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# MARKET WATCH

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## Key Residential Trends - Hyderabad

### Sentiments, New launches and Enquiries

- Growth in number of enquiries for residential properties in Hyderabad was stagnant during July. Potential buyers continued to wait for a desirable fall in prices.
- Demand was skewed towards 3-BHK units priced between Rs. 35 to 55 lakh per unit. Whereas, the affluent buyer were mainly enquiring for properties in the range of Rs. 85 lakh to 1.3 crores per unit.
- Madhapur, Gachibowli, Kondapur, Kukatpally and upmarket areas of Banjara Hills and Jubille Hills continued to remain the most sought after locations. However, plotted projects in the outskirts such as Ghatkesar, Shankarapally and Aadibatla are have also emerged as strong competitors, especially in the investor segment.
- Majority of the end-user demand was inclined towards affordable homes in commercially driven localities of the city. On the contrary, investors preferred branded projects falling in higher price brackets, with the hope of better price appreciation.
- However, the city witnessed marginal rise in the number of new launches. Key new launches included a luxury residential project by Dream India Group and FIMA Properties-The Valencia and Serene Park by Aparna Group.

### Sales Volumes, Inventory and Price Trends

- In terms of configuration, 3-BHK units led the overall supply. Developers fared well with respect to project delivery timelines as very few projects got delayed. Average delay witnessed in Hyderabad was around at 4 to 6 months.
- The growth in number of enquiries did not have a significant effect on sales, which largely followed a constant trend.
- Majority of end-user transactions were registered in the price range of Rs. 27 to 45 lakh per unit. On the other hand, investor related transactions ranged in the price bracket of Rs. 40 to 65 lakh.
- Going hand in hand with sales, the average capital values across the city continued to remain at the same levels as the previous month.
- Buyers with serious intent were offered discounts in the range 7-8 per cent on per square feet rates.

### Expected Likely trends during August 2016

- On a broader level, Hyderabad real estate market is expected to continue a similar trend for the next 5 to 6 months.
- In case of new supply, developers such Vasavi, Rajapushpa, Aparna and My Homes are expected to launch their projects during the next two months.
- Hyderabad metro rail, the city's most awaited infra project, is running behind schedule. Though,

the entire work on Miyapur-SR Nagar stretch of line-I has been completed, the commencement date is still to be finalized by the authorities. It will take some time till the project starts making a substantial impact on the city's realty.

- On the other hand, the pending stretch of the outer ring road (ORR), between Shameerpet and Ghatkesar, was inaugurated during the month of July. The ORR is expected to improve demand for properties in the outskirts like Shamshabad, Shameerpet and Ghatkesar.

#### Key New Launches

Developer	Project	Location	Additional Details
Dream India Group and FIMA Properties	The Valencia	Banjara Hills, Hyderabad	Spread over 2 acre, the project will consist of 106 apartments across 14 towers. The area of the apartments will range between 2,500 sq ft and 4,500 sq ft and the base price will be ₹10,000 per sq ft. The project is expected to be completed by December 2017



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