

Maharashtra Chamber of Housing Industry
& State Bank of India
Present



PROPERTY 2010

16th REAL ESTATE & HOUSING FINANCE EXHIBITION

MMRDA Grounds, Bandra-Kurla Complex, Mumbai

Date: April 8-11, 2010

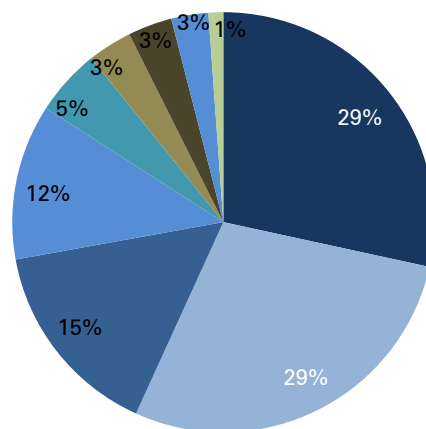
Knowledge Partner



The Maharashtra Chamber of Housing Industry (MCHI) recently organised a property exhibition from April 8 to 11, 2010 at the MMRDA Grounds, Bandra Kurla Complex, Mumbai. The exhibition received a good response with over 19300 registrations and a footfall of over 70000. Below are our observations based on our visit to the exhibition:

Projects showcased: Out of the total projects showcased at the exhibition, 29% of the projects displayed were located in the western suburbs. Around 15% of the projects displayed were from Thane and another 12% were from the central suburbs.

Displayed Locations

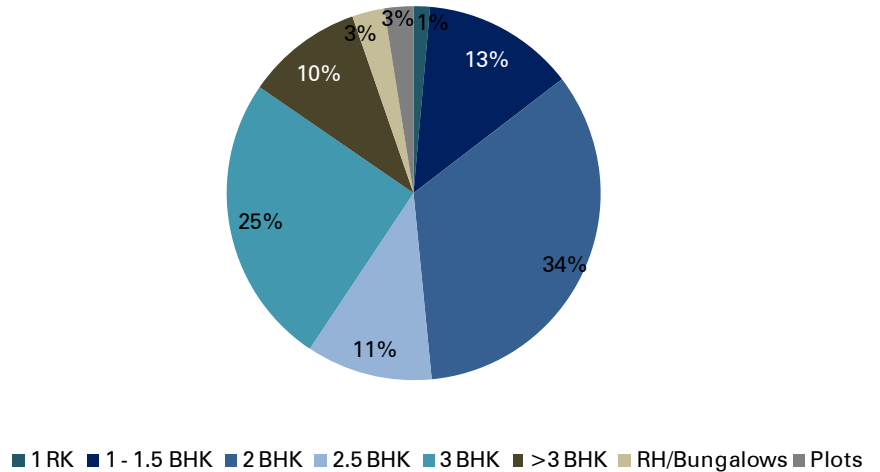


- Outside Mumbai
- Western Suburbs
- Thane
- Central Suburbs
- Navi Mumbai
- Kalyan-Dombivali
- South Mumbai
- Western Suburbs beyond Dahisar
- Ambernath-Badlapur

Around 29% of the projects displayed were located outside Mumbai. Projects from Pune (52%), were the highest amongst outside locations. Other outside location projects were from Alibaug, Bangalore, Murbad, Nashik, Shahapur, etc.

Apartment type showcased: 2 BHK remains the favourite from all configurations amongst the developers and was showcased in 34% of the projects; 3 BHK units were showcased in around 25% of the projects. 1-1.5 BHK segment remains less popular amongst developers with only 13% of the projects showcasing 1-1.5 BHK properties. Around 11% of the projects displayed 2.5 BHK properties indicating gaining popularity for this unit type.

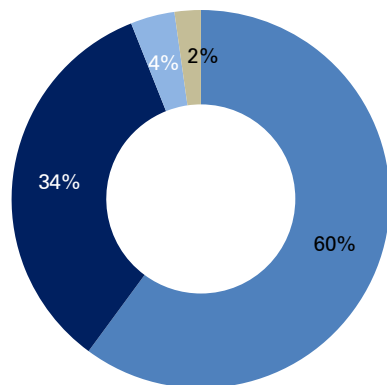
Displayed Apartment Type



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

Age Profile: Majority (39%) of the respondents were in the age bracket of 26-35 years. 27% of the respondents belonged to the age group of 36-45 years while around 15% of the respondents were from the age group of 46-55 years; 8% of the respondents were reportedly above 56 years. 10% of the visitors were below 25 years of age.

Occupation

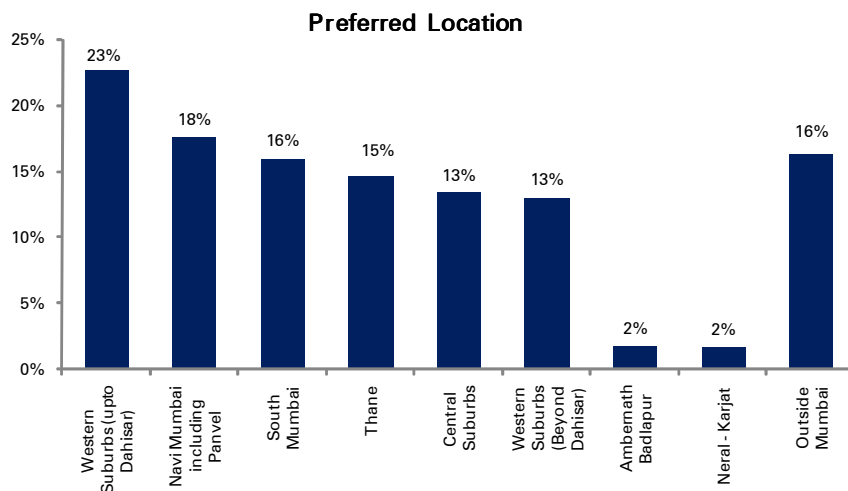
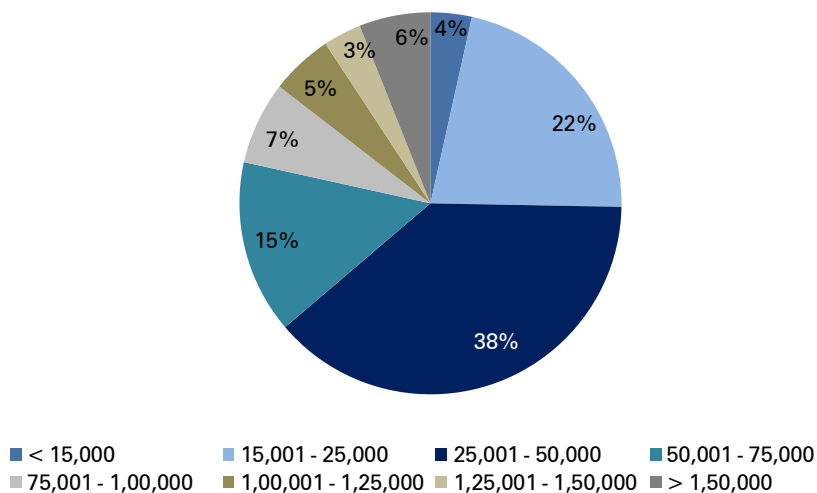


The salaried class represented 60% of the total visitors while 34% were self employed.

■ Salaried ■ Self Employed/Business ■ Retired ■ Student /Unemployed

26% of the respondents reported a monthly income upto Rs. 25,000 which can be categorized as the Lower Income Group or LIG. Another 38% reported a monthly income in the bracket of Rs. 25,001-50,000 which constitutes the Middle Income Group (MIG). Remaining 36% were from the Higher Income Group (HIG) with a monthly income of more than Rs. 50,000.

Monthly Income

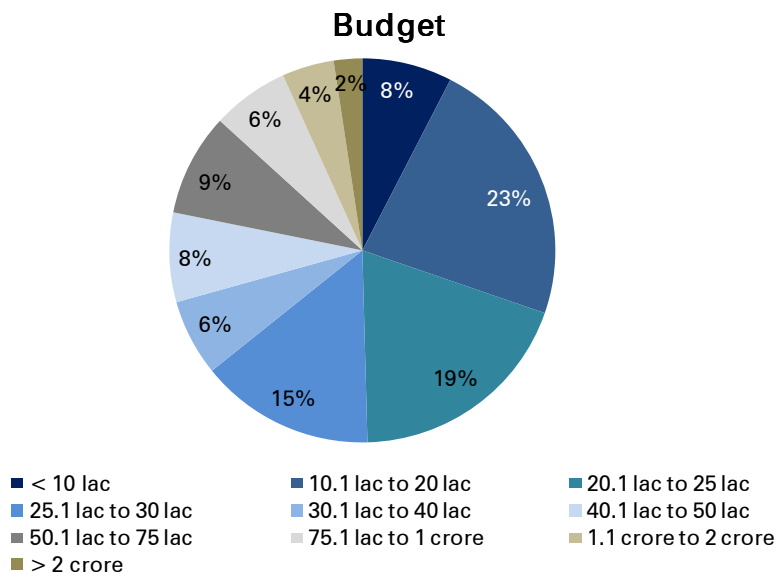


The western suburbs remain the most preferred location amongst the respondents with 23% preferring new property in the western suburbs upto Dahisar. 13% opted for locations beyond Dahisar. Around 16% of the respondents were interested in South Mumbai. Navi Mumbai and Thane were preferred by 18% and 15% respondents respectively.

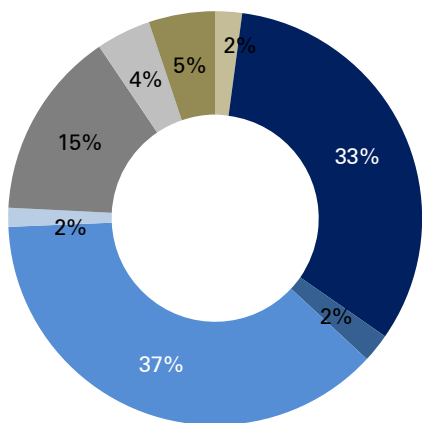
Around 16% of the respondents were looking for a property outside Mumbai. Preferred locations outside Mumbai included- Pune, Ahmedabad, Alibaug and others.

Out of the total respondents, 31% had a budget of up to Rs. 20 lac. Another 19% had a budget ranging between Rs. 20.1 to Rs. 25 lac.

15% of the respondents have reported a budget of Rs. 25.1 to Rs. 30 lac while 6% of the respondents had a budget in the range of Rs. 30.1 lac to Rs. 40 lac. Another 9% had a budget in the range of Rs. 50 to Rs. 75 lac while 2% of the respondents had a budget of more than Rs. 2 crores.



Preferred Type of Apartment



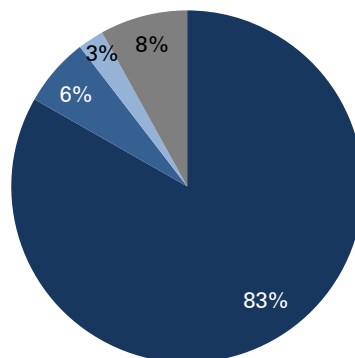
The 2 BHK remains a favourite configuration amongst the home buyers with 37% of the respondents opting for it. 33% of the respondents were willing to purchase a 1BHK unit. Only 9% of the respondents were willing to purchase more than 3 BHK units.

■ Studio ■ 1 BHK ■ 1.5 BHK ■ 2 BHK ■ 2.5 BHK ■ 3 BHK ■ 4 BHK ■ > 4BHK/ Bungalow

Sources of funds: Majority of the respondents have stated that they would opt for a loan to purchase a new property. Out of the total respondents, 16% preferred a loan-to-value ratio in the range of 80-85%. 12% of the respondents were seeking a loan-to-value ratio of more than 85% while 52% were looking for loan-to-value ratio up to 75%.

While 83% of the visitors intended to purchase a new property for self-occupation, 8% of the respondents were seeking a new unit as an investment. This clearly suggests that while the market is still end user driven, investors have started stepping into the market.

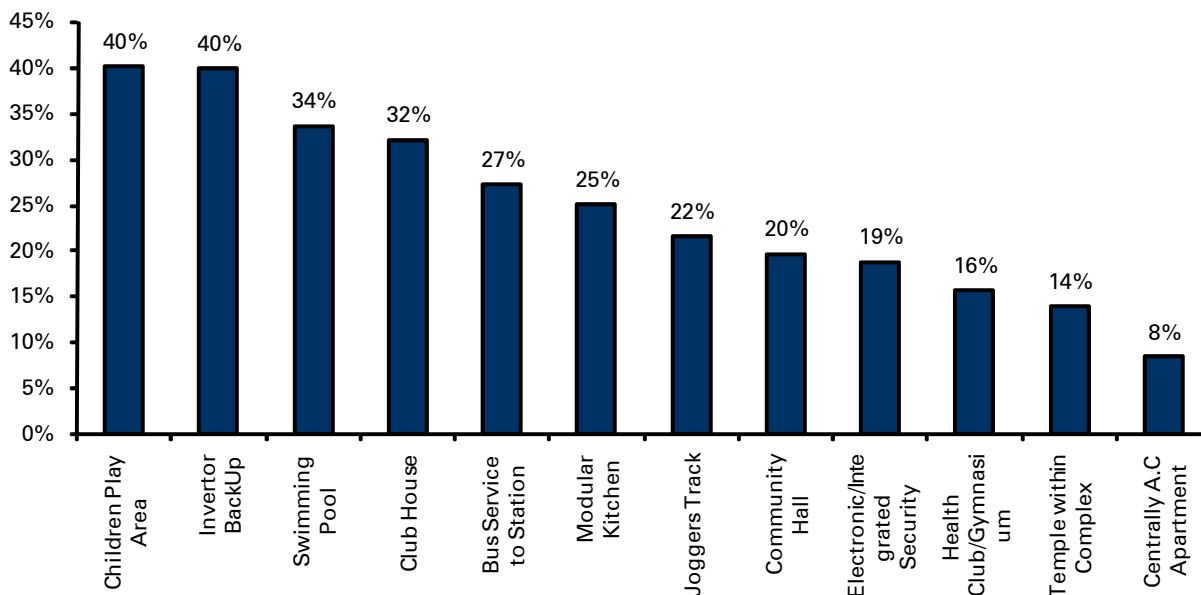
End Use of New Property



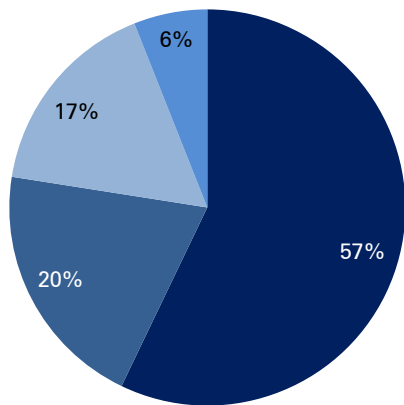
■ Self-occupation ■ Second Home ■ Retirement Home ■ Investment

Amenities: Basic utilities like children’s play area (40%) and inverter back up (40%) were the most preferred amenities. Amenities like swimming pool and club house also found increasing popularity amongst the respondents.

Preferred Amenities



Preferred Stage of Construction

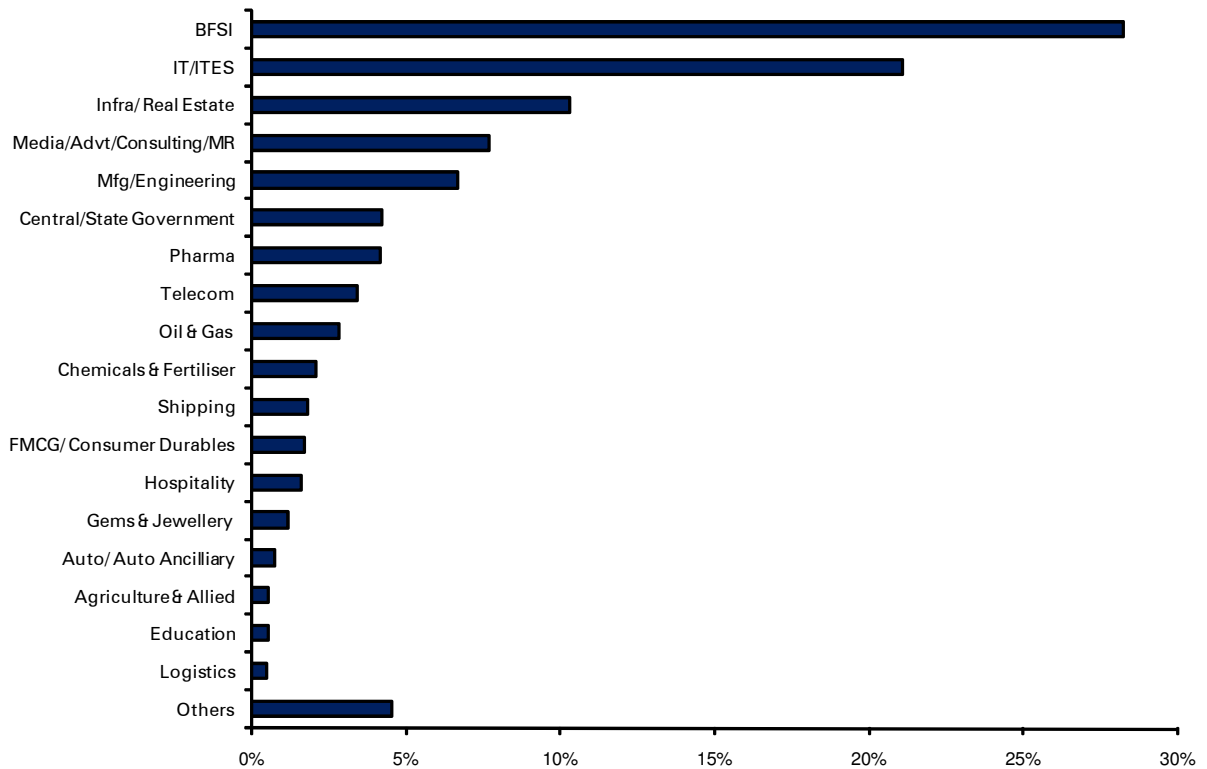


57% of the respondents were willing to buy a ready possession property as against 35% reported in the last event. Another 20% preferred a project nearing completion. There were few takers for projects at the launch or under construction stage.

- Ready for possession
- Project nearing completion
- Project 50% completed
- Project at launch

Industry Segment:

Majority of the footfalls at the exhibition were from the BFSI industry (28%), followed by IT / ITES (21%) and the real estate sector (10%).

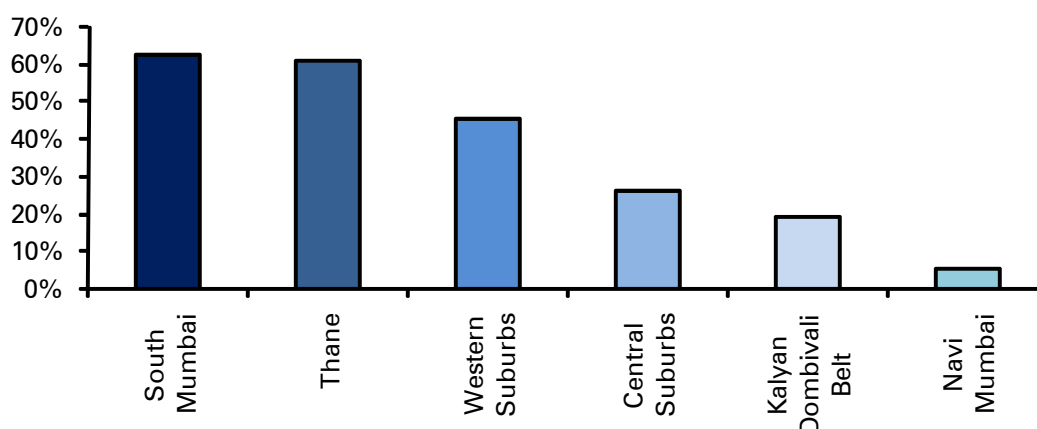


Our Viewpoint:

Decent footfall at the exhibition indicates the interest of property buyers in the residential property market.

Upon comparing the prices of the projects exhibited with the October 2009 prices (previous year's exhibition at the same venue), we observed that there has been an overall increase in the property prices.

% Price Rise from Apr 09 to Apr 10



Projects located in South Mumbai and Thane have witnessed a price increase by 62% and 61% respectively. Western suburbs too have seen a price hike by around 45%. There has been a steady price rise in other suburban areas of the city as well over the last one year.

There seems to be a huge market of pent up demand where consumers have been deferring their purchase decision in expectation of a right priced product and a desired unit size. This is apparent from the fact that around 57% of the respondents were willing to buy a ready possession property.

Data shows that around 33% of the respondents preferred 1 BHK unit type. However, only 13% of the projects offered 1 BHK options. Thus, it appears that there is a huge untapped potential for 1 BHK configurations.

The table below highlights the area of unit affordable by intended home buyers given their median preferred budget and the property rates exhibited:-

Income Class (based on monthly income)		Lower Income Group (LIG)	Middle Income Group (MIG)	Higher Income Group (HIG)
Monthly income bracket (Rs.)		< 25000	25000-50000	> 50000
Preferred Budget (Rs. In lacs)	A	15.0	22.5	63.0
Price Range of properties exhibited (in Rs. per sq ft)	B	2200-2300	3850-3950	8100-8500
Affordable Area (in sq. ft.)	C	650-700	550-600	750-800

It can be seen that the LIG segment can afford an apartment of around 650-700 sq. ft. However, there is a dearth of supply for this configuration. Though the MIG would prefer an apartment size of more than 750 sq. ft., this segment could afford to purchase only a unit size of only around 550-600 sq. ft. The HIG segment, which generally would have a preference of an apartment size of 1000 sq. ft. onwards, could afford to purchase an apartment size of only around 750-800 sq. ft.

This possibly is an indicator that the increase in property prices is not in commensurate with the improving affordability of the masses at large.

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

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate (Rs. psf)	Expected Completion
1	Ackruti City	Ackruti Gardenia	Mira Road	1 / 2 / 3	4000	Dec-11 Onwards
		Ackruti Countrywoods	Pune	1 / 2	2600	Dec-11 Onwards
		Ackruti Vedant	Sion (E)	1 / 2	10150	Dec-12
		Ackruti Siddhi	Thane (W)	2.5 / 3	5250	Dec-13
		Ackruti Shikhar	Andheri (E)	2 / 2.5	12500	Dec-12
		Ackruti Sunmist	Andheri (E)	2 / 3 / 4	13000	Dec-11
2	Acme Group	Acme Legacy	Vile Parle (W)	2 / 3	1.6 Crs to 2.3 Crs	2011
		Acme Sweet 16	Andheri (W)	2 / 4	1 Cr onwards	Dec-10
		Acme Oasis	Kandivali (E)	2 / 3	6500	2013
		Acme Ozone	Thane	2 / 2.5 / 3 / 4	4500	2012
3	Ajmera	Rosemary	Kalyan (W)	1 / 2	2610	Jun-11
		Bhakti Park	Wadala (E)	1RK / 1 / 2	13000	Ready
		Pristine	Borivali (W)	3	9000	Mar-11
		Sai Radiance	Belapur	2 / 3 / 4	6200	Ready
4	Akshar Group	Elementa	Pune	1.5 / 2 / 2.5 / 3	N.A.	N.A.
5	Arihant Superstructures Ltd.	Arihant Abhilasha	Kharghar	2	3800	Jun-12
		Arihant Arham	Panvel	2	2350	Jun-11
		Arihant Aradhana	Kharghar	2	4100	Oct-10
		Arihant Sparsh	Vashi	3.5	5600	Dec-10
		Arihant Aksh	Badlapur (W)	1 / 2	1900	Dec-11
6	Arrow Engineers Ltd.	Arrow City Manhattan	Pen	Studio / 1 / 2 / 3	3499 - 4999	N.A.
7	Ashiana Housing Ltd.	Ustav Retirement Resort	Lavasa	1 / 2 / 3 / Villas	Rs. 27 Lac onwards	N.A.
8	Conglome Techno-constructions Pvt. Ltd.	Satyanagar	Boisar	1 / 2 / RH	1188 - 1400	N.A.
9	D. S. Kulkarni Developers Ltd.	Saptasur	Pune	2 / 3	3000	Ready
		Gulmohar	Pune	2 / 3	4500	Ready
		3 Carnations	Pune	3	3850	Ready
		Yashashree Suvastu	Nashik	2 / 2.5 / 3	2400	Ready
		Meghmalhar	Pune	1 / 2	3050 - 3550	Dec-10
		Vidyanagari	Pune	1 / 2	3500	Dec-11
		Garden Enclave	Pune	2 / 3	3800	Ready
		Madhuban	Andheri (E)	2 / 2.5 / 3	7000	2010 / Ready
		Sundarban	Pune	1	3400	Dec-11
		10	Disha Direct / Alibaug Realty Ventures	Palazzo	Alibaug	Row Houses
11	Disha Direct / Ansal Housing	Thai Villas	Shahapur	Villas	29.49 Lac onwards	N.A.
12	Disha Direct / Tamhini Realty Ventures	Landmarc Meadows	Roha	N. A. Plots	1.60 Lac onwards	N.A.
13	Disha Direct / Tanaya Infrastructure Pvt. Ltd.	Bay Woods	Alibaug	1 / 2 / Studio	12.51 Lac onwards	Dec-11 Onwards
14	Dosti Group	Dosti Vihar	Thane (W)	1 / 1.5 / 2 / 2.5	5200	May-11
		Dosti Imperia	Thane (W)	2 / 3	5750-5900	2013
15	Ekta World	Ekta Greenville	Nashik	2 / 3	N.A.	N.A.
		Ekta Meadows	Kandivali (E)	2 / 3	8000	Ready
16	Everest Developers	Everest World	Thane	2 / 2.5 / 3	4691	Apr-12
		Everest Countryside	Thane	2	4500	Jun-10
17	Gemstar Group	Sonata	Malad (W)	1 / 2	6925	Jan-11
		Blueberry	Malad (W)	1 / 2	6500	Jan-11
18	Godrej Properties	Godrej Riverside	Kalyan	2	2900	June 10 onwards
		Godrej Prakriti	Kolkata	2 / 2.5 / 3	1950 - 2100	N.A.
		Godrej Woodsman Estate	Bangalore	2 / 3	5000	N.A.
		Godrej Garden City	Ahemadabad	2 / 3	2100-2450	2012 onwards

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate (Rs. psf)	Expected Completion		
19	Gundecha	Gundecha Symphony	Andheri (W)	2 / 2.5	12900	Ready		
		Gundecha Altura	Kanjur Marg	2 / 2.5 / 3	6800	Ready		
		Gundecha Heights	Kanjur Marg	2 / 2.5 / 3	6800	Ready		
		Zenith	Mulund	2.5 / 3	6500	Ready		
20	HDIL	Metropolis Residences	Andheri (W)	2 / 3 / 4	11500	Dec-10		
		Majestic Tower	Nahur	2 / 2.5 / 3	5751	Dec-12		
		Premier Residences	Kurla (W)	1 / 2	6351	Dec-11		
		Residency Park	Virar (W)	2	2650	Dec-11		
		Harmony	Goregaon (W)	2	N.A.	upcoming		
							Oct-10 onwards	
21	Hiranandani	Hiranandani Meadows	Thane	2.5 / 3 / 4	6050 - 8150	Ready / Dec-12		
		Hiranandani Estate	Thane	2 / 2.5 / 3 / 4	5800 - 7200	Ready / Dec-12		
		Hiranandani Heritage	Kandivali (W)	1 / 3 / 4 / 5	10500	Dec-12		
22	HIRCO	Palace Gardens	Panvel	N.A.	3700 - 3850	2014		
23	Kalpataru Group	Aura	Ghatkopar (W)	2 / 2.5	9000	N.A.		
		Kalpataru Towers	Kandivali (E)	2 / 2.5	9100	N.A.		
		Kalpataru Riverside	Panvel	2 / 2.5	3600 - 4500	N.A.		
		Kalpataru Gardens II	Kandivali (E)	2 / 2.5	9100	N.A.		
		Srishti	Mira Road	2 / 2.5	4041	N.A.		
		Kalpataru Estate	Andheri (E)	2 / 2.5	11500	N.A.		
		Siddhachal VIII	Thane (W)	N.A.	6500	N.A.		
		Kalpataru Estate	Pune	2 / 2.5 / 3	3100	N.A.		
		Niharika	Thane	2 / 2.5	7500	Ready		
		Samarpan Royale	Borivali (E)	4	11500	Ready		
25	Kohinoor Group	Kohinoor City	Vidya Vihar	2 / 3 / Duplex / penthouses	11000	N.A.		
26	Kumar Properties	Palms	Pune	2	3000	Ready		
		Palmgrove	Pune	2 / 3	3100	Mar-11		
		Gulmohar	Pune	2 / 3	4000	Ready		
		Prithvi	Pune	2	3300	Ready		
		Paradise	Pune	3	3300	Ready		
		Primrose	Pune	3	3000	Ready		
		Periwinkle	Pune	2	2900	Oct-10		
		Papillon	Pune	2 / 3	3300	Mar-11		
		Princetown	Pune	2 / 3	3600-3750	Jul-11		
		Park Infinia	Pune	2 / 3	2350	May-10		
		Picasso	Pune	3 / 4 / Bungalows	3800-4500	May-10		
		Karishma	Pune	2 / 3	8000	Mar-11		
		Purva	Pune	2	3000	Oct-11		
		Megapolis	Hinjewadi - Pune	1 / 2 / 2.5 / 3	2400 - 2550	N.A.		
		27	Lodha	Casa Univis	Thane (W)	3	4635 - 4932	Jul-11
				Casa Bella Gold	Dombivali	2 / 3	2655 - 2862	Dec-12
Casa Royale	Thane			2	5130	Jul-11		
Luxuria	Thane			3	5900-6500	N.A.		
28	Man Infraprojects	Man Valley Vista	Nerul	3 / 4	N.A.	N.A.		
		Man Dune	Bandra (W)	3 / 4	19000 - 20000	Dec-10		
29	Marathon	Marathon Nagari	Badlapur (E)	1 / 1.5 / 2 / 3	1891	Ready		
		Marathon Nextgen Era	Lower Parel	N.A.	25000	Ready		
		Marathon Nexzone	Panvel	N.A.	N.A.	upcoming		
30	Mayfair Housing	Gardens	Virar (W)	1 / 2	3775 - 4175	May-11		
		JVPD 1	Juhu	5 / 6	10 Crs - 20 Crs	Sep-10		
		Silver	Vile Parle (W)	4 / 5	9.10 Crs	Sep-10		
		Palms	Andheri (W)	2 / 3 / 4	16000	Jun-10		
		Heritage	Santacruz (W)	2 / 4	2.36 Crs - 4.73 Crs	upcoming		
		Maaya	Khar (W)	3 / 4	6.21 Crs onwards	Ready		
		Sweet Haven	Vile Parle (W)	4	4.85 Crs onwards	Ready		

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate (Rs. psf)	Expected Completion
31	Nahar	Amritshakti	Chandivali	2 / 3	7500 - 8500	Ready / Aug-10
32	Neelkanth	Neelkanth Greens	Thane (W)	2 / 2.5 / 3	5000	2011 onwards
33	Neptune	Olive	Mulund	2 / 2.5	7391 - 7591	Oct-10
		Flying Kite Towers	Bhandup	2 / 3	6391 - 6791	Mar-12
		Swarajya	Ambivali - Kalyan	1 / 2	1690	N.A.
34	Nirmal Lifestyle	Zircon	Mulund (W)	2 / 2.5 / 3	6552	Dec-12
		Lifestyle City	Kalyan	1 / 1.5 / 2 / 3	2151	Dec-12
35	Puranik Builders	Puranik City	Thane (W)	1 / 2	3900-4000	N.A.
		Aldea Espanola	Pune	2 / 3	N.A.	N.A.
36	Raunak Group	Laxmi Narayan Residency	Thane	2	5251	Jun-11
		Raunak Paradise	Thane	2	4651	Ready
		Unnathi Woods	Thane	2	4251	Jun-11
		Unnathi Greens	Thane	1 / 2	3451	Jun-11
		Sai Dham Tower	Kandivali (W)	2 / 3	6800	Dec-10
37	RNA Corp	RNA Mirage	Worli	3 / 4 Duplex/ 5.5 Duplex	N.A.	N.A.
		RNA Auroville	Santacruz (W)	3 / 4	20000	Ready
		RNA Royale Park	Kandivali (W)	2	8500	Ready
		RNA Grande	Kandivali (W)	3	7200	Apr-12
		RNA Palazzo	Kandivali (W)	2	7000	N.A.
		RNA Elegance	Chembur (E)	4	N.A.	2012
		RNA Metropolis	Sewree	3	N.A.	N.A.
		RNA Sagar	Ghatkopar (E)	1 / 2 / 3	8000	2012
		RNA Imperial	Kandivali (W)	3	7200	2012
		RNA Continental	Chembur (E)	2 / 3 / 4	10250	N.A.
38	Royal Palms	Crystal Isle	Goregaon (E)	2 / 3	4930 - 5480	Dec-12
	Royal Palms	Ruby Isle	Goregaon (E)	1 / 2 / 3 / condo	4930 - 5690	Dec-12
39	Runwal Group	Runwal Elegante	Andheri (W)	2.5 / 3 / 3.5 / 4	14000	N.A.
		Runwal Symphony	Santacruz (E)	1 / 2 / 2.5 / 3	8599	Oct-12
		Runwal Greens	Mulund	2 / 2.5 / 3	6600	Apr-13
		Runwal Garden City	Thane (W)	2 / 2.5 / 3	4900	Ready
		Runwal Garden City II	Thane (W)	1 / 1.5 / 2	4200	Apr-12
		R - Euphoria	Pune	1 / 1.5 / 2 / 2.5 / 3	3100	N.A.
		Runwal Hills	Chembur (E)	2 / 3	N.A.	N.A.
40	Rustomjee	Athena	Thane (W)	2 / 2.5 / 3	6143	N.A.
		Astraea	Thane (W)	2 / 2.5	5985	N.A.
		Global City	Virar (W)	1 / 2 / 3 / 4	4200 - 4700 on carpet	Dec-11
		Urbania	Thane (W)	2 / 2.5 / 3	N.A.	N.A.
		Elanga	Malad (W)	2 / 2.5	10000	Dec-11
41	Sagar Builders	Sagar City	Andheri (W)	1 / 2	9000	Dec-11
		Sagar Avenue II	Santacruz (E)	1 / 2 / 3	9000	May-11
42	Sanghvi Premises Pvt. Ltd.	Sanghvi Galaxy	Girgaon	2	19000	Apr-12
		Sanghvi Heights	Wadala (E)	2	9900	Oct-10
		Shree Mohankheda Heights	Mazgaon	2	12500	Apr-12
		Sanghvi Exotica	Dahisar (E)	1/2	6700	N.A.
		Sanghvi Valley	Thane - Kalwa (W)	2/3	3750	Ready
		Sankeshwar Nagar	Dombivali (E)	1/2	2750	Ready
		Sanghvi Nagar	Mira Road (E)	1/2	3500	Oct-10
43	Siroya Developers	Siroya Artemis	Chembur (E)	3	7500	Apr-12
		Siroya Apollo	Chembur (E)	3	7500	Apr-12
		Kingston Enclave	Thane (W)	2 / 3	6750	Dec-12
44	Soft Corner	Bhimashankar Hills	Karjat	N. A. Plots	360	N.A.
		Shri Venkatesh Nagar	Igatpuri	N. A. Plots	405	N.A.
		Chinar Classic	Murbad	N. A. Plots	270-350	N.A.
		Gokool Shrishti	Shahapur	N. A. Plots	324	N.A.
		Palm Village - II	Murbad	N. A. Plots	450	N.A.
		Fortview	Pali	N. A. Plots	170	N.A.
		Posh Villas	Manor - Wada Road	N. A. Plots	405	N.A.
		Vrindavan Residency (Phase II)	Alibaug	Bungalows	1800	N.A.
		Hari Nagar	Neral	1 RK / 1	N.A.	N.A.

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate (Rs. psf)	Expected Completion
45	Sunil Mantri Realty Ltd.	Mantri Royale	Bangalore	2 / 3	2590	N.A.
		Mantri Waterfront	Solapur	1 / 2 / 3	2300	N.A.
		Mantri Park	Goregaon (E)	1 / 2	6600	Ready
46	Swaroop Group	Swaroop Residency	Ghatkopar (E)	1 / 2 / 3	6000	Oct-12
		Swaroop Atlantis	Bhandup (W)	2 / 3	6000	Oct-12
		Swaroop Harmony	Santacruz	1 / 2	7000	Apr-12
47	Tata Housing	New Haven	Boisar	1 / 2 / 3 / villas	27 Lacs onwards	Oct-11 onwards
48	Tirupati Group	Rajwada	Murbad	plot/bungalow	249 psf	N.A.
49	Wadhawan Group	Views	Chembur (W)	3 / 4 / Duplex	12500	Apr-13
		Insignia	Bandra (E)	2.5 / 3 / 4 / duplex	N.A.	N.A.
		Exotica	Juhu	4 / 5	N.A.	N.A.
		Zephyr	Bandra (W)	3 / 4.5	21000	Apr-12

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