

India Residential Real Estate

Buyer Interest Profiling (BIP) Report

Foreword

The service class in India is the dominant socio-economic segment and the primary homebuyer in the large nation. Post the reforms and the pandemic the markets have transitioned to be driven by end-users as prices have remained range-bound for a considerable period and eliminated the investors and speculators to a great extent.

A developing nation with rapid urbanization, rising nuclear families, and an increasing population are the most-suited ingredients for the housing sector growth.

ANAROCK Research delves into identifying the new trends among the buyers and their preferences. The findings reveal evolving trends, which provide further insights to reinforce the strategies to be adopted in the future.

- Mid-to-high-end segment units are the most preferred; accounted for 79% of the total demand
- Demand for 2 BHK units dominated the market with 38% share, followed by 3 BHK units at 26%
- Service class buyers drive housing demand with a 68% share

housing demand with a 68% share

- Business class and professionals accounted for nearly 26% of the total housing demand
- 90% of the Indian housing market is driven by the end-users

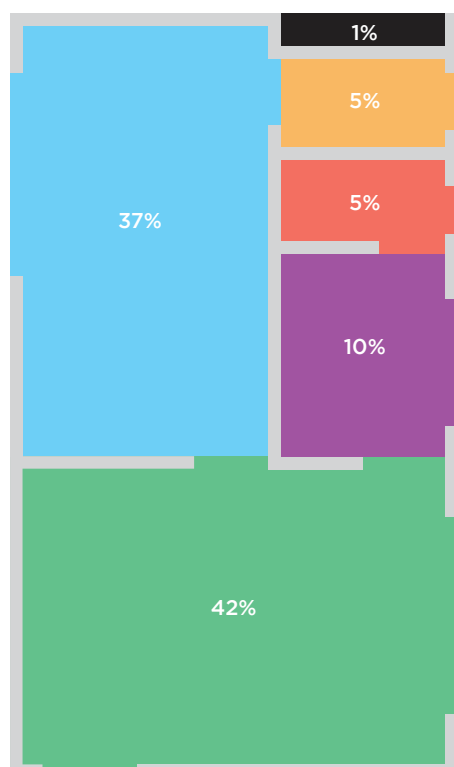
Hope you find the report enlightening. Happy to hear from you, as always.



Anuj Puri
Chairman,
Anarock Group

Pan India

Demand driven by mid-to-high-end segment units

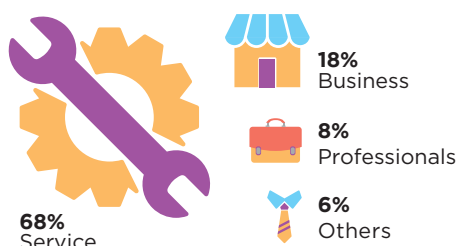


- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr
- > INR 5 Cr

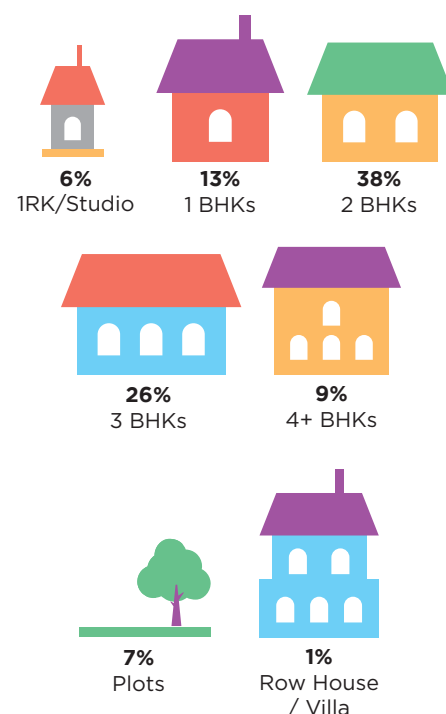
End user driven market



Service class buyers drive housing demand



2 BHKs and 3 BHKs in high demand, 1 BHKs are also sought-after



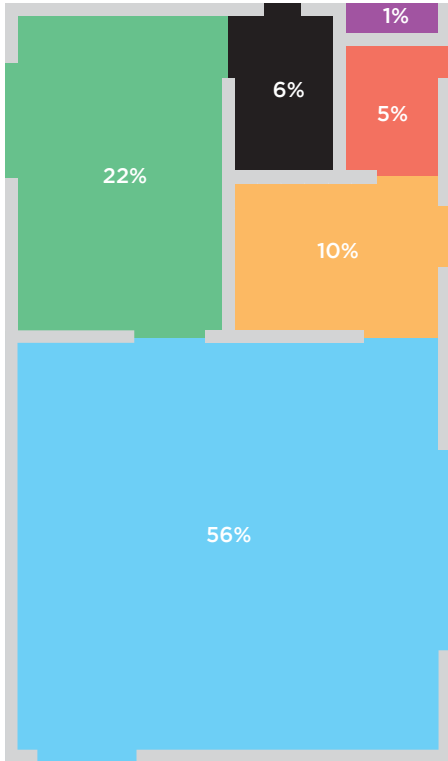
Note: PAN India refers to top 7 cities of India only. Affordable: < INR 40 Lakh, Mid-end: INR 40 Lakh - INR 80 Lakh, High-end: INR 80 Lakh - INR 1.5 Cr, Premium: INR 1.5 Cr - INR 2 Cr, Luxury: INR 2 Cr - INR 5 Cr, Ultra-Luxury: > INR 5 Cr

Note: The analysis in this report is based on the details gathered from buyer interest profiling for FY22.



Bengaluru

Demand driven by mid-to-high-end segment units



- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr
- > INR 5 Cr

End-user driven city; long-term investors active

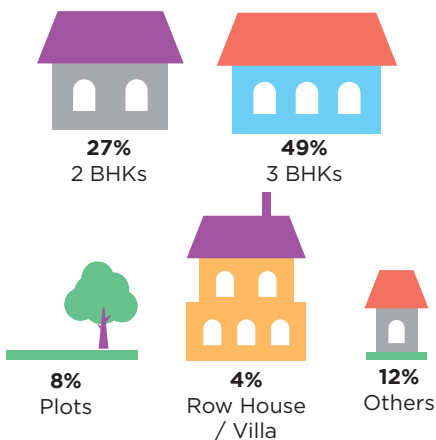


End Use-84%

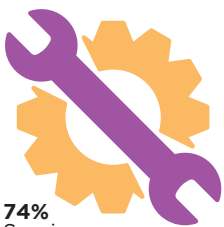


Investment-16%

2 BHKs and 3 BHKs in demand, Plots and Villas also sought after



Service class buyers drive housing demand



74% Service



10% Business



9% Professionals

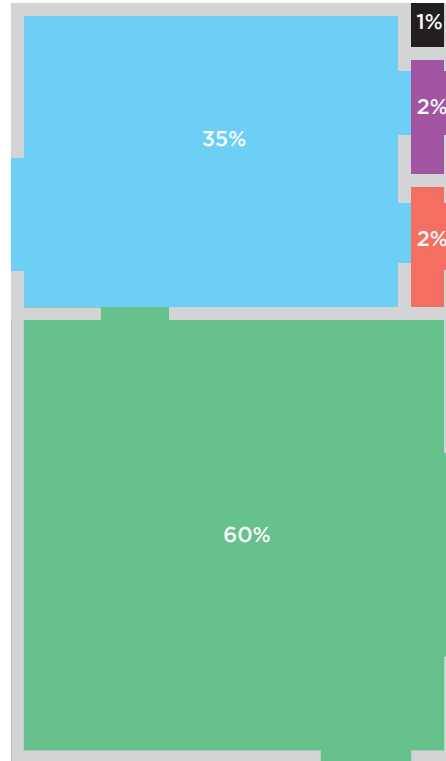


7% Others



Chennai

Demand driven by mid-to-high-end segment units



- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr
- > INR 5 Cr

End-user driven city

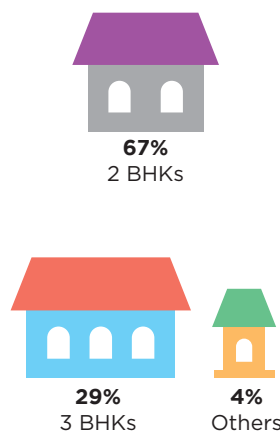


End Use-93%

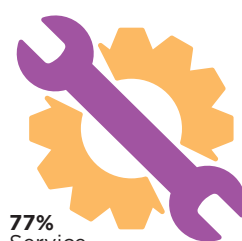


Investment-7%

2 BHKs dominated the demand followed by 3 BHKs



Service class buyers drive housing demand



77% Service



12% Business



4% Professionals

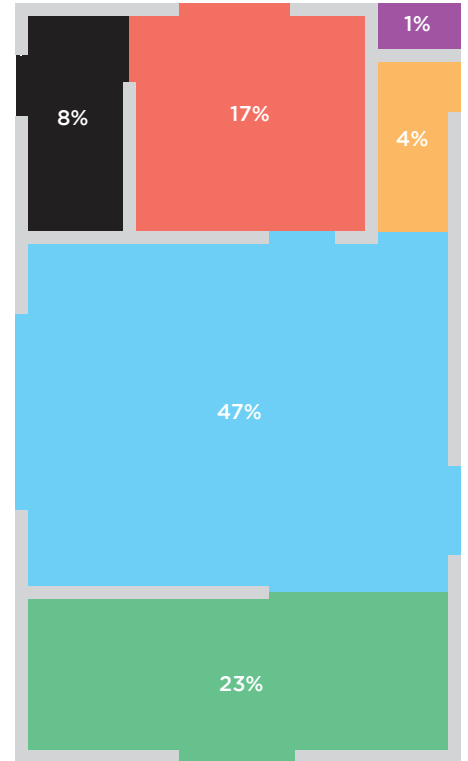


7% Others



Hyderabad

Demand driven by mid-to-high-end segment units



- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr
- > INR 5 Cr

End-user driven city

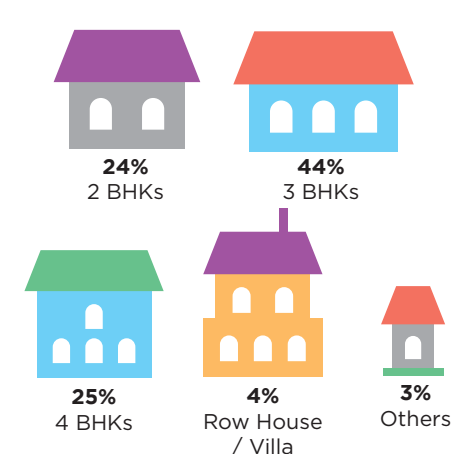


End Use-93%

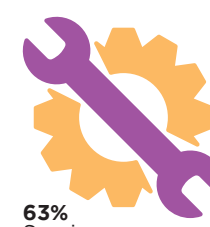


Investment-7%

3 BHKs are in high demand; preference for larger sizes



Service class buyers drive housing demand



63% Service



18% Business



13% Professionals



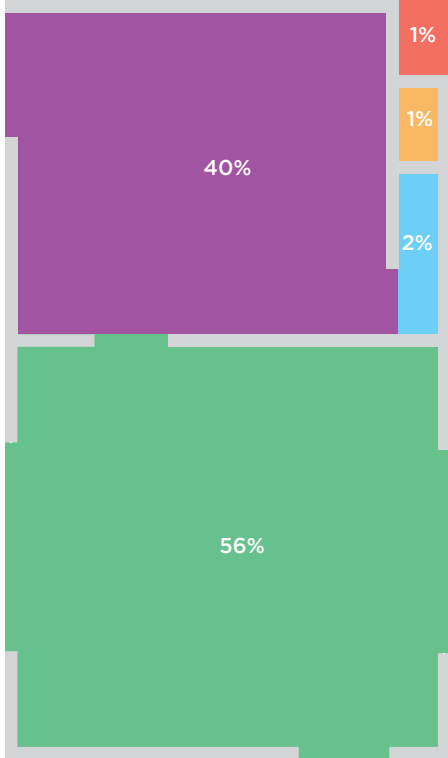
6% Others

Note: Affordable: < INR 40 Lakh, Mid-end: INR 40 Lakh - INR 80 Lakh, High-end: INR 80 Lakh - INR 1.5 Cr, Premium: INR 1.5 Cr - INR 2 Cr, Luxury: INR 2 Cr - INR 5 Cr, Ultra-Luxury: > INR 5 Cr



Kolkata

Demand driven by affordable-to-mid-end segment units



- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr

End-user driven city



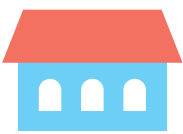
Investment-10%

End Use-90%

2 BHKs and 3 BHKs in demand, 1RK/Studio also sought-after



49%
2 BHKs



37%
3 BHKs



12%
1RK/Studio



2%
4 BHKs

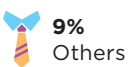
Business & Service class buyers drive housing demand



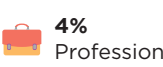
42%
Service



45%
Business



9%
Others

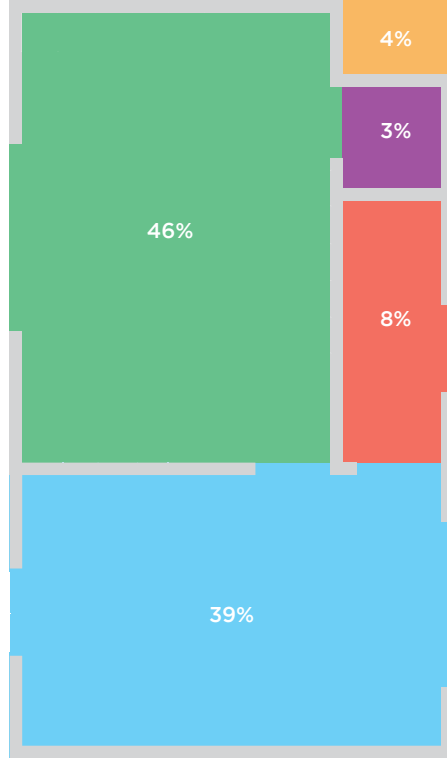


4%
Professionals



Mumbai Metropolitan Region[MMR]

Demand driven by mid-to-high-end segment units



- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr

Largely end-user driven, good demand from investors



Investment-13%

End Use-87%

2 BHKs and 1 BHKs in demand



39%
1 BHKs



50%
2 BHKs



2%
Others

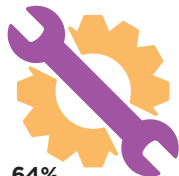


8%
3 BHKs



1%
4 BHKs

Good mix of service & business class



64%
Service



23%
Business



8%
Professionals

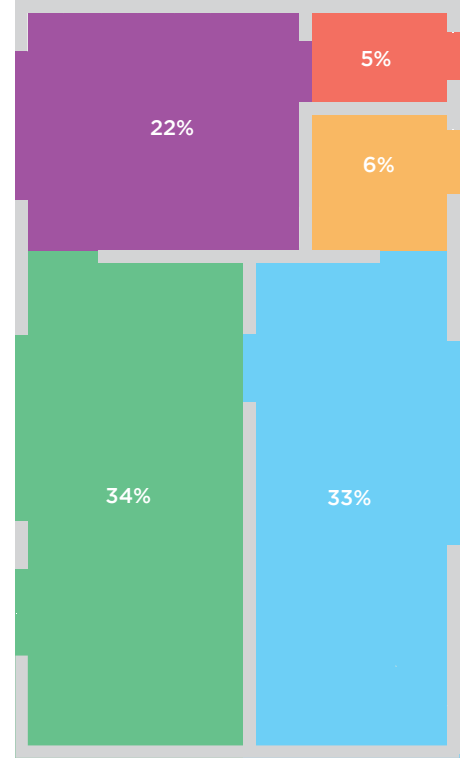


5%
Others



National Capital Region[NCR]

Demand driven by affordable-to-high-end segment units



- < INR 40 Lakh
- INR 40 Lakh - INR 80 Lakh
- INR 80 Lakh - INR 1.5 Cr
- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr

End-user driven city



Investment-7%

End Use-93%

Demand spread across various typology options



15%
1RK/Studio



19%
2 BHKs



16%
Plots



26%
3 BHKs

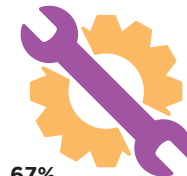


17%
4 BHKs +



7%
Others

Service class buyers drive housing demand



67%
Service



18%
Business



9%
Professionals



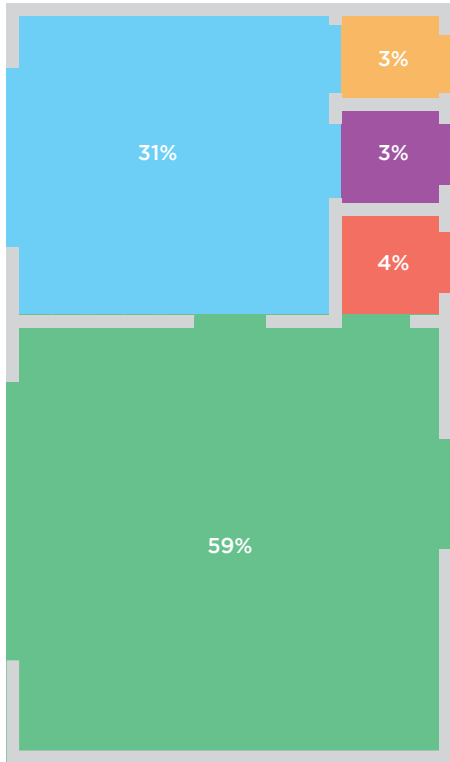
6%
Others

Note: Affordable: < INR 40 Lakh, Mid-end: INR 40 Lakh - INR 80 Lakh, High-end: INR 80 Lakh - INR 1.5 Cr, Premium: INR 1.5 Cr - INR 2 Cr, Luxury: INR 2 Cr - INR 5 Cr, Ultra-Luxury: > INR 5 Cr



Pune

Demand driven by mid-to-high-end segment units

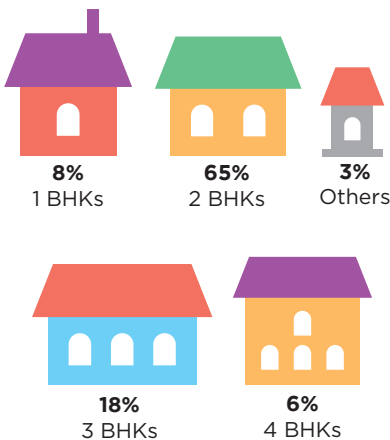


- < INR 40 Lakh
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- INR 1.5 Cr - INR 2 Cr
- INR 2 Cr - INR 5 Cr

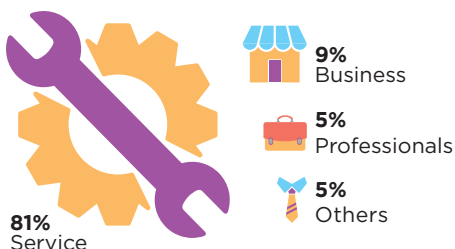
End-user driven city



2 BHKs in demand, 3 BHKs also sought-after



Service class buyers drive housing demand



Note: Affordable: < INR 40 Lakh, Mid-end: INR 40 Lakh - INR 80 Lakh, High-end: INR 80 Lakh - INR 1.5 Cr, Premium: INR 1.5 Cr - INR 2 Cr, Luxury: INR 2 Cr - INR 5 Cr, Ultra-Luxury: > INR 5 Cr

Thank you

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 & Technology, Retail (in partnership with Vindico), Commercial, Investment Banking, Hospitality (via HVS ANAROCK), Land Services, Industrial and Logistics (in partnership with Binswanger), Investment Management, Research, Strategic Advisory & Valuations, Project Management Services (in partnership with Mace), Flexi Spaces (in partnership with Upflex) and Society Management Services (acquisition of

ApnaComplex). 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 1,800 certified and experienced real estate professionals who operate across all major Indian (Mumbai, Navi Mumbai, Pune, Ahmedabad, NCR - Delhi, Gurugram, Noida, Chennai, Bangalore, Hyderabad, Kolkata, Lucknow) and Middle East markets. ANAROCK has successfully completed over 400 exclusive residential 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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