

For Private Circulation only



MARKET WATCH

June 2016



**HDFC
REALTY**
Your Preferred Property Advisor



For Private Circulation only

Key Residential Trends – Delhi - NCR

Sentiments, New Launches and Enquiries

- Inflow of enquires for residential properties in NCR remained stagnant. Middle income end users found prices to be too high. Investors' interest also remained dull due sluggish pace of growth in property values.
- Gurgaon and Noida continue to remain the most prominent real estate development zones in the NCR. Gurgaon is more urbanized and systematically developed area as compared to Noida. Hence, the real estate prices in Gurgaon are relatively higher. Buyers with specific need and well planned purchase objectives prefer to buy property in Gurgaon. Whereas price sensitive buyers looking for affordable, value for money homes show higher interest for homes in Noida.
- Projects in Noida and Gurgaon received relatively higher number of enquiries. In Gurgaon, the demand is mainly for 2-BHK apartments priced between Rs. 60-80 Lakhs. Whereas, Noida is witnessing higher demand for affordable 2-BHK apartments having per unit price of Rs. 40-80 lakhs.
- Owing to significant delay in delivery time, the buyers seem to prefer ready-to-move-in properties.
- NCR saw minimal activity in terms of new launches. Tata La Vida launched in Sec.113 of Gurgaon was one of the few new launches during the recent times.

Sales Volumes, Inventory and Price Trends

- NCR is experiencing a very low enquiry to sales conversion. Significant mismatch between enquired prices and actual prices is the key reason behind subdued sales.
- Gurgaon and Noida have performed better as compared to other micro markets in NCR. Units priced between Rs. 60-90 Lakhs witnessed highest sales activity.
- In view of poor market situation, the prices have continued to remain stagnant during the month. Builders are offering various flexi-payment schemes to lure buyers. However, the success rates of these schemes was very limited as the buyers are expecting upfront discounts on prices. Builders, on the other hand, are offering upfront discount to determined buyers during final stages of the deal. Discounts were on slightly higher side in Noida.

Expected Likely trends during July 2016

- The real estate market of NCR is not likely to see any major improvement in the upcoming month as buyers are expected to hold back their buying decisions until developers reduce their prices significantly.
- No significant activity is expected in terms of new launches for at least next two to three months.
- The ongoing addition and expansion project of Delhi metro rail network is expected to have a positive effect. Some of the upcoming lines expected to become operational by the end of 2016 include Majlis Park - Shiv Vihar line, Janakpuri West - Kalindi Kunj line and Mundka - Bahadurgarh all three of which are part of Phase III of Delhi Metro Rail.

Key New Launches across NCR

Developer	Project	Location	Additional Details
Antriksh India	Antriksh India Complex	Sector 150, Noida	Consist of 32 commercial-the units available in 3 sizes – 243 sq ft, 251 sq ft and 481 sq ft-the base price will be ` 15,000 per sq ft-project be completed by Dec-2019.
Ambience Group	Ambience Creacions	Sector 22, Gurgaon	Luxury apartments spread over 14.5 acre-the project will consist of 2 BHK of 1,380 sq ft and 3 BHK of 1,860 sq ft-the base price for the apartments will be Rs 10,500 per sq ft.
Exotica Housing	Exotica Dreamsville	Sector 16C, Greater Noida	Premium residential project spread over 10 acre-consist of 1,368 apartments across 15 towers-available in 2 and 3 BHK formats ranging between 920 sq ft and 1,705 sq ft-price starts at Rs 3,999 per sq ft



About Us: We are a Real Estate advisory services company. We provide end-to-end solutions for your property requirements. Right from locating the property, site visits, to closing the deal, we do it all. Being a 100% subsidiary of HDFC Limited, HDFC Realty inherits its professional expertise from the vast experience of its parent organisation. Our services are market and client focussed, and our relationships have always centred on providing tailor-made solutions while adhering to fair business practices.

Our Services: Residential | Commercial & Retail | Consulting & Valuation Services
Land Solutions | Capital Markets

Our Commercial Presence in 50 Cities across India.

**Disclaimer**

The information set out in this document has been prepared by HDFC Realty Limited ('HDFC Realty') based upon projections which have been determined in good faith. The contents of this document are for informational purposes of the readers. This document does not take into account the specific investment objectives, financial situation or needs of an individual/s or a Corporate/s or any entity/s. This document is not an offer, invitation or solicitation of any kind to buy or sell any property or intended to create any rights or obligation.

It reflects conditions and views prevailing as on date, all of which may be subject to change. However, no representation or warranties of any nature are given, intended or implied. Readers are requested to rely on their own investigation, including - the merits and risks involved, the legality and consequences; without reliance on HDFC Realty or its respective employees, agents and affiliates. A qualified professional should be consulted before making a decision or acting on any information contained in this document.

Nothing in this document is intended to constitute legal, tax, securities or investment advice or opinion regarding the appropriateness of any investment or solicitation of any product or service. The use of any information set out in this document is entirely at the addressee's own risk. The information contained herein is intended solely for the addressee(s).

Please also note that the contents of this message may not necessarily represent the views or policies of Housing Development Finance Corporation Limited.