<table>
<thead>
<tr>
<th>Brand</th>
<th>Market segment</th>
<th>Description</th>
<th>Business Model / Monetization</th>
<th>Core Offering</th>
<th>Customers</th>
</tr>
</thead>
</table>
| **HOU** ING.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 | 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

2011
PropTiger Launched

2014
NewsCorp becomes an investor

2015
Acquired Makaan and launched India's only digital real estate marketplace

2016
3DPhy acquisition to strengthen VR capabilities

2017
REA becomes an investor

2020
REA Acquires controlling stake in Elara

Acquired Housing to enter the online classifieds space

Built 3D Visualization capabilities through OoBI acquisition
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

<table>
<thead>
<tr>
<th>Agency</th>
<th>Annual GDP growth FY 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Monetary Fund (IMF)</td>
<td>12.5%</td>
</tr>
<tr>
<td>Moody’s Analytics</td>
<td>9.3%</td>
</tr>
<tr>
<td>Asian Development Bank</td>
<td>11.0%</td>
</tr>
<tr>
<td>Reserve Bank of India (RBI)</td>
<td>10.5%</td>
</tr>
<tr>
<td>World Bank</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

Source: PropTiger Research
Cues of revival

Characteristics of Q1 2021

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

**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

**Repo Rate**
At 4.0 remained unchanged by the Central Bank

**Recovery Rate**
82.5% recovery rate; India’s daily recovery outnumbered cases

Source: PropTiger Research, RBI, Industry sources
All India Residential Market Activity

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

ALL INDIA TRENDS - CITYWISE

<table>
<thead>
<tr>
<th>City</th>
<th>New Supply</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmedabad</td>
<td>9,060</td>
<td>4,690</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>7,430</td>
<td>5,520</td>
</tr>
<tr>
<td>Chennai</td>
<td>6,200</td>
<td>4,780</td>
</tr>
<tr>
<td>Delhi NCR</td>
<td>4,460</td>
<td>5,560</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>7,720</td>
<td>7,600</td>
</tr>
<tr>
<td>Kolkata</td>
<td>3,380</td>
<td>2,000</td>
</tr>
<tr>
<td>Mumbai</td>
<td>18,570</td>
<td>8,770</td>
</tr>
<tr>
<td>Pune</td>
<td>13,730</td>
<td>9,750</td>
</tr>
</tbody>
</table>

Source: DataLabs, PropTiger Research  *Units converted to nearest thousands
Q1 2021
HYDERABAD
Residential Market Activity

ONLINE BUYING & RENTING
NEW SUPPLY
SALES
UNSOLD INVENTORY
PRICE TREND
Q1 2021

Online Buying & Renting Trends

Hyderabad Residential Market Activity
Online Search Trends – Home Buying

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

- 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

Source: Housing Research
Localities in west most searched by online renters

- Configuration - Demand was high for renting units with 2BHK configuration followed by 1BHK
- Price - Home renters preferred units with rent below INR 15 thousand

*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
Q1 2021

SALES

Hyderabad Residential Market Activity
Sales surpassed the pre-COVID levels

SALES TREND

Q1 19: 9,180
Q2 19: 8,120
Q3 19: 7,660
Q4 19: 5,720
Q1 20: 5,550
Q2 20: 1,100
Q3 20: 3,260
Q4 20: 6,490
Q1 21: 7,720

YoY 39%

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

Sangareddy was the most preferred locality, closely followed by Kondapur

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

Source: DataLabs, PropTiger Research

* All prices are Weighted Average Price is for new supply
Increased demand for 2BHK over year ago

<table>
<thead>
<tr>
<th></th>
<th>1BHK</th>
<th>2BHK</th>
<th>3BHK</th>
<th>4+ BHK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2020</td>
<td>1%</td>
<td>34%</td>
<td>57%</td>
<td>8%</td>
</tr>
<tr>
<td>Q1 2021</td>
<td>1%</td>
<td>44%</td>
<td>48%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Total Sales**

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,550</td>
<td>7,720</td>
</tr>
</tbody>
</table>

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

> INR 75 lakh price bracket witness maximum traction

TICKET WISE SPLIT OF SALES
Q1 2020 Vs Q1 2021

INR 1-3 crore ~ 90% share

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

Source: DataLabs, PropTiger Research

CAGR for time period of 2016-2020

SHARE OF SOLD UNITS ACROSS PRICE BRACKETS

Percentage share from total sales

INR 45-75 LAKH
CAGR 6%

INR 75 LAKH – 1 CRORE
CAGR 20%

INR 25-45 LAKH
CAGR 22%

< INR 25 LAKH
CAGR 36%

Maximum traction witnessed in INR 1-3 crore (~ 90%) price bracket

Source: DataLabs, PropTiger Research  *CAGR for time period of 2016-2020
Kondapur sees maximum traction in INR 1-3 crore price bracket; followed by Nallagandla and Kokapet.
Q1 2021

NEW SUPPLY

Hyderabad Residential Market Activity
New Supply

New supply doubled over Q1 2020

NEW SUPPLY

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number of units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 19</td>
<td>8,920</td>
</tr>
<tr>
<td>Q2 19</td>
<td>5,320</td>
</tr>
<tr>
<td>Q3 19</td>
<td>4,080</td>
</tr>
<tr>
<td>Q4 19</td>
<td>2,410</td>
</tr>
<tr>
<td>Q1 20</td>
<td>3,900</td>
</tr>
<tr>
<td>Q2 20</td>
<td>2,050</td>
</tr>
<tr>
<td>Q3 20</td>
<td>4,260</td>
</tr>
<tr>
<td>Q4 20</td>
<td>12,720</td>
</tr>
<tr>
<td>Q1 21</td>
<td>7,600</td>
</tr>
</tbody>
</table>

Source: DataLabs, PropTiger Research

*Units converted to nearest thousands

YoY 95%
**TICKET WISE SPLIT OF NEW SUPPLY**
Q1 2020 Vs Q1 2021

<table>
<thead>
<tr>
<th>Price Bracket</th>
<th>Q1 2020</th>
<th>Q1 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; INR 25 lakh</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>INR 25-45 lakh</td>
<td>11%</td>
<td>36%</td>
</tr>
<tr>
<td>INR 45-75 lakh</td>
<td>40%</td>
<td>21%</td>
</tr>
<tr>
<td>INR 75 lakh-1 crore</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>&gt; INR 1 crore</td>
<td>36%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Total Supply

<table>
<thead>
<tr>
<th>Source: DataLabs, PropTiger Research</th>
<th>Units converted to nearest thousands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2020</td>
<td>3,900</td>
</tr>
<tr>
<td>Q1 2021</td>
<td>7,600</td>
</tr>
</tbody>
</table>
2BHK increases its share in new supply

Configuration Split of New Supply
Q1 2020 Vs Q1 2021

<table>
<thead>
<tr>
<th>Type</th>
<th>Q1 2020</th>
<th>Q1 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>2BHK</td>
<td>3,900</td>
<td>7,600</td>
</tr>
<tr>
<td>3BHK</td>
<td>63%</td>
<td>48%</td>
</tr>
<tr>
<td>4+BHK</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Total Supply
Q1 2020: 3,900
Q1 2021: 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

Total Stock: 2,80,510

Unsold Stock: 39,190
  - Ready to move-in: 3,920 (10%)
  - Under-Construction: 35,270 (90%)

Sold Stock: 2,41,320

Source: DataLabs, PropTiger Research
*Units converted to nearest thousands
Total stock calculated on units launched since ~1990
Surge in new supply increases unsold inventory levels; Inventory overhang remains lowest amongst top 8 cities

UNSOLD INVENTORY

TICKET WISE SPLIT OF UNSOLD INVENTORY
Q1 2021

53% unsold inventory concentrated in >INR 75 lakh price bracket

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

Prices appreciate amidst pandemic
Continued appreciation amongst top eight cities

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

4,368 4,589 4,956 5,252 5,461 5,593 5,713

YoY 5%

Source: DataLabs, PropTiger Research

* Weighted Average Price is for new supply
Q2 2021 Outlook
Hyderabad Residential Market Activity
Will the momentum sustain in Q2 2021?

Hyderabad demand is expected to recover to pre-COVID levels in the coming quarters.

Source: DataLabs, PropTiger Research
* Moving average of two consecutive quarters
* Units converted to nearest thousands
Housing.com City Health Card
Hyderabad
‘Day Zero’

- Crumbling healthcare infrastructure
- High out-of-pocket medical expenses
- Traffic snarls
- Air pollution

34% of 1.3 bn people reside in urban areas

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

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

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

1 in 3 people in India will be living in cities by 2031
# Healthcare in Hyderabad

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

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

Source: State of Indian Healthcare: Indian cities through the lens of healthcare, Housing Research

Note: Public and private hospitals with more than 100 beds are considered. The additional bed infrastructure currently being augmented on a daily basis for COVID-19 have not been considered.
Healthcare in Hyderabad

Number of hospital beds/1,000 population

INDIA AVERAGE 1.4
HOSPITAL BEDS PER 1,000 PEOPLE

GLOBAL AVERAGE 3.2

Source: State of Indian Healthcare: Indian cities through the lens of healthcare, Housing Research
Note: Public and private hospitals with more than 100 beds are considered. The additional bed infrastructure currently being augmented on a daily basis for COVID-19 have not been considered.
Healthcare in Hyderabad

Healthcare services follow residential footprints in Hyderabad

Central and western localities have maximum concentration of hospitals

LEGEND

Unsold inventory
(Size of circle represents the number of units)

Hospital > 100 beds

Source: State of Indian Healthcare: Indian cities through the lens of healthcare. Housing Research
Note: The additional bed infrastructure currently being augmented on a daily basis for COVID-19 have not been considered. Unsold inventory is for apartment and villas available as of December 2020
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)
HYDERABAD
ROUND TABLE
RESIDENTIAL MARKET ACTIVITY

January to March 2021

For more research insights contact
research@proptiger.com

OR

Download our reports and presentations
at housing.com/research-reports

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