January to March 2021

HYDERABAD
ROUND TABLE
RESIDENTIAL MARKET ACTIVITY

PROPTIGER RESEARCH

About Elara Group

India's full stack real estate technology platform

PROPTIGER RESEARCH

Brand	Market segment	Description	Business Model / Monetization	Core Offering	Customers
HOUSING.COM	**Premium online property classifieds portal**	Fastest-growing online Indian real estate portal. Seeking to be market leader for consumers / partners in their journey of renting, buying, selling or financing property	• Traditional classifieds - listing and advertising fee • Full stack platform for rentals by co-opting intermediaries (to be extended to resale) - share of transaction fee	• Advertising and listings solutions • 3D visualisation products • Full-stack rental services • Lead gen services for adjacency providers	• Agents • Developers • Home-owners • Co-living operators • Mortgage financiers
PROPTIGER.COM	**On-ground property fulfilment / transaction facilitation for new homes and rentals**	Indian-focused tech-led brokerage firm providing end-to-end assistance to consumers in their property buying journey. Focuses on new residential properties. Also offers home loans assistance	• Tech-enabled brokerage with low dependency (<20%) on external sources for customer acquisition – brokerage fee	• Project sales services for developers • End-to-end transaction services for new home buyers	• Developers • Mortgage financiers
makaan.com	**Online property classifieds portal**	Property portal that connects buyers and sellers and helps them on their journey of buying, selling, renting and leasing residential properties in India	• Traditional classifieds - listing and advertising fee • Products sold by Housing sales team in combination with Housing products	• Advertising and listings solutions for developers, brokers, home-owners	• Agents • Developers • Home-owners

The growth story

PropTiger Launched

NewsCorp becomes an investor

Acquired Makaan and launched India's only digital real estate marketplace

3DPhy acquisition to strengthen VR capabilities

REA becomes an investor

2011

2014

2015

2016

2017

2020

Built **3D Visualization** capabilities through **OoBI acquisition**

Acquired Housing to enter the online classifieds space

REA Acquires controlling stake in Elara

Q1 2021

Despite the looming uncertainty surrounding COVID-19, Q1 2021 saw sentiments improve on the back of vaccination

Cautious, yet optimistic growth outlook for FY 22

Agency	Annual GDP growth FY 22
International Monetary Fund (IMF)	12.5%
Moody's Analytics	9.3%
Asian Development Bank	11.0%
Reserve Bank of India (RBI)	10.5%
World Bank	10.1%

Source: PropTiger Research

Characteristics of Q1 2021

VACCINATION DRIVE

Pan India roll-out of COVID-19 started in January 2021

GST COLLECTION

With INR 1.24 lakh crore collection, hit a record high in March 2021

MANUFACTURING & SERVICES PMI

Continued to remain above the 50 mark

STAMP DUTY CUTS

Stamp duty slashed by 2-3% in states of Maharashtra and Karnataka

REPO RATE

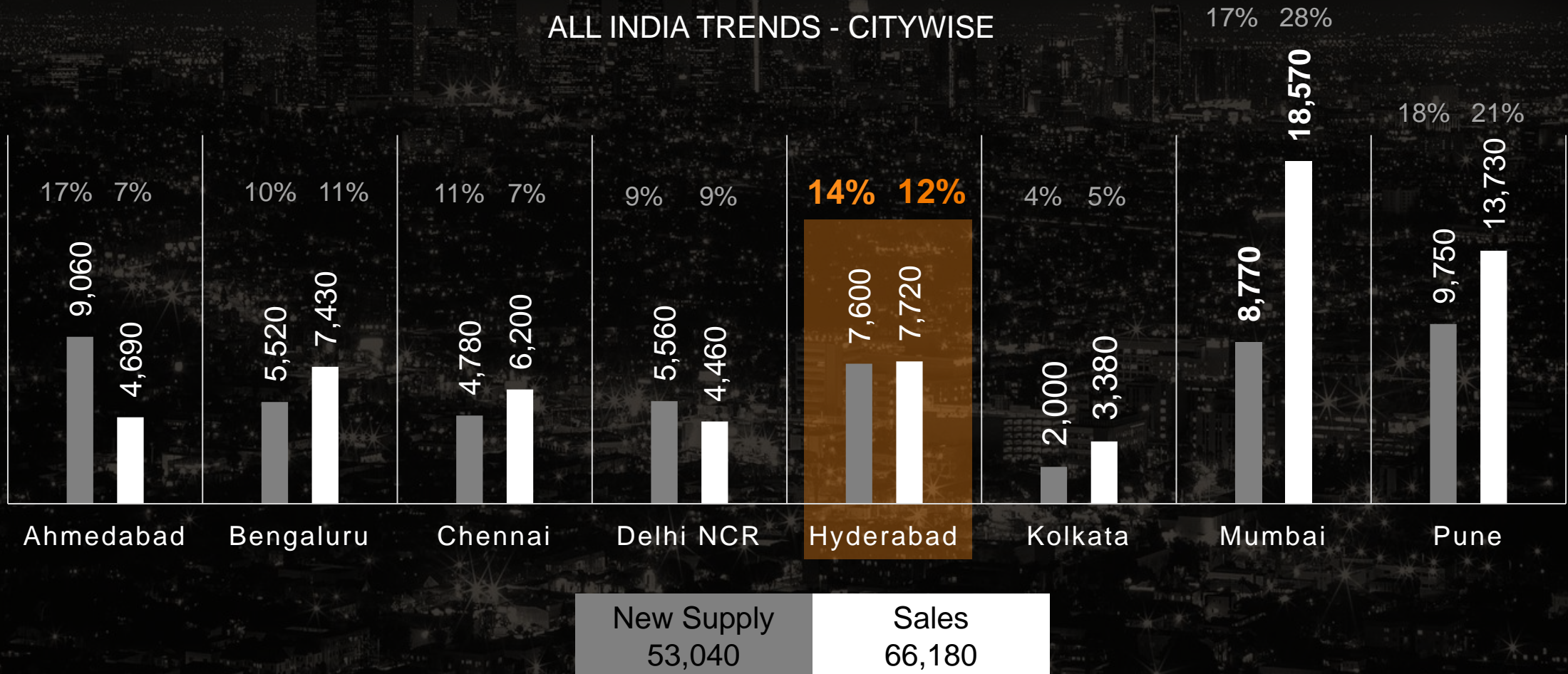At 4.0 remained unchanged by the Central Bank

RECOVERY RATE

82.5% recovery rate; India's daily recovery outnumbered cases

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COVID–19 acts as dampener - arrests recovery in Q1 2021

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ALL INDIA TRENDS - CITYWISE

	New Supply 53,040	Sales 66,180

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands*

Q1 2021

Online Buying & Renting Trends

Hyderabad Residential Market Activity

Kondapur and Miyapur in west most searched for buying a home online

MOST SEARCHED LOCALITIES FOR BUYING A HOME - Q1 2021

- Configuration - Virtual homebuyers preferred units with 1BHK configuration, followed by 2BHK

- Price - Kondapur, Miyapur and Kompally saw maximum demand in the price bracket of INR 50 lakh – 1 crore, while units priced below INR 50 lakh saw maximum traction in Kukatpally and Nizampet

MIYAPUR   BACHUPALLY

NIZAMPET ----------   **KOMPALLY**

SERILINGAMPALLY   **KUKATPALLY**

KONDAPUR

GACHIBOWLI

MANIKONDA

BANDLAGUDA

LEGEND

Top localities*

Localities gaining traction**

*Top localities are determined based on aggregate virtual or online demand through organic traffic and leads data for that locality.
**Upcoming localities are determined as per the online expression of interest and nearing of volume of organic traffic and leads to the benchmarked top localities.

Source: Housing Research

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Localities in west most searched by online renters

MOST SEARCHED LOCALITIES FOR RENTING A HOME - Q1 2021

- Configuration - Demand was high for renting units with 2BHK configuration followed by 1BHK

- Price - Home renters preferred units with rent below INR 15 thousand

MIYAPUR ●

KUKATPALLY 📍

KONDAPUR 📍   ● BEGUMPET

GACHIBOWLI 📍   📍 📍 **AMEERPET**

● BANJARA HILLS

●

MANIKONDA   JUBILEE HILLS

MADHAPUR

Top localities are determined based on aggregate virtual or online demand through organic traffic and leads data for that locality.
Upcoming localities are determined as per the online expression of interest and nearing of volume of organic traffic and leads to the benchmarked top localities.

Source: Housing Research

LEGEND

📍 Top localities*

● Localities gaining traction**

Q1 2021

SALES
Hyderabad Residential Market Activity

PROPTIGER
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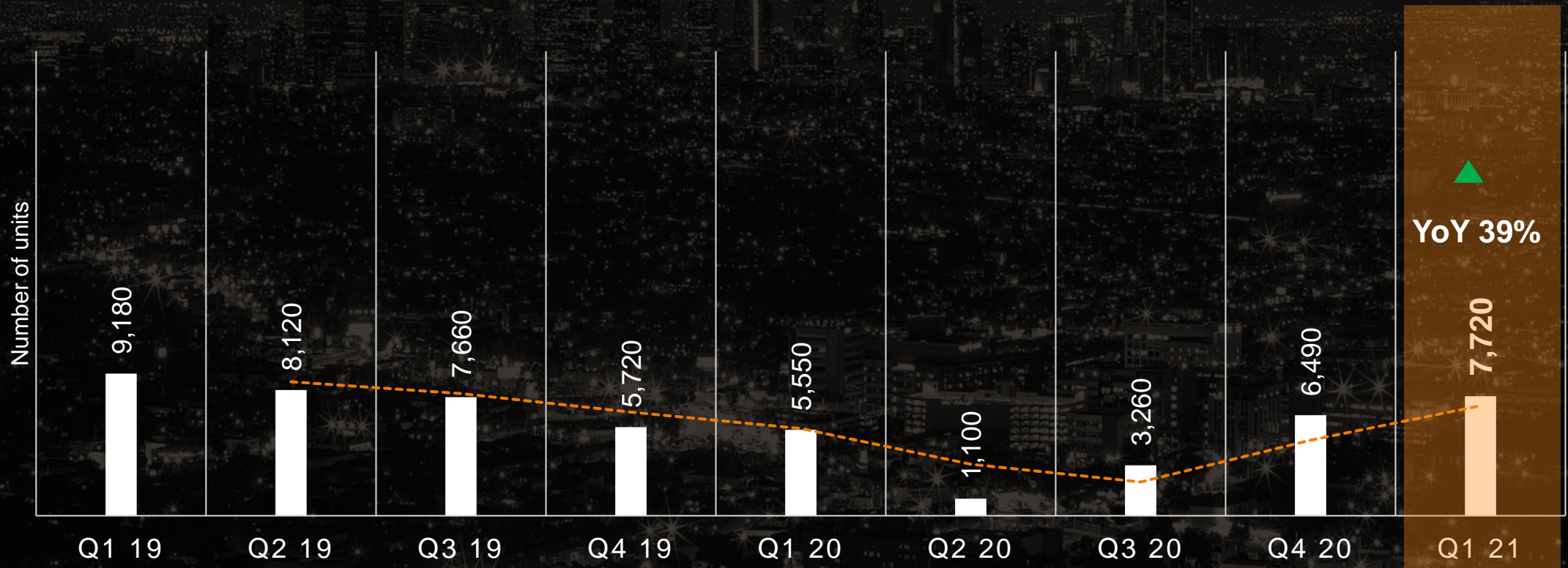
Sangareddy was the most preferred locality, closely followed by Kondapur

- Sangareddy, Kondapur, Bachupally, Nallagandla and Kompally comprise a 30% share from overall sales

SANGAREDDY
INR 5,000–5,200/sq ft

BACHUPALLY
INR 4,300–4,500/sq ft

KOMPALLY
INR 4,400–4,600/sq ft

KONDAPUR
INR 7,000–7,200/sq ft

NALLAGANDLA
INR 6,300–6,500/sq ft
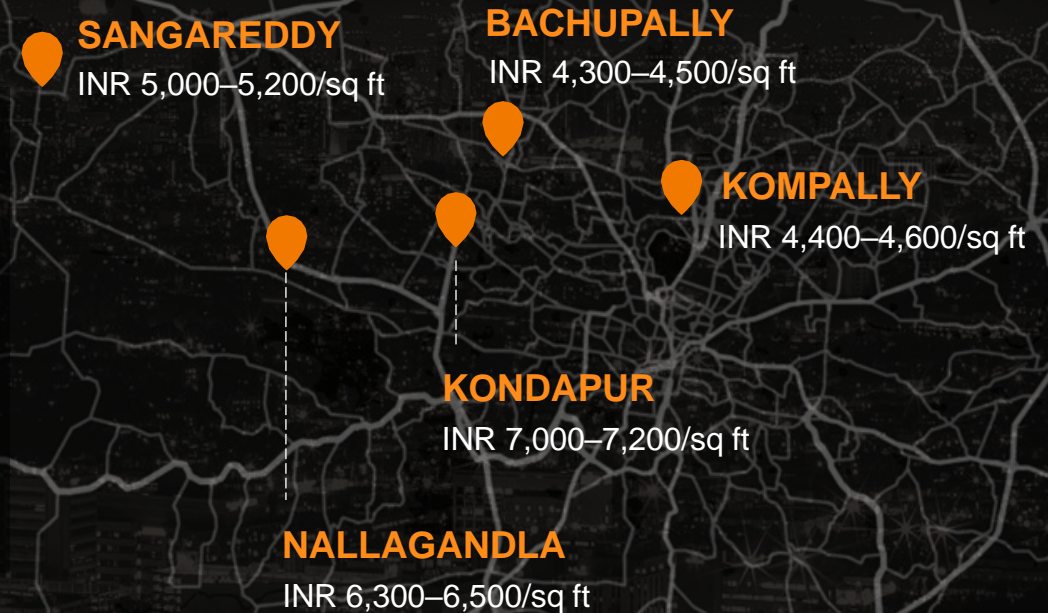
TOP LOCALITIES FOR BUYING AS PER DEMAND IN Q1 2021

Source: DataLabs, PropTiger Research   ** All prices are Weighted Average Price is for new supply*

> INR 75 lakh price bracket witness maximum traction

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INR 1-3 crore ~ 90% share

TICKET WISE SPLIT OF SALES
Q1 2020 Vs Q1 2021

54%

	< INR 25 lakh	INR 25-45 lakh	INR 45-75 lakh	INR 75 lakh-1 crore	> INR 1 crore
Q1 2020	1%	13%	31%	16%	39%
Q1 2021	1%	14%	31%	17%	37%

> INR 1 CRORE

Total Sales

Q1 2020	Q1 2021
5,550	7,720

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands*
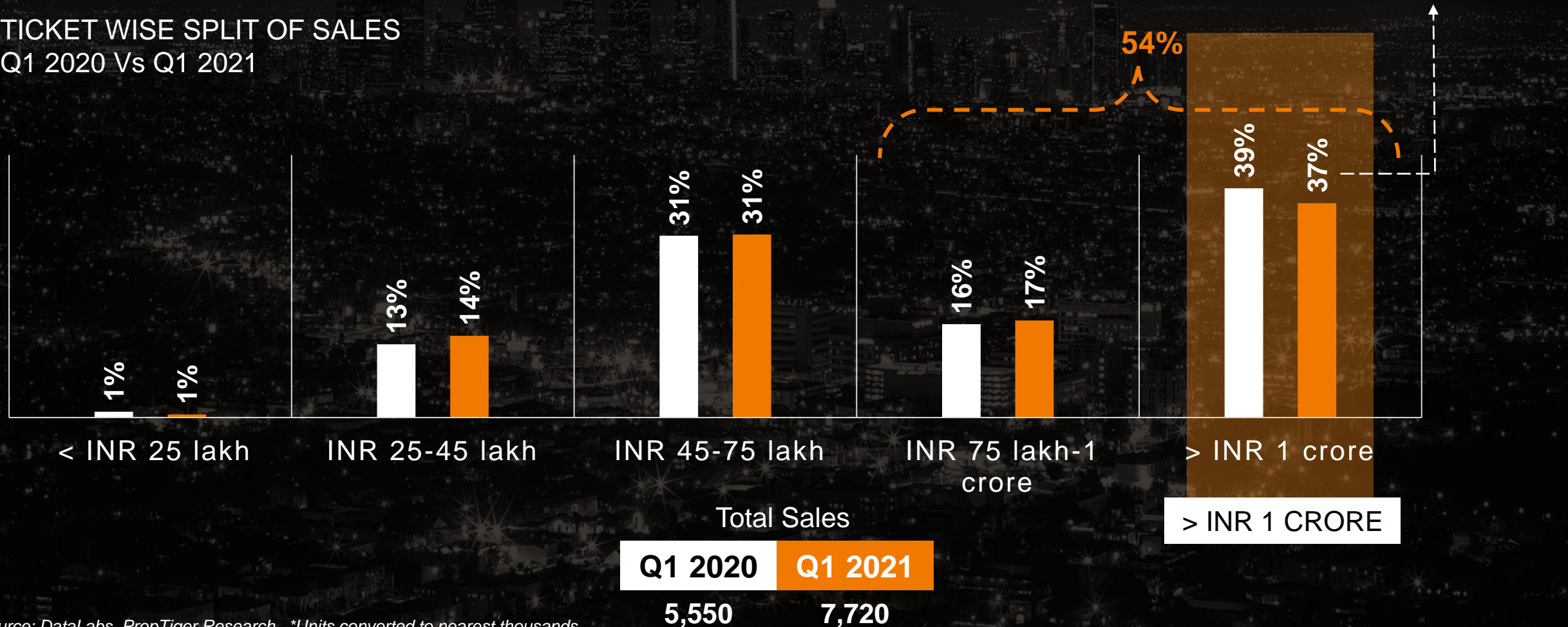
Demand for units priced >INR 1 crore on the rise

PROPTIGER RESEARCH

SHARE OF SOLD UNITS ACROSS PRICE BRACKETS
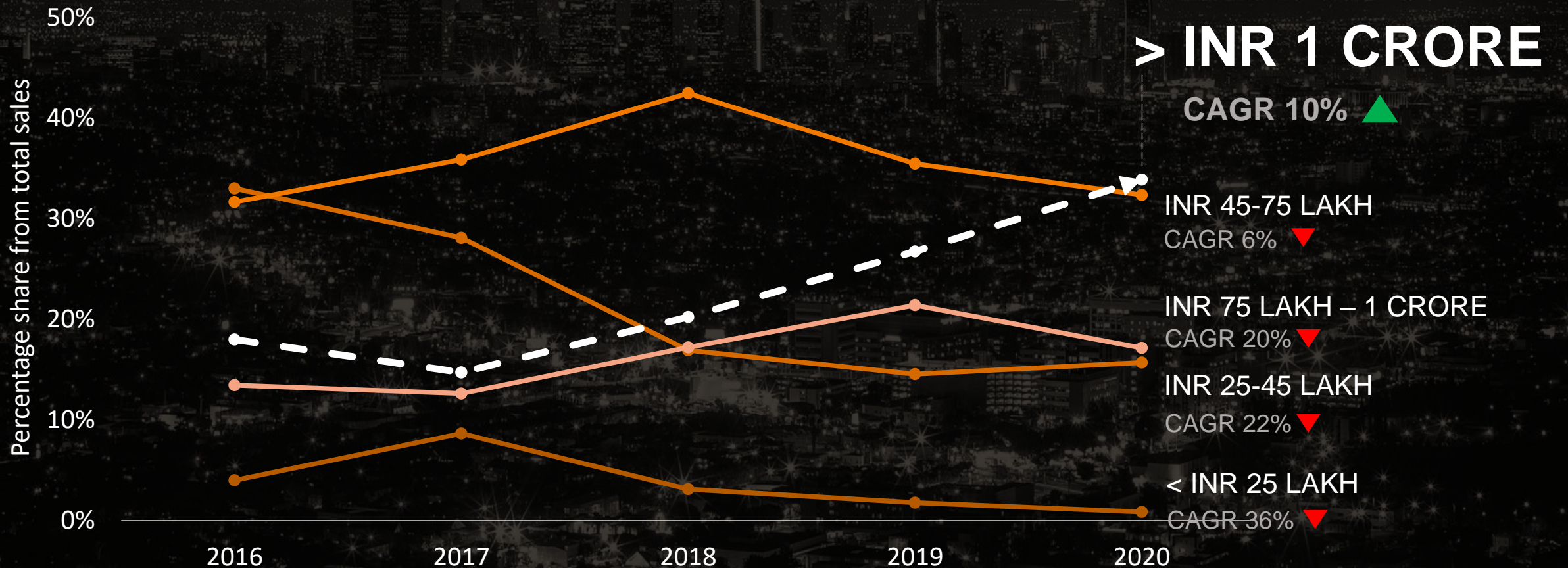
Maximum traction witnessed in INR 1-3 crore (~ 90%) price bracket

> **INR 1 CRORE**
CAGR 10% ▲

INR 45-75 LAKH
CAGR 6% ▼

INR 75 LAKH – 1 CRORE
CAGR 20% ▼

INR 25-45 LAKH
CAGR 22% ▼

< INR 25 LAKH
CAGR 36% ▼

*Source: DataLabs, PropTiger Research   *CAGR for time period of 2016-2020*

Q1 2021

NEW SUPPLY
Hyderabad Residential Market Activity

New Supply

New supply doubled over Q1 2020

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NEW SUPPLY

Number of units

Quarter	Value
Q1 19	8,920
Q2 19	5,320
Q3 19	4,080
Q4 19	2,410
Q1 20	3,900
Q2 20	2,050
Q3 20	4,260
Q4 20	12,720
Q1 21	7,600

YoY 95%

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands*
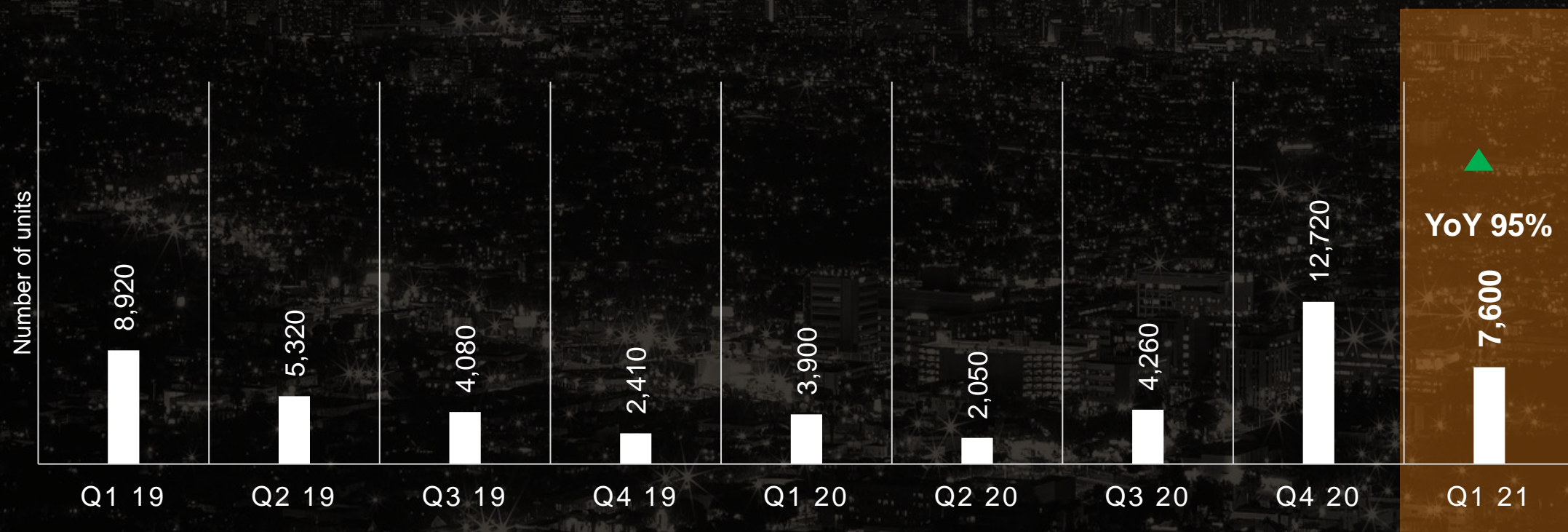
Half of the new supply is concentrated in >INR 75 lakh price bracket

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TICKET WISE SPLIT OF NEW SUPPLY
Q1 2020 Vs Q1 2021

49%

Price Bracket	Q1 2020	Q1 2021
< INR 25 lakh	0%	0%
INR 25-45 lakh	36%	11%
INR 45-75 lakh	21%	40%
INR 75 lakh-1 crore	2%	13%
> INR 1 crore	41%	36%

Total Supply

Q1 2020	Q1 2021
3,900	7,600

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands*

PROPTIGER RESEARCH
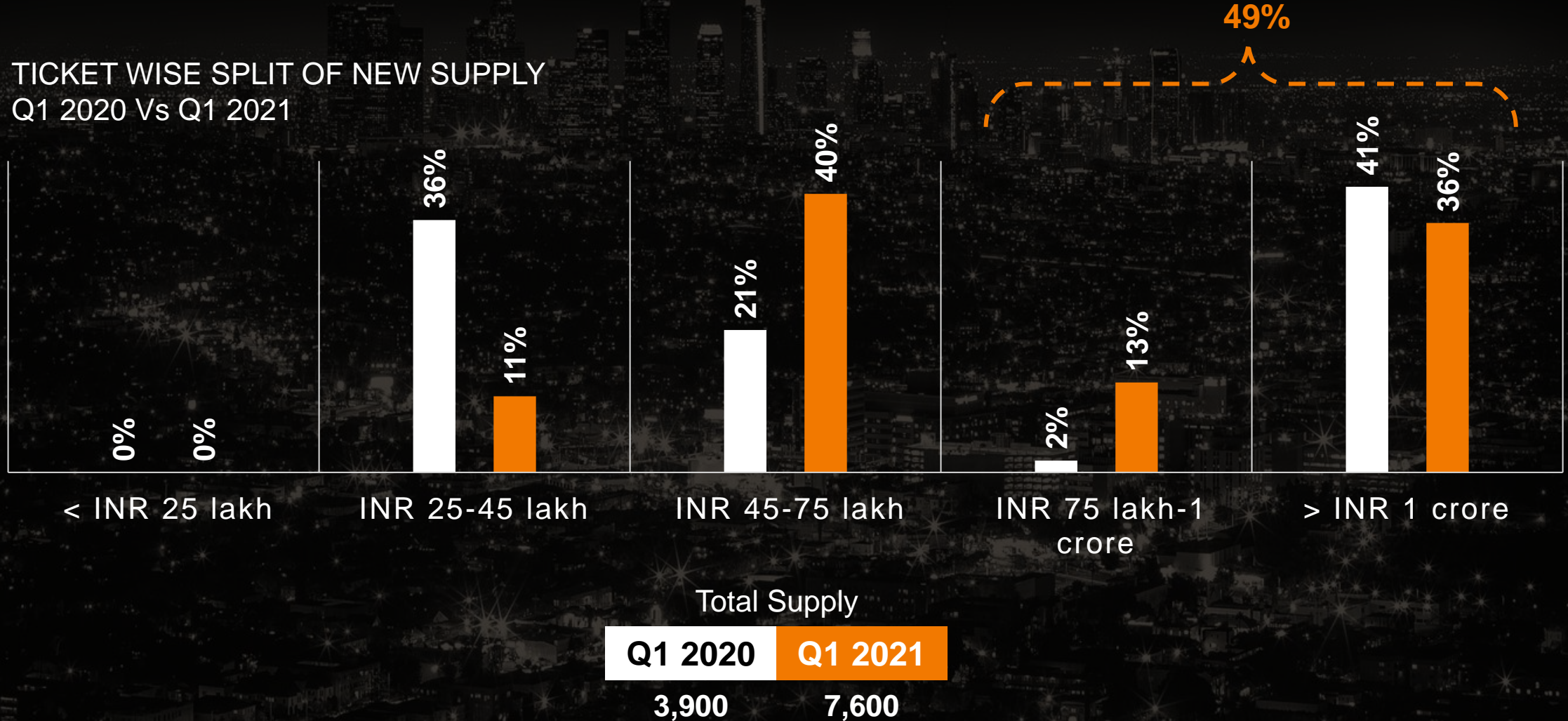
2BHK increases its share in new supply

CONFIGURATION SPLIT OF NEW SUPPLY
Q1 2020 Vs Q1 2021

Q1 2020

4+BHK — 9%

28% — 2BHK

3BHK

63%

Q1 2021

4+BHK — 4%

48% — 2BHK

3BHK — 48%

Total Supply

Q1 2020	Q1 2021
3,900	7,600

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands*
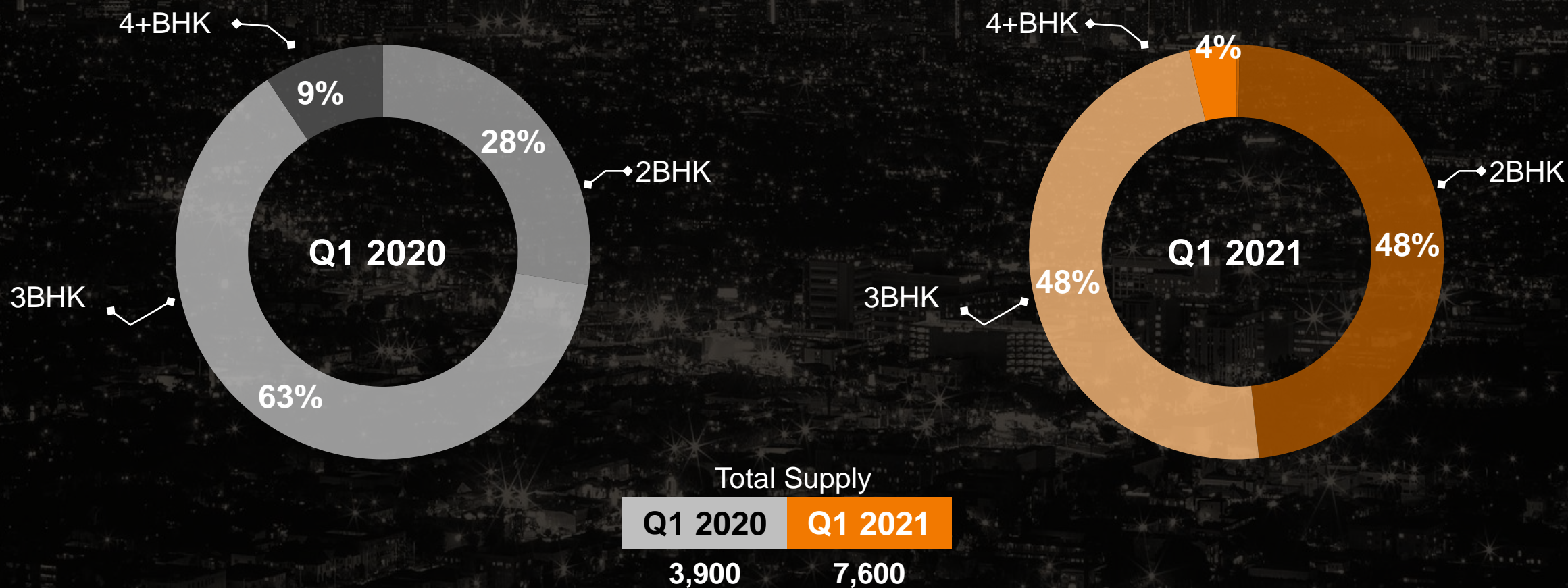
Q1 2021

Unsold Inventory & Price Trends

Hyderabad Residential Market Activity

59% of the total stock is concentrated in localities of Western Hyderabad

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Total Stock
2,80,510

Unsold Stock
39,190

Sold Stock
2,41,320

Ready to move-in
3,920
(10%)

Under-Construction
35,270
(90%)

BACHUPALLY

KOMPALLY

NALLAGANDLA

KONDAPUR

KOKAPET
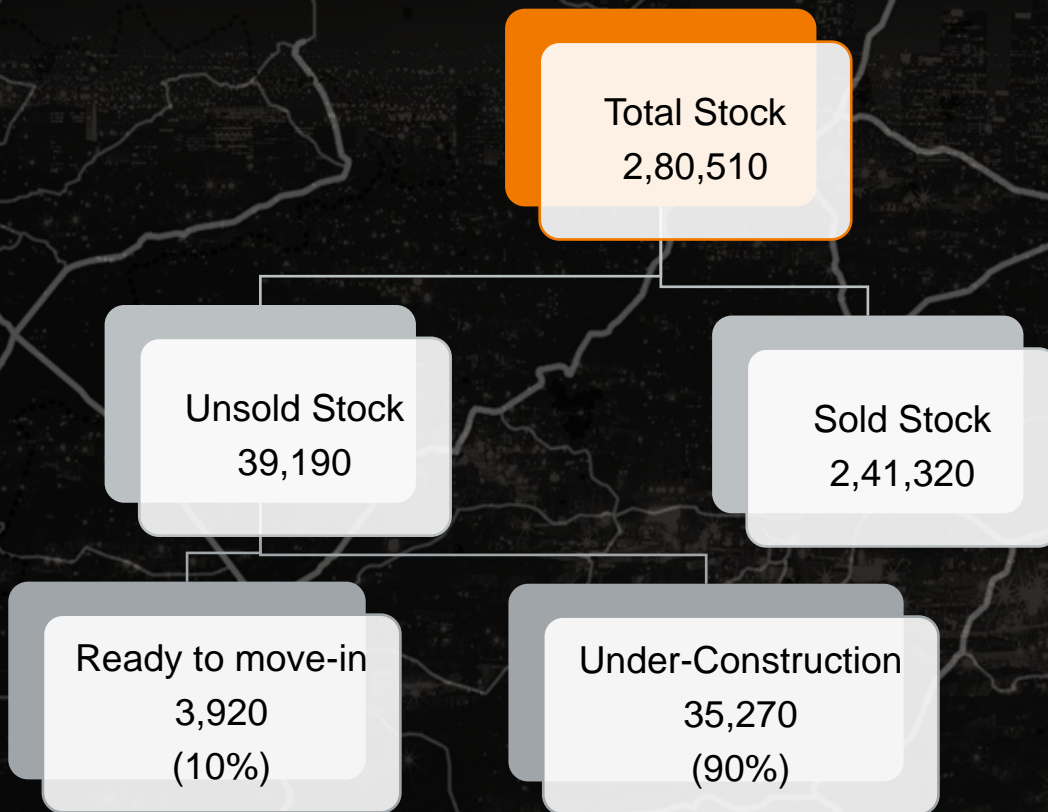
TOP LOCALITIES AS PER UNSOLD INVENTORY IN Q1 2021

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands   Total stock calculated on units launched since ~1990*

PROPTIGER
RESEARCH

Surge in new supply increases unsold inventory levels;
Inventory overhang remains lowest amongst top 8 cities

UNSOLD INVENTORY

YoY 26% ▲

Number of units

	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21
Months	14	19	25	29	25
Units	31,120	32,070	33,070	39,310	39,190
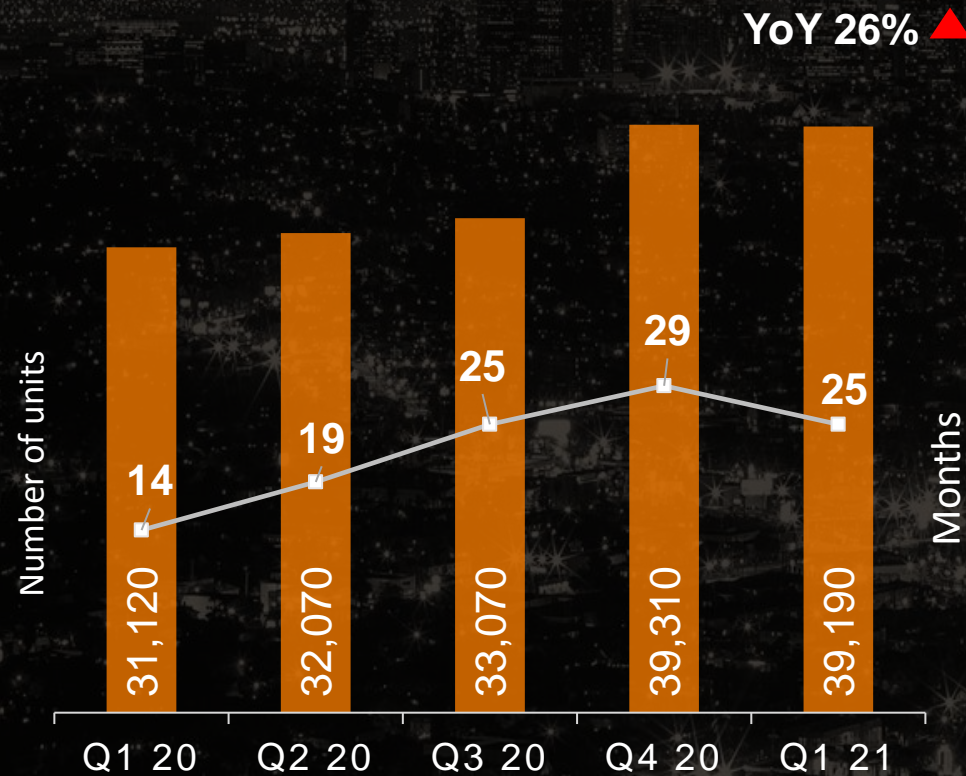
TICKET WISE SPLIT OF UNSOLD INVENTORY
Q1 2021

- 21% — 25 lakh – 45 lakh
- 36% — > 1 crore
- 26% — 45 lakh – 75 lakh
- 17% — 75 lakh – 1 crore
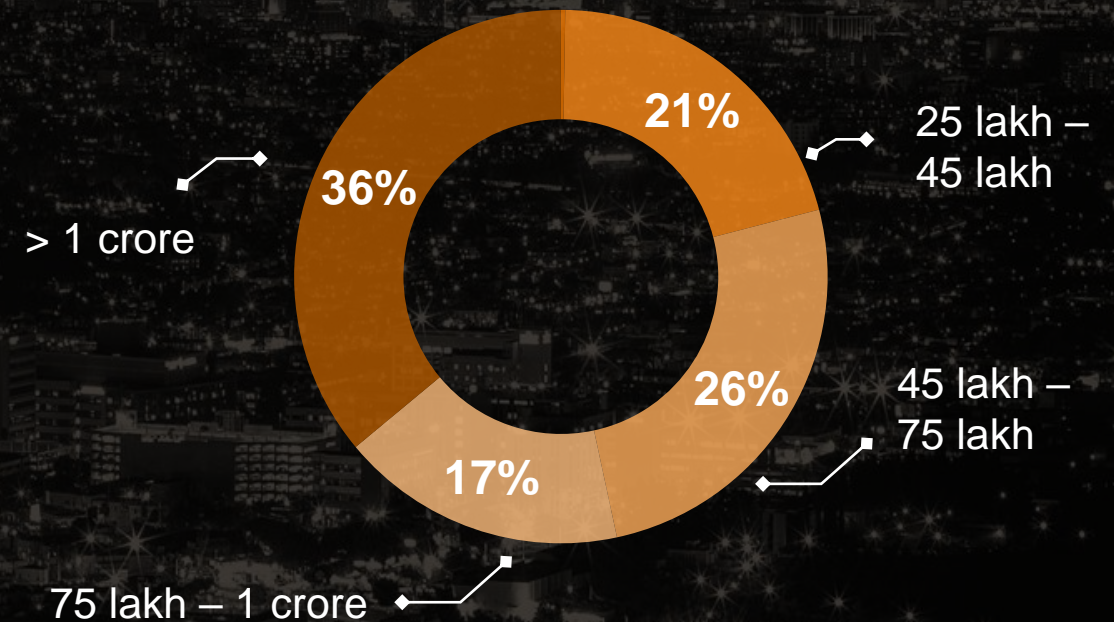
53% unsold inventory concentrated in >INR 75 lakh price bracket

*Source: DataLabs, PropTiger Research   *Units converted to nearest thousands*

Prices appreciate amidst pandemic

Continued appreciation amongst top eight cities

WEIGHTED AVERAGE PRICE*
(In INR/SQ.FT.)

YoY 5% ▲

5,713

5,593

5,461

5,252

4,956

4,589

4,368

| Q1 18 | Q3 18 | Q1 19 | Q3 19 | Q1 20 | Q3 20 | Q1 21 |

Source: DataLabs, PropTiger Research   * Weighted Average Price is for new supply
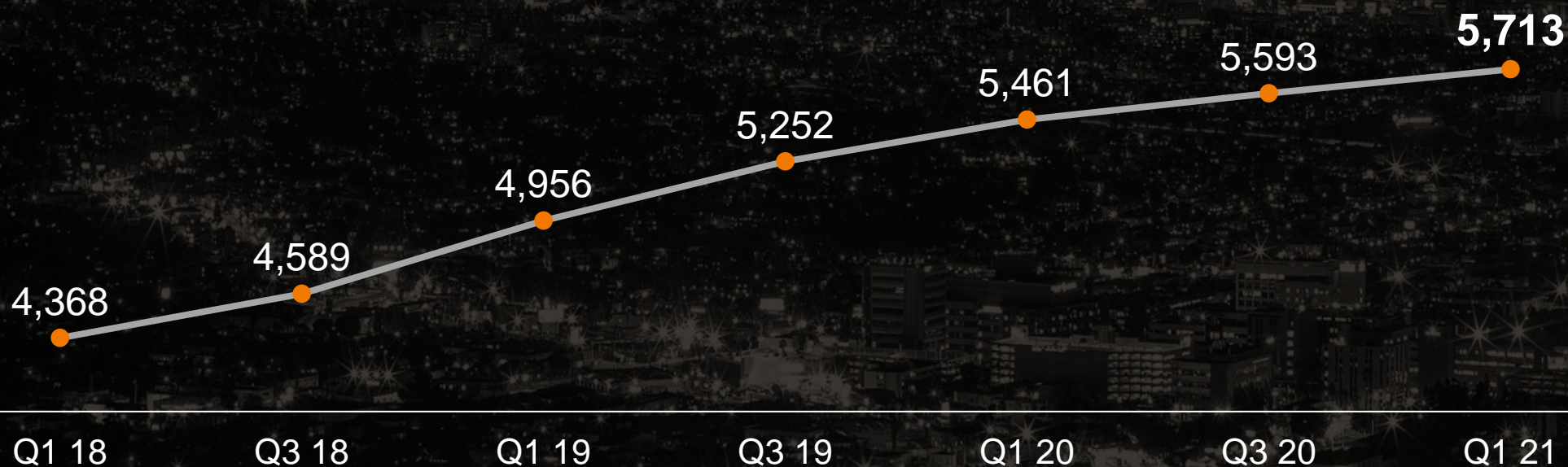
Q2 2021

Outlook
Hyderabad Residential Market Activity
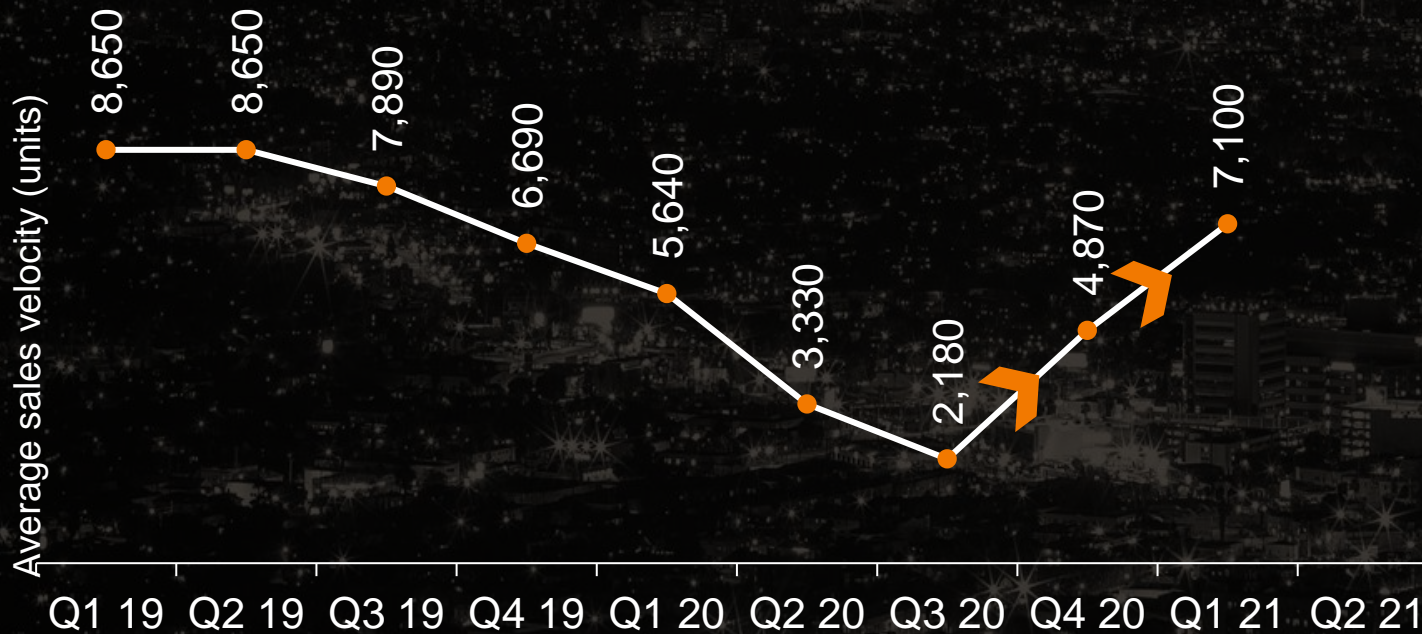
Housing.com City Health Card

Hyderabad

'Day Zero'

High out-of-pocket medical expenses

Traffic snarls

Crumbling healthcare infrastructure

Air pollution

34%
of 1.3 bn people reside in urban areas

65%
of the total hospitalisation cases in urban areas belong to private hospitals

<4 sq ft
space available per person in top 8 cities

69%
of total hospital beds in India are concentrated in urban areas

1 in 3
people in India will be living in cities by 2031

Hyderabad ranked 5th on Housing.com's City Health Card

PROPTIGER RESEARCH

City Health Rank	City	Number of hospital beds/ 1,000 population	Air Quality	Water Quality and Availability	Sanitation & Solid Waste Management	Ease of Living (2020)	Municipal Performance Index (2020)	Sustainable Initiatives*
1	Pune	↑	↘	↑	↗	↑	↑	↑
2	Ahmedabad	↑	↗	↗	↑	↑	↗	↑
3	Bengaluru	↑	↓	↘	↗	↑	↘	↗
4	Mumbai	↗	↗	↑	↗	↗	↑	↑
5	Hyderabad	↘	↑	↗	↑	↓	↗	↑
6	Chennai	↗	↑	↓	↓	↗	↑	↗
7	Kolkata	↓	↑	↑	↘	↓	↓	↗
8	Delhi NCR	↓	↓	↓	↘	↘	↓	↑

Ranking for individual parameters

HIGH

↑
↗
↘
↓

LOW

Healthcare services follow residential footprints in Hyderabad

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Central and western localities have maximum concentration of hospitals

BACHUPALLY

HYDERABAD EAST

KONDAPUR

SECUNDARABAD

HYDERABAD CENTRAL

KOKAPET

HYDERABAD WEST

HYDERABAD SOUTH

LEGEND

Unsold inventory

(Size of circle represents the number of units)

✚ Hospital > 100 beds
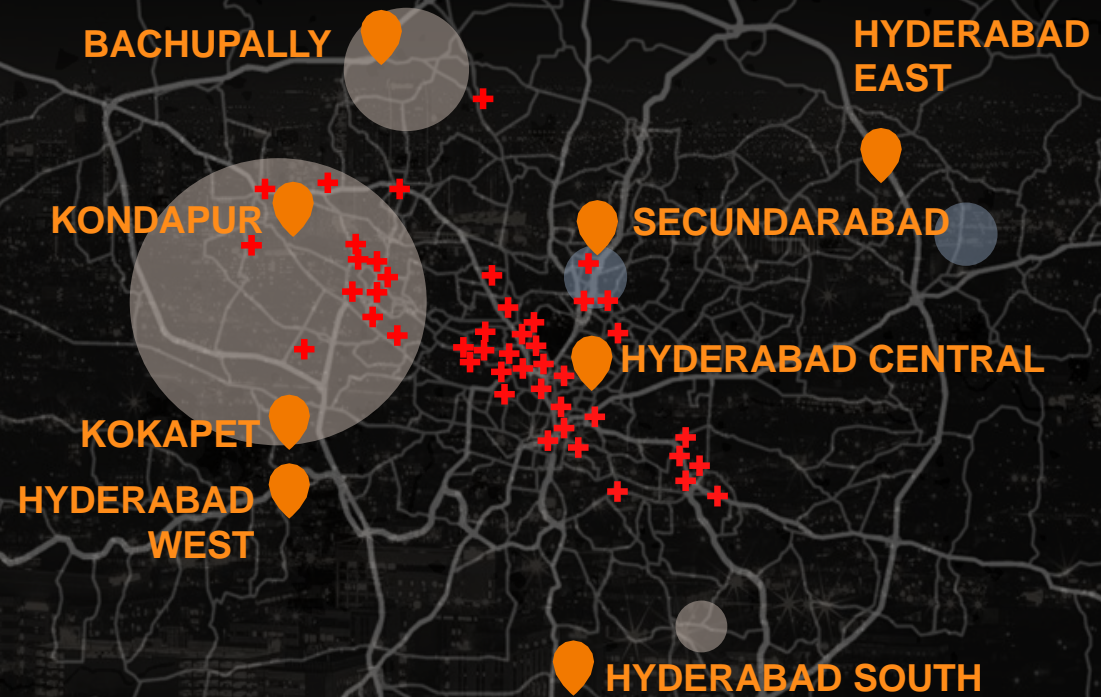
UNSOLD INVENTORY AND HOSPITALS IN HYDERABAD

Key Takeaways

- **Sales** surpass pre-COVID levels by **39 percent**

- **Sangareddy, Bachupally and Kompally** witness maximum demand in Q1 2021

- **> INR 75 lakh** price bracket sees maximum traction, with **54%** share in total sales

- **Hyderabad** sees rise in demand for units priced **> INR 1 crore**

- **New supply** nearly **doubled** over Q1 2020; majority concentrated in localities of **Nallagandla** and **Kompally**

- **> INR 75 lakh** price bracket take 49 percent share from total supply

- Unsold inventory increased by 26 percent (YoY) in Q1 2021; **lowest** (25 months) inventory overhang amongst top eight cities

- Localities in **west** were most searched **for buying** and **renting** a home **online**

- Residential development moves in sync with the healthcare infrastructure; number of available hospital beds per 1,000 people in Hyderabad above national average (1.4)

January to March 2021

HYDERABAD
ROUND TABLE

RESIDENTIAL MARKET ACTIVITY

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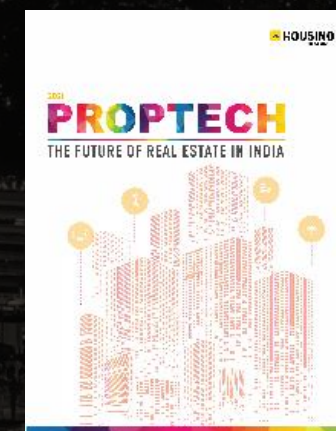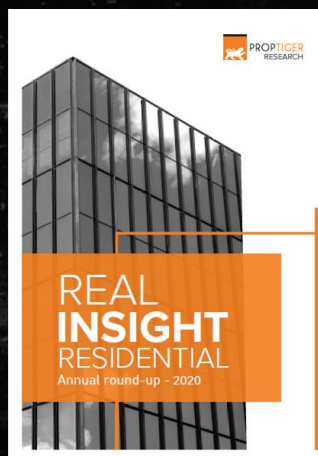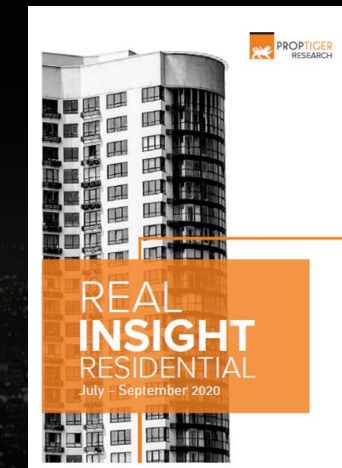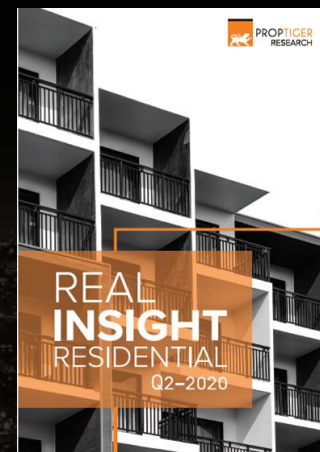## DOWNLOAD YOUR COPY

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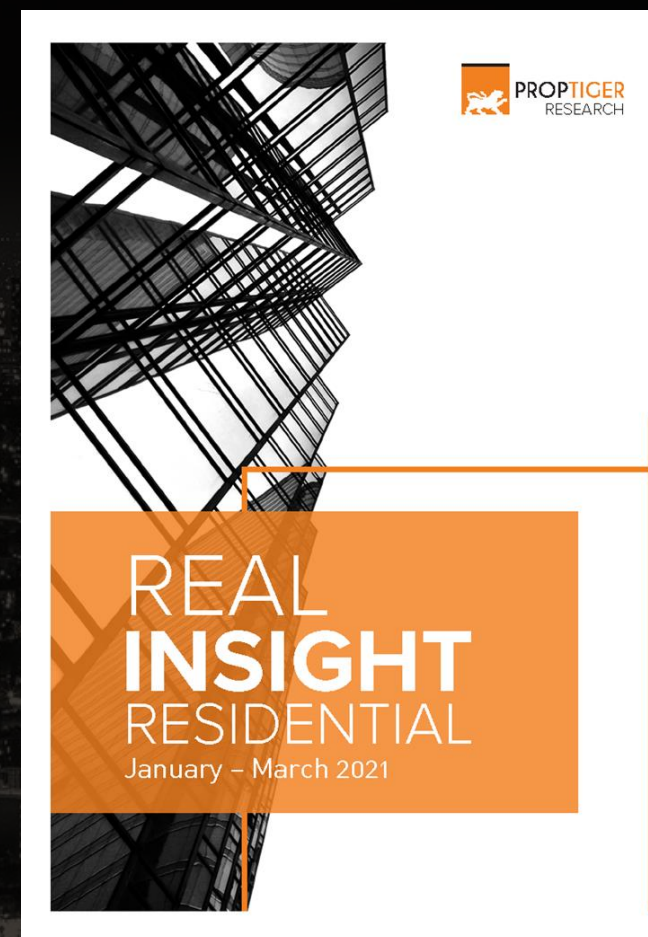
Disclaimer

The analysis presented on real estate trends in India are indicative of market trends. The data has been tracked and collected across eight cities for nearly 20,000 projects. Utmost care has been taken to provide the complete market picture however these trends present estimates and should not be relied upon in anyway. The data for sales is collected through primary survey carried out by our field agents and the data for new launches is as per the projects registered under the Real Estate Regulatory Act (RERA). The report published is for general information only. Although high standards have been used for analysis in this report, no responsibility or liability whatsoever can be accepted by PropTiger.com for any loss or damage resulting from any use of, reliance on or reference to the content of this document. As a general report, this material does not necessarily represent the views of PropTiger.com in relation to particular properties or projects. Reproduction of this report in whole or in part is nor allowed without prior written approval of PropTiger.com to the form and content within which it appears.

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