

EMERGENCE OF CHENGALPATTU AS A SATELLITE TOWN TO CHENNAI

*From being an edge city, to an attractive
residential hotspot*

09/07/2021



**CUSHMAN &
WAKEFIELD**

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01

PROFILE OF CHENGALPATTU DISTRICT

Chengalpattu district also known as Chengalpet, with a total geographical area of 2,945 Sq. km. is located at a distance of 56 km from South Chennai on the National Highway 32.

KANCHEEPURAM DISTRICT



2,556,423



DISTRICT POPULATION

2,945 Sq.km

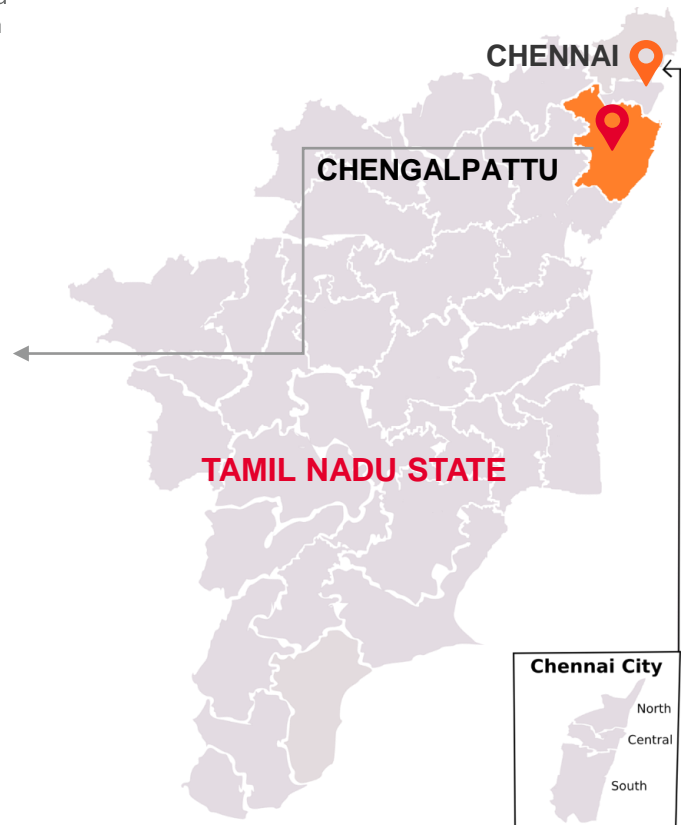


AREA

91.8%



LITERACY RATE



As of November 2019, Chengalpattu was carved out of the Kancheepuram district post the announcement of district bifurcation. Being one of the 38 districts in Tamil Nadu, Chengalpattu is base for one of the prime railway junctions of the Southern Railway and is an important railway node.

Strategically positioned in the proximity of the Industrial and IT hub, Chengalpattu has the characteristic to be established as a commercial core with a sturdy rail and road connectivity network. The significant landmarks that add value to the district are – Chengalpattu Medical College, Chengalpattu Government Hospital which is one of the largest hospitals in the district.

In 2017, the Chennai Metropolitan Area proposal involved a seven-fold expansion of its primary area from 1,189sq.km to 8,878sq.km., with Chengalpattu district growing to be a part of it, including several other districts of the region. Following the proposal, the market for investments has witnessed a significant growth coupled with factors such as - competitive residential options, strong connectivity via rail and road nexus, and sound infrastructure.

Despite the absence of a strategic development plan and state interventions, the self-sustaining satellite town had an organic growth-induced sprawl due to the radical rail connectivity from the city nucleus to its fringes and the increased pressure on urban infrastructure within the city limits.

ROAD

The Grand Southern Trunk (GST) road where Chengalpattu is located is one of South India's most bustling National Highways. Extending across 472 km, the GST road has several micro-markets along the corridor.

RAIL

The Chengalpattu railway station is located in the heart of the district on the SH-58, near the Mofussil Bus Terminus. This station holds prime importance in the South and South-West lines of the Chennai Suburban Railway.

AIR

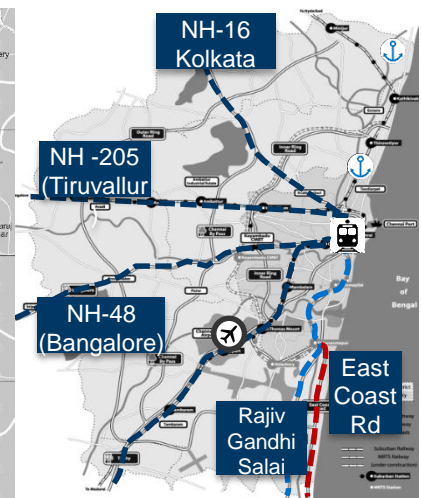
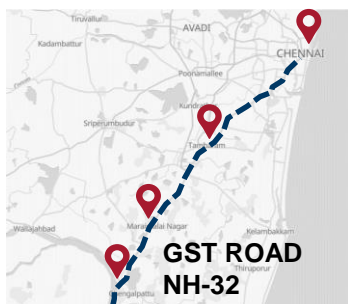
Chennai International airport is approximately 41 km from Chengalpattu and is well connected by rail and road.

Chengalpattu's Eminence As A Realty Hub

The GST Road heightened in real estate activity due to strong connectivity and transport infrastructure. This aided the mushrooming of several prominent micro-markets along the arterial road.

Besides, the developers procured land at lower rates when under the gram panchayat, which changed the landscape of the corridor, laying a foundation for imminent developments subsequently. This triggered the spur of a diverse composition of sectors like educational, industrial, and IT/ITeS gaining traction in the Chengalpattu market, intensifying demand for rental properties in the area.

472 km
GST CORRIDOR



ECONOMIC DRIVERS OF THE EDGE CITY



Economic Activity

- Chengalpattu's economy consists of two key pillars – Manufacturing Industry and IT/ITES sector.
- Chengalpattu houses the top Auto and Auto ancillary plants like Ford, Renault Nissan, Tech Mahindra, TVS, and IT majors like Infosys, Renault Nissan, and the global FMCG company Pepsi.



Industries

- Maraimalai Nagar is known as the Detroit of Chengalpattu with established automobile manufacturing units such as Ford Motors, among many others.
- Mahindra World City is the largest private industrial park in Chennai, housing an IT SEZ, Auto Ancillary SEZ and an Apparel & Fashion SEZ.

CHENGALPATTU'S INDUSTRIAL CLUSTERS

One of Chennai's fastest-growing suburbs – Chengalpattu saw a shift in 2003-04 when it emerged as a preferred location for the Mahindra Group's first World City in India; the suburb and its connecting areas were rapidly developing at that time. Since then, Chengalpattu has witnessed good growth and has excelled as a magnet for employment - being a hotspot for Industrial activity and an IT hub.

Chengalpattu draws in investment with the advantage of affordable rates attracting corporate giants such as Tech Mahindra, BMW, Nissan-Renault, Ford, TVS, Siemens, Flextronics, Foxconn, Infosys, Pepsi, Samsung and Dell, among others.

The advent of manufacturing units has pulled in an array of local and large developers into the region along with robust physical connectivity and infrastructure. The above factors aligned forces to construct an economic base in Chengalpattu and surrounding pockets. Timely government interventions in Policy & Implementation, led to greater investments, further leveraging the activity within the suburb.

02

TIMELINE FOR HARNESSING GROWTH

GST Corridor's magnetism domain for enticing investments and inhabitants

India liberated its economic policies in the 1990s, witnessing growth in several sectors across the country. Meanwhile, Chennai witnessed a spurt of growth channelling the city's economy powered by multiple sectors forming commercial clusters which include automobile, software hubs, manufacturing, and healthcare. One such cluster is the Grand Southern Trunk Road (GST road).

Development of Maraimalai Nagar New town in the 1980s

Being a satellite town developed by CMDA in 1980 was initially envisaged as a development containing 10 residential neighbourhoods with an industrial area. Later, the development plan was widened to accommodate more industrial area to provide an economic base. Predominantly secured itself within years as an industrial township with several auto ancillaries.

1980

Establishment of an Automobile Major - Mahindra Ford India Ltd in 1996

Government of Tamil Nadu had signed a Memorandum of Understanding (MOU) with Mahindra Ford India Ltd (MFIL) in facilitating 270 Acres of land for establishing an Automobile Industry in 1996. This particular transaction has served as a growth catalyst in attracting the population to Maraimalai Nagar.

1996

Mahindra World City - India's first integrated Business city in 2002

Promoted on a PPP model by Mahindra Group and TIDCO, spreading over 1500 acres, the crux of this development was to set up an integrated city with Infrastructure for Manufacturing and service industries along with Housing, Education and other support infrastructure, enabling the 1st walk to work concept in Chennai.

2002

The emergence of SEZ Corridor in 2003

The GST road emerged as an SEZ corridor in 2003, after the establishment of the Madras Export Processing Zone in 1984. The corridor has 5 operational SEZs and over 10 approved projects under development.

2003

2017 Proposal in turning Chennai into a Mega City

Post observing the rapid developments in settlements such as Maraimalai Nagar, Chengalpattu, Sriperumbudur, Tiruvallur, and Kelambakkam, CMDA proposed a seven-fold increase in area of the existing city limits for planned and uniform growth.

2017

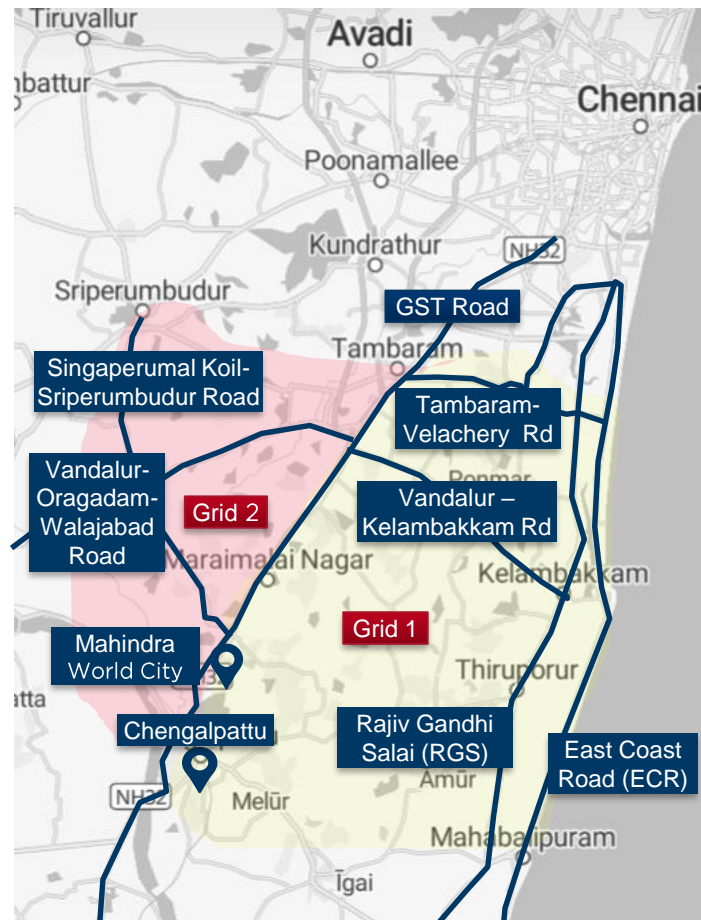
03

DYNAMIC GST CORRIDOR - THE GRID**The Push and Pull elements**

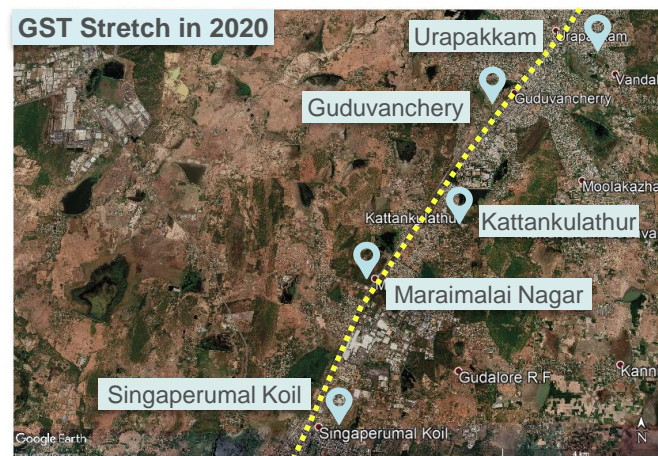
In Chennai, infrastructure advancements in the last few years have driven the rise of two major grids. The first grid consists of four corridors namely, Rajiv Gandhi Salai (RGS), East Coast Road (ECR), Vandalur - Kelambakkam Road, and Tambaram-Velachery Main Road which is witnessing significant growth across all real estate sectors. The other grid consists of three corridors respectively; Grand Southern Trunk road, Vandalur-Oragadam-Walajabad Road, and Singaperumal Koil-Oragadam-Sriperumbudur Road.

Consecutively, both the grids act as an impetus in driving the future demand for housing along the GST stretch due to diverse circumstances. These include competitive rates, connectivity with interdependency of the grid networks through linkages, exhibits a constant growth drift in terms of capital and rental appreciation, sturdy market for properties throughout the pandemic.

The GST Grid, as well as the RGS- Centred grid, have testified to a spurt of demand in housing units in recent years. Despite being distinctively unique corridors, they are bound to be one integrated influential commercial core amongst the pockets and set to be a principal factor to draw in housing demand in relevant neighbourhoods.

**GST CORRIDOR LANDSCAPE FOR REALTY**

The GST Corridor today, is one of the key links of Chennai with emergence of multiple micro-markets. A few major micro-markets along the corridor are Tambaram, Perungalathur, Vandalur, Urapakkam, Guduvanchery, Kattankulathur, Maraimalai Nagar and Chengalpattu predominantly being residential micro-markets.



04

EDGE CITY'S ORGANIC TO ORGANIZED GROWTH**How Mahindra World City shaped the realty landscape of Chengalpattu's Residential Sector**

The setting up of an auto ancillary park in 1996 marked a significant keystone to the creation of automotive sector in Chennai. Followed by setting up of Mahindra World City catering to companies in the IT, Engineering, Auto-ancillary, Apparel & Fashion segment, along with robust housing and social infrastructure. The project was built on a vision surrounding the concept of pioneering integrated cities built on the 'ethos of Livelihood, Living, and Life. With the above perception of striking a healthy work-life balance, the township sprawls across 250 Acres of Residential, Social, and Retail infrastructure.

Before the emergence of Mahindra World City, organized residential activity was limited up to Kattankulatur, which housed the educational institutions under SRM University. However, after the establishment of Mahindra world city, the organic growth of the residential clusters attained an organized growth.

Starting from land acquisition and establishment, Mahindra world city was serving as an economic nerve generating infrastructure flow as well as housing demand in the surrounding areas of MWC.

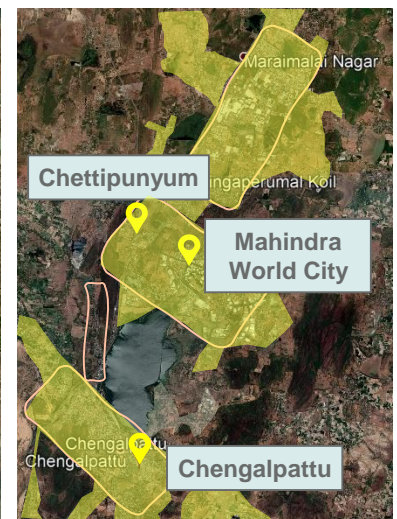
In the year 2017, the proposal of extending the city limits amplified housing demand in the region. Further the growth in IT activity in the RGS/GST grid paved way to organized affordable residential developments in and around Chengalpattu.



Chengalpattu in 2002, when MWC was established



Development of housing clusters supporting the workforce in MWC in 2010



Suburban sprawl witnessed in 2020

05

**INFRASTRUCTURE LEADING TO
CHENGALPATTU**

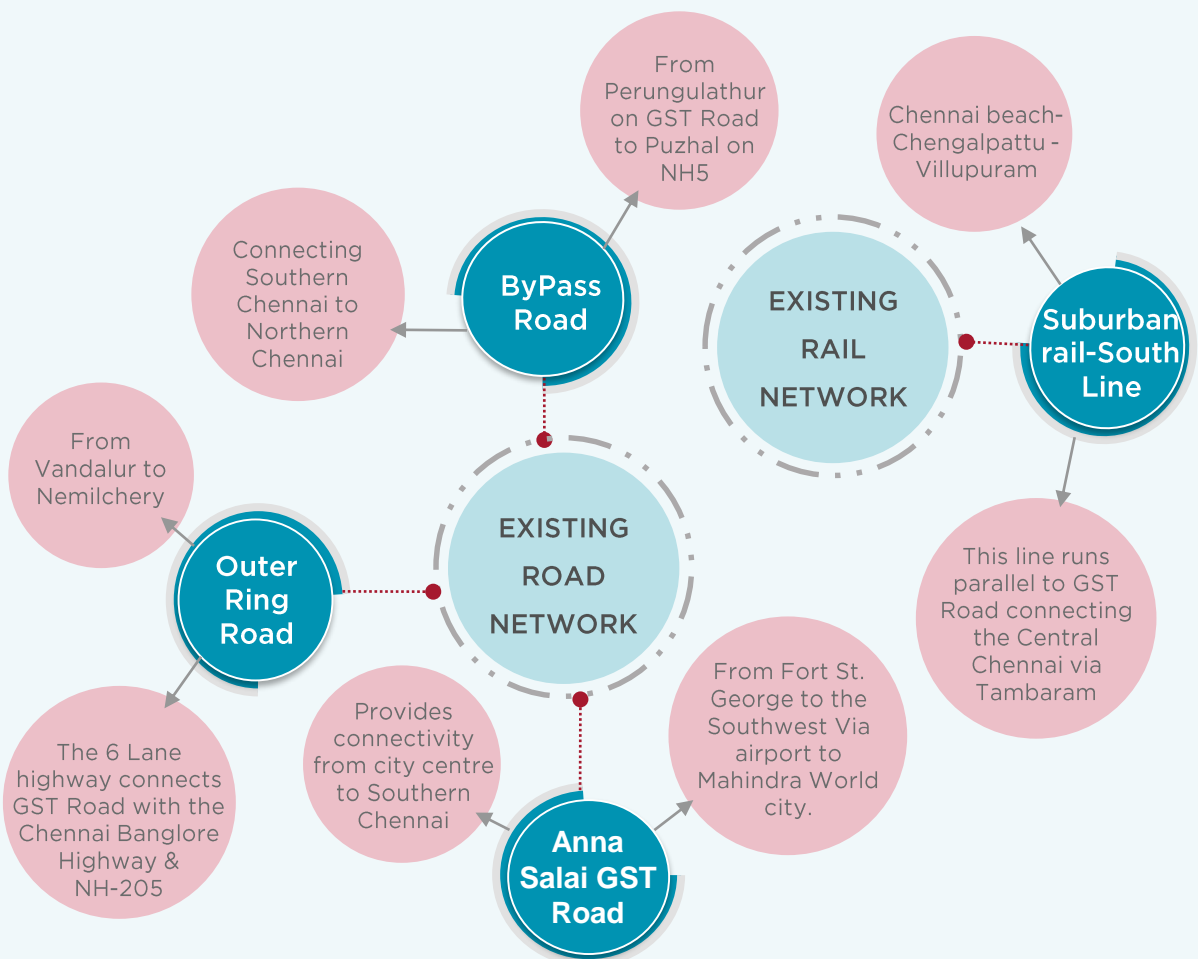
In spotlight of road and rail infrastructure projects boosting the regional economy, Chennai as a whole has several infrastructure projects under construction. Wherewith, the rapid urbanization, and industrialization of the suburbs of South Chennai, relatively have sound infrastructure compared to the North - is subject to criticism over inadequate planning. However, the recent proposals of diverse projects have instilled a progressive tone with faster connectivity and accessibility. Furthermore, Chengalpattu, being looked up as the next realty investment destination similar to satellite towns like Gurgaon and Thane, has numerous projects which further promote connectivity of the peripheral town to the city itself.

The satellite town along the GST Road witnessed a stable growth trend which is likely to continue in near future. The proposed organized growth set to ascend through the stretch is expected to boost future transactions and reserves in the forthcoming years. The non-stop connectivity to the airport from several clusters is most likely to increase commercial leasing in the respective areas.



EXISTING INFRASTRUCTURE CONNECTING CHENGALPATTU

Chengalpattu's real estate growth story is influenced by seamless connectivity, considering the steady infrastructure improvements, in recent years. The burgeoning satellite town has expanded its social and physical infrastructure to accommodate mushrooming urbanization of Chengalpattu as a self-sustaining city. Chengalpattu today is well equipped with stable physical and social infrastructure.



Education and Health Care

Chengalpattu has presence of reputed schools and premier educational institutions positioning it as one of the most sought-after neighborhoods for housing. Also, the town has been offering premier health care and is well-reputed for its landmark 'Chengalpattu Medical College'.

EXISTING INFRASTRUCTURE



PROPOSED INFRASTRUCTURE



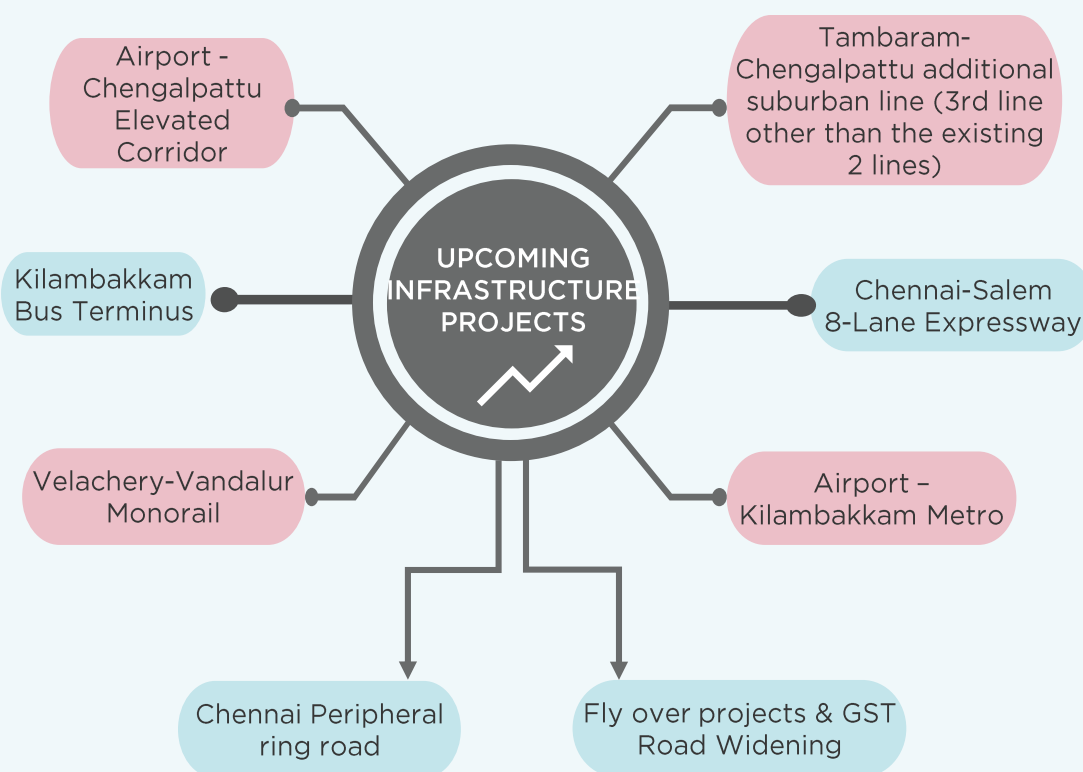
	Chennai Outer Ring Road
	Sub urban rail – South Line from Chennai beach – Chengalpattu
	Chennai By-Pass
	Grand Southern Trunk Road

	Chennai Peripheral Ring Road
	Airport – Chengalpattu Elevated Corridor
	Tambaram – Chengalpattu additional Suburban Line
	Airport – Kilambakkam Metro
	Kilambakkam Bus Terminus
	Velachery-Vandalur Monorail
	GST Road Widening (Guduvancheri – Paratur)

UPCOMING INFRASTRUCTURE PROJECTS

Impacting the growth of Chengalpattu region

With the road ahead to decongest Chennai, the State Government and planning authorities have located counter-magnet, self-reliant towns with growth potential such as Chengalpattu to ease the congestion within the city core. As a part of the proposal, several trunk infrastructure projects with strong linkages and connectivity supporting the economic nerves have been proposed with varied timelines and phasing. Some of the prominent upcoming projects are as below:



01

Airport - Chengalpattu Elevated Corridor

Planned by the Chennai Metropolitan Development Authority (CMDA), the 40-km corridor will act as a gateway to the South. This elevated corridor would connect the city airport to Chengalpattu over GST Road. The project estimated for about 2,400 Crores is projected to have a toll plaza at the entry and exit points.

02

Kilambakkam Bus Terminus

The Kilambakkam bus terminus in GST Road, Chennai, was proposed to decongest the Chennai Moffusil Bus Terminus(CMBT) in Koyembedu. The bus stand spread over an area of 88.52 acres, having a built-up area of 640,000 square feet is under construction, yet is partially open for the MTC busses from March 2021. Catering to the South-bound buses, the bus terminus is projected to attract about 1.5 Lakh passengers per day.

04

Chennai Metro Rail Project Phase-I Extension (Chennai Airport to Kilambakkam Bus Terminus)

This project involves the development of a 15.3-km long metro rail network connecting the Kilambakkam bus terminus and the Chennai airport at an estimated cost of Rs.35 billion. This line is the continuation of corridor 1 (Washermenpet to Chennai Airport) under the Phase-I of Chennai metro. This elevated stretch along the GST Road is expected to have 15 stations including Chennai airport, Pallavaram, Chrompet, Thiru Vi Ka Nagar, Madras Export Processing Zone (MEPZ), Tambaram, Irumbuliyur, Perungalathur, RMK Nagar, Vandalur, Vandalur Zoo, and Kilambakkam Bus Terminus.

06

Flyover projects & GST Road Widening

Predominantly known as the Gateway of Chennai, the GST Road is set for an expansion from a four-lane way to an eight-lane from Guduvanchery to Paratur. This will ease the movement of traffic on the National Highway and decrease the travel time taken between the city and the Southern suburbs beyond Tambaram. A stretch of 13 km ranging from Guduvanchery to Paratur is estimated to cost around INR 250 Crores. The Perungalathur Railway Flyover estimated for Rs.206 Crore is projected to be completed by 2022.

03

Velachery - Vandalur Monorail

South Chennai plays a significant role as an entrance to various parts of Tamil Nadu where many people travel through Tambaram and Perungalathur. Whereas Tambaram Railway Station is the third largest in Chennai yet does not facilitate intermodal integration other than buses and shared autos. To broaden the commute options and keep in pace with the accelerated progress of the Velachery-Tambaram Main Road, the Velachery - Vandalur Monorail via Tambaram East was proposed as a part of the CMRL phase - II Extension.

05

Tambaram - Chengalpattu additional suburban line

The sub-urban trains have been the most preferred mode of transport for scores of passengers commuting via GST Road as the stretch witnesses traffic congestion in Vandalur and Perungalathur pockets perennially. In order to increase the frequency of the existing destinations, a third track has been proposed while the fourth track is in the planning stage.

07

Chennai Peripheral Ring Road

The proposed Chennai Peripheral Ring Road provides direct access to the Ennore and Kattupalli port from the industrial clusters, located in the suburbs such as Sriperumbudur and pockets near Singaperumal Koil. The five-phase proposal of 133-km will eliminate the congestion in the Metropolitan Area by providing alternate routes in the network of radial-ring roads.

08

Chennai - Salem Expressway

The Chennai-Salem Expressway proposed in reducing the travel time and ease movement is a 277-km stretch and is constructed at a cost of 7,500 Crores.

06

HOUSING GROWTH TOWARDS CHENGALPATTU

Chennai residential market being largely driven by an end-user market has a healthy mix of natives and migrant consumer base. Being a consumer-driven economy, the bustling metropolis has a tremendous growth potential across all sectors with the vision of maximum sales at minimum gains.

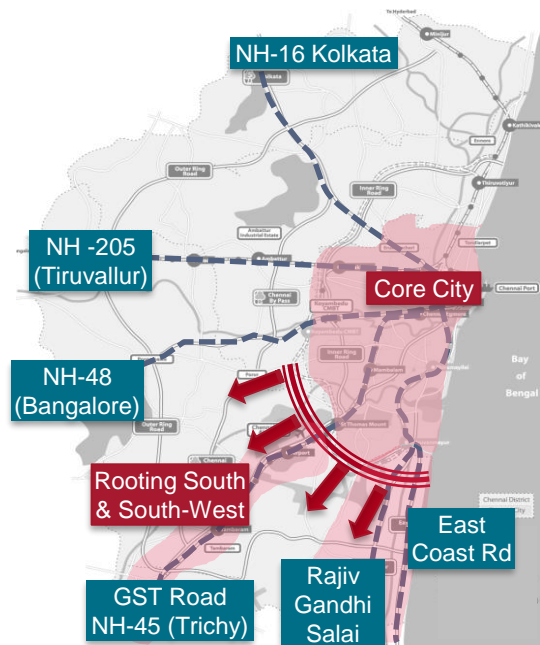
Overall, the housing demand in Chennai is primarily driven by Manufacturing, IT/ITES and BFSI segments, whereas it is observed that the demand in the peripheral areas emanates from largely the IT/ITES and manufacturing sector. Moreover, continual growth in economic base in the city acted as a magnet bringing in working professionals to Chennai. This limited land availability combined with population density of Chennai District upsurge from 24,963 in 2001 to 26,533 in 2011 resulted in the development of high-rise housing formats.

Housing Growth Traversing South

The economic core of industries established in the periphery of the city combined with the positioning of the SEZ Corridor leverages GST Corridor as the spine for trading over the last two decades. The office and residential markets expanding towards the south and southwest over the years, holds a bulk of manufacturing and IT/ITeS units which are concentrated in these zones. One such southern Chennai's fastest-growing town – Chengalpattu has flourished significantly with its IT/ITeS and Manufacturing industries.

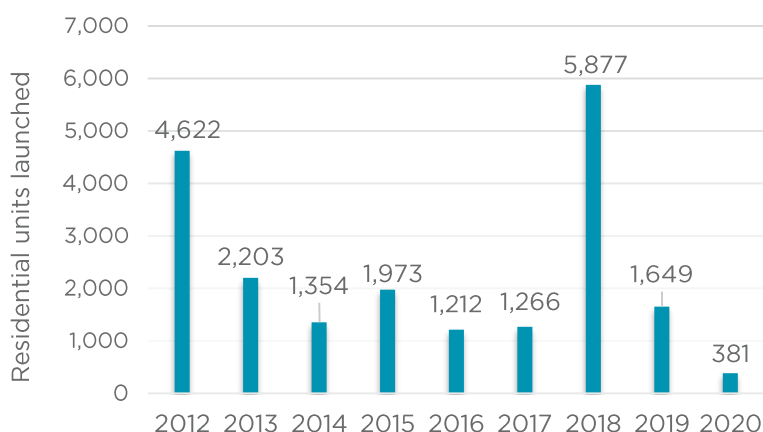
The GST stretch has witnessed a positive growth over the last decade. Residential activity in the corridor was traditionally concentrated towards pockets of Pallvaram, Chrompet, and Tambaram, and was typically occupied by people from the southern belt of Chennai. This pattern witnessed a visible change over the years with the setting up of various industries along the corridor. The growth in economic activity along the corridor paved way for people from other parts of Chennai to invest and relocate to the GST corridor. Affordable housing rates and good physical infrastructure connectivity were the key drivers for growth in housing activity in this corridor.

Besides, growing housing demand and skyrocketing rates in the city limits have further forced homebuyers to explore new residential avenues.



With unprecedented rates of urbanization denoting an upward surge in the changing landscape of realty sector in Chennai, the residential market witnessed a steep surge of residential launches in 2018. Conversely, the segment observed a decline of units launched during following two consecutive years (namely 2019 and 2020), due to the pandemic, which led to the residential segment witnessing a slow-down in activity.

TRENDS IN RESIDENTIAL UNIT LAUNCHES IN SOUTH CHENNAI



However, following the past trends, south Chennai is a popular target for homebuyers under both categories of buying and investing due to the lucrative deals in affordable segment coupled with the development pace of suburbs, beholding potential long-term strategic goals of the buyer.

Chengalpattu Gaining Momentum with the Shift of Developments

Chengalpattu's residential market is driven by small and medium enterprises (SME) and the industrial workforce with supporting component of IT/ITeS sector. Several prestigious automobile brands such as Ford and BMW among many others have established their manufacturing units, which has triggered the progression of the housing market.

The strong economic base established in Chengalpattu with the Mahindra World city favouring Chengalpattu as a potential location, generating employment opportunities had increased the demand for housing in the nearby areas. The city faces sizeable challenges in terms of transport infrastructure irrespective of the initiatives of metro lines and other ongoing projects.

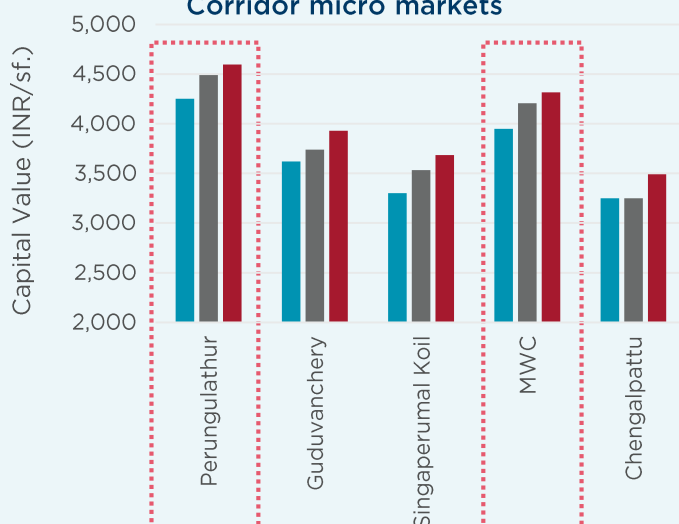
Further, not providing direct connectivity to a bulk of office spaces situated in the south, coupled with the lack of last-mile connectivity, inclined people to reside close to their workplaces. This significantly boosted the demand for residential projects in Mahindra World City and Chengalpattu as a whole.

Affordable Housing in GST Corridor and Chengalpattu

The hurdles in commuting and absence of last-mile connectivity have acted as a catalyst for homebuyers looking for residential options closer to their workplaces. Prominently leading to a healthy proliferation of residential options close to the office clusters. Upcoming residential units in the peripherals of GST corridor have an upper hand with a comparatively larger configuration size combined with low prices than the saturated residential zones in the

city, making it an attractive proposition for the resident workforce. Consequently, residential locations like Chengalpattu are likely to witness above-average price appreciation due to their connectivity via road, and rail networks, providing them sufficient room for further growth in housing options.

Average Residential Capital Value Trends across GST Corridor micro markets



The price trends across micro-markets have witnessed a steady growth irrespective of the pandemic, reflecting a prolific capital appreciation over the years.

Chengalpattu and the neighbouring micro-markets are poised to continue their growth momentum in affordable segment despite the shortcomings with infrastructure in the last decade. However, the proposal of CMDA in 2017 in extending the city limits till the edge city to promote planned growth united with governmental interventions with various schemes and subsidies; was a stone turned in favour of the developers who purchased land at low rates when under gram panchayat.

In turn, leading to affordable segments progressing along the corridor with social and physical infrastructure aiding the planned growth. Over the last few years, the micro-markets along the GST Road have gained traction with affordable segment drawing in investors and first home buyers with a steady curve, witnessing a steady appreciation in rental as well as capital value.

Urban Spillover of Affordable Housing along GST Corridor

Satellite towns and suburban living are being increasingly promoted as the future growth drivers and are emerging as preferred buyer preferences like never before. One such satellite town which triggered the mushrooming of micro-markets as a destination for affordable housing along the GST belt is setting up of Mahindra World City in Chengalpattu. From a consumer's standpoint, these neighbourhoods offer larger spaces, varied options for quality housing, change in lifestyle choices inclining towards gated communities, value for money, among others.

The GST road is close to densely populated middle-income catchment zones such as Tambaram, Chrompet, Perungalathur, and Pallavaram instigated the shift in demand. Later, the loop was complete with the establishment of Mahindra World City, other brands and players have thrived along this stretch marking their presence. The burgeoning demand has been met consistently with prominent residential formats over the years.

Adhering to the rising potential, several residential projects thrived in every accountable micro-market accompanying the highway, making it a trending location for affordable housing in the city. The advantage of robust connectivity backed up by infrastructure upliftment combined with economic drivers will trigger the demand even further in the forthcoming years.

Prominent Residential Developments along GST Corridor



1	Shriram Park 63 - Perungalathur
2	Urbanrise Jubilee Residences - Guduvanchery
3	Akshaya Metropolis - Maraimalai Nagar
4	Mahindra Nova - Mahindra World City
5	Arun Excello Saindhave & Sanjani - Chengalpattu

CASE PROFILE - ARUN EXCELLO SAINDHAVI & SANJANI



Arun Excello bagged 'National Winner PMAY – Empowering India Awards 2019' for its contribution towards developing affordable housing for EWS and Low-income groups.



Located 4.5km from Chengalpattu Railway station in the proximity of Mahindra World City. Well connected via GST Road, RGS, ECR, Mahabalipuram with assured returns on investment.

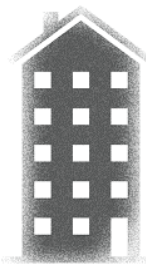
SAINDHAVI

- Phase 1 (188 units)
- Sold out in less than 2 years
- Launch price till Sold – Rs.2,545 per/sf (Saleable Area)



SANJANI

- Phase 2 (252 units)
- Launch price - Rs.3,250 per/sf
- Current Selling Price - Rs.3,490 per/sf (Saleable Area)



> 50%

Of the End Users are from nearby industrial clusters

Project Amenities



Rainwater Harvesting



Landscape Garden



DG Power Backup



Children Play Area



Solar Power



STP with grey water recycling



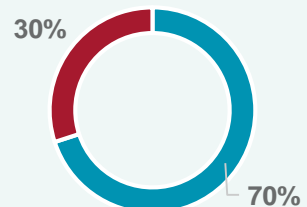
Lifts



Covered Car Parks

Buyer Profile

Employees working in MWC, Ford, Kalpakkam, and other companies in Chengalpattu form a significant segment of buyers at Saindhavi. References and recommendations from the residents of Phase-1 of Saindhavi have added to the popularity & success of the Phase 2 of the project as well.



- End User Buyers
- Investor Buyers

07

SPOTLIGHT - MAHINDRA WORLD CITY (MWC)

India's First IGBC (Stage 1) Gold Certified Green Township

Strategically located along the NH-45 and spread across 1,550 acres.

BUSINESS ZONES

- IT SEZ
- Auto SEZ
- Apparel and Fashion SEZ
- Domestic Tariff Area

- Mahindra World City, Chennai is known as India's first integrated city and India's first corporate operational SEZ. It is spread over 1,500 acres and surrounded by 1000 acres of reserve forest inclusive of 7 water bodies.
- From its commencement in 2002, Mahindra World City Chennai has aspired to achieve a balance between Life, Living, and Livelihood.
- Mahindra World City Chennai has attracted corporate giants such as 'BMW, B. Braun, Capgemini, Holiday Inn Express, Infosys, Ingersoll Rand, Lincoln Electric, Parker Hannifin, Renault-Nissan, Tesa SE, Federal -Mogul, Fujitec, NTN Corporation, Timken, TVS Group of Companies and Wipro' among others.

Companies **65+**



Mahindra World City's Mission

"Transforming urban landscapes by creating sustainable communities."



INFRASTRUCTURE & LIVING

- Social, economic, and commercial infrastructure targeted to integrate work and living bubbles.
 - Living spaces comprise multi-format housing, school, hospital, hotel, commercial centre, railway station, and clubhouse amongst others.
- Commercial/Retail
 - Mahindra World School
 - Hospital
 - Club House
 - Solar power plant
 - Paranur Railway Station

Floating Population
100,000

BUSINESS ZONES AT MWC



3 Sector Specific SEZ

— APPAREL & FASHION ACCESSORIES



— INFORMATION TECHNOLOGY

— AUTOMOBILE & ANCILLARIES

DIRECT EMPLOYMENT AT MWC



SEZ EXPORTS AT MWC (INR CRORES)



Mahindra world city plays a vital role in wealth creation traversing through the entire corridor across a multitude of stakeholders. MWC Chennai has created **39,500** direct employments, still expanding, and has generated cumulative exports worth **Rs.78,000+ Cr.**

Mahindra World City, Chennai, is home to **60 blue-chip companies** across various sectors such as IT, Auto ancillary, fashion, and apparel, namely; Infosys, Renault-Nissan, Force Motors, Timken India, Wabco, UCAL Fuel systems, Visaka, Tuk among many others.

08

RESIDENTIAL ZONES AT MWC

2,500+

Residential Customers

65%

End user Home Buyers

**AQUALILY**
(Flexi Apartments)

This property consists of 3 buildings and 196 units. The apartment complex was launched in 2016.

**IRIS COURT**
(Apartments)

Spread across 18 Acres, the property paves way to more than 700 deluxe apartments consisting of 2 and 3 BHK configurations.

**SYLVAN COUNTY**
(Apartments & Villas)

Spread over 22 acres Sylvan County has 220 dwellings ranging from apartments, semi-detached homes, and independent bungalows.

2018

Lakewood Apartments

The project which is under-construction is spread across 9.33 Acres with 747 apartments comprising of 2 and 3 BHK configurations.



2016

NOVA
(Budget Apartments)

Spread across 7.3 acres of greenery, this enclave provides 726 units of 1.5 and 2.5 BHK configurations.



2013

2011

AQUALILY
(Apartments & Villas)

Spread across 55 Acres, offers a wide range of villas and apartments. The property has 151 Californian Villas and 740 lifestyle apartments.



2009

2005

285

Acres of Residential,
Social & Retail
Infrastructure

CASE PROFILE - MAHINDRA NOVA

The emerging residential hotspot was the first of its kind to have introduced walk to work culture with well-connected, easily accessible workplaces. One key project was Mahindra NOVA, a **726 units** affordable housing project, where more than **50%** of its residents are working within MWC.

The project has witnessed a higher share of end-user buyers as compared to investor buyers. The investor buyers at NOVA have witnessed a consistent growth in rental yield. For instance, a person who had purchased a 1.5 BHK apartment in NOVA during its launch in 2013 for Rs.17.82 lakhs, is currently witnessing a Gross rental yield of 8%, with an average rental of an unfurnished 1.5 BHK apartment being Rs.12,000 (incl. of maintenance), thus outperforming the neighbouring micro-markets.



Walkable to workplaces, retail conveniences and Social infrastructure

1.5 BHK:
589-612 sf

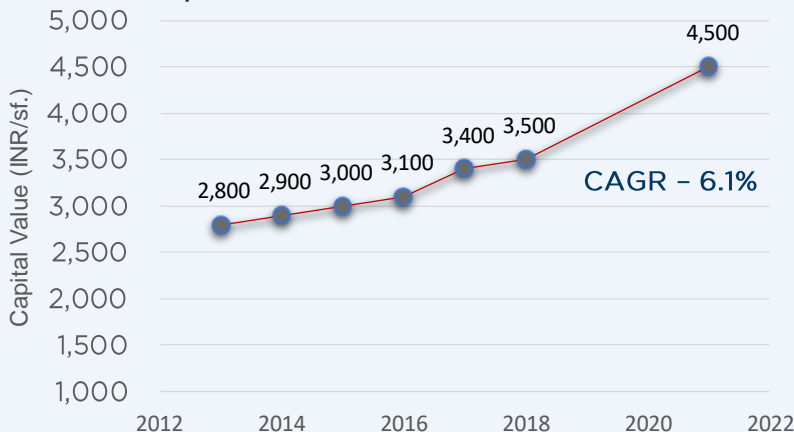
2.5 BHK:
836 sf

Capital Value Appreciation-
Rs.2,800/sf to
Rs.4,500/sf.
(CAGR 6.1%
per annum)

Gross Rental
Yield -
8% *

* For units purchased during launch of project in 2013

Capital Value Growth Trends at NOVA



In a dynamic market, away from the city centre, Mahindra NOVA witnessed a **steady upcurve from Rs.2,800/sf during launch to Rs.3,500/sf over five years** until complete sell-out. The resale value of apartments in Nova are currently at Rs.4,200-Rs.4,700/sf. Over **70%** of the buyers in the project were **end-users**.

Mahindra Nova has proved to be one of the most successful affordable housing projects in Chengalpattu.

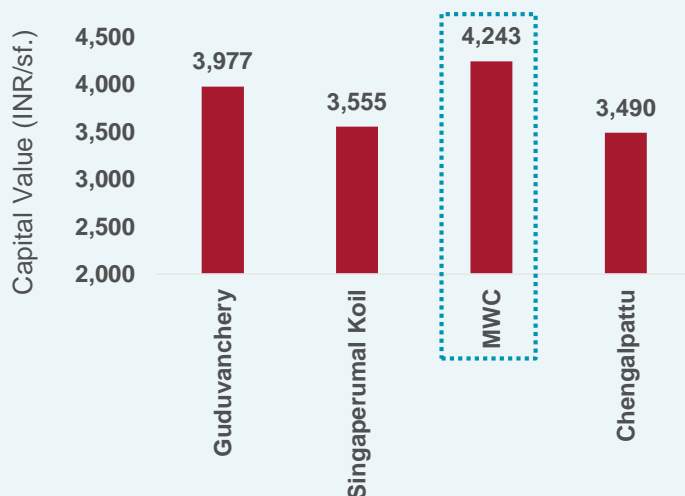
HOUSING TRENDS AT MWC

MWC being a self-sustaining city within the Chengalpattu district has made its mark with several distinguished residential projects catering to a wide consumer segment. Gaining momentum with its strategic placement not only as an integrated township but also as a self-functioning city for striking a healthy work-life balance powered by strong connectivity by rail and road nexus from the city centre.

Furthermore, the manufacturing and IT hubs have redefined ample number of investments and surplus options that accommodate an enormous growth potential for the city itself. This provides Mahindra World City an upper hand for their moderately higher property prices by transcending other micro-markets in that proximity.

Despite the difference in prices, Mahindra's residential projects have exceptional sales velocity coupled with steady growth in capital appreciation over the years.

Average Capital Values Across Key Micro-markets in GST Corridor (Yr. 2020)



Although MWC being located 56 kms away from the Chennai city centre as opposed to Guduvanchery (42kms away), residential capital values at MWC is not only higher than the surrounding micro-markets, but also witnessing a higher demand.

Residential Capital Value Trends inside MWC



*Residential projects in MWC observe a sturdy progress over the last 9 years with a cumulative growth rate of **59%**.*

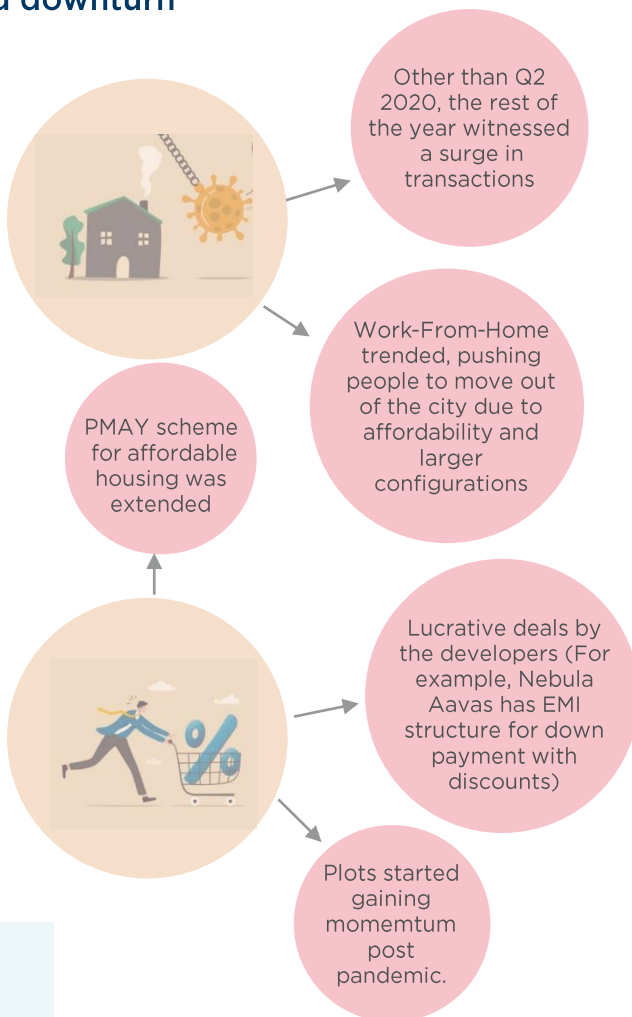


RESILIENCE OF THE RESIDENTIAL SEGMENT

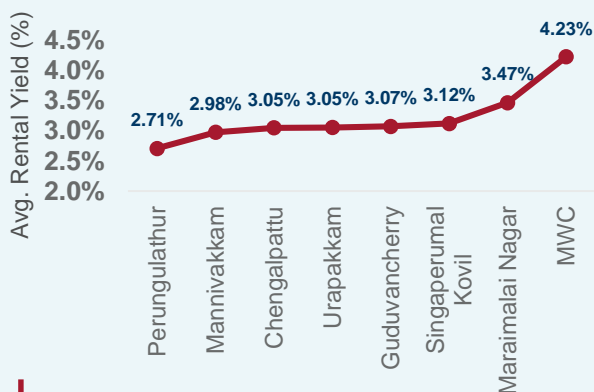
The real estate market's performance irrespective of the pandemic-influenced downturn

Chennai's real estate market has oscillated due to the pandemic in 2020 with a large number of homebuyers and investors holding back or deferring their decisions. However, Chennai being one of the fastest-growing cities due to its strong economic base, the city has been proven to generate good returns for homebuyers and investors alike. During the H2 of 2020, when the city commenced to open up partially, the demand and inquiries bounced back in various pockets across Chennai, majorly driven by the first-time home buyers prompted by the rental conflicts during the course of the pandemic.

The unprecedented times have earned newfound gratitude in owning a home with buyers looking to purchase one in a short duration. This changed Chennai's residential market further inclining towards a buyer's market. The pandemic dominated Chennai's affordable segment with properties ranging below 40 Lakhs and the mid-segment (40-60 Lakhs).



Average Rental Yields across Micro- markets



The average rental yield has shown an upward trend with the projects inside MWC leading the curve.

Coincidentally, the affordable segment started to trend as one of the significant demand drivers in the micro-markets, outstripping factors such as good connectivity, prominent infrastructure, pace of development in that pocket among many others.

Micro-markets along the GST corridor such as Guduvancherry, Urappakkam, Perungulathur, Singaperumal Kovil, Maraimalai Nagar, and Chengalpattu observed an outburst of interest.

DRIFTING WESTWARD

The brand-new direction for affordable housing

The post-pandemic era is likely to witness a multitude of changes across the residential markets. Reduction in interest rates resulting in lower EMIs would be a game-changer combined with government-aided services. Schemes such as PMAY for first-time homebuyers, who recently have grown in tremendous numbers due to rental disputes during the distressing times of the pandemic, were profoundly used. The progression of bouncing back to normalcy has been witnessed in the GST corridor on the affordable segment with significant increase in enquires and with the flexibility of 'Work From Home' posing a remainder to compromise on the distance and travel time but not the unit size configuration for the same ticket price and amenities.

Also, with the multitude of infrastructure projects on the civic and social front getting executed in the South such as the Chengalpattu – Airport elevated Corridor, Tambaram – Chengalpattu additional Suburban line among many others, would play a vital role in decreasing travel time, equipping users with robust connectivity which is the key to further bolster realty growth of the edge City.

With the government's proposal towards the development of Industrial Housing projects near industrial pockets in Chennai, the concept of walk to work is likely to be a preferred option along peripheral employment zones.

A proclivity towards Integrated Townships post-pandemic

With the recent turn of events, the market post-Covid-19 era is likely to be inclined towards 'self-sustainable integrated townships' as the ideal choice for home buyers. Projects close to domestic needs, conveniences such as grocery stores, drug stores, among many others are gaining inclination over the other formats of housing.

FOR FURTHER DETAILS, PLEASE CONTACT:

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