

ANAROCK

VALUES OVER VALUE

Attapur, Hyderabad

From a desolate micro market to a vibrant housing destination

June 2019





About Attapur

Located in south Hyderabad, Attapur has witnessed immense real estate growth across commercial and residential assets, 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 Lakdi-ka-pul. 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.



Connectivity

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.



Road

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



Rail

The nearest MMTS railway station is Lakdi-ka-pul, located 8 km away from Attapur.



Air

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

Proximity to Lakdi-ka-pul, Khairtabad and Mehdiapatnam, which is the CBD of Hyderabad.



The major public sector offices and key state and central government departmental offices are in proximity.

Well connected to Rai Durg IT park including Divya Sree NSL Orion, Wells Fargo and Accenture.



Excellent social infrastructure facilities including malls, hospitals and educational institutions on both sides of the micro market along the PVNR expressway.

Less traffic congestion during peak hours because of elevated PVNR expressway which separates airport traffic from the regular office traffic.



Attapur is easily accessible to major IT hubs including HITEC City, Gachibowli and Kondapur.

Attapur is well connected to Rajendra Nagar, which has Agriculture University, National Institute of Rural Development and District Medical and Health office.

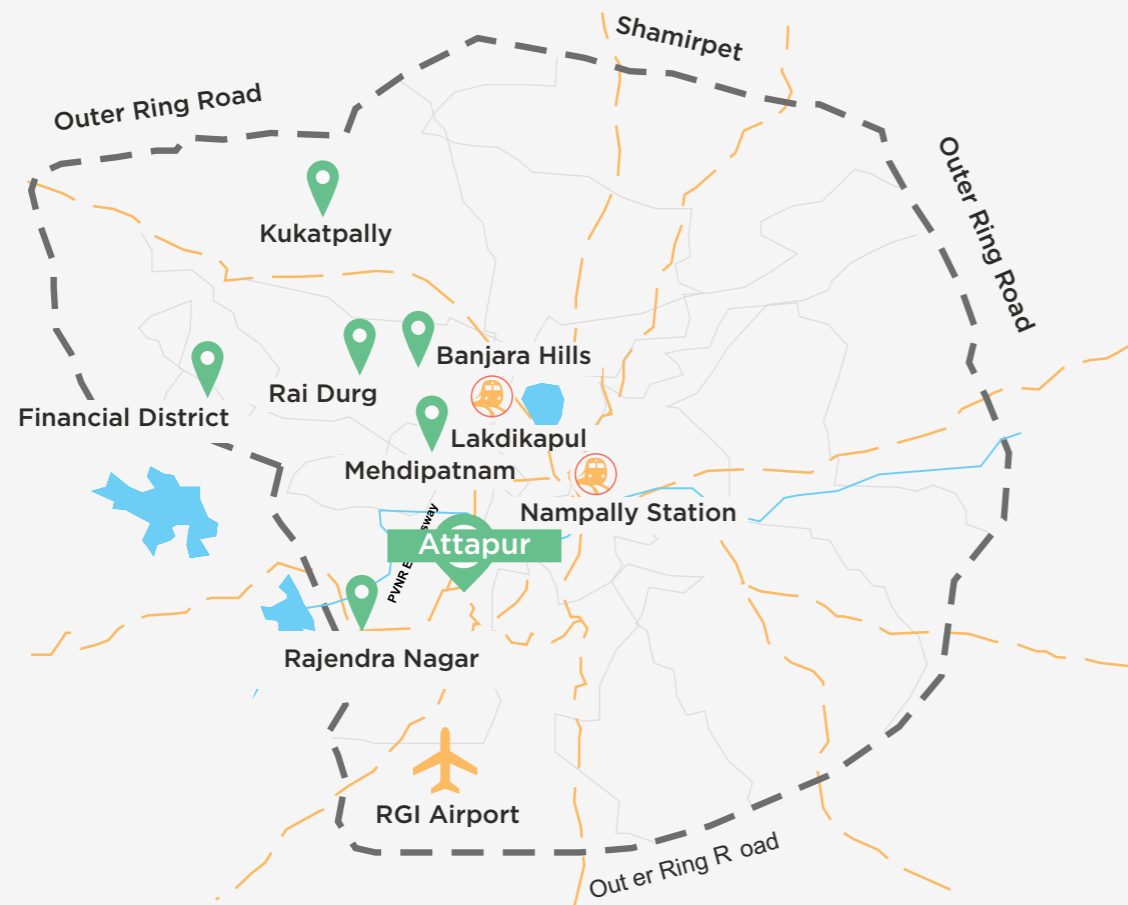


The locality offers affordable rentals, good social infrastructure facilities and seamless connectivity to other major areas. It has numerous housing options in all price brackets.





Location Mapping



LEGEND

- Outer Ring Road
- Major Road
- Attapur Location
- PVNR Expressway
- Musi River
- Market/Supermarket
- School & College
- Hospital
- Post Office
- 1 Asian Mall
- 2 Brand Factory
- 3 Mantra Mall
- 4 D Mart

- 1 Agriculture University Area
- 1 ZOI Hospital



Residential Market Assessment

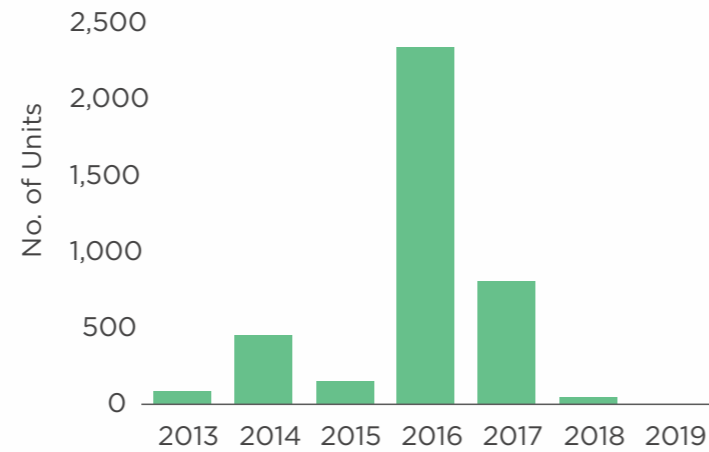
New Launch Supply

01 Since 2013 till date (Q1 2019), Attapur has seen new launch supply of nearly 3,900 units, of which 60% of this supply was added during 2016-17. This phenomenal growth was led by the rising housing demand from employees working in the nearby IT-ITeS companies and the industrial workers of the southern corridor.

02 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.

03 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).

New Launched Supply (In units) 2013 Onwards

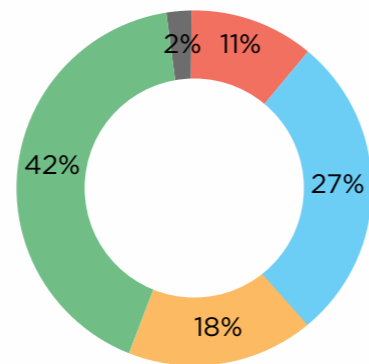


Source : Anarock Research

Age of Inventory (2013 onwards)

01 Approximately 11% of the total units fall in the ready-to-move-in category and around 27% (1,055 units) are likely to complete in less than a year indicating that a significant inventory will be added to the market.

02 Furthermore, the total unsold inventory is close to 1,385 units of which a large share (98%) is still in under construction phase.

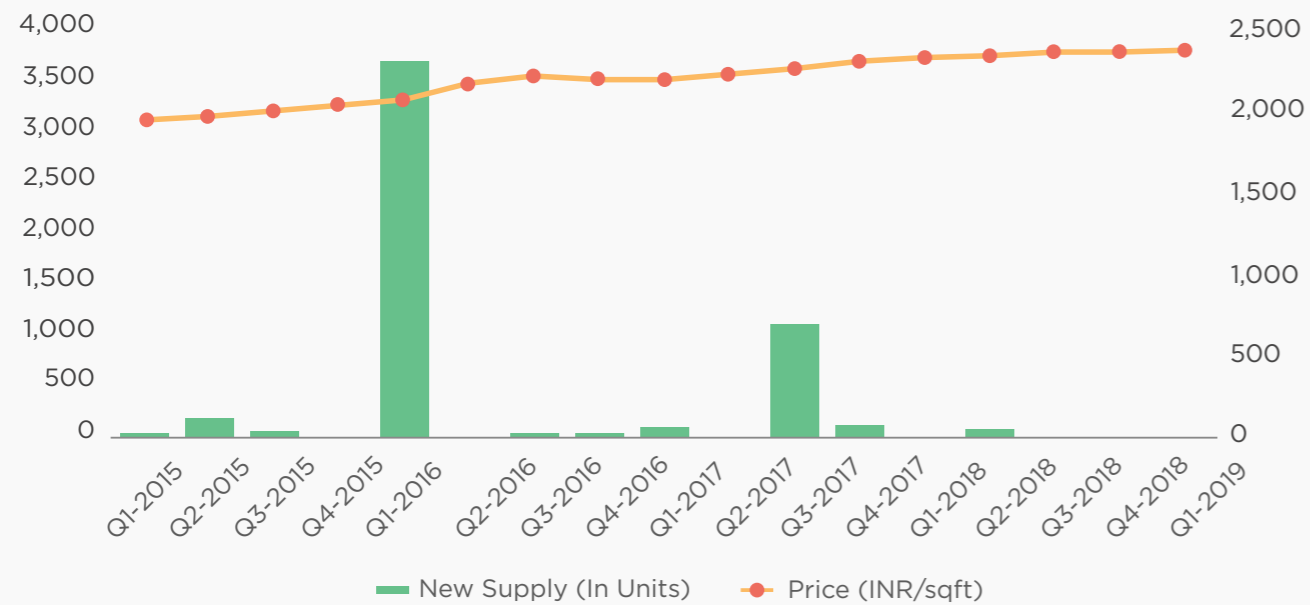


■ Ready to Move In
 ■ < 1 Year
 ■ 1-2 Year
■ 2 - 3 Year
 ■ > 3 Year

Source : Anarock Research



Micro Market Price Movement wrt Supply



Source : Anarock Research

The property prices in Attapur, Hyderabad is on the rise with the average price as of Q1 2019 being INR 3,800/sft. The property prices have appreciated by around 23% during 2015 to 2018. The booming commercial and retail developments along with unrelenting demand from both investors and buyers contributed to the substantial increase in the average prices.

Attapur's average price as of Q1 2019 is around ₹3,800/sqft



Outlook

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, Lakdi-ka-pul and Khairatabad via PVNR expressway.

Limited launches and low availabilities have resulted in continuous appreciation in prices, although at a nominal rate. Launches of mid end projects in the near future are likely to increase owing to the established infrastructure and low availability. It is anticipated that prices are likely to continue the rising trend in the future.



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.

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

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