(A division of ICICI Home Finance Company Limited)

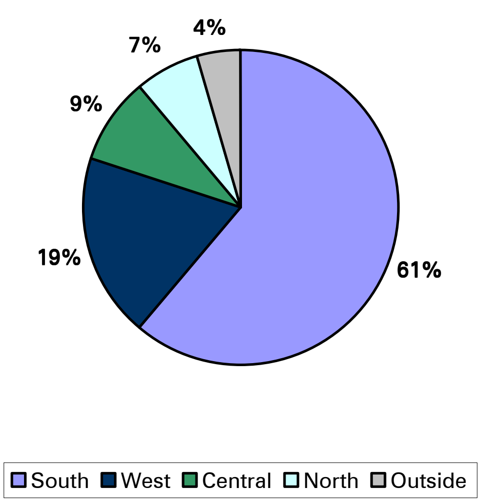
HOME THIRUVIZHA – Mega Property Exhibition, 2009
Venue: Hall 1, Chennai Trade Centre, Chennai
Period: Oct 23-Oct 25, 2009

ICICI Bank Home Loans organized a mega property exhibition- Home Thiruvizha, at Chennai Trade Centre, Chennai. The exhibition showcased prime properties of top builders, located across Chennai. The highlight of the expo was the home loans provided at attractive rates of interest along with insurance options.

The exhibition received a good response with homebuyers showing interest in investing in the improving market scenario.

- **Projects Showcased:** The exhibition showcased a variety of projects ranging from INR 12 lacs up to INR 3 crore. Projects across various price bands, from affordable homes to luxurious villas were exhibited at the expo, making it a one-stop-shop for the homebuyer.

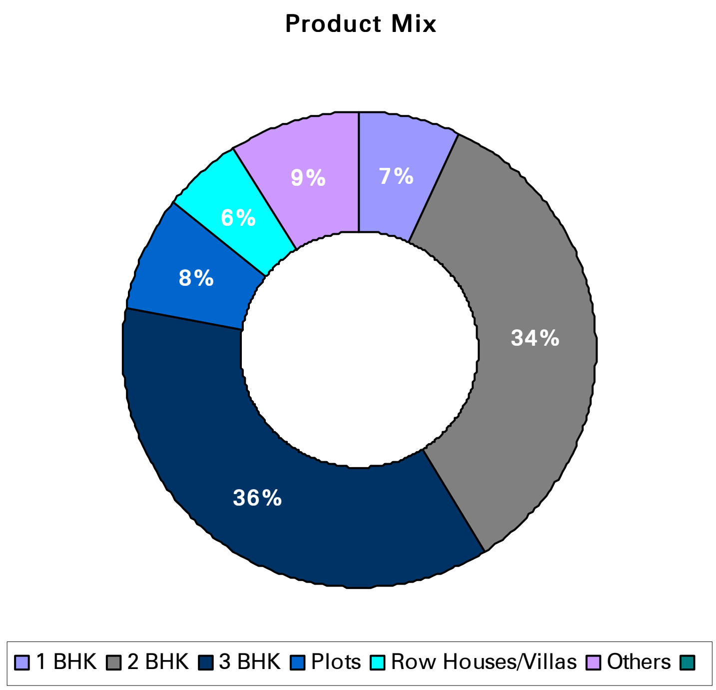
Distribution Of Projects Exhibited



North Chennai - includes areas such as Perambur , Kilpauk , Tondiarpet etc
South Chennai - Includes areas like OMR , Velachery , Tambaram , Medavakkam, Madipakkam , Chrompet etc
CBD – includes areas like Nungambakkam , Kodambakkam , Mandevali , Ashok Nagar etc
West Chennai – includes areas like Nolambur , Vadapalani , Valasarawakkam , Sriperumbudur etc

A majority of the projects exhibited were along South Chennai (61%) followed by West Chennai (19%). 7% of the projects were located in North Chennai, with Central Business District (CBD) accounting for 4% of the projects exhibited.

- **Product Mix**: 2/3 BHK apartments were widely exhibited at the expo accounting for 70% of the projects exhibited. Villas, row houses and penthouses in the luxury segment and affordable homes were also exhibited at the expo. Besides plotted developments spread across the outskirts of the city were also showcased at the event.

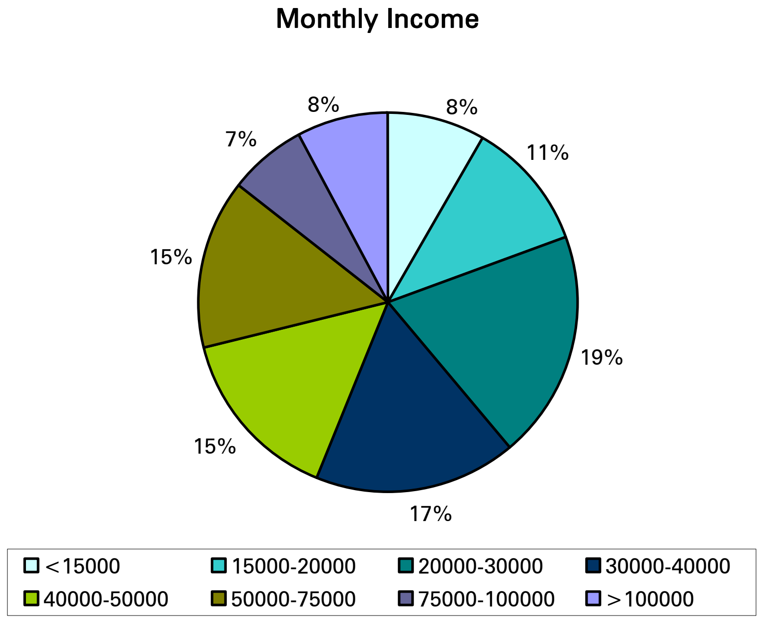


Our observations based on responses received from visitors to the exhibition are as below:

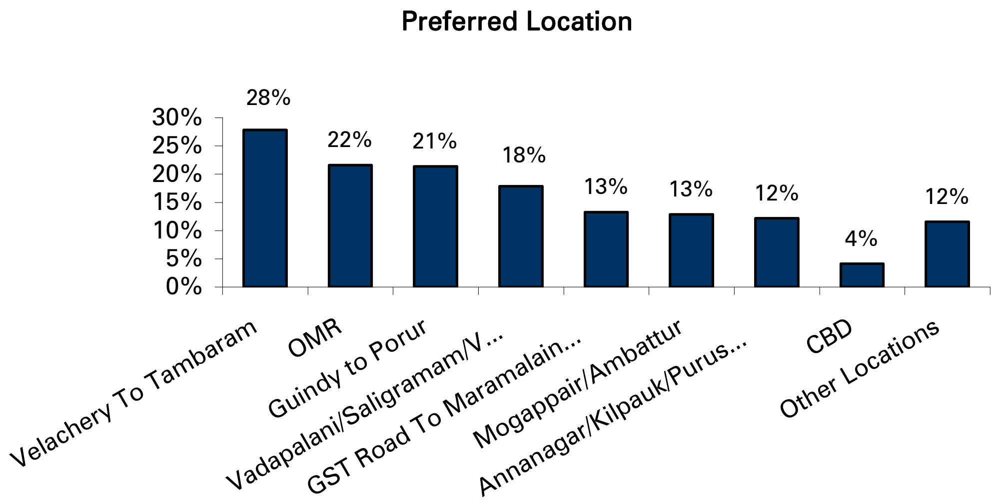
- **Age Profile:** 43% of the respondents were in the age group of 26-35 while 30% of the respondents were in the age group of 36-45 indicating the inclination of the younger population towards purchasing property.12% of the respondents were in the age group of 46-55, while 8% of the respondents were above 55 years of age.

- **Occupation:** 72% of the respondents were salaried while 23% were self-employed. 4% of the respondents were retired.

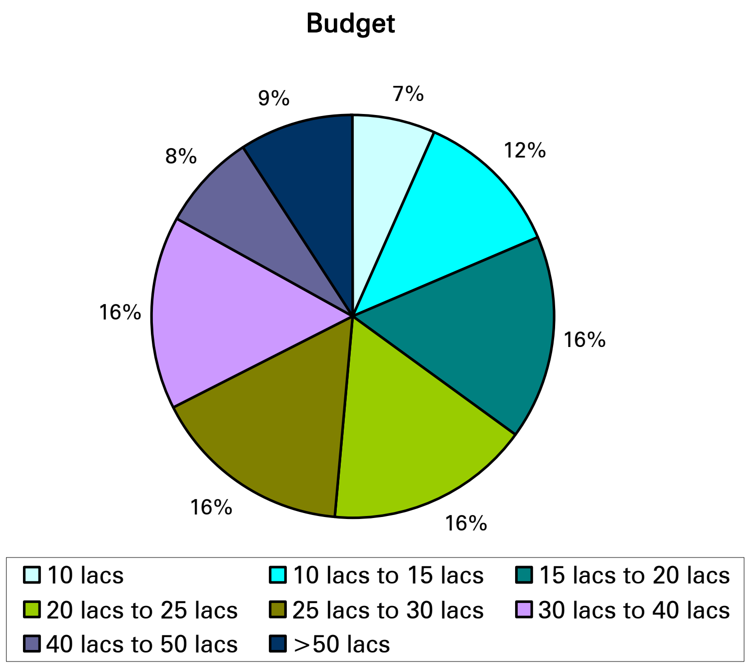
- **Monthly Income:** 19% of the respondents reported a monthly income of less than INR 20,000 (LIG), while 51% of the respondents reported a monthly income between INR 20,000 and INR 50,000 (MIG). 30 % of the respondents reported an income of above INR 50,000 (HIG).



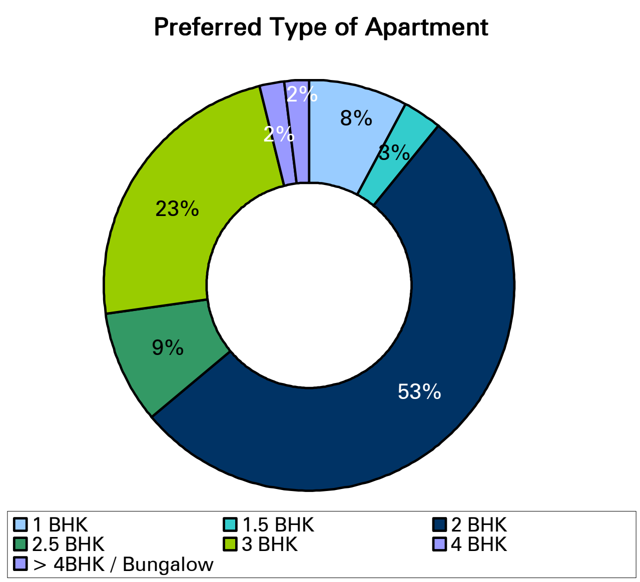
- **Preferred Location:** Velachery to Tambaram, OMR and Guindy to Porur were the most preferred locations by the respondents. This could primarily be attributed to the proximity to the IT belt along OMR and IT/manufacturing belt at GST.



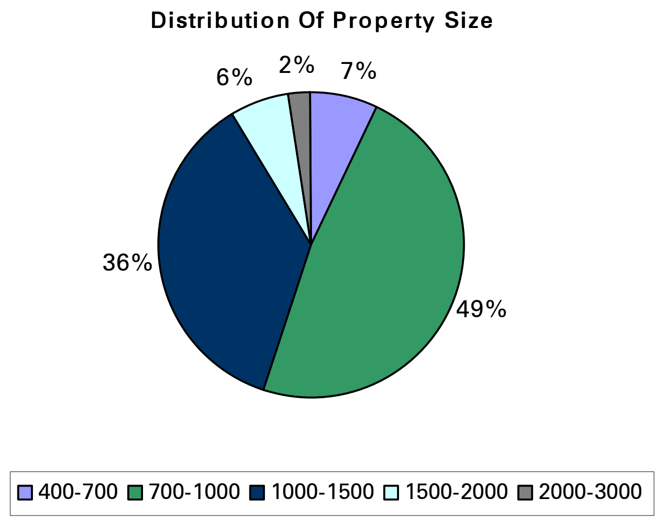
- **Budget:** 35% of the respondents were seeking a home within a budget of INR 20 lacs, while 32% of the respondents had a budget ranging between INR 20 lacs-INR 30 lacs. 24% of the respondents had plans to buy a property in the range of INR 30 lacs-INR 50 lacs, while 9% of the respondents had a budget of above INR 50 lacs.



- **Preferred Apartment Type:** A majority of the respondents (53%) sought 2 BHK apartments while 23% of the respondents were interested in 3 BHK apartments. 8% of the respondents were seeking a 1 BHK apartment while only 4 % were interested in 4 BHK/ Bungalows.



- **Preferred Apartment Size:** 49% of the respondents preferred to purchase a 700 sft-1000 sft home, while 36% of the respondents preferred at 1000 sft - 1500 sft homes. The average preferred property size based on the empirical data was 1134 sft. The median preferred property size for LIG (income upto INR 20,000 p.m) was 750 sft, for MIG (income between INR 20,000-INR 50,000) was 1000 sft and for HIG (income > INR 50,000) was 1200 sft.

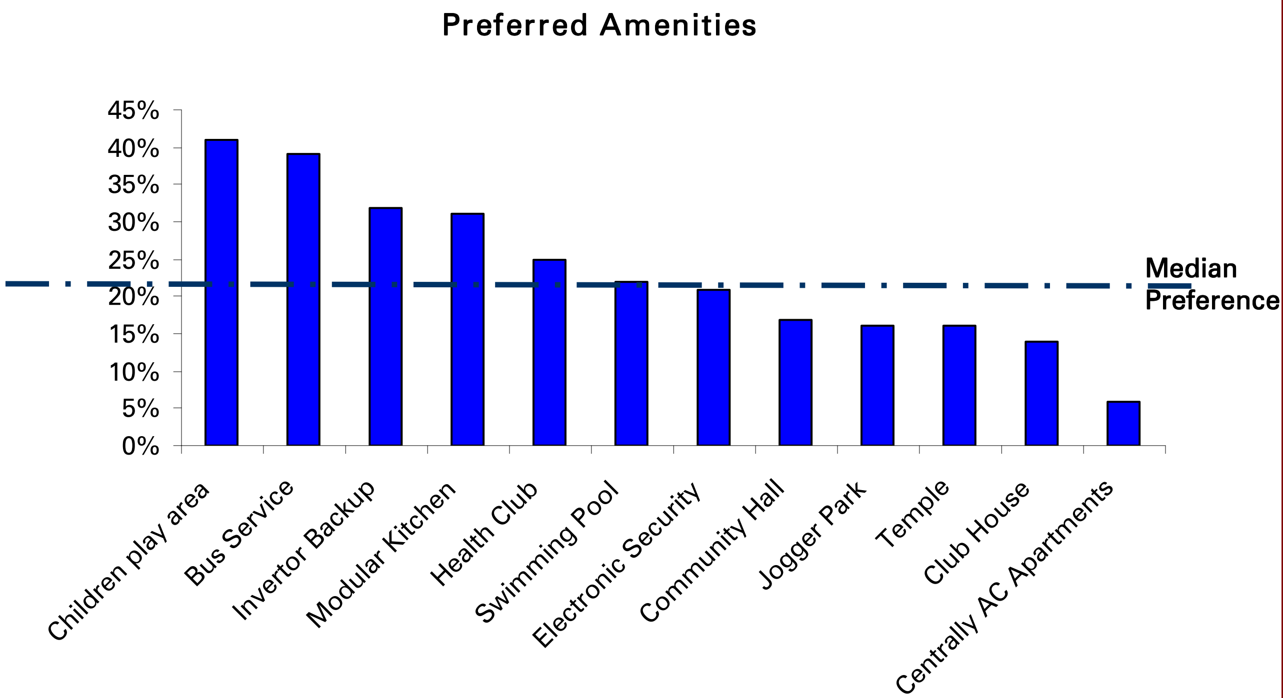


- **Source Of Funds:** Majority of the respondents (76%) had stated that they would opt for a loan to procure the new property. Nationalized banks remained the preferred source of finance with 71% of the respondents opting for the same. 25% of the respondents preferred to procure a loan from a private sector bank. Out of the total respondents, over 24% preferred a Loan to Value ratio (LTV) between 80-85%, 28% opting for LTV of over 85% while another 26% preferring it to be between 60-75%.

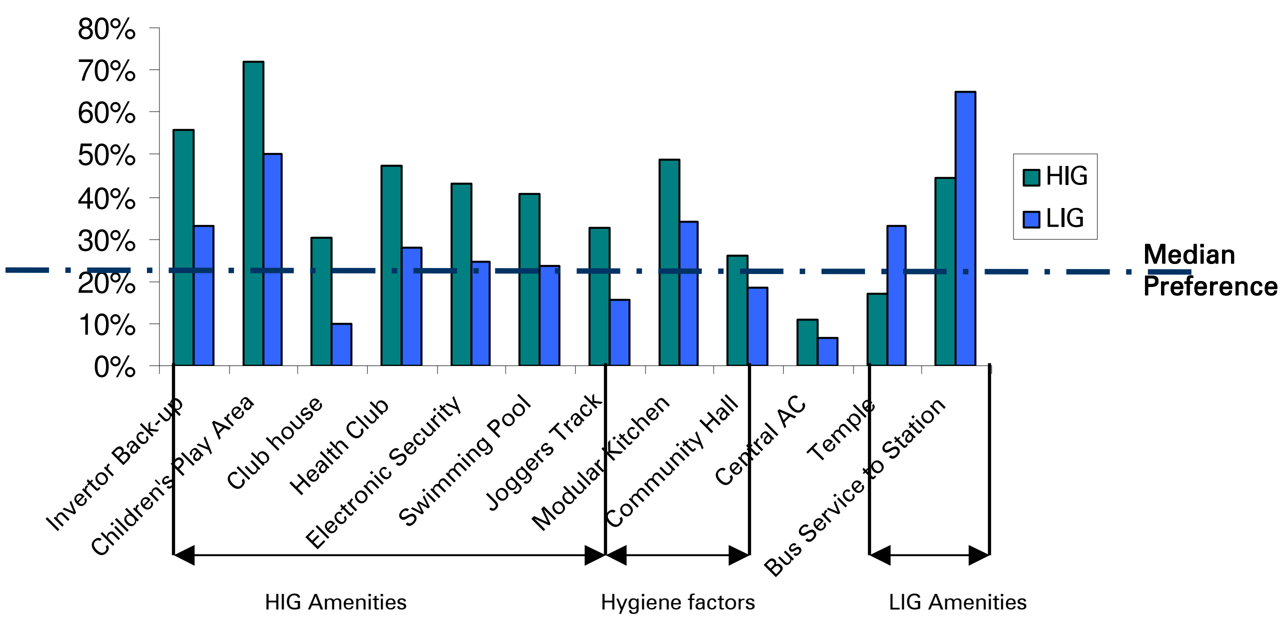
- **End Use of New Property:** 70% of the respondents were planning to purchase a property for self-occupation, while 16% were seeking a property for investment purpose. 10% of the respondents were looking to purchase a property as a second home.

- **Amenities:** Basic utilities like children's play area (41%) and bus service (39%) were the most preferred amenities. Amenities like inverter back up, modular kitchen, health club and swimming pools, which are generally associated with premium projects, found average popularity amongst the respondents.

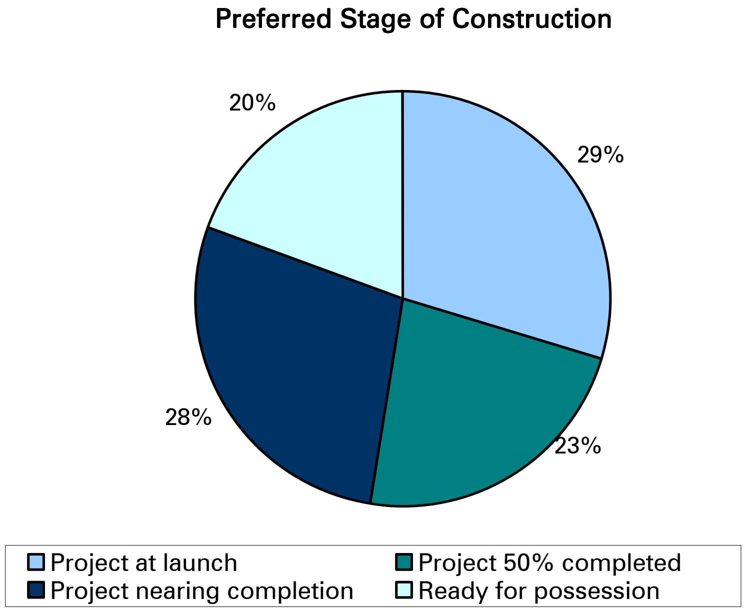
Preferred Amenities



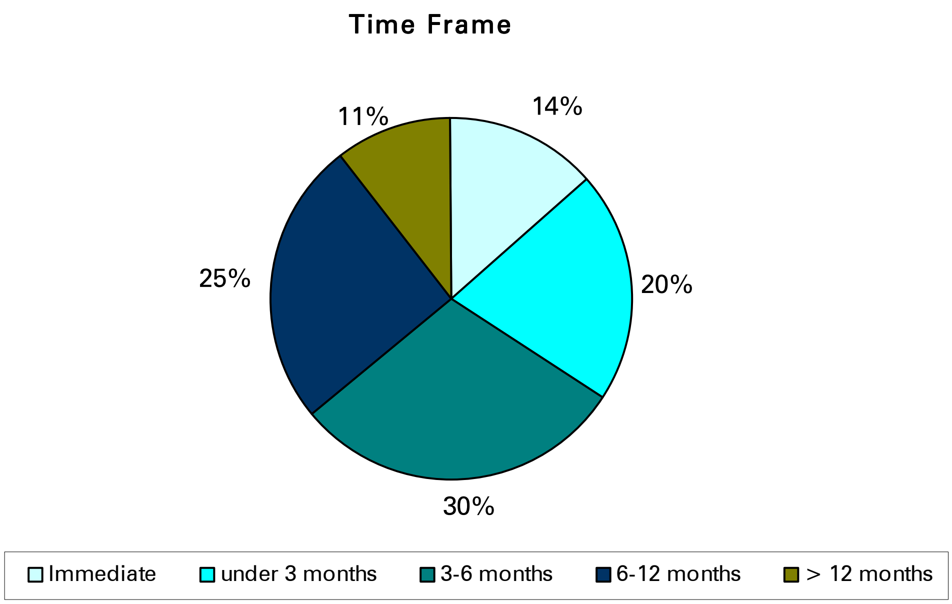
A detailed diagnostic indicates that certain amenities such as inverter back-up, children's play area, clubhouse, health club, electronic security, swimming pool and joggers park have more preference among HIG as compared to LIG. Amenities such as temple and bus service to station have been preferred more by the LIG segment.



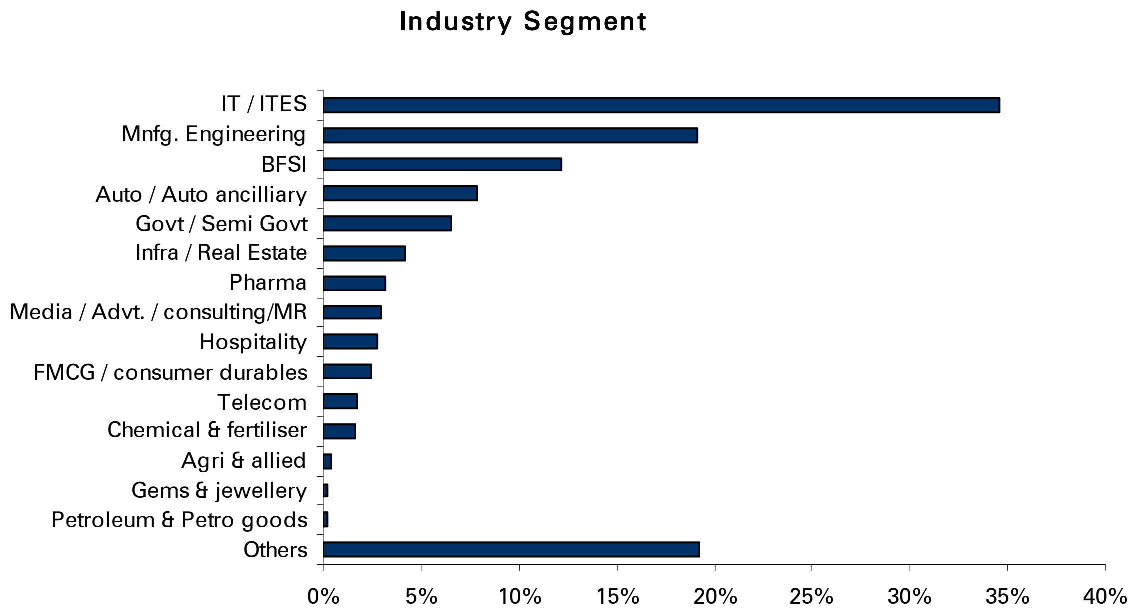
- **Stage Of Construction:** 29% of the respondents were willing to purchase a property during launch while 23% of the respondents were willing to get invested in a project at 50% completion stage. 28% were willing to invest in a property nearing completion while 20% of the respondents were looking at purchasing completed projects. This indicates the willingness of the respondents to invest at all stages of a project lifecycle.



- **Time frame for purchase of property**: 14% of the respondents were keen on purchasing a property immediately while about 50% of the respondents were planning to seal their property in the next 6 months. 25% of the respondents were planning to purchase their property in the next 6-12 months.



• **Industry Segment:** Most of the footfalls in the exhibition were from the IT/ITES industry (29%) followed by the Manufacturing/Engineering sector (16%) and the Banking and financial sector (10%).



The Others category, which mainly constituted of the self-employed class were also represented in good numbers (16%), thereby indicating a renewed vigour in the economy.

• **Our Viewpoint:** Good footfall at the exhibition only indicates a growing interest among homebuyers to invest into the current real estate scenario in Chennai.

Chennai real estate market did not see an exponential rise in property prices during the last couple of years, thereby, did not see an equivalent sharp correction either. The Chennai residential market has somewhat remained stable, with the economic slowdown only drying out deals, which now going by the current sentiments echoed in this expo, has got a new lease of life!

Unlike many developed micro-markets like Mumbai, New Delhi and Bangalore, where there has been an apparent fear prevailing among consumers about the completion date of projects, the empirical data indicates that the preference of respondents in Chennai to invest in real estate is equally spread across all stages of construction. This can be taken as another indicator of the stability in this market.

Alike all other markets, even the Chennai HIG & LIG consumers behave differently in terms of their preferred amenities. It was observed that the amenities preferred by the HIG segment such as inverter back-up, children's play area, health club and joggers park differ from the LIG segment who prefer access to basic amenities such as bus service to station

Income Class (based on monthly income)		LIG	MIG	HIG
Preferred Apartment Size (in sft)	A	750	1000	1200
Preferred Budget (INR in lacs)	B	14.5	25.5	44
Average Price Of Properties exhibited (per sq ft)	C	2300	3200	4250
Capital Value Of Property (INR in lacs)	D	17.25	32	51
Stretch (INR in lacs)	D-B	2.75	6.5	7

The empirical data gathered from the exhibition indicates that there is a slight stretch in the budget of all the three segments. The stress, however, could be minimized by – rationalization of floor space requirement by each of the segments, higher margin money and availing a higher loan amount to help meet the aspirations of the homebuyer.

Details of most of the projects on display have been tabulated below:

S.No	Developer	Project Name	Location	Type- BHK	Rate/sft	Completion
1	ABI Estates	Money Plant	Wallajabad	Plots	540	N/A
		ABI Avenue	Off GST Road	2 BHK/Villa	2100 onwards	Completed
		Gangai Nagar	On Wallajabad-Chengalpet Highway	Plots	245	N/A
		Station View Avenue	Tiruvallur	Plots	790	N/A
		Asiad Residency	b/w Wallajah Jn and Oragadam Jn	Plots	340	N/A
2	Agni Estates & Foundations	Fairy Land	Porur	Row Houses	2950	Completed
3	Antony Projects	The Pebbles	Sithalapakkam	2/3 BHK	1790	Feb-10
		The Wings	Guduvanchery	1/2/3 BHK	1490	Apr-10
		The Orchard	Madambakkan	2/3 BHK	1875	Mar-10
		The Spring	Ambattur	3 BHK	2790	Completed
		Cedar	Medavakkam	1/2 BHK	2190	Apr-10
4	BBC Group	BBC City Paark	Valasarawakkam	2/3 BHK	4000	Dec-09
5	BSCPL Infrastructure Ltd	Bollineni Hillside	OMR	1-5 BHK , Row Houses/Villas	2570-4200	Jul-10
6	Call Express	Springfields	B/w Sriperumbudur and Oragadam	Plots	297-327	N/A
		Hill View	B/w Sriperumbudur and OMR	Plots	153-165	N/A
7	ETA Star	Rosedale	Padur-OMR	1 BHK+Study/2/3 BHK	N/A	Jun-11
		Sitara	Chokkikulam, Madurai	2/3 BHK	N/A	Sep-10
8	Akshaya Homes	Adena	OMR	2 BHK	2500	Sep-11
		Metropolis	Maramalainagar	2/3 BHK	3100	Dec-10
		The Belvedere	GST Road	2/3 BHK	3150	Sep-11
9	DLF Homes	Garden City	OMR	2/3 BHK	3493	Jun-11
10	Doshi Housing	Doshi Trinity Park	Santoshpuram	3 BHK/Penthouse	3195	Completed
		Serene County	Santoshpuram	Row Houses/Villas	50 Lacs Onwards	N/A
		Nakshatra-I	Tambaram	2/3 BHK/Penthouse	2895	Aug-10
		Nakshatra-II	Tambaram	1/2/3 BHK/Penthouse	2895	Dec-10
		Doshi Tranquil	Velachery	2/3 BHK	5500	Feb-10
11	Green Home	Detroit	Near Sunguvarchatram	Plots	495	N/A
12	Green Shine	Cosmo City	OMR, Near Thiruporur	Plots	850	N/A
13	Harini Builders	Harini Himalaya	Kattupakkam	1/2 BHK	2750	Jan-10
14	Hiranandani Realtors	Hiranandani Upscale	Egattur, OMR	2/3/4 BHK	4200-4700	Jun-10
15	Jain Housing & Construction	Jains Naksatra	Chinna Nolambur	2/3 BHK	2900-3100	Dec-09
		Jains Sunderbans	Nolambur	2/3 BHK	3495-3695	Apr-10
		Jains Alpine Meadows	Thiruneermalai	2/3 BHK	2590-2790	Jul-11
		Jains Cedar Point	Pallavaram	2 BHK	3195-3295	Aug-11
		Jains Archway	Kilpauk	3 BHK	8500	Feb-11
		Jains Inseli Park	OMR , Padur	2/3 BHK	3745-3945	Apr-11
		Jains Sudarsana	Madambakkam Mn Rd	2/3 BHK	3195	Completed
		Jains Amrit Kalash	Strahans Rd	3 BHK	4500	Completed
		Jains Antariksa	Kodambakkam	3 BHK	5000	Completed
		Jains Ansruta	Nungambakkam	2/3 BHK	10000	Completed
		Jains Saagrika	M.R.C Nagar	3 BHK	10000-12500	Completed
		Jains Green Acres	Pallavaram	2/3 BHK	3795-3895	Completed
		Jains Avenue	Chitalapakkam	2 BHK	3000	Completed
		Jains Abhisek	Velacherry Rd	2/3 BHK	3625	Completed
		Jains Eiffel Gardens	Vadapalani	2/3 BHK	4725	Completed
		Jains Apoorva	Pallavaram	1 BHK	3000	Completed

S.No	Developer	Project Name	Location	Type- BHK	Rate/sft	Completion
16	Jeyram Civicon	Malgudi	Vittalapuram	Plot/Weekend Getaway	40 Lac Onwards	N/A
17	Kgeyes Residency	Kgeyes Magnolia	Thiruvanmiyur	3 BHK	7150	Jun-10
		Kgeyes Eternity	Besant Nagar	2/3 BHK	10000	Dec-10
		Kgeyes Aster	Thiruvanmiyur	2BHK+Study/3 BHK	7150	Jun-10
		Kgeyes Carolinaa	Velachery	2 BHK	7500	Dec-10
		Kgeyes Vrudhi	Kilpauk	3 BHK	9000	Dec-10
		Rukmani Road	Kalashetra Colony	2/3 BHK	10000	Jun-10
18	L&T Arun Excello Realty	Estancia	GST Road	3 BHK	3950	Dec-09
19	Mahindra Lifespace Developers	Aqualily(Mahendra World City)	Chengalpet	Villas	4000	Jun-11
20	Mantri Group	Mantri Synergy	OMR	2/3 BHK	2890	Mar-10
21	Manju Foundations	The Pink House	Tambaram	Villas	1750	Jul-10
22	Mehta Havens Ltd	Gokulam	Velachery	2/3 BHK	3950	Completed
		Srinivasam	Madipakkam	3 BHK	2950	Completed
23	Navin's	Dayton Heights	Nelson Manickam Rd	3 BHK	7000	Dec-09
		Subha Mangala	Ramapuram	2/3 BHK	4350	Completed
		Brookfield	Medavakkam Main Rd	3 BHK	3600	Completed
		Merrylands	Medavakkam Main Rd	3 BHK	3500	Jan-10
		Rajamani	Ashok Nagar	2 BHK	6900	N/A
		Presidium	Nelson Manickam Rd	Commercial	7000	Ready For fit Out
		Harmony Towers	Harris Road	Commercial	8500	Feb-10
24	Olympia Infratech	Olympia Opaline	OMR	2/3/4 BHK	3441	Mar-11
25	Propshell Business Solutions	Brindavan Enclave	Sriperumbudur	Plots	295	N/A
		Railway City	Arakkonam	Plots	99	N/A
26	Provident Housing	Cosmo City	Pudupakkam , Chennai	2/3 BHK	1874	Aug-11
27	Purvanakara Projects	Purva Swanlake	OMR	2/3 BHK	2599	Dec-10
28	RAMS	Habitat	Sholinganallur	2/3 BHK/Penthouse	107	Dec-09
		Dwaraka	Perungudi	3 BHK	4250	Apr-10
		Grihastha	Mandaveli	2/3 BHK	9500	Aug-10
		Luv Kush	Pallikaranai	3 BHK/Penthouse	3600	Completed
		Villa Romana	ECR-Uthandi	Villas	5000	N/A
29	Rajaparis Civil Constructions	Rajaparis Harmony	Medavakkam	3 BHK	3300	Dec-09
30	South India Shelters	SIS SAFAA	Urapakkam , GST Road	2/3 BHK	3300	Sep-10
31	Suprajaa Properties	Kurinji	Perungalathur	2/3 BHK	2700	Completed
		Sri Krishna Krupa	Chrompet	2 BHK	3700	Completed
		Janani	Chrompet	1/2 BHK	3700	Jan-10
		Nishanth Nivas	Korattur	2 BHK	3650	Jan-10
32	Suryavardhan Estates	Victoria Towers	Siruseri , OMR	2/3 BHK	3200	Mar-10
33	Terraspace Enterprises	Bloomingdale	Pallikaranai	3 BHK	3200	Jan-10
34	UM Developers	Metro City	Vellore	Plots	105	N/A
35	Unitech	Uni Homes	Nallambakkam	2 BHK	1845	Sep-11
36	VGN Developers	VGN Minerva	Mogappair West	2/3 BHK	3275	Dec-10
37	Vijay Shanthi	Infiniti	NH4, next to Queensland	1/2/3 BHK	2800	Mar-11
		Lotus Pond	Kelambakkam, OMR	1/2/3 BHK	2800	Mar-11
38	XL Estates	XL Woods	Sriperumbudur	1/2/3 BHK	2050	Dec-10
39	Yuga Homes	Niketan	Kottur	2 BHK	7500	Aug-10

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