

MARKETBEAT

1.4x

INCREASE IN
LAUNCHES
(Q-O-Q)

51%

AFFORDABLE SEGMENT
SHARE IN LAUNCHES
(Q3 2019)

38%

SOUTH PERIPHERAL
CORRIDOR SHARE IN
LAUNCHES (Q3 2019)WHAT'S
NEXT

HIGHLIGHTS

Substantial increase in quarterly launches

Residential unit launches recorded a significant q-o-q growth of 1.4x in Q3. Developers in the city have remained conservative with new launches over the last few quarters on the back of high unsold inventory levels and the sluggish sales activity. Around 2,660 units were launched in Q3, marking an 11% y-o-y growth and indicative of the upcoming festive season when demand is expected to pick-up pace. While the affordable segment accounted for 51% of the new launches in Q3, the Southern Peripheral sub-market (Garia, Narendrapur and Sonarpur) which is a prominent affordable housing hub, held a share of around 38% of this quarter's launches. The North East (Rajarhat) and South west (New Alipore, Behala) accounted for 21% and 17% of the total launches, respectively. This quarter also saw launches by reputed developers like Tata Housing, Srijan Realty, Godrej Properties and Eden Realty Group among others.

Mid and Affordable segments lead the way

The sustained government effort to give a boost to the affordable segment has also positively impacted the sector in the city, with national and local developers like Godrej Properties, Eden Realty and GM Group launching affordable units during the quarter, mostly in North and South Peripheral locations. With a good mix of mid-segment project launches, both these segments accounted for 88% of the total launches recorded in Q3. With the likelihood of more launches in the affordable segment and buyer sentiments improving on the back of several benefits being offered by the government to this sector, sales activity may get a leg up in the coming quarters.

Capital values remain unchanged

Capital values across segments remained largely stagnant in all the sub-markets, owing to the continued slowdown in residential sales over the last few quarters and the resultant inventory overhang being experienced by the developers. This stagnation may result in a positive push to sales of completed projects or projects nearing completion in the short term.

RENTAL VALUES AS OF Q3 2019*

Submarket	Average Quoted Rent (INR/Month)	QoQ Change (%)	YoY Change (%)	Short term outlook
High-end segment				
South	63,000 - 85,000	0%	0%	■
South-east	40,000 - 85,000	0%	0%	■
South-west	100,000 - 185,000	0%	0%	■
Central	85,000 - 155,000	0%	0%	■
East	38,000 - 68,000	0%	0%	■
Mid segment				
South	20,000 - 35,000	0%	0%	■
South-central	28,000 - 36,000	0%	0%	■
South-east	20,000 - 35,000	0%	0%	■
North-east	15,000 - 25,000	0%	0%	■
North	16,500 - 31,000	0%	0%	■

CAPITAL VALUES AS OF Q3 2019*

Submarket	Average Quoted Rate (INR/sf)	QoQ Change (%)	YoY Change (%)	Short term outlook
High-end segment				
South	7,500 - 13,000	0%	0%	■
South-east	6,200 - 14,000	0%	0%	■
South-west	12,000 - 17,000	0%	0%	■
Central	12,000 - 19,500	0%	0%	■
East	5,000 - 7,750	0%	0%	■
Mid segment				
South	4,000 - 8,500	0%	0%	■
South-central	5,900 - 9,250	0%	0%	■
South-east	3,000 - 5,550	0%	0%	■
North-east	2,900 - 4,300	0%	0%	■
North	3,150 - 6,200	0%	0%	■

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SIGNIFICANT PROJECTS LAUNCHED IN Q3 2019

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE**(INR/SF)
Tata 88 East	Alipore	Tata Housing	179	14,100
Godrej Seven	Joka	Godrej Properties	894	3,800
Srijan Natura	New Alipore	Srijan Realty	261	5,500

SIGNIFICANT PROJECTS UNDER CONSTRUCTION IN Q3 2019

BUILDING	LOCATION	DEVELOPER	ESTD. NO. OF UNITS	EXPECTED COMPLETION
One10	New Town	PS Group	656	Q4 2022
Merlin Elements	Tollygunge, off New Alipore	Merlin Group	180	Q4 2022

SIGNIFICANT CONSTRUCTION COMPLETIONS IN Q3 2019

BUILDING	LOCATION	DEVELOPER	ESTD. NO. OF UNITS	UNIT SIZE (SF)
PS Panache	Sector V, Salt Lake	PS Group	240	1,032 – 2,300

Data collated from primary and secondary resources. Estimations are subject to change

* Rental and capital values have been depicted only for key submarkets

** Quoted base capital value does not include other charges such as Preferential Location Charges, External Development Charges, Internal Development Charges, etc.

The above values for high-end segment are for units typically of 2,000-4,000 sf

The above values for mid segment are for units typically of 1,600-2,000 sf

KEY TO SUBMARKETS

High-end Segment

South: Southern Avenue, Hindustan Park, Triangular Park, Lake Terrace
South-central: Ballygunge, Queens Park, Rainy Park, Gurusaday Road, Ballygunge Circular Road, Dover Lane
South-east: EM Bypass - Science City, Christopher Road, Pancha Sayar
South-west: Alipore Park Road, Ashoka Road, Burdwan Road, Belvedere Road
Central: Park Street, Camac Street, Shakespeare Sarani, Minto Park, Elgin Road, Lee Road, Loudon Street, Rawdon Street
North: Kankurgachi, Lake Town, VIP Road, Ultadanga, Narkeldanga Main Road
East: Salt Lake
North-east: New Town, Rajarhat

Mid Segment

South: Golf Green, Tollygunge, Lake Gardens, Jodhpur Park
South-central: Deshapriya Park, Hazra Road, Bhawanipur
South-east: Ajoy Nagar, Hiland Park, PA Shah Connector
North-east: Rajarhat, Rajarhat Chowmatha
South-west: Tollygunge Circular Road, New Alipore, Behala, Jones Lang Sarani
North: Jessore Road, Ultadanga, Shyambazar, Bagbazar, Girish Park, Manicktala, Dum Dum
North-peripheral: BT Road, Barasat, Madhyamgram, Sodepur
South-peripheral: Garia, Narendrapur, Sonarpur
South-west peripheral*: Joka, Maheshtala, Budge Budge, Thakurpukur

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