Oxford Of The East

PUNE

REAL INSIGHT | April–June | Q2 2021

RESIDENTIAL MARKET ACTIVITY

MEDIA ROUNDTABLE
India

16% share in global cases

30% of India’s 1.3 bn population is partially vaccinated (~ 410 million)

At the current run rate, approximately more 300 mn people to be partially vaccinated by December 2021

Source: Ministry of Health and Family Welfare, Census of India, PropTiger Research
COVID-19 Impact

REAL ESTATE
COVID-19 – a rude shock to the real estate sector

ALL INDIA NEW SUPPLY & SALES

Source: DataLabs, PropTiger Research  *Units converted to nearest thousands
Second-wave sentiment dent
Aggregate demand nosedives

ALL INDIA SALES

Source: DataLabs, PropTiger Research  *Units converted to nearest thousands
Mumbai and Pune lead national sales tally
Pune ranked 3rd in demand tally despite YoY decline

ALL INDIA TRENDS - CITYWISE

<table>
<thead>
<tr>
<th>City</th>
<th>New Supply</th>
<th>Sales</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHMEDABAD</td>
<td>1,540</td>
<td>1,280</td>
<td>15%</td>
</tr>
<tr>
<td>BANGALORE</td>
<td>3,430</td>
<td>1,591</td>
<td>9%</td>
</tr>
<tr>
<td>DELHI NCR</td>
<td>820</td>
<td>2,830</td>
<td>-43%</td>
</tr>
<tr>
<td>CHENNAI</td>
<td>490</td>
<td>710</td>
<td>-59%</td>
</tr>
<tr>
<td>HYDERABAD</td>
<td>8,810</td>
<td>2,430</td>
<td>-23%</td>
</tr>
<tr>
<td>KOLKATA</td>
<td>1,020</td>
<td>1,250</td>
<td>121%</td>
</tr>
<tr>
<td>MUMBAI</td>
<td>2,930</td>
<td>3,380</td>
<td>50%</td>
</tr>
<tr>
<td>PUNE</td>
<td>2,810</td>
<td>2,500</td>
<td>125%</td>
</tr>
</tbody>
</table>

Source: DataLabs, PropTiger Research  *Units converted to nearest thousands
Mumbai and Pune together dominate residential demand in top-8 cities taking up an impressive share of 35 - 45% in annual residential demand
What's going for Pune?

6.1 mn
Population 2030E
Second most populous city in Maharashtra

2nd rank
Ease of Living Index
Second most liveable city in India

1st rank
Housing.com City Health Card
Second highest number of hospital beds / 1,000 people in top-8 cities

5th rank
Municipal Performance Index
PMC and PCMC amongst the top performing municipal corporations

IT & ITeS
Education
IT Parks – Pune region
Highest number of IT Parks in Maharashtra

193
Start-ups
One of the global start-up hub

5th rank
IT & ITeS
Automobile Industry
Driving sectors of Pune economy

IT Parks

~3,500

Ravet
Tathawade
Hinjewadi
Key areas

Source: State of Indian Healthcare 2021, Economic Survey Maharashtra (2020-21), Tracxn, PropTiger Research
Q2 2021

Residential Real Estate Market Activity

SALES
Sales plummet in Pune amid the second wave

SALES

Q1 19  Q2 19  Q3 19  Q4 19  Q1 20  Q2 20  Q3 20  Q4 20  Q1 21  Q2 21  H1 2021
18,170  18,580  17,270  16,070  15,520  4,910  7,110  11,550  13,720  2,500  16,220

21% YoY  82% QoQ  49% YoY

Source: DataLabs, PropTiger Research  *Units converted to nearest thousands
INR 45-75 lakh price bracket record maximum sales

PUNE SALES | Q2 2021

INR 45-75 lakh price bracket record maximum sales

TICKET SIZE SPLIT OF SALES

Q2 2021

2,490

Q2 2020

4,910

Top localities:
Alandi, Chakan
Ravet, Wagholi
Kharadi, Ravet
Kharadi
Hadapsar
Resurgence of preference for larger spaces
Homebuyer preference shifts to larger homes due to pandemic

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>53,130</td>
</tr>
<tr>
<td>2016</td>
<td>53,300</td>
</tr>
<tr>
<td>2017</td>
<td>45,510</td>
</tr>
<tr>
<td>2018</td>
<td>65,380</td>
</tr>
<tr>
<td>2019</td>
<td>70,090</td>
</tr>
<tr>
<td>2020</td>
<td>39,090</td>
</tr>
<tr>
<td>H1 2021</td>
<td>16,220</td>
</tr>
</tbody>
</table>

YoY change

-30%  -20%  -10%  0%  10%  20%  30%  40%

Total sales - Units converted to nearest thousands

Source: DataLabs, PropTiger Research

H1-2021 SHARE
Sales: 16,220
1 BHK – 31%
2 BHK – 55%
3+BHK – 14%
Ravet, Tathawade and Hinjewadi – key micro markets for homebuying

Sales (Units) – Q2 2021

- **RAVET**
  - Sales: 162 units
  - Price: INR 5,000-5,200 /sqft ▼ 1% YoY

- **TATHAWADE**
  - Sales: 144 units
  - Price: INR 5,600-5,800 /sqft ▲ 2% YoY

- **HINJEWADI**
  - Sales: 140 units
  - Price: INR 5,600-5,800 /sqft ▲ 3% YoY

- **WAGHOLI**
  - Sales: 130 units
  - Price: INR 4,000-4,200 /sqft ▼ 1% YoY

- **KHIRADI**
  - Sales: 138 units
  - Price: INR 6,100-6,300 /sqft ▲ 3% YoY

Note: All prices are weighted average prices for new supply

Source: DataLabs, PropTiger Research

*Units converted to nearest thousands
WHERE IS PUNE SEARCHING?

ONLINE PROPERTY BUYING AND RENTING TRENDS
Top localities – online buying

Ravet followed by Baner most searched online for buying a home

Source: Housing Research

*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.
Localities in west most searched online by home renters

**Legend**
- Top localities*
- Localities gaining traction**
- Major commercial areas

*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
Q2 2021
Residential Real Estate Market Activity

NEW SUPPLY
New supply surpassed bottomed out Q2 2020

NEW SUPPLY

Source: DataLabs, PropTiger Research

*Units converted to nearest thousands
New supply majorly concentrated in INR 45-75 lakh price bracket

Unlike Q2 2021, no new launches have taken place in the more than INR 1 crore price bracket

TICKET SIZE SPLIT OF NEW SUPPLY

- < INR 25 lakh: 0% (Q2 2021), 0% (Q2 2020)
- INR 25-45 lakh: 23% (Q2 2021), 0% (Q2 2020)
- INR 45-75 lakh: 62% (Q2 2021), 38% (Q2 2020)
- INR 75-100 lakh: 0% (Q2 2021), 13% (Q2 2020)
- > INR 1 crore: 15% (Q2 2021), 0% (Q2 2020)

Top localities:
- Shirur, Chakan
- Yewalewadi, Dhanori
- Mahalunge, Ravet
- Bavdhan, Mahalunge
- No new launches
Developer focus on larger configuration in Pune

CONFIGURATION WISE GROWTH TREND IN NEW SUPPLY

- 1 BHK
- 2 BHK
- 3+ BHK

H1-2021 SHARE
New supply: 12,560
1 BHK – 15%
2 BHK – 64%
3+BHK – 21%

TOTAL SALES

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>81,400</td>
</tr>
<tr>
<td>2016</td>
<td>79,010</td>
</tr>
<tr>
<td>2017</td>
<td>50,350</td>
</tr>
<tr>
<td>2018</td>
<td>59,180</td>
</tr>
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<tr>
<td>2020</td>
<td>25,340</td>
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<td>H1 2021</td>
<td>12,560</td>
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Source: DataLabs, PropTiger Research  *Units converted to nearest thousands
Q2 2021

Residential Real Estate Market Activity

PRICE TRENDS
Pune property prices continue being range bound

Source: DataLabs, PropTiger Research

Note: All prices are weighted average prices for new supply and available inventory
Q2 2021
Residential Real Estate Market Activity

UNSOLD INVENTORY
PUNE UNSOLD INVENTORY | Q2 2021

Slow sales velocity push inventory overhang

**All INDIA SHARE OF UNSOLD INVENTORY**

- **PUNE**: 18%
- **Mumbai**: 36%
- **Ahmedabad**: 6%
- **Bangalore**: 10%
- **Delhi NCR**: 15%
- **Chennai**: 5%
- **Hyderabad**: 6%
- **Kolkata**: 4%

**UNSold INVENTORY**

- **Q2 2020**: 1,351,200
- **Q2 2021**: 1,282,100

**Inventory Overhang**

- **30 Months** (2.5 years) → **44 Months** (3.7 years)

Unsold inventory top-8 cities Q1 2021: 7,11,220

Source: DataLabs, PropTiger Research  *Units converted to nearest thousands*
July–September | Q3 2021

Residential Real Estate Market Activity

OUTLOOK
IRIS INDEX
Online property search activity
Online search activity closer to pre-second wave levels

Source: IRIS Index, Housing Research
Pune homebuyer consumer sentiment outlook
Pune homebuyers cautious yet positive regards the economic scenario

Source: Residential Realty Consumer Sentiment Outlook Jan-Jun 2021, Housing Research
Homebuyers confident about their income for the coming quarters
Pune homebuyers most keen to upgrade homes on account of work-from-home - compared to other cities

Source: Residential Realty Consumer Sentiment Outlook Jan-Jun 2021, Housing Research
Proximity to healthcare infrastructure most preferred amenity amongst Pune homebuyers

Key Amenities to Drive Demand:

- Proximity to healthcare services: 48%
- Recreational and open spaces: 28%
- Gated community: 12%
- Day care centre: 7%
- Senior citizen friendly: 5%

Source: Residential Realty Consumer Sentiment Outlook Jan-Jun 2021, Housing Research
Key Takeaways

- **Pune sales plummet** amid second wave - register **49 percent YoY decline** in Q2 2021
- **The city** takes **third spot** in national sales tally, despite the decline in demand
- **Ravet, Tathawade and Hinjewadi** were most sought-after localities for homebuying
- Units in **INR 45-75 lakh** price bracket drive demand
- **New supply surpass** bottomed-out Q2 2020
- **New supply** majorly concentrated in **INR 45-75 lakh** price bracket
- **Slow sales velocity** has increased the years to sell from 2.5 years in Q2 2020 to **3.7 years in Q2 2021**
Our Approach & Methodology

Data Collection

1. **Collection**: Data collected through field survey by our in-house team of ~ 400 brokers and surveyors pan India.
2. **Approach**: RERA registration date is considered as day zero for recording new supply and sales.
3. **Recording and Frequency**: Data is recorded in ‘DataLabs’ – An in-house residential real estate database portal, that tracks ~ 20,000 residential projects across top eight cities on a quarterly basis.

Data Review

Field data is verified with due quality checks across three levels:

1. **Level 1**: Internal sales team of PropTiger.com
2. **Level 2**: Developer relationships
3. **Level 3**: Internal senior management and Research team

Data analysis & publishing of numeric trends and insights
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OR

Contact us on research@housing.com
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 not allowed without prior written approval of PropTiger.com to the form and content within which it appears.

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