



(A division of ICICI Home Finance Company Limited)

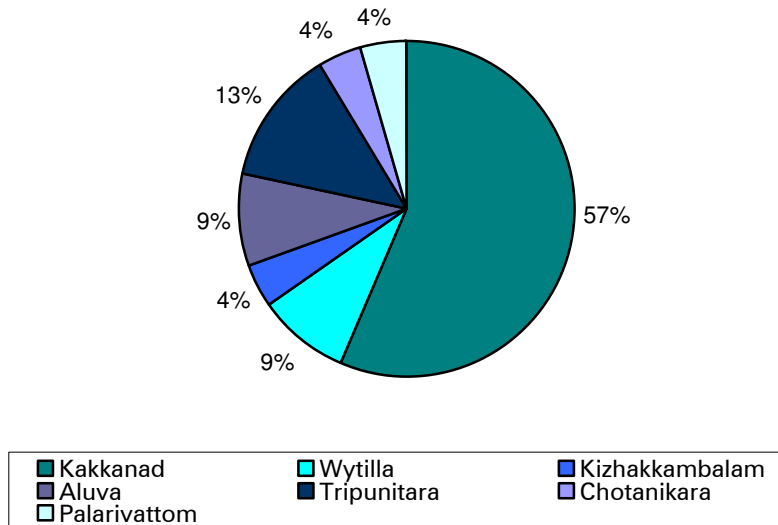
Simple Homes-Kochi, 2009 Venue: TDM Hall, Kochi Period: 25 July 2009 - 26 July, 2009

ICICI Home Finance Company Ltd organized a mega exhibition “Simple Homes” at TDM Hall, Kochi, on July 25-26, 2009. The primary focus of the exhibition was towards exhibiting the emerging trend of affordable homes in the market.

The exhibition received a good response with about 600 registrations and over 1200 walk-ins.

Projects Showcased: The event showcased the projects of 23 developers present in the Kochi market with a focus towards exhibiting the projects in the affordable housing segment. The key feature of the exhibition was the availability of projects from INR 12 lakhs onwards. Easy finance and insurance options along with Home Loans available at attractive rates were a highlight of the event.

Distribution Of Projects Exhibited

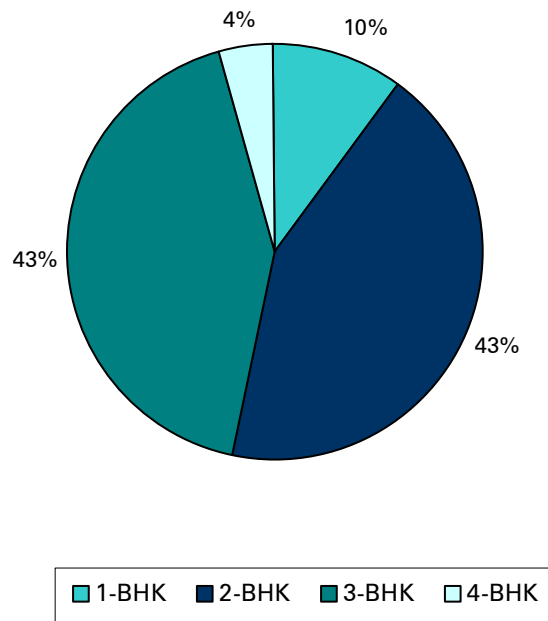


It was observed that a majority of the projects were along the Kakkanad belt due to proposed IT park "Smart City" at Kakkanad. Projects from neighbouring locales of Aluva, Tripunitara, and Wytilla were also showcased in the event.

•**Major Players Present:** Prominent developers like Abad, Mather, SFS, Skyline, Infra and DLF showcased their projects in the event. Other developers like Nagarjuna, Royal Projects, MIR Realtors, Confident and Meridian Homes were also present.

•**Apartment Type:** 2/3 BHK apartments were widely exhibited. They continue to remain a favorite among homebuyers. 1-BHK apartments were also showcased in the event, providing the consumer with a variety of properties to pick from.

Distribution Of Apartment Type



•**Pricing:** Projects starting from a capital value of INR 1350 per sft were showcased at the event, with a majority of the projects in the price band of INR 2000 –INR 2500 per sft. The exhibition showcased a variety of projects with a tag of affordability.

Average prices of Exhibited properties ** is tabulated below -

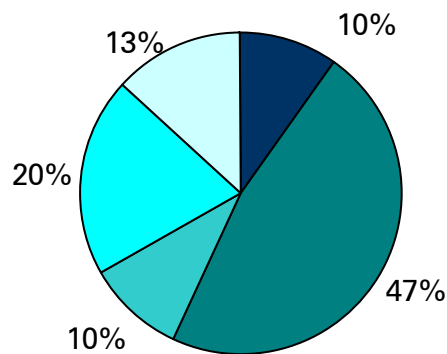
Location	Price per sft (INR)
Kakkanad	2000-2500
Wytilla	2300-2400
Tripunitara	2500
Aluva	2000
Chotinkara	1350
Kizhakkambalam	2000

** The property prices indicated are solely based on properties exhibited and does not necessarily reflects the generalized market scenario. Property prices may vary based on location, amenities and the developer

Some key observations based on responses received from visitors are as below:

- **Age Profile:** It was observed that 47% of the respondents were in the age bracket of 26-35 indicating the working-class looking at purchasing affordable homes. There were also about 20% of the respondents in the age bracket of 46-55.

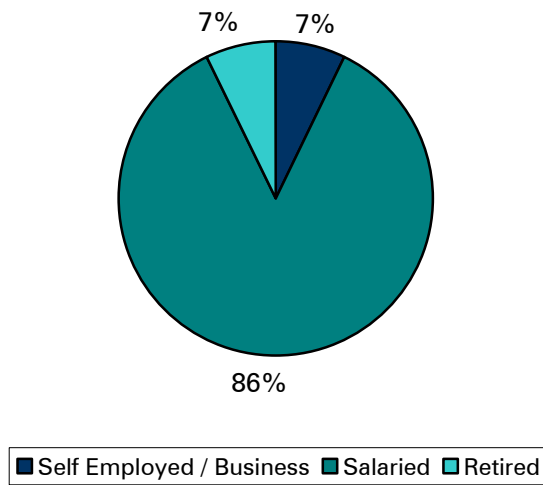
Age Profile



■ 18-25 ■ 26-35 ■ 36-45 ■ 46-55 ■ 56 and above

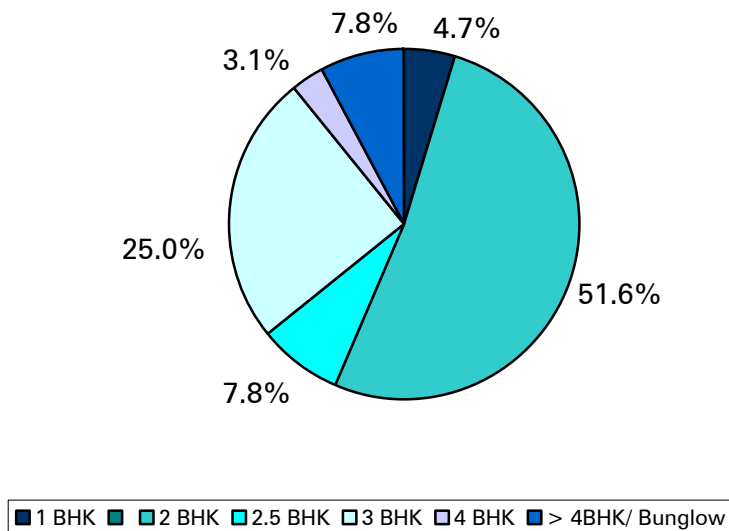
- **Occupation:** The salaried class represented 86% of the total respondents .The Self Employed and Retired accounted for 7 % each.

Occupation



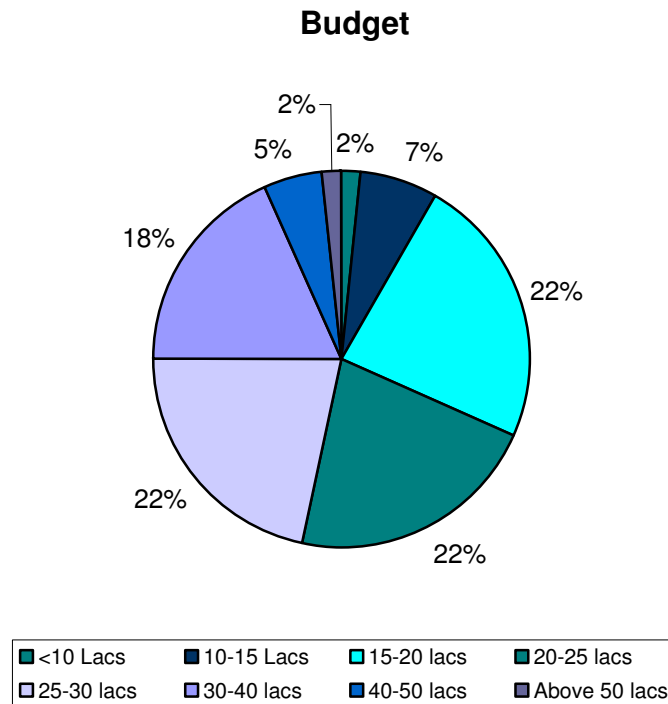
- **Type Of Apartment:** Majority of the respondents were keen on purchasing either a 2BHK or 3BHK apartment, with a very few respondents showing interest in purchasing 1-BHK and 4-BHK/Bunglows. It is noted that supply is along the expected demand in the market.

Type of Apartment



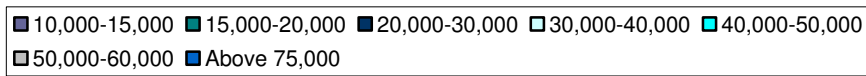
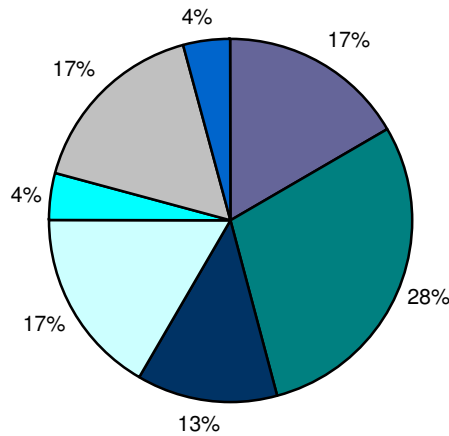
•**Apartment Size:** The average apartment size sought by the respondents was 1225 sft. The Low Income group (LIG) were seeking apartments with an average built-up area of 1000 sft, the Middle Income Group (MIG) had a requirement of 1250 sft and High Income Group (HIG), a requirement of 1400 sft.

•**Budget:** The budget for a home was fairly distributed in the range of INR 15-20 Lacs, INR 20-25 lacs and INR 25-30 lacs (22% each). 18 % home seekers had a budget of INR 30-40 lacs, with little takers for properties above 40 lacs.



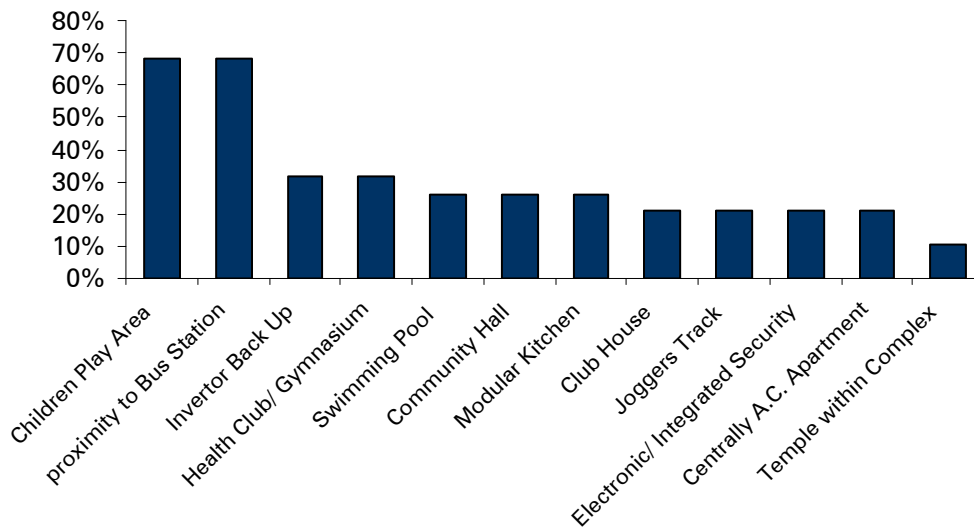
•**Monthly Income:** A majority of the respondents had a monthly income of less than INR 40,000 pm. 28% of the respondents had a monthly income of INR 15,000-INR 20,000, with 17% each in the bracket of INR 10,000-15,000 , INR 20,000-INR 30,000 and INR 30,000-INR 40,000 . It is noted that the visitors were largely from the LIG and MIG segment seeking an affordable home.

Monthly Income

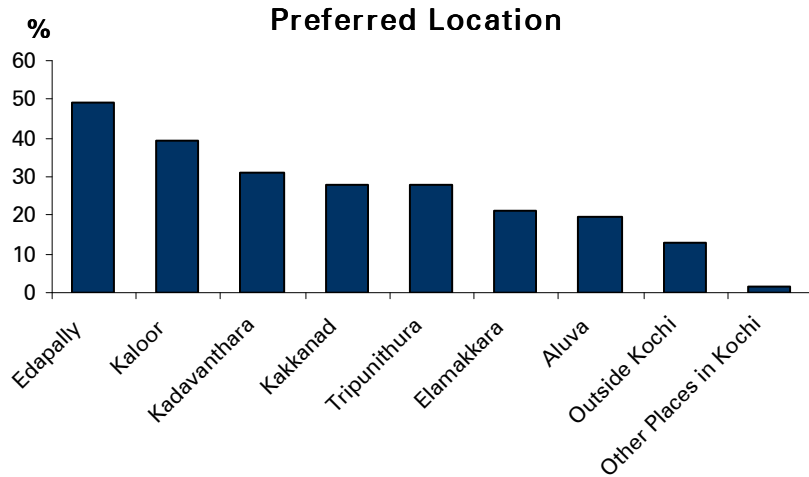


Preferred Amenities: Children’s Play Area and Proximity to the Bus Station were the preferred amenities (68% each) sought by the respondents. This indicates that location and recreation facilities for children are the key deciding factors of the home seeker. Other amenities like the presence of a swimming pool, modular kitchen and clubhouse within the apartment complex were also the deciding factors amongst a few respondents.

Preferred Amenities

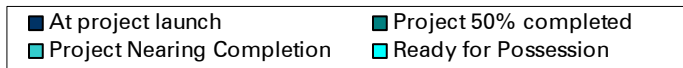
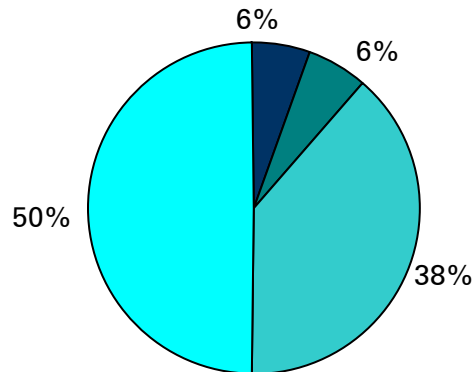


- **Preferred Location** – Locations close to the Kochi city such as Edapally, Kaloor and Kadavanthara were the prime locations preferred by the home buyers. However the projects exhibited in the exhibition were concentrated in the Kakkannad belt, due to the proposed IT development. It was also observed that there were hardly any takers for projects located outside Kochi district.



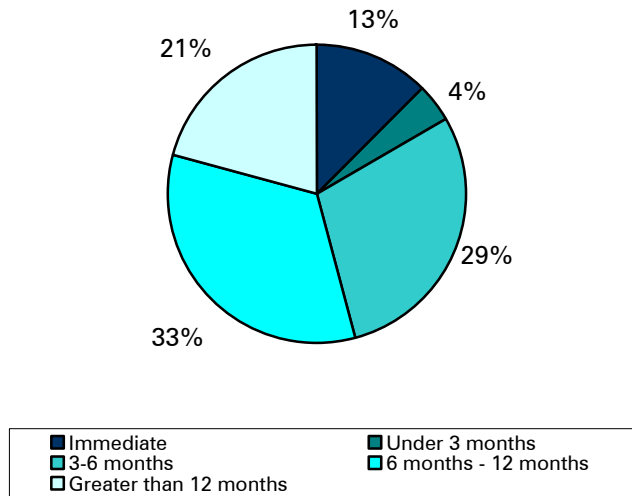
- **Stage Of Construction:** A key observation was the interest of a majority of the home seekers to buy *Ready For Possession* and *Nearing Completion* projects. This only validates the fact that there is an uncertainty in the completion date of projects.

Preferred Stage of Construction



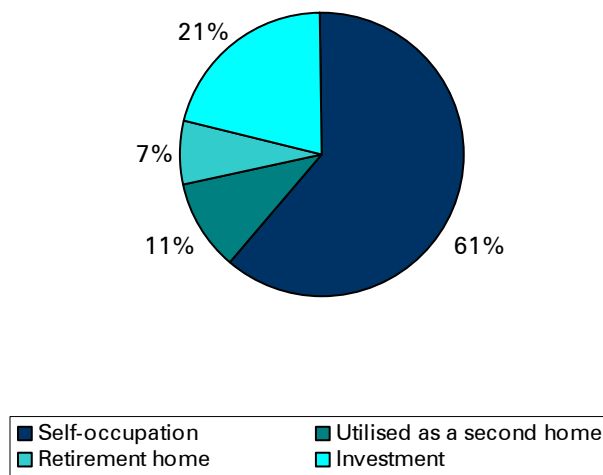
- **Time Frame:** Only 13% of the respondents had an immediate requirement for a home. Another 29% and 33% were looking to buy a property within 3-6 months and 6-12 months respectively, indicating an uncatered demand for affordable housing. It is also noted that 21% of the respondents were ready to purchase properties with the date of occupancy greater than 12 months, indicating investor interest in the property market.

Time Frame



- **End Use Of New Property:** 61% of the respondents were keen on buying a new property for self-occupation, with 21% looking for a suitable investment option. This clearly indicates that there is an inherent demand for affordable housing at the end-user level.

End Use of Property



Our Viewpoint:

- Kochi has traditionally been an investor driven market with NRI's from the Middle East and Western countries driving the market in the past few years. However today developers are keen on catering to end-users who are also showing interest in buying into the apartment culture.
- There has been a shift of focus from luxury housing towards the emerging market segment of affordable housing. This exhibition was designed to tap into the potential market of locals looking to purchase homes at affordable rates.
- The event indicates a slow but steadily improving market scenario with the developers keen on tapping into the emerging segments of the market. The real estate scenario in Kochi is today evolving with the times. ICICI HFC has taken the first step towards showcasing properties in the affordable housing segment.

Income Class (Based On Monthly Income)		LIG	MIG	HIG
Median Preferred Apartment Size (in sft)		1000	1200	1400
Average Property Rate Exhibited(INR per sft)		1950	2200	2550
Exhibited properties (INR in Lacs)	Basis			
the quoted average preferred apartment size	(B)	19.5	26.4	35.7
Average Budget (INR in lacs)	(A)	18	24	40
Stretch Budget	(A-B)	1.5	2.4	-4.3

It is apparent that the supply in the market is along expected demand. The stretch budget for the LIG and MIG is only 1.5 lacs and 2.4 lacs respectively, while the properties exhibited for the HIG segment is within the average budget of the consumer.

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

S.N.	BUILDER NAME	PROJECT NAME	LOCATION	TYPE OF BHK	RATE / SQ FT.	COMPLETION DATE
1	ABAD	EBONY ESTATE	KIZHAKKAMBALAM	2 & 3	2000	MARCH 2011
2	AC CITY	SILVER CASTLE	WYTILLA	2 & 3	2300	DEC 2010
3	ASSET HOMES	CITY BAY	TRIPUNITARA	2 & 3	2450	SEPT 2009
4	CONFIDENT	AURIGA – III	KAKKANAD	2 & 3	2900	MARCH 2011
5	DESAI	MISTY HILLS	KAKKANAD	2 & 3	1750	MARCH 2011
6	DLF	NEW TOWN HEIGHTS	KAKKANAD	2 & 3	2500	MARCH 2011
7	GALAXY HOMES	DOMAIN	KAKKANAD	2 & 3	2260	FEB 2010
8	GREEN VISTAS	PRAKRITI	KAKKANAD	2 & 3	2200	APRIL 2010
9	HEERA	WATERS	WYTILLA	3 & 4	2400	DEC 2010
10	INFRA	NOUVELLE	KAKKANAD	1	3800	DEC 2011
11	JAIN HOUSING	TUFNELL PARK	KAKKANAD	2 & 3	1995	APRIL 2011
12	JEWEL HOMES	RICHMOND	KAKKANAD	1,2 & 3	2500	DEC 2010
13	KENT CONSTRUCTIONS	MAHAL	KAKKANAD	1,2 & 3	2400	DEC 2011
14	KG	OXFORD SYMPHONY	PALARIVATTOM	2 & 3	2199	AUG 2010
15	MATHER	HACEINDA	ALUVA	2,3 & 4	2100	MARCH 2012
16	MERIDIAN HOMES	SYMPHONY	TRIPUNITARA	2 & 3	2500	DEC 2010
17	MIR REALTORS	GREEN METROPOLIS	KAKKANAD	1,2 & 3	2400	MARCH 2011
18	NAGARJUNA	LAUREL	KAKKANAD	2 & 3	2500	DEC 2010
19	PVS APARTMENTS	IRIS	ALUVA	2 & 3	2000	DEC 2010
20	REGAL PROJECTS	COUNTY	KAKKANAD	2 & 3	2400	DEC 2009
21	ROYAL PROJECTS	ROYAL CITY	CHOTANIKARA	1 & 2	1350	JUNE 2011
22	SKYLINE	IVY LEAGUE	KAKKANAD	2 & 3	2590	DEC 2011
23	SFS	KINGDOM	TRIPUNITARA	2 & 3	2600	DEC 2010

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