

## Key Feature

### Impact Of COVID-19 On Home Buyers – What Do They Think?

These unprecedented times with COVID-19 has changed a lot of things - the way we think, the way we work, the way we interact and engage, the way we manage time.

All industries including Indian real estate are now diligently working to innovate and strategize their business. With changing trends, it has been witnessed that 'home ownership' is gaining significant preference among new-age millennials. Businesses with sustainable models and having a strong foothold on technology are indeed the future.

ANAROCK's latest consumer sentiment survey revealed that majority participants would consider real estate to be the best asset class for investment and 'now' to be an ideal time for property purchase. Homebuyers preference to mitigate risks is at an all-time high with more than 72% preferring to buy from leading developers offering homes at high prices but having least execution risk.

Demand for affordable and mid segment properties is also at an unprecedented high. Online home sales will begin to gain traction and leading developers with good track record will be the main beneficiaries of this change.

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## Another Feather In The Cap



ANAROCK Digital wins the Gold award for the Best Video Contest in a Digital Campaign by/for a Real Estate Enterprise for the launch of Piramal Mahalaxmi at vIDEA 2020 - Video Media Awards and Summit.



## In The News



### RERA Day: Over 51, 850 real estate projects registered

"Things are changing for the better. Generally, players are for more accountable and cannot easily get away with breaking the RERA rules. While the redressal of complaints is not satisfactory for many, consumers are coming forward in large numbers to register complaints across states. The Wild West days of Indian real estate are definitely over", says **Anuj Puri, chairman, ANAROCK Property Consultants.**



### 'Work from home' trend likely to impact office space demand for 2 quarters: Anarock

As large number of companies and businesses resort to the work-from-home culture for their employees, **Ashulosh Limaye of Anarock Property Consultants** has said that demand for conventional office space is likely to be impacted to some extent for at least two quarters. He, however, noted that work-from-home is not a "catch-all solution" as many business verticals and functions still require employees to work in an office setting. **ANAROCK chairman Anuj Puri.**



### COVID-19 may kick-start demand for multi-storey warehousing

**Santhosh Kumar, Vice Chairman – ANAROCK Property Consultants** writes... Multi-level warehouses within city limits may well be Indian real estate's next big thing in a market completely transformed by the coronavirus pandemic. The compulsions of faster e-commerce growth in a post-pandemic world can kick-start demand for tech-enabled multi-storey warehousing.

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