



**46%** Y-O-Y DROP IN NEW LAUNCHES  
IN 2020

**58%** SHARE OF MID SEGMENT IN  
2020 LAUNCHES

**22%** THANE'S SHARE IN LAUNCHES  
IN 2020

#### MARKET INDICATORS OVERALL Q4 2020

	Y-O-Y Change	12-Months Forecast
New Launches	▼	▲
Units Sold	▼	▲
Average Capital Values (INR/sf)	▼	—

### FESTIVE SEASON AND POLICY SUPPORT PROVIDES FURTHER IMPETUS TO LAUNCHES IN Q4

Mumbai's residential sector rode on the policy support of lower stamp duty, developer incentives, low interest rates to record robust growth in quarterly launches in Q4, which also coincided with the festive season which has traditionally seen strong buyer and developer activity. Better sales momentum also allowed developers the confidence to launch new projects, in H2 2020. A total of 11,492 units were launched during the quarter, which is nearly 2.4 times higher on a q-o-q basis. With 32,457 units launched in 2020, annual launches were down by 46% compared to 2019. Thane sub-market witnessed the highest launches in the quarter with a share of 26% followed by the sub-markets of Eastern Suburbs and Navi Mumbai with 22% and 16% share, respectively. Interestingly, Extended Eastern and Western Suburbs witnessed reduced launches during the quarter with elevated levels of unsold inventory being a major concern for developers in these sub-markets. Prominent developers like Dosti Realty, Runwal Group, Godrej Properties, Paradigm Realty, Raymond Realty and Marathon Realty were the most active during the quarter and contributed nearly 56% of the cumulative launches. Construction activity also gained some momentum during the quarter as developers across sub-markets focused on completion of on-going projects. However, we expect delay in possession of new homes by nearly 3-6 months.

During the coming quarters, we expect sales activity to remain healthy as developers are making continuous efforts to attract homebuyers through various payment incentives. Policy measures as outlined above and attractive payment schemes offered by developers will be key to sustaining the sales activity going forward.

### Mid and affordable segments remain key for new launches in 2020

The mid and affordable segments together combined for nearly 93% of new launches in CY 2020, with a near 58% share coming from the mid segment. During Q4 2020 as well, the mid segment contributed the most with a 56% share of launches while the affordable segment accounted for 37%. The high end segment witnessed the maximum q-o-q growth in percentage terms in Q4, mainly due to enhanced number of launches in South Central, Eastern Suburbs and Navi Mumbai sub-markets. Mid and affordable segment also saw higher new launches during the quarter with the affordable segment dominating in Thane, Extended Eastern Suburbs and Eastern Suburbs and mid segment projects mostly concentrated in Eastern Suburbs, Navi Mumbai and Western Suburbs. Going forward, we expect Western, Eastern suburbs and Thane submarkets to lead the way in mid segment launches, whereas Extended suburbs and Navi Mumbai will hold the highest share in the affordable segment.

The festive season and lockdown relaxations drove the improved sales activity during the quarter, as potential home buyers who were fence sitting during the lockdown period executed their home buying decisions in Q4. The ready to move-in or nearing possession homes in the price bracket of INR 1.0-2.0 crore in Western Suburbs, Eastern Suburbs, Thane and Navi Mumbai submarkets witnessed the maximum sales activity during the quarter. We expect similar trends during the upcoming quarters. A lot of pent-up demand saw fulfillment over H2 2020 and sales momentum while being sustained may not achieve same levels in the first half of 2021, though the recovery is definitely expected to continue.

### Capital values across sub-markets remained unchanged

The average quoted capital values across all sub-markets continued to remain range-bound in Q4 as compared to the previous quarter. However, on an annual basis, the prices have corrected by around 2-5% across major sub-markets. We expect average capital values of ongoing projects mainly in the luxury and high-end segments to allow for similar reductions in the medium term. The capital values for mid and affordable segment are expected to remain range-bound in the near future. Developers across submarkets will continue to offer price incentives like zero stamp duty, cash discounts, zero floor rise, no PLC charges, free gifts, etc. during the upcoming quarters. Similar to capital values, rental values across all locations remained range bound during the quarter as well.

### SIGNIFICANT PROJECT LAUNCHED IN Q4 2020

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE**(INR/SF)
Dosti Greater Thane – Phase 1	Thane	Dosti Realty	1,022	14,250
The Runwal Garden – Phase 3	Dombivali	Runwal Group	935	9,000
Lodha Codename Golden Sunrise	Dombivali	Lodha Group	909	9,300



## RENTAL VALUES AS OF Q4 2020\*

SUBMARKET	AVERAGE QUOTED RENT (INR/MONTH)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
<b>High-end segment</b>				
South	60,000 – 570,000	0.0%	-18.6%	■
South Central	60,000 – 460,000	0.0%	-16.4%	■
Eastern Suburbs	25,000 – 350,000	0.0%	-12.5%	■
Western Suburbs – Prime	50,000 – 750,000	0.0%	-6.3%	■
<b>Mid segment</b>				
Eastern Suburbs	18,000 – 70,000	0.0%	0%	■
Western Suburbs	20,000 – 80,000	0.0%	0%	■
Thane	14,000 – 28,000	0.0%	0%	■
Navi Mumbai	10,000 – 50,000	0.0%	0%	■

## SIGNIFICANT PROJECT COMPLETED IN Q4 2020

BUILDING	LOCATION	DEVELOPER	NO. OF UNITS	UNIT SIZE (SF)
Kanakakia Sevens – Tower E,F,G	Andheri East	Kanakia Spaces	240	476 – 810
Kanakia Zen World- Phase I	Kanjurmarg East	Kanakia Spaces	436	463 - 895
Kalpavriksha Heights	Kandivali	Sethia Infra	330	376 - 742

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

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
Sunteck City Avenue II	Goregaon West	Sunteck Realty	240	Q2 2021
Kalpataru Radiance	Goregaon West	Kalpataru Group	320	Q2 2021
Proxima Residences	Andheri East	Dudhwala Group	292	Q2 2021

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

\* Rental and capital values have been depicted only for key submarkets and are based on saleable area.

\*\* Quoted capital value of new launches is on carpet area based on agreement values which includes, Base Rate, Car Parking Charges, Internal Development Charges, etc.

The above values for high-end segment are for units typically of 1,200-3,000 sq

The above values for mid segment are for units typically of 800-1,400 sq

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

## KEY TO SUBMARKETS

## High-end Segment

**South:** Colaba, Cuffe Parade, Nariman Point, Churchgate, Altamount Road, Carmichael Road, Malabar Hill, Napeansea Road, Breach Candy, Pedder Road, Tardeo

**South Central:** Worli, Prabhadevi, Lower Parel / Parel, Dadar, Matunga

**Eastern Suburbs:** Wadala, Sion, Kurla, Chembur, Ghatkopar, Vikhroli, Powai, Chandivali

**Western Suburbs - Prime:** Bandra, Khar, Santacruz, Juhu

## Mid Segment

**Eastern Suburbs:** Sion, Wadala, Kurla, Chembur, Ghatkopar, Vikhroli, Powai, Chandivali, Kanjurmarg, Bhandup, Mulund

**Western Suburbs:** Andheri, Jogeshwari, Goregaon, JVL, Malad, Kandivali, Borivali, Dahisar

**Thane:** Thane, Ghodbunder Road

**Navi Mumbai:** Airoli, Ghansoli, Rabale, Koparkhairane, Vashi, Turbhe, Sanpada, Nerul, Belapur, Kharghar, Panvel

## CAPITAL VALUES AS OF Q4 2020\*

SUBMARKET	AVERAGE QUOTED CAPITAL VALUES (INR/SF)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
<b>High-end segment</b>				
South	40,000 – 78,000	0.0%	-2.4%	■
South Central	22,000 – 68,500	0.0%	-3.2%	■
Eastern Suburbs	12,000 – 37,500	0.0%	3.8%	■
Western Suburbs – Prime	24,000 – 60,000	0.0%	-3.4%	■
<b>Mid segment</b>				
Eastern Suburbs	10,000 – 23,000	0.0%	-6.3%	■
Western Suburbs	9,000 – 25,000	0.0%	-5.8%	■
Thane	7,000 – 13,000	0.0%	-8.6%	■
Navi Mumbai	5,000 – 14,000	0.0%	-10.0%	■

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