

221% Q-o-Q INCREASE IN NEW
LAUNCHES IN Q4 2020

72% SHARE OF MID-SEGMENT
IN Q4 2020 LAUNCHES

63% SHARE OF NH4 BYPASS
SUBMARKET IN Q4 LAUNCHES

MARKET INDICATORS OVERALL Q4 2020
**Y-O-Y
Change** **12-Months
Forecast**

New Launches



Units Sold

Average Capital
Values (INR/sf)
Higher launches in Q4 with continued focus on the affordable & mid-segment

Pune recorded nearly 9,520 units being launched in Q4 2020, substantially higher than the third quarter (+221% q-o-q), as developers tried to capitalize on improved buyer sentiments during the festive season along with the policy support in the form of reduced stamp duty from the state government and the low home loan rates also acting as major drivers. The NH4 Bypass submarket led the quarterly launch activity with a 63% share followed by East (14%) & Nagar Road (8%) submarkets. Locations like Tathawade, Mahalunge, Ravet and Wakad within the NH4 Bypass submarket & Manjri and Phursungi in East submarket were the major contributors towards new launches during the quarter. Strong demand for mid-end and affordable residential options from IT and manufacturing firms' personnel in Kharadi, Hadapsar & Hinjewadi has led to increased focus of developers on submarkets like Tathawade, Mahalunge, Wakad, Wagholi, Phursungi, Manjri etc. for future growth potential. During the quarter, developers focused on the mid segment, which constituted 72% of the total units launched, followed by the affordable segment (27%). More than 70 per cent of the new launches during the quarter were priced at below INR 60 lakh with 1BHK & 2BHK apartments accounting for over 87% of new supply. On an annual basis, total launches stood at around 24,448 units, as compared to 36,819 launched during 2019, a decline of 34% y-o-y, primarily due to the lockdown restrictions restricting new approvals, deferment of new launches in the middle of the year and adverse impact on construction activity. Prominent developers who were active during Q4 include Godrej Properties, Shapoorji Pallonji, Nyati Group, Goel Ganga developments, VTP Realty etc.

Sales momentum picks up traction during the festive season

Pune witnessed a spike in demand for residential units during the fourth quarter, which was largely due to the festive season aligning with improved affordability, policy incentives and various discounts/benefits offered by the developers. Benefits like subvention schemes, zero floor rise, waiver of premium view charges, waiver of stamp duty were continued by developers during this period to increase their sales momentum. Although Pune has witnessed a spike in residential demand in the past four months, the same has not led to any increase in capital values, as even the improved sales momentum remains lower than the 2019 numbers and is more reflective of pent-up demand despite a recovery being visible. Sales momentum for established developers continued to remain high during the quarter, as buyers were assured of a quality product and had higher degree of confidence on delivery timelines. Demand was mainly for 1 BHK & 2 BHK typologies from end-users in suburban and peripheral locations like Mahalunge, Tathawade, Wakad, Kharadi, Hinjewadi, Wagholi etc. with buyers preferring apartments mainly in the INR 30-70 lakh price range.

Ready to move in projects likely to be preferred by homebuyers

We expect launch activity to further improve in the coming months due to improved market sentiments, with many delayed projects that are in approval stage and a few new phases of existing under-construction projects likely to be launched. Future demand is expected to be largely driven by end users and directed towards ready to move in projects as well as those nearing completion. Some investor demand for smaller typologies and studio apartment configurations in commercial locations is also expected to add to the sales activity going forward. Quoted rental and capital values are likely to remain stable in the short-term for most of the submarkets. Suburban locations like Mahalunge, Wakad, Tathawade, Punawale & Bhugaon in NH4 Bypass submarket would continue to remain preferred submarkets among the buyers looking for options in reasonable prices and with good connectivity to their workplaces. Developers are likely to focus on launching budget segment projects primarily in the suburban and peripheral locations. Going forward, residential sales activity in Pune is expected to maintain traction in the short term driven by the on-ground incentives.

SIGNIFICANT PROJECTS LAUNCHED IN Q4 2020

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE*(INR/SF)
Joyville	Shewalewadi	Shapoorji Pallonji	528	8,000-9,000
Sapphire 2	Tathawade	Kohinoor Group	414	8,500-9,500
Green Cove	Mahalunge	Godrej Properties	712	8,500-9,500
Emerald Bay	Keshav Nagar	Purvankara	84	9,000-10,000
VTP Aethereus	Mahalunge	VTP Group	722	8,500-9,500

RENTAL VALUES AS OF Q4 2020*

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 2020*

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%	0%	■
South-East – II	3,750 – 5,500	0%	0%	■
NH4 Bypass (North)	4,000 – 6,300	0%	0%	■

SIGNIFICANT PROJECT COMPLETED IN Q4 2020

BUILDING	LOCATION	DEVELOPER	NO. OF UNITS	UNIT SIZE (SF)
Mangal Vishwa	Kiwale	GT Developers	226	317-714

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

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
SP Residency - Ph 3	Phursungi	Shapoorji Pallonji	112	Q4 2021

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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