

14% Q-o-Q INCREASE IN NEW LAUNCHES IN Q4 2019

60% SHARE OF AFFORDABLE SEGMENT IN NEW LAUNCHES IN Q4 2019

45% SHARE OF EAST SUBMARKET IN Q4 2019 LAUNCHES

Affordable segment leads the way in Q4 launches

The Q4 residential launches at 11,170 units, were up 14% on a q-o-q basis. Of the newly launched units, 70% were concentrated in and around the East and NH4 Bypass sub-markets. The affordable segment accounted for 60% of the total unit launches with majority of these launches concentrated in peripheral locations like Manjri, Charholi, Mamurdi etc. Compared annually, launches in 2019 were nearly double of 2018, with 37,000 units launched during the year. Prominent developers active during 2019 included Godrej Properties, Adani Realty, K Raheja, Paranjape Schemes, Mahindra Lifespaces, Sobha Group, VTP Group etc., who together accounted for 43% of the total annual launches. With homebuyers in peripheral locations focusing on ticket sizes, a rethink by developers on apartment sizes resulted in the average size of apartments launched during Q4 reduced to 600 sf from 689 sf in Q1.

Increased sales traction for select locations

The sales momentum visible during the quarter was driven by affordable and mid segment units, owing to availability of compact residential units in established locations in East and West Pune. Projects launched by prominent developers in select locations like Kharadi, Mamurdi, Manjri continued to witness a steady rise in sales volumes during the quarter. Of the newly launched units, compact 1 & 2 BHKs (550-1000 sf) continued to witness better traction compared to large configuration apartments. In the central parts of the city, largely characterised by relatively higher ticket sized apartments, sales remained sluggish.

Healthy sales momentum in select locations during the quarter was supported by increased commercial activity in the secondary business locations of Kharadi & Baner-Balewadi, with tech professionals employed here driving the demand for housing units.

MARKET INDICATORS OVERALL Q4 2019

Y-O-Y
Change

12-Months
Forecast

New Launches



Units Sold



Average Capital Values (INR/sf)



Capital values to remain stable

Rents and capital values were largely stable in the quarter as the unsold inventory levels act as a friction against price growth, even as sales showed a y-o-y improvement for the second straight year. Strong growth in the commercial office segment, good developer profile, optimal unit size and pricing dynamics are going to be the drivers for continued improvement in the residential market sentiment in 2020.

Also, with the first phase of the metro corridor expected to be commissioned over the next two years, we expect attractiveness of certain locations within Central Pune to increase among homebuyers. Key peripheral locations like Wagholi, Mamurdi, Gahunje & Manjri are also expected to see improved momentum in 2020 due to their proximity to prominent business districts in the city.

We expect capital values to largely remain anchored within the prevailing price ranges in 2020, with adequate available inventory aiding the stability in prices. Strong commercial growth and influx of working population while being drivers of demand, pricing affordability and projects by well-known developers be prime factors driving housing sales. Key commercial locations like Kharadi, Viman Nagar, Baner & Balewadi are expected to see rental growth on the back of increase in working population in these corridors.

SIGNIFICANT PROJECT LAUNCHED IN Q4 2019

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE*(INR/SF)
Forest Groove	Mamurdi	Godrej Properties	1,216	7,900 - 8,500
Gera's World of Joy	Wagholi	Gera Developments	982	9,600 - 14,500
Rohan Anand	Somatane	Rohan Builders	620	5,800 - 6,000
Codename Pegasus	Manjri	VTP Group	2,200	8,000 - 8,700
Forest Edge - Phase 2	Kharadi	Vascon Engineers	76	10,500 - 10,800

RENTAL VALUES AS OF Q4 2019*

SUBMARKET	AVERAGE QUOTED RENT (INR/MONTH)	QoQ CHANGE (%)	YoY (%)	SHORT TERM OUTLOOK
High-end segment				
Aundh – Baner	75,000 – 130,000	0%	0%	▬
East	55,000 - 140,000	0%	0%	▬
Nagar Road	70,000 – 140,000	0%	0%	▬
Koregaon Park – Boat Club Road	100,000 – 220,000	0%	0%	▬
Mid segment				
Aundh – Baner	17,000 – 32,000	0%	0%	▬
NH4 Bypass (North)	11,000 – 18,500	0%	0%	▬
North – East	12,000 – 20,500	0%	0%	▲

CAPITAL VALUES AS OF Q4 2019*

SUBMARKET	AVERAGE QUOTED RATE (INR/sf)	QoQ CHANGE (%)	YoY (%)	SHORT TERM OUTLOOK
High-end segment				
Koregaon Park – Boat Club Road	14,000 – 19,000	0%	0%	▬
Aundh-Baner	8,500 – 13,000	0%	0%	▬
Nagar Road	9,500 – 14,500	0%	0%	▬
East	8,500 – 13,000	0%	0%	▬
Mid segment				
North-East	3,500 – 6,400	0%	5%	▬
South-East – II	3,750 – 5,500	0%	0%	▬
NH4 Bypass (North)	4,000 – 6,300	0%	5%	▬

SIGNIFICANT PROJECT COMPLETED IN Q4 2019

BUILDING	LOCATION	DEVELOPER	NO. OF UNITS	UNIT SIZE (SF)
The Spires	Aundh	Pride Group / Naiknavare Developers	64	1,850 - 2,700
Atrium Skyward	Undri	Atrium Homes	150	490 - 766

SIGNIFICANT PROJECTS UNDER CONSTRUCTION – TO BE COMPLETED IN NEXT 12 MONTHS

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
Tinsel County	Hinjewadi	Kohinoor Group	470	Q3 2020
Florida Riverwalk - Phase 1	Keshav Nagar	Oxford Properties	112	Q1 2020

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 is on carpet area and also includes other charges like external Development Charges, internal Development Charges, etc.

Affordable housing has been defined as units with a carpet area of 60 sq.mt in metros / 90 sq.mt in non-metros and value up to INR 45 lakhs

Mid segment is defined as units having ticket size between INR 4.5 million to INR 10 million

High end segment is defined as units having ticket size above INR 10 million

KEY TO SUBMARKETS

High-end Segment

Koregaon Park-Boat Club: Koregaon Park, Bund Garden Rd, Boat Club Rd, Mangaldas Rd

Aundh-Baner: Aundh, Baner

Nagar Road: Kalyani Nagar, Viman Nagar

East: Sopan Baug, Uday Baug, Hadapsar

West: Deccan Gymkhana, Model Colony, Prabhat Road, Erandwane, Bhosale Nagar

Mid Segment

Aundh-Baner: Baner, Baner Road

Kothrud: Kothrud

Nagar Road: Kalyani Nagar, Yerwada, Shashtri Nagar, Viman Nagar, Old Airport Rd, Vishrantwadi

North-East: Kharadi, Wagholi, Wadgaon Sheri

East: Hadapsar, Manjri, Mundhwa, Keshavnagar

South-East - I: Wanowrie, NIBM Road, Lulla Nagar

South-East - II: Undri, Kondhwa, Pisoli

NH4 Bypass (North): Balewadi, Mahalunge, Wakad, Hinjewadi, Punawale, Kiwale, Ravet,

Tathawade, Bhugaon, Bavdhan, Pashan, Sus

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