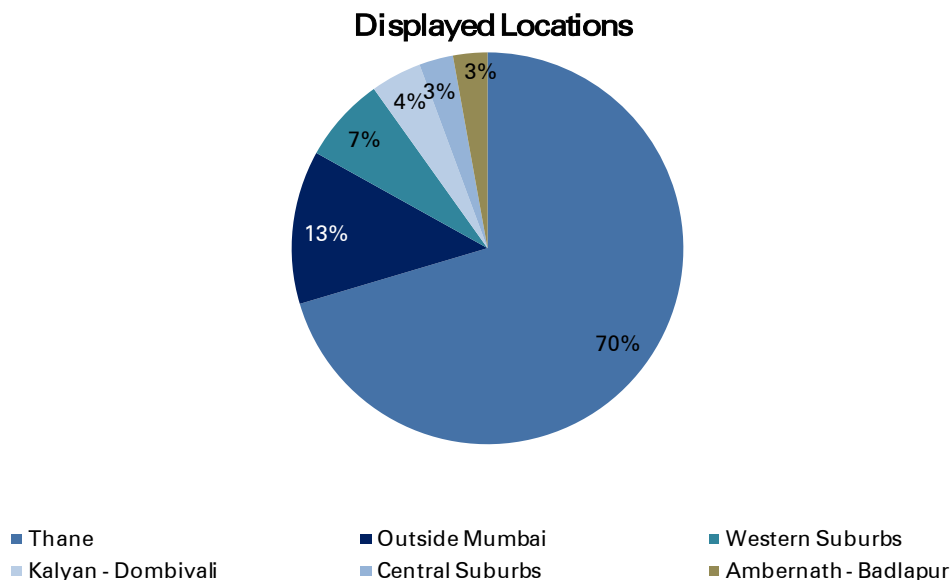


**MCHI Mega Realty Show**  
**Venue: Highland Garden, Thane**  
**Period: April 30, 2010 to May 3, 2010**

The Maharashtra Chamber of Housing Industry (MCHI) had recently organized a property exhibition from April 30, 2010 to May 3, 2010 at the Highland Garden, Thane. The exhibition received a good response with over 11000 registrations and a footfall of above 25000. The exhibition showcased prime properties of top builders from Thane, with some projects being showcased from the western and the central suburbs. Below are observations based on our visit to the exhibition:

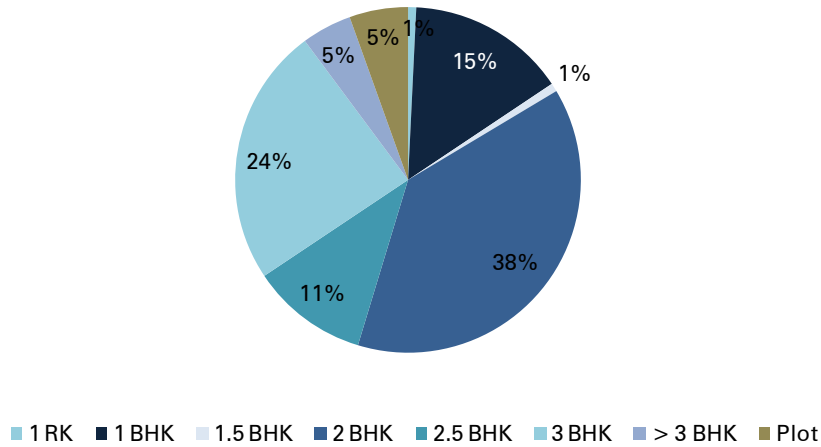
• **Projects showcased:** Out of the total projects showcased at the exhibition, around 70% of the projects displayed were located in Thane. Around 13% of the projects displayed were from outside Mumbai and another 7% were from the western suburbs.



Outside location projects were from Alibaug, Neral, Murbad, Igatpuri, Pali, etc.

• **Apartment type showcased:** 2 BHK apartments were displayed in around 38% of the projects. This was the highest among all configurations followed by 3 BHK apartments which were displayed in 24% of the projects.

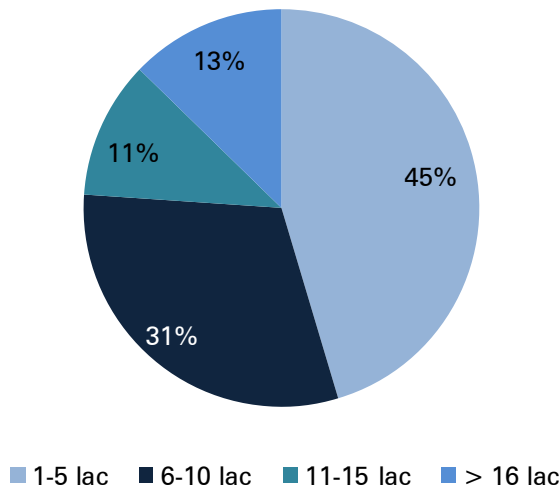
### Displayed Apartment Type



• **Age Profile:** 41% of the respondents were in the age group of 26-35 years. Around 30% of the respondents were in the age group of 36-45 years while around 16% of the respondents were in the age group of 46-55 years. Around 7% of the respondents were above 55 years.

• **Annual Income:** 45% of the respondents reported an annual income of less than INR 5 lac, while 31% of the respondents reported an annual income between INR 6 lac and 10 lac. 13 % of the respondents reported an annual income of above INR 16 lac.

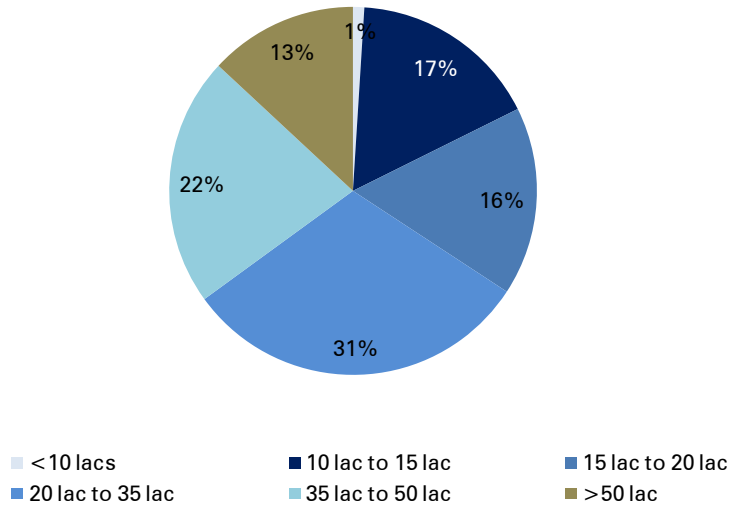
### Annual Income



• **Budget:** 17% of the respondents had plans to buy a property in the range of INR 10 lac to 15 lac and 16% of the respondents were planning to buy a property in the range of INR 15 lac to 20 lac. 31% of the respondents were seeking a home within a budget of INR 20 lac to

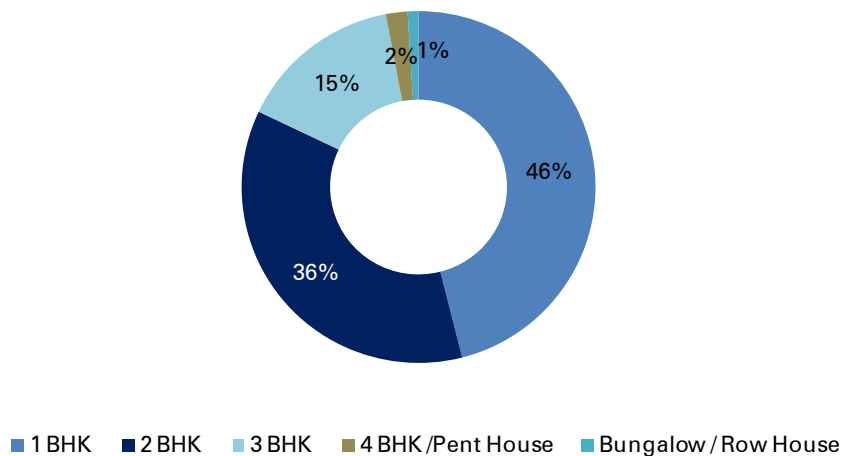
35 lac while another 22% of the respondents had a budget ranging from INR 35 lac to 50 lac. 13% of the respondents had a budget of above INR 50 lac.

### Budget



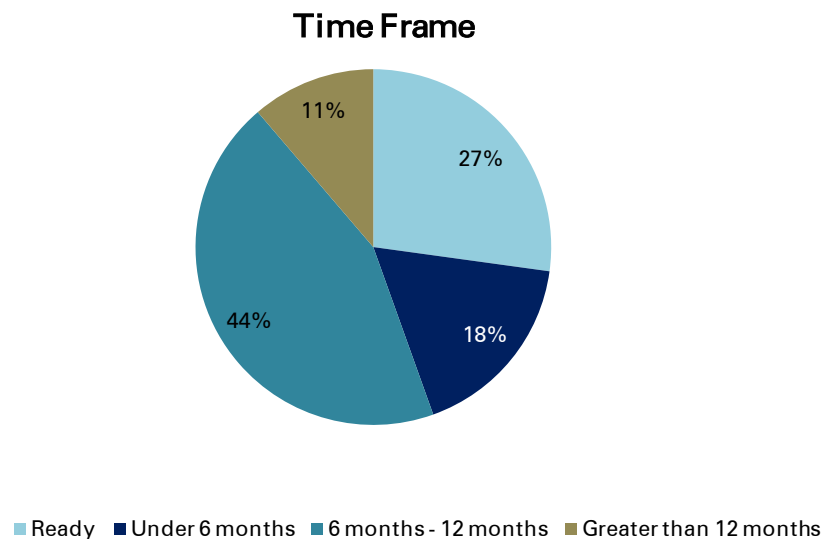
•**Preferred Apartment Type:** A majority of the respondents (46%) sought 1 BHK apartments while 36% of the respondents were interested in 2 BHK apartments. Only 18% of the respondents were seeking a 3 BHK and above apartment.

### Preferred type of Apartment



•**Source of Funds:** Majority of the respondents (88%) were willing to opt for a housing loan to purchase a new house property. Out of the total respondents, over 71% preferred a Loan-to-Value (LTV) ratio between 70-85%. 21% of the respondents were seeking a Loan-to-Value ratio between 50-75% while another 8% preferred it to be below 50%.

•**Time frame for possession:** 27% of the respondents were willing to purchase a ready property while 18% of the respondents were willing to invest in a project due for possession in 6 months. 44% were willing to invest in a property which would be delivered in 6 months to 12 months time frame. Only 11% of the respondents were willing to purchase a property whose possession would be due after 12 months. This indicates the willingness of the respondents to invest in projects with a year time frame for possession.



As per the data gathered from the previous MCHI Thane exhibition, 36% of the respondents were willing to purchase a ready possession property. This has shrunk to 27% at this exhibition. According to the previous year exhibition data, around 36% of the respondents were willing to invest in a property which would be ready after 6 months. This has increased to 55% in the current exhibition, thereby indicating the positive sentiments in the market.

•**Our Viewpoint:** Good footfall at the exhibition indicates the latent demand amongst home buyers in the residential property market.

Data shows that 46% of the respondents were interested in purchasing a 1 BHK unit and around 18% were interested in investing in a 3 BHK and above unit. However, only 15% of the projects on display had 1 BHK units and around 29% of the projects had a 3 BHK and above configuration, thereby indicating a demand-supply disparity.

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

Income Class (based on monthly income)		LIG	MIG	HIG
Monthly Income Bracket		1-5 lac	5-10 lac	> 10 lac
Preferred Budget (Rs. in lac)	A	17.5	30	42.5
Price Range of properties exhibited (in Rs.)	B	3400-3500	4400-4500	5700-5800
Affordable Area (in sq. ft.)	C	500-550	600-700	700-800

It can be seen that while the LIG segment can afford a unit of around 500-550 sq. ft., there is a huge scarcity of supply for this configuration. Though the MIG segment would prefer an apartment of around 800 sq. ft., this segment could afford a 600-700 sq. ft. apartment only. The HIG segment would generally prefer an apartment of over 1000 sq. ft. but the current affordability seems to be only around 700-800 sq. ft.

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

Sr. No	Developer	Project Name	Location	Type- BHK	Rate Per Sq Ft (Rs.)	Completion Date
1	Acme Group	Acme Ozone	Thane	2 / 2.5 / 3	4500	2012
		Acme Oasis	Kandivali (E)	2 / 2.5/ 3	6500	2013
2	Bhalerao Associates	Prity Park	Thane	1/2	3600	N.A.
3	Cosmos Group	Cosmos Mary Park	Thane	2/3	5500	Dec 2012
		Cosmos Lounge	Thane	2/2.5	4500-5000	Dec 2010 onwards
		Hawaiian Village - Phase II	Thane	Bungalow	2.20 Crs to 3.5 crs	Ready
		Cosmos Horizon	Thane	2/3	5200	Jun 2013
		Cosmos Springs	Thane	2	3700	Dec 2010 onwards
4	Dedhia Group	Platinum Lawns	Thane	1/2/3	3900	2011
5	Dosti	Dosti Vihar	Thane	1/1.5/2/2.5	5000-5700	2011-12
		Dosti Imperia	Thane	2/3	5750	2013
6	Everest Developers	Everest World	Thane	2 / 2.5 / 3	4591	Apr 2012
		Everest Countryside (IRIS)	Thane	2	4500	Ready
7	Harmony Lifestyle	Harmony Horizons	Thane	2	3950	Ready
8	Hiranandani Group - Hiranandani Estates	Brookhill	Thane	4	7200	Dec 2012
		Canary	Thane	2.5/3	6100	Dec 2012
		Paloma	Thane	2/2.5	5800	Jun 2011
		Tribeca (1st to 24th Flr)	Thane	3	6100	Dec 2010
		Tribeca (25th & 26th Flr)	Thane	5	7200	Dec 2010
		Villa Grand	Thane	2	5850	Ready
		Villa Rica	Thane	2	5850	Aug 2010
9	Hiranandani Meadows	Amanda	Thane	3	6150-6700	Jun 2010
		Amanda-B	Thane	3	6150-6700	Dec 2010
		Gemini A & B	Thane	2.5/3	6050-6150	Dec 2010
10	Hiranandani Group	Hiranandani Heritage	Kandivali (W)	1 / 3 / 4 / 5	10500	Dec 2012
11	Lalani Group	Lalani Residency	Thane	1/2/3	4500	Dec 2010 onwards
12	Lodha	Casa Univis	Thane	3	4635 - 4932	Jul 2011
		Casa Bella Gold	Dombivali	2 / 3	2655 - 2862	Dec 2012
		Casa Royale	Thane	2	5130	Jul 2011
13	Neelkanth Group	Neelkanth Greens	Thane	2/2.5/3	5000	Dec 2011
14	Neptune	Olive	Mulund	2 / 2.5	7391 - 7591	Oct 2010
		Flying Kite Towers	Bhandup	2 / 3	6391 - 6791	Mar 2012
		Swarajya	Ambivali - Kalyan	1 / 2	1690	N.A.
15	Gala Group	Pride Presidency	Thane	2	5150	Ready
16	Panvelkar Group	Green City	Ambernath	1/2/3	N.A.	N.A.

Sr. No	Developer	Project Name	Location	Type- BHK	Rate Per Sq Ft (Rs.)	Completion Date
17	Pranjee	Garden City	Badlapur (E)	1/2	N.A.	N.A.
18	Puranik Builders	Puranik City	Thane (W)	1 / 2	3995	N.A.
19	Raunak Group	Laxmi Narayan Residency	Thane	2	5251	Jun 2011
		Raunak Paradise	Thane	2	4651	Ready
		Unnathi Woods	Thane	2	4251	Jun 2011
		Unnathi Greens	Thane	1 / 2	3451	Jun 2011
20	Rosa Group	Rosa Bella	Thane	2/3	4600	N.A.
		Rosa Classique	Thane	1/2	3500	N.A.
21	Runwal Group	Runwal Pearl	Thane	2/2.5/3	5000	2011
		Runwal Garden City Phase I	Balkum Naka	2/2.5/3	5000-5200	Ready
22	Rustomjee	Urbania	Thane	2/2.5/3	5859-6143	Mar 2011
23	Sanghvi Premises Pvt. Ltd.	Sanghvi Nagar	Mira Road	1/2	3500	Oct 2010
		Sanghvi Hills	Thane			
		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	1/2	3500	Oct 2010
24	S B Group	Prakruti Pearl	Thane	1/2	4500	N.A.
25	Sheth Developers	Vasant Lawns	Thane	3	6300	2012
26	Shree Tirupati Greenfield Developers	Siddeshwar Gardens	Thane	2/3	4751	2012
27	Siddhi Group	Highland Gardens	Thane	1/2/3	4851	Jun 2012
28	Siroya Developers	Kingston Enclave	Thane (W)	2 / 3	6750	Dec 2012
29	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.
30	Soham Group	Tropical Lagoon	Thane	2/3	4550	Jul 2012
		Crystal Spires	Thane	2/3		
31	Vihang Group	Vihang Hills	Thane	1/2	3800	Mar 2012
		Vihang Valley	Thane	1/2	3800	Mar 2012
32	Vraj & Shreeji Group	Vraj Bhoomi	Thane	2/2.5/3	3900	2011

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