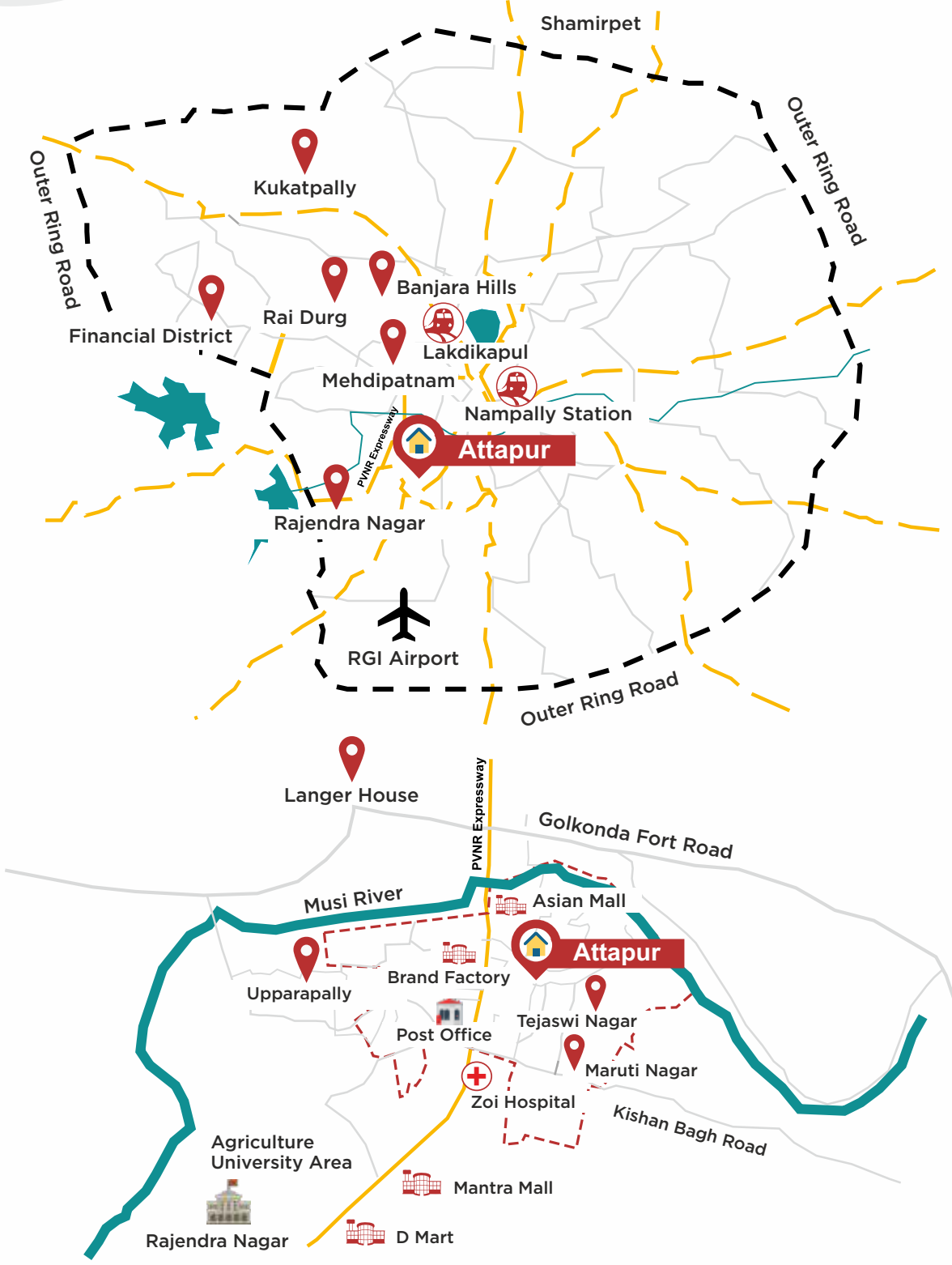










The micro market is well-connected to the international airport (located 24 km away) via NH 44, which is easily accessible via the PVNR expressway.

Major Growth Drivers



Location

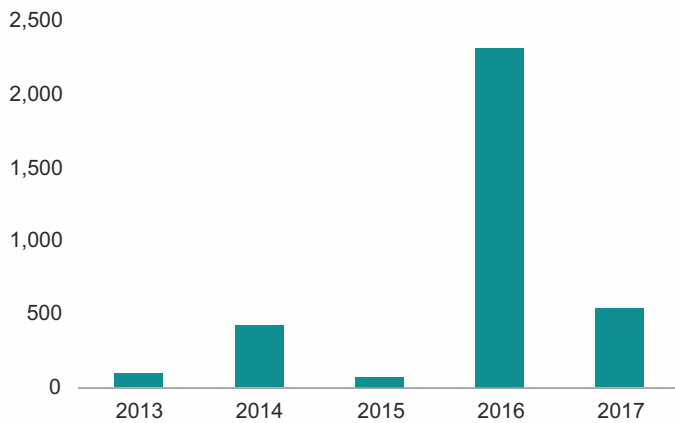


 Hospital	 Prominent location	 Musi River	 Micro Market Boarder
 Railway Station	 PVNR Expressway	 Road	 Retail Mall

Residential Market Assessment

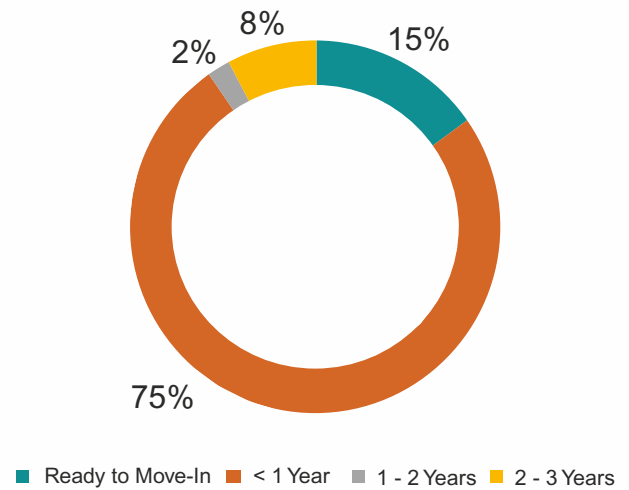


New Launch Supply



- ▶ Since 2013 till date (Q1 2018), Attapur has seen new launch supply of over 3,400 units. Nearly 83% of this supply was added during 2016-17, indicating the rapidly growing demand for residential real estate in this micro market.
- ▶ Attapur experienced a sudden surge in real estate activity post state bifurcation in 2014 as political stability was reinstated in the state. Also, the real estate demand improved due to improved connectivity via ORR, PVNR expressway towards Financial district and CBD, respectively.
- ▶ Out of the total supply since 2015, maximum units cater to the mid-segment (INR 40 Lakh - INR 80 Lakh) while a very small share of the total supply comprises of ultra-luxury properties (> INR 1.5 cr).

Age of Inventory (Launches between 2013 to 2018 (Q1))



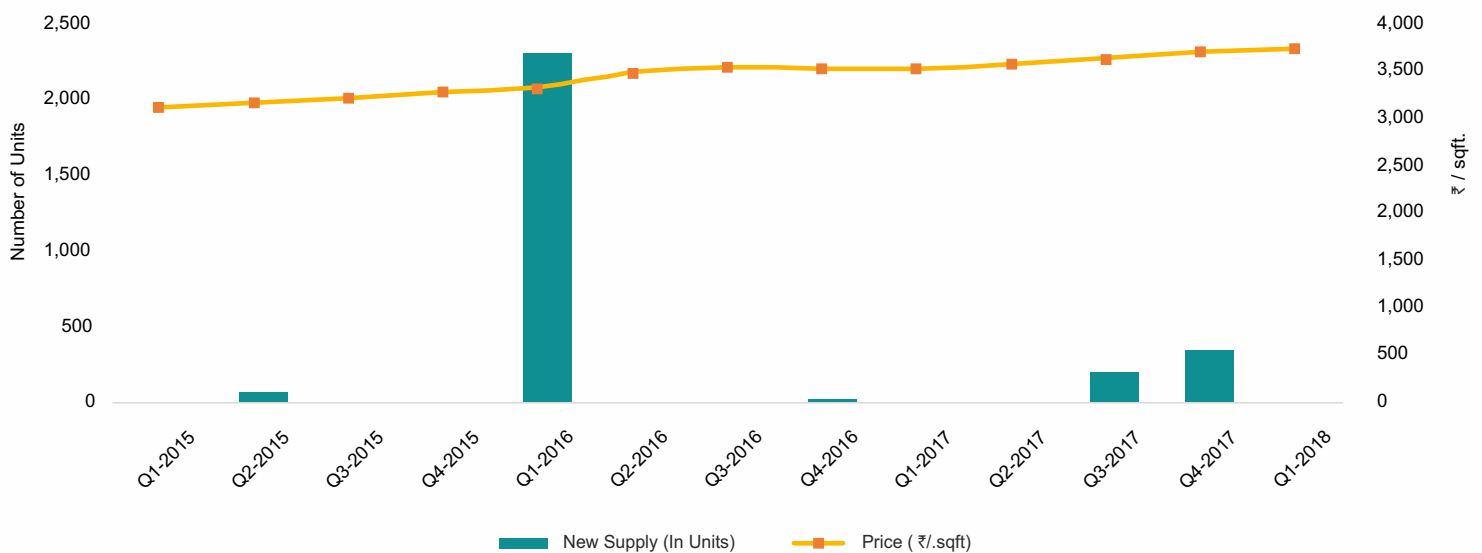
- ▶ About 75% (around 2,500) of the total units supply since 2013 will enter the market in less than 12 months. Thus, there will be a plethora of options for home buyers who are planning to buy a house within the next one year.
- ▶ Currently, only 15% (500) of the total supply since 2013 is ready-to-move-in.
- ▶ Additionally, out of the total unsold stock in Attapur (approx. 2,240 units), nearly 96% is in various stages of construction.



Residential Market Assessment



Attapur average price as of Q1 2018 is around ₹3,700/sft.



▶ Property prices in Attapur have registered a steady growth during the past three years with average prices as on Q1 2018 being INR 3,700/sq. ft., which is 6% more than Q1 2017.

▶ Prices in this micro market have hovered around INR 3,100-3700 during 2015 - Q1 2018.

▶ Affordable property options in the locality make it a good investment destination for young professionals.



Attapur has all the essential facilities in its neighborhood including shopping, hospitals, restaurants, banks & schools

Once a far-flung micro market, Attapur has today emerged as a promising commercial cum residential hotspot in Hyderabad. Affordable property prices coupled with lower rental values make it an attractive micro market for several public sector employees working in the nearby CBD areas and also for young professionals working in the IT-ITeS hubs of HITEC City and Gachibowli. Besides affordability, easy accessibility to major areas of the city give Attapur an edge over few other localities. In addition to excellent social infrastructure facilities and several housing

projects in its precincts, Attapur boasts of seamless connectivity to Rajendra Nagar, Mehdiapatnam, Lakdikapula and Khairatabad via PVNR expressway. The area has all the essential facilities in its neighborhood including shopping, hospitals, restaurants, banks and schools, making it a preferred destination for the working population. Thus, Attapur is fast developing into a perfect option for public sector employees as well as for the working professionals employed in the west zone and are looking for affordable properties to buy or rent.

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