

Goregaon, Mumbai

The perfect destination where one can walk-to-work

Micro Market Overview Report

April 2018



About Micro Market

Located on the western lines of the Mumbai suburbs, Goregaon is one of the oldest and most popular residential areas of Mumbai Metropolitan Region (MMR). It is also one of the most flamboyant and vibrant residential clusters in the country. Over the years, Goregaon has transformed from a middle class locality to one of the premium destinations in MMR due to its proximity to the entertainment industry present in Bandra and Juhu. In addition, the Chhatrapati Shivaji International Airport, the commercial hub of Bandra-Kurla Complex (BKC) and Andheri in close vicinity have made it an attractive residential hub for high net worth individuals.

Moreover, the recent commercialization of Goregaon and its nearby localities has made it an excellent area for those who prefer walk-to-work. In fact, Infinity IT park, Santacruz Electronic Export Processing Zone (SEEPZ), and presence of companies like IBM, Abbott India, Aegon Religare Life Insurance in and around Goregaon have encouraged home buyers to settle here. The micro market boasts of excellent social infrastructure with presence of reputed hospitals and medical care centers such as Life Line Medicare, Sai Sparsh Critical Care, Matushree Gomati, and Clemscok Group, etc. Few well-known educational institutes in and around include St Xavier's High school, Oberoi International school and Ryan International school. Add to this, the shopping needs of the residents are fulfilled by malls such Inorbit Mall, Growel's 101, Oberoi and The Hub mall.

Connectivity

Well connected to all major destinations of MMR, Goregaon enjoys excellent connectivity via the Western Express Highway, Swami Vivekananda (SV) Road and New link road to major commercial and office areas.



- Goregaon is easily accessible via Western Express Highway from Andheri, Bandra, Kandivali, Borivali.
- The area has smooth access to Chhatrapati Shivaji International Airport via Western Express Highway.



- Goregaon is well-connected to the Chhatrapati Shivaji International Airport (located 10 km away) via Western Express Highway.



- Goregaon has a large local railway station with high footfalls of commuters everyday.
- **Suburban Rail:** The Western line of the Mumbai suburban railway has a station at Goregaon which provides connectivity to Andheri, Bandra, Dadar, Churchgate and connects CST via Harbour line.
 - **Proposed Metro Line:** The MMRDA-proposed Metro line 2 from Dahisar-DN Nagar is a 8.5 km line covering Goregaon, Adarsh Nagar and Shastri Nagar.

Major Growth Drivers

▶ Goregaon enjoys the advantage of long Western Expressway, a very crucial road network providing swift connectivity to Northern and Southern part of MMR.

▶ This suburb is within an hour's distance from BKC, a major employment hub of MMR, which has propelled residential real estate growth in Goregaon.

▶ The micro market has all the necessary ingredients to have a successful commercial district center on the same lines of BKC, already a decade-old office space.

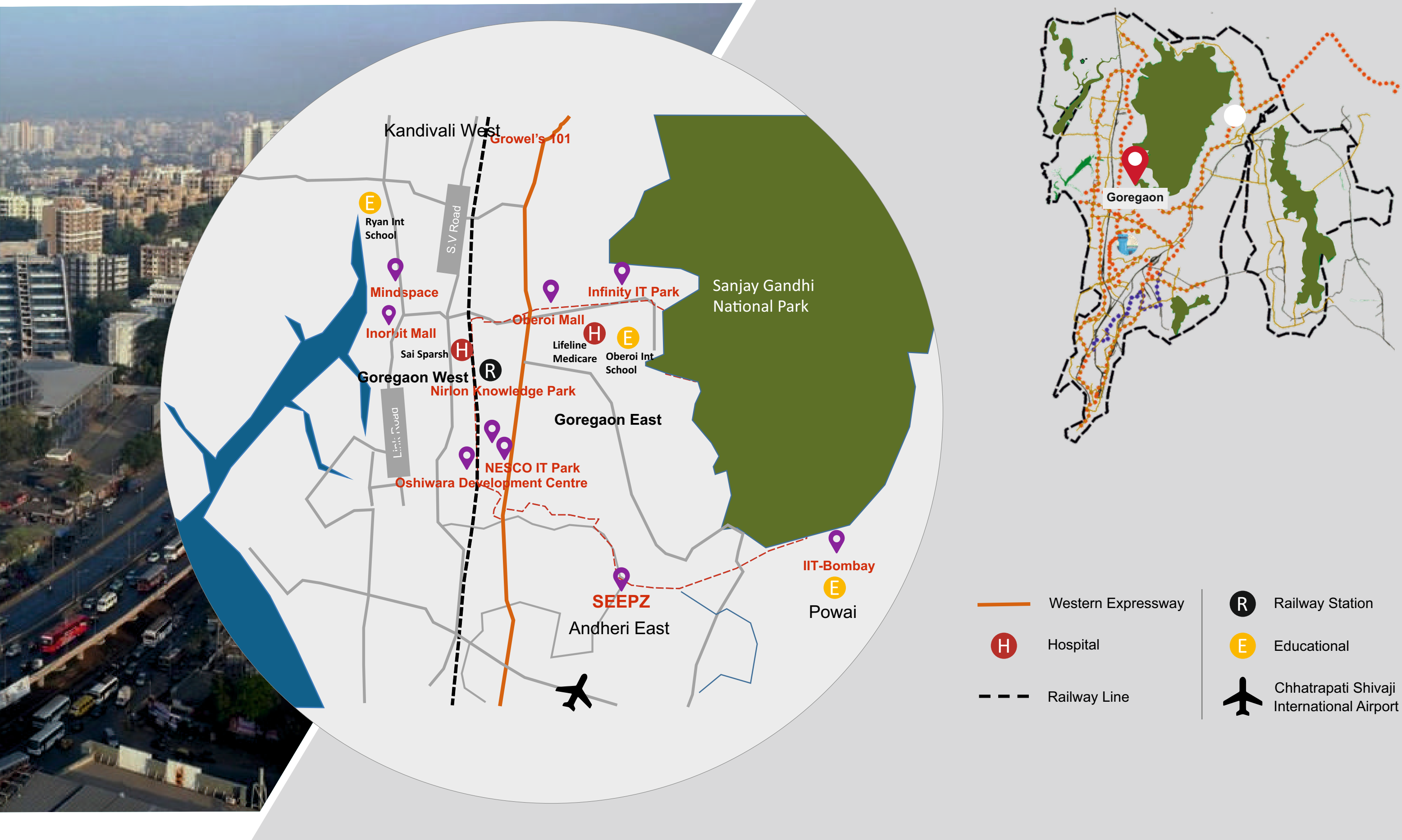
▶ Popular commercial centers in and around Goregaon including NESCO, Nirlon Knowledge park, Mindspace and ODC (Oshiwara District Center) subsequently attract a large work force and encourage them to stay close to their office spaces.

▶ MMRDA has given ODC a special status as growth center comprising a mix of residential, hospitality and retail to be spread over 160 acres.

▶ MMRDA's ambition is to propel business and growth in this suburb and create a "walk-to-work" culture.



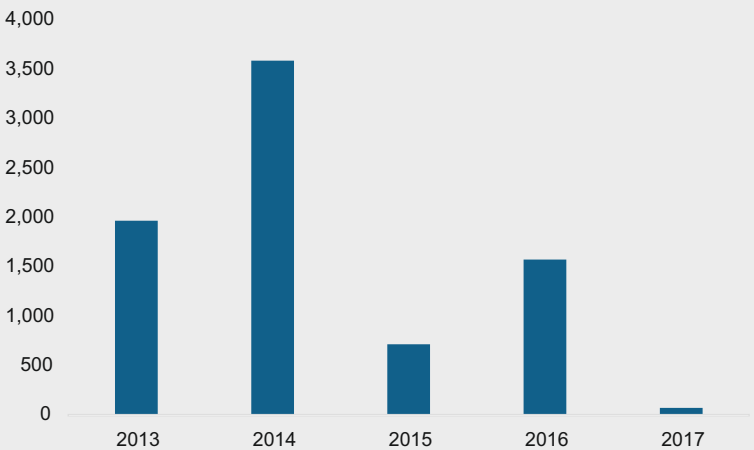
Location Mapping



Residential Market Assessment

Outlook

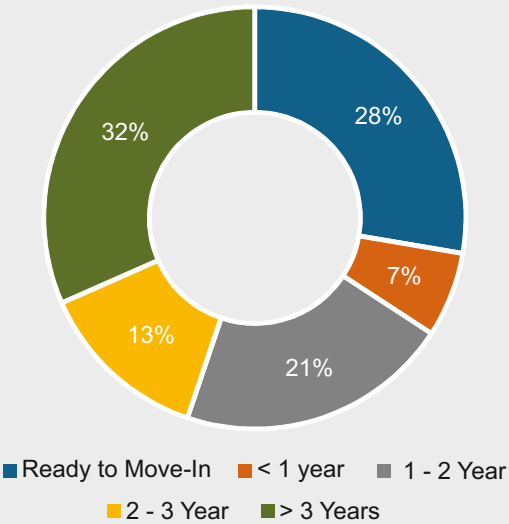
New Launch Supply



- Goregaon saw the launch of nearly 8,000 units over the past five years. Of this, 70% was added during the period 2013-14. The area essentially saw spillover demand from nearby expensive destinations such as Bandra, Andheri and Powai.
- Currently, Goregaon is considered a luxury hub in MMR, with nearly 90% of the new launches in the past three years falling in the price bracket of either INR 80 lakh – INR 1.5 Cr or above INR 1.5 Cr.
- Of the overall supply, more than 55% has already been absorbed, indicating a healthy demand for residential units.
- Despite overall low sentiments in real estate in 2016, the area saw decent new units supply owing to its excellent connectivity to key workplaces including BKC.

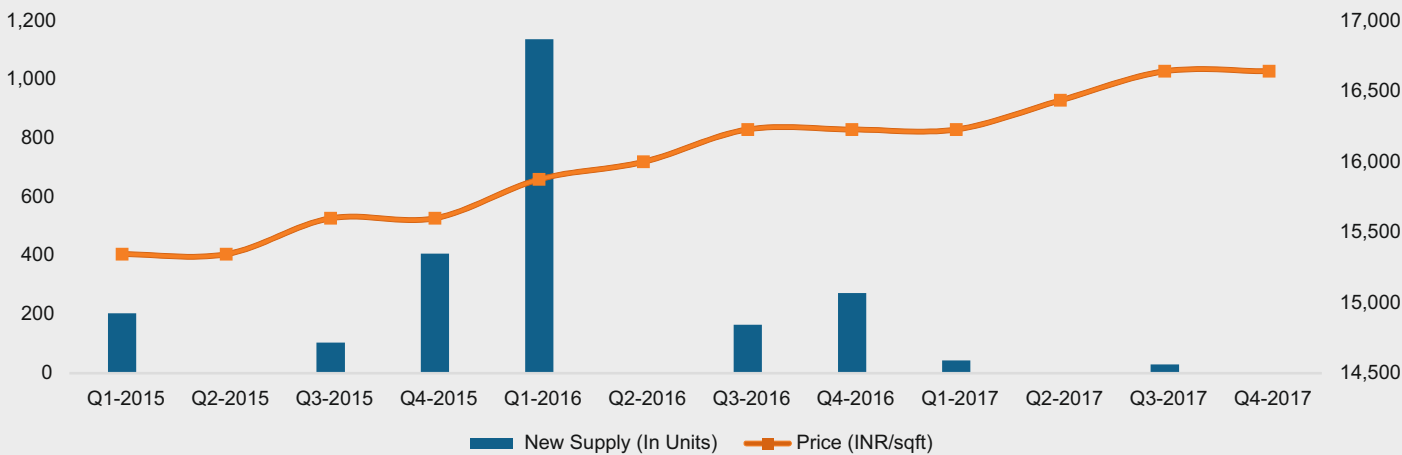
Age of Inventory (Launches between 2013 to 2017)

- Currently, nearly 28% (around 3,000 units) are ready for possession in Goregaon. This indicates that the micro market has a good execution track record and it also bodes well for several prospective home buyers looking to move-in quickly and avoid risks such as project delays.
- A small part of the total supply (around 500 units) is expected to take less than one year for completion, while a large portion comprising nearly 32% supply (around 2,500) will take more than 3 years.
- This clearly indicates that several mid-size projects have been launched in the area over the past few years.



Goregaon is a perfect example of the walk-to-work suburb with many professionals aspiring to live and work around. Its rapid commercialization in recent years and the mushrooming of several office spaces and premium residential real estate has made this micro market one of the most attractive suburb to invest and live. The rising prices of the residential properties in this locality is an outcome of strong economic growth of this suburb in terms of employment, commercialization and infrastructure development over the past several years. Add to this, existing physical infrastructure, upcoming metro line 2 from Dahisar – D.N Nagar and presence of greenery in the vicinity is likely to attract more residential activity in the near future. Moreover, with the dust of the newly implemented policies including RERA and GST finally settling in, the real estate activity in the micro market is expected to gain momentum in the near future.

Micro Market Price Movement wrt Supply



- Goregaon's average price as of Q4 2017 was around INR 16,600 per sqft, the highest in the past two years with an annual growth of around 3%-4% from Q4 2016 to Q4 2017.
- Despite minimal launches in this suburb in the past two years, Goregaon is experiencing a constant appreciation in the prices, which can be largely attributed to its proximity to major office spaces, entertainment industry and buzzing social infrastructure.

ANAROCK PROPERTY CONSULTANTS PVT LTD
(Formerly Jones Lang LaSalle Residential Pvt. Ltd)

The ANAROCK Group is one of India's leading real estate services company having diversified interest across real estate value chain. The Group's key strategic business units comprise of Residential business: broking & advisory services to clients; Investment business: debt, equity and mezzanine funding and Research & Consulting business. ANAROCK's Investment arm has built a revolutionary business model of bulk-purchasing residential apartment inventory through a proprietary investment fund.

With a growing team of 1000 professionals, ANAROCK operates in all key property markets across India - Mumbai, Chennai, Bengaluru, Gurgaon, Noida, Ghaziabad, Hyderabad, Kolkata, Pune and international presence in Dubai. With in-depth market information, quality advice and developer tie-ups for optimal deals, we have been serving the industry since 2011.

For more details please visit: www.anarock.com

For research services, please contact:

Prashant Kumar Thakur
Head of Research
prashant.thakur@anarock.com

ANAROCK Property Consultants Private Limited

1002, 10th Floor, B Wing, One BKC, Plot No. C-66
G Block, Bandra Kurla Complex, Bandra East,
Mumbai - 400051
T- +91 22 4293 4293



ANAROCK Property Consultants Pvt. Ltd.

Formerly, Jones Lang LaSalle Residential Pvt. Ltd. © 2017. All rights reserved.

MahaRERA Registration No. A51900000108 available at <http://maharera.mahaonline.gov.in>