

CONCERNED, YET POSITIVE.

REAL ESTATE CONSUMER
SENTIMENT SURVEY

(APRIL – MAY 2020)

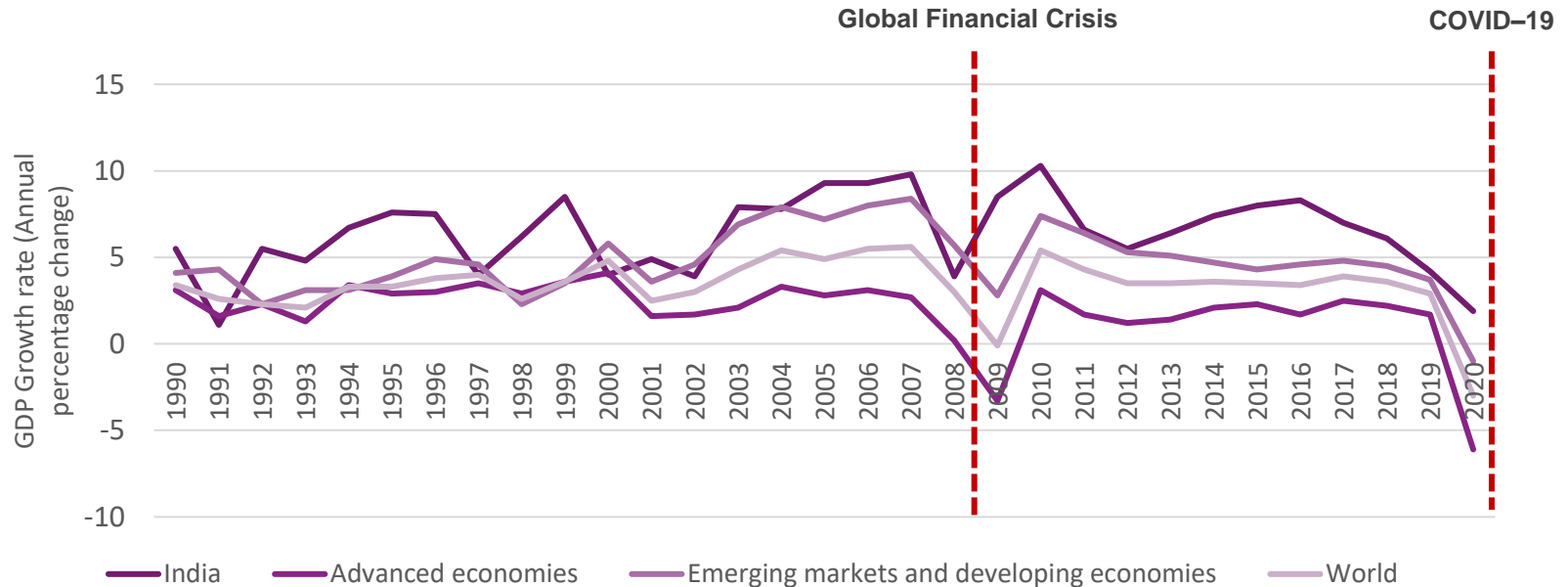





**COVID-19
LOOMING UNCERTAINTY.**

THE WORLD IS IN THE RED

- The IMF indicates a 3 percent contraction in global economy (2020–2021)
- Contraction in consumption seen only after Great Depression (1930) and Global Financial Crisis (2008).



THE 'GREAT CLAMPDOWN' - INDIA SO FAR

- GDP growth dipped to a 11-year low of 4.2 percent (FY2020), the lowest since 2008–2009
 - Unprecedented spike in unemployment rate in May 2020 (23.4 percent) – A four times jump from March 2020 (8.7 percent)
 - Fiscal stimulus - Bailout package of USD ~260 billion (10 percent of GDP) to revive the economy
 - Monetary measures - Reduction of repo rate to record low (4 percent) and six months moratorium on loans
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APPROACH



In the current times of uncertainty amidst the COVID-19 pandemic, it is imperative for real estate stakeholders such as ourselves to gauge the demand sentiments for realigning our businesses and strategies for the coming months.

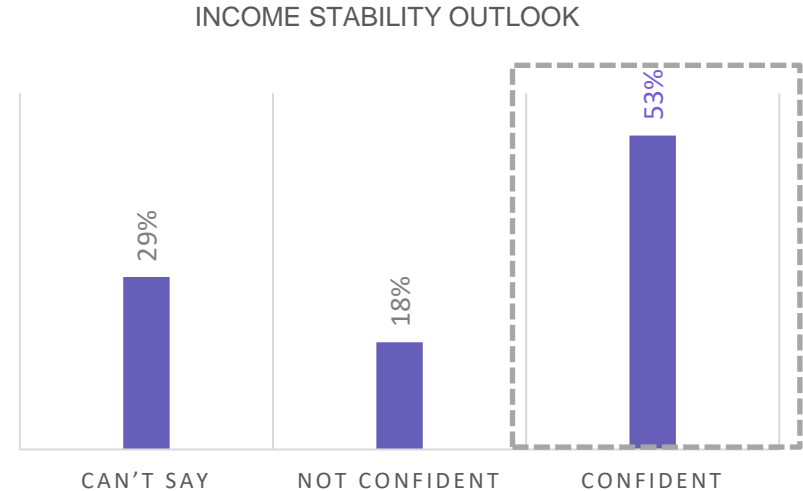
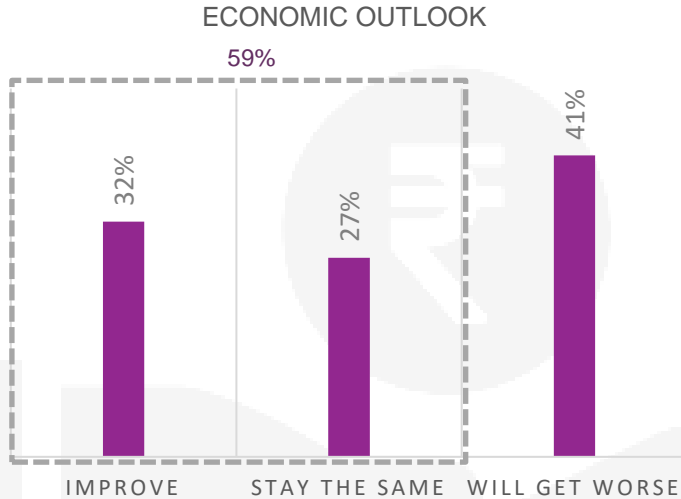
The **Consumer Sentiment Insight Series** is an attempt to gauge the buying and renting predispositions of the real estate consumers, along with their outlook on the overall economic scenario and confidence in income stability for the coming six months amidst the current **COVID-19 pandemic situation**. The survey was conducted between April – May 2020 and presents the views of over three thousand potential real estate consumers across key cities.

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UNCERTAINTY OVER ECONOMY

- Post the 'Great Clampdown', Unlock 1.0 infuses hope



Consumers are cautiously optimistic for the economy and their income

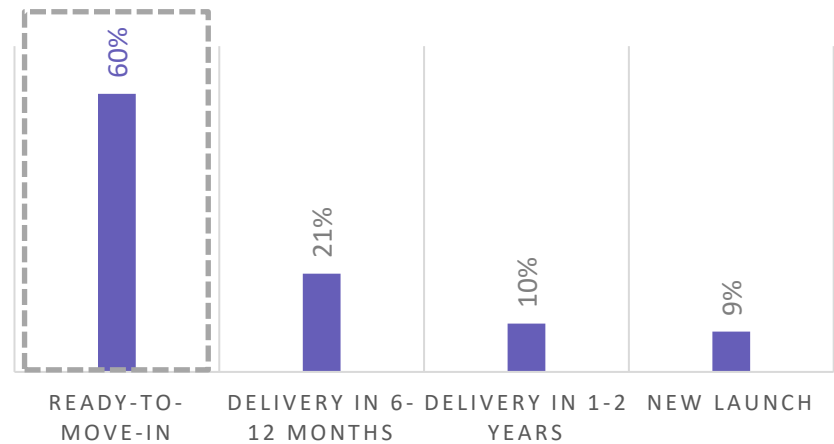
REAL ESTATE A PREFERRED INVESTMENT ASSET CLASS

- First time homebuyers (73%) are looking to buy for end use (70%)

PREFERRED INVESTMENT ASSET CLASS



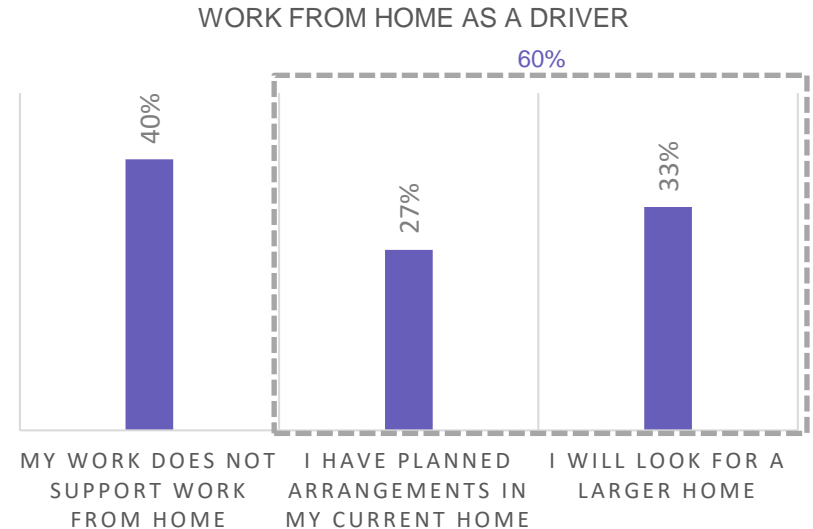
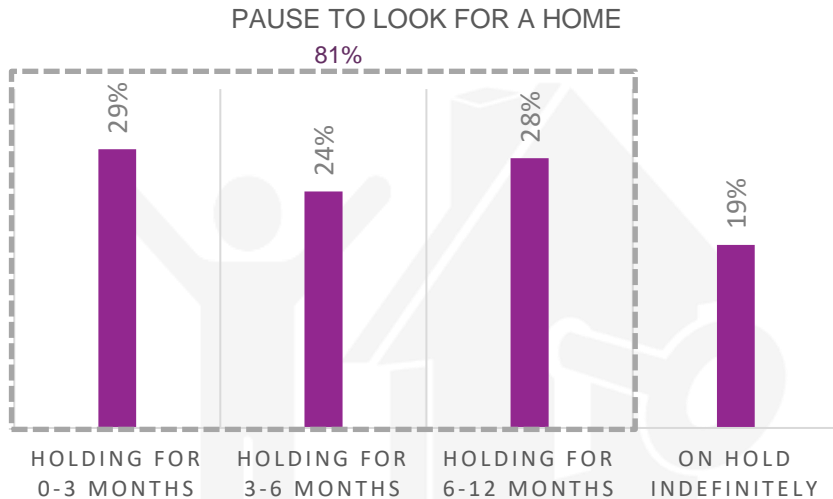
PREFERRED STAGE OF BUYING



End users drive demand in ready-to-move-in inventory

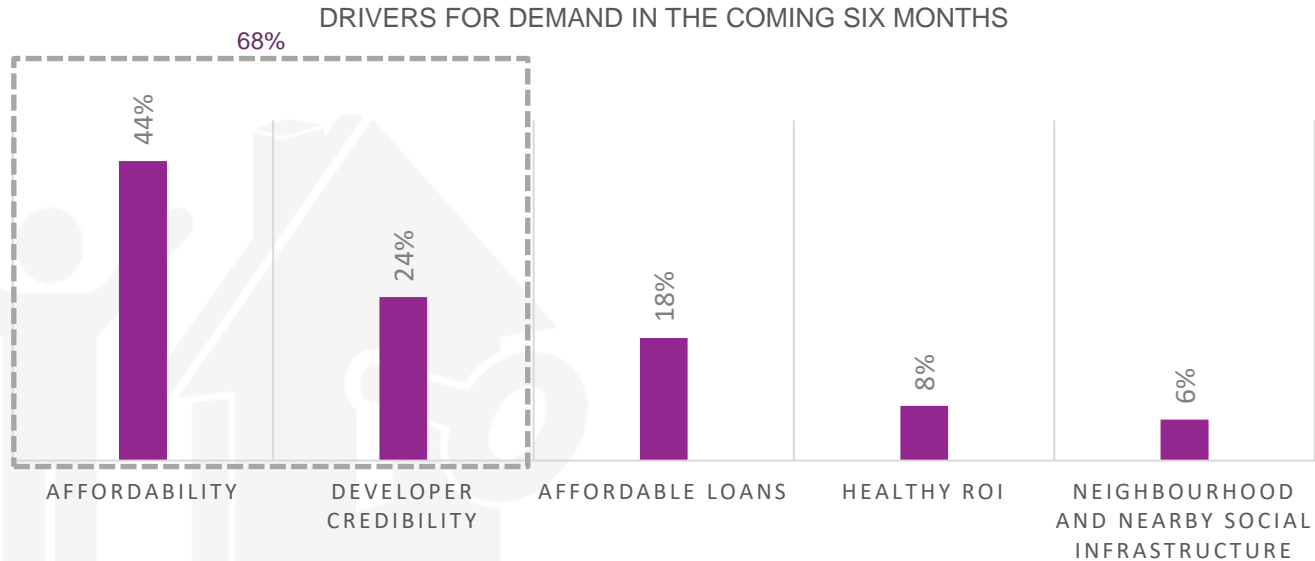
COVID-19 PAUSE

- Decision for buying on hold for 6-12 months; albeit indefinitely
- Work from home (WFH) as a concept emerging as a key factor for upgrading to larger homes



Cautious consumer confidence delays home buying decision

AFFORDABILITY AND DEVELOPER CREDIBILITY KEY DRIVERS

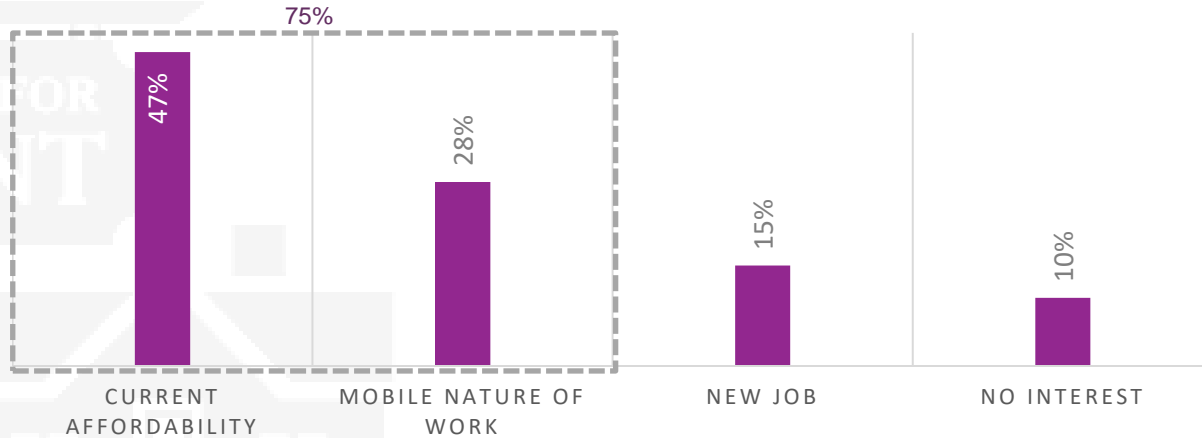


Flexible payment plans and tax incentives may nudge demand in near term

RENT CONSUMER – A POTENTIAL HOMEBUYER IN TWO YEARS

- Majority of rent consumers are in the (25–35 years) age cohort
- Current affordability and mobile nature of work a deterrent – WFH may act as a drivers IN TIER II CITIES

DETERRENT FOR BUYING A HOUSE FOR A RENT CONSUMER



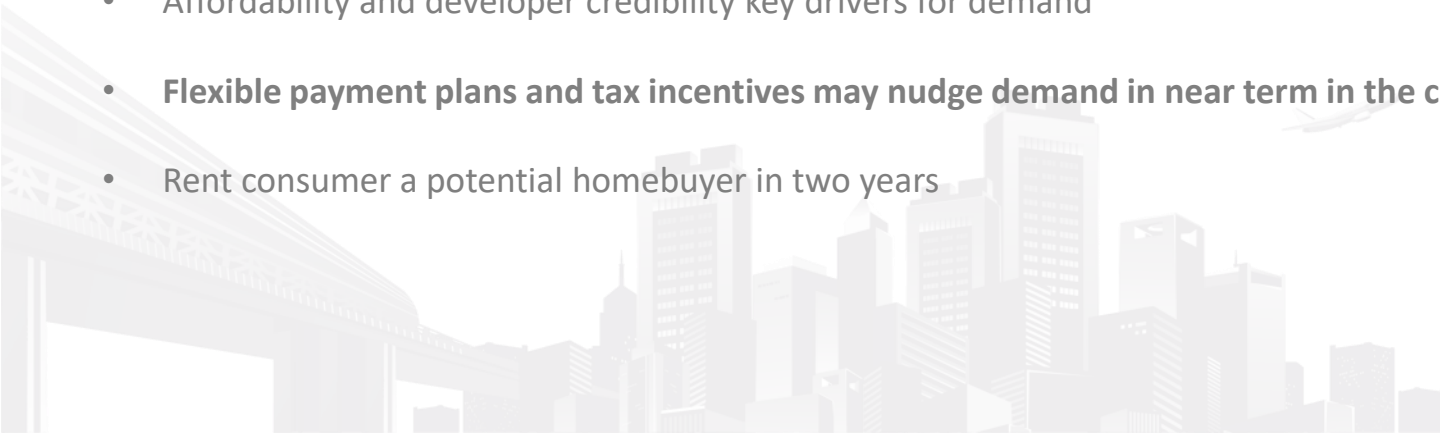
Young professionals will continue to rent in near term



KEY TAKEAWAYS.

CONCERNED, YET POSITIVE.

- Overall economic scenario remains cautious; Real estate consumer confident of his income in near term
- **Cautious consumer confidence delays home buying decision in near term**
- **Real estate remains the preferred investment avenue followed by gold**
- Affordability and developer credibility key drivers for demand
- **Flexible payment plans and tax incentives may nudge demand in near term in the current scenario**
- Rent consumer a potential homebuyer in two years



Q&A

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