

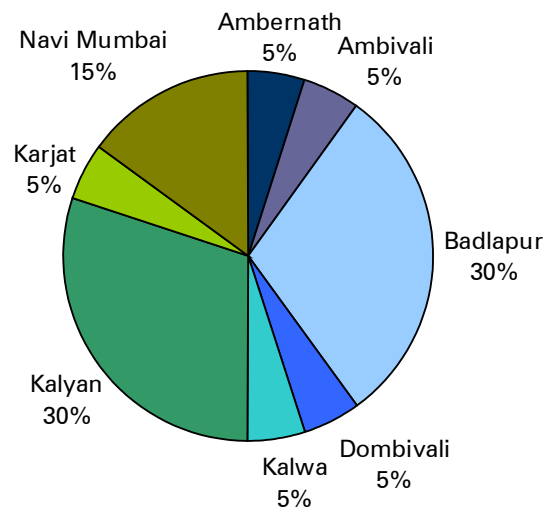
**Sapno Ka Ghar Property Exhibition**  
**Venue: APMC Ground, Bail Bazar, Kalyan**  
**Period: Sep 26, 2009 – Sep 28, 2009**

Dreamz Media Network had recently organised a property exhibition ‘Sapno Ka Ghar’ at Kalyan, from Sep 26, 2009 to Sep 28, 2009. Overall, the exhibition received a decent response which is an indicator of the improved sentiments in the property market.

**Projects Exhibited:**

The exhibition showcased properties mainly from projects located in Kalyan belt (30%). An equal percentage of properties were showcased from Badlapur as well, which suggests the growing popularity of this extended suburb in recent times.

**Locations Showcased**

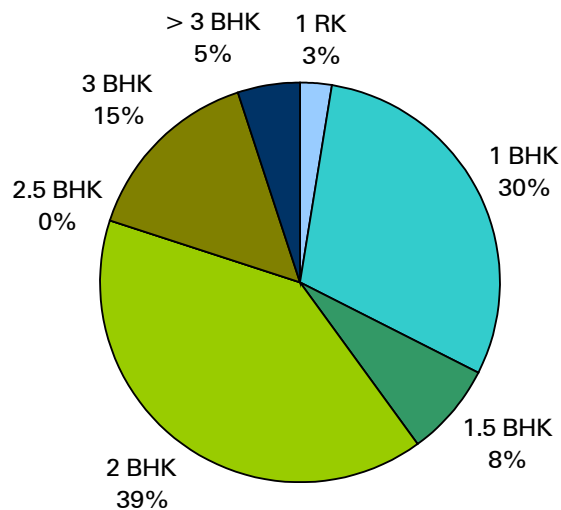


**Type of Apartments on Offer:**

2 BHK was the most showcased apartment type with 39% of the projects offering the 2 BHK configuration, 1 BHK was showcased by 30%, while 3 BHK was available in 15% of the properties showcased.

8% of the projects displayed offered 1.5 BHK configuration which is slowly gaining popularity in the extended suburbs.

**Type of Properties showcased**



**Amenities:** Amenities such as swimming pool, jogging track, Acupressure Park, children's play area, cycling track, community hall, etc. were on offer. Some projects also were providing bus service to station. Our previous exhibition reports have also highlighted the fact that bus service is one of the most preferred amenities amongst the prospective home buyers.

**Pricing:** There were no special schemes on offer. The average rate for projects showcased was around Rs. 2100 per sq ft. The average rate for projects in Kalyan-Dombivali belt was around Rs. 2400 per sq ft. and for projects in Badlapur-Ambarnath belt it was around Rs. 1700 per sq ft.

### **Our Viewpoint:**

We have observed that the property prices of projects located in the extended central suburbs have increased in the range of 5-6% as compared to previous quarter, possibly a pointer to improving sentiments in the market.

Since the exhibition mainly showcased projects located in the extended central suburbs, it presented various affordable options to home buyers. As was expected, most of the visitors to the exhibition belonged to the Lower Income Group (household income upto Rs. 25,000/- p.m.) and the Middle Income Group (household income Rs. 25,000 to Rs. 50,000 p.m.).

Most of the developers are expecting majority of the transactions to happen during the festive season (Dusseera to Diwali) and the decent footfalls for the exhibition vindicated their belief.

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	Aashapura Builders & Developers	Crown City	Kalyan (W)	1/1.5/2	1881	N.A.
2	Arihant Universal	Arihant Krupa	Khargarh	2	N.A.	3 months
3	Arihant Universal	Arihant Aksh	Badlapur (W)	1/2	1775	N.A.
4	Arihant Universal	Arihant Konnark	Karjat	Villas/ Studios	1347	2 years
5	Arihant Universal	Arihant Arham	Panvel	2	N.A.	N.A.
6	Arihant Universal	Arihant Sparsh	Vashi	3.5	N.A.	1 year
7	Creativee Construction Co.	Haripriya	Dombivli (W)	1/1.5/2	3131	May-11
8	Dynamic Group	Triveni Garden	Kalyan	2/3	2499	Jun'10
9	Maa Vaishnavi Construction Co.	Vaishnavi Park	Kalyan (E)	1/2	2100	N.A.
10	Mehta Group	Amrut Aangan	Kalwa	2/3	3651	N.A.
11	Nirmal Lifestyle	Lifestyle City - Victory	Ambivali	1/1.5	2052	Dec-11
12	Panvelkar Group	Green City	Ambarnath (E)	1/2/3	1695	Dec'09
13	Pranjee	Garden City	Badlapur (E)	1/2	1894	N.A.
14	Raj Group	Tulsi Aangan	Badlapur (E)	1/2/3/4	1711	Dec'10
15	Raj Group	Tulsi Vihar	Badlapur (W)	1/2	1440	Mar-10
16	Shivalik Developers	Flori Hills	Murbad	Plots/ Bungalows	235 (for plots)	N.A.
17	Siddhitech Homes Pvt. Ltd.	Morning Star	Badlapur (E)	1/2	1651	N.A.
18	Tharwani Infrastructures	Tharwani Rosalie	Kalyan (W)	1/2/3	2241	Mar-11
19	Triveni Enterprises	Triveni Garden	Kalyan	2	2399	Ready
20	Usha Constructions Co./ Stalwart Impex Pvt. Ltd	UshaKiran Residency	Badlapur (E)	1 RK/ 1 BHK/ 2 BHK/ 3 BHK	1650	N.A.

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