



3.9% Q-O-Q RISE IN NEW LAUNCHES (Q2 2021)

57% SHARE OF MID SEGMENT IN UNIT LAUNCHES (Q2 2021)

31% SHARE OF EXTENDED WESTERN SUBURBS IN UNIT LAUNCHES (Q2 2021)

MARKET INDICATORS OVERALL Q2 2021

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

Strong sales momentum of Q1 helps maintain positive developer sentiment in Q2

Mumbai's residential sector saw 11,159 units been launched during the second quarter of 2021, rising by a marginal 3.0% q-o-q. On a y-o-y basis, though, launches were up by nearly 8 times. On a half yearly basis, launches were up by 35.4% in H1 2021 as compared to H1 2020. The city witnessed project launches across all categories during the quarter on the back of improved sales activity in past 2-3 quarters. Extended Western Suburbs witnessed the maximum launches during the quarter with a market share of 31%, followed by Eastern Suburbs and Western Suburbs with 28% and 16% shares, respectively. Baring Extended Western Suburbs and Eastern Suburbs sub-markets, all other sub-markets have witnessed quarterly drop in new launches. Prominent developers like Conceptual Advisory LLP, Lodha Group, Arihant Superstructure, Runwal Group, Sheth Realtors, Rustomjee Developers and Kolte Patil Developers were amongst the most active ones during the quarter and launched projects across sub-markets. In general, developers continued to focus on completion of ongoing projects as construction activity continued during the quarter. Nonetheless, a lockdown-like restrictions imposed after the outbreak of the second wave might impact construction timelines in the upcoming quarters and delay handover of new homes by 3-6 months.

Despite rising Covid cases and localised lockdowns, sales activity remained healthy during the quarter as developers continued to offer various payment incentives to attract homebuyers. Moreover, the government has given flexibility of four months to homebuyers to register a property after the payment of stamp duty and this has resulted in improved housing demand during the second quarter. We expect that new launches and sales activity will slow down marginally due to the onset of monsoon season the during the third quarter but could bounce back in last quarter of 2021.

Developers confident of mid-segment demand in suburbs, and affordable segments in extended suburbs

The mid and affordable segments continued to dominate new launches with a combined share of nearly 90% of new launches in Q2 2021, with the mid segment contributing 57% and the affordable segment making up for the remaining 33%. The affordable segment witnessed the maximum q-o-q growth in absolute terms in Q2, on the back of larger scale affordable project launched in Extended Western Suburbs. Mid segment projects continued to witness steady launches whereas high-end projects saw a decline in share of launches. Extended Western and Eastern Suburbs along with Navi Mumbai dominated the launch of affordable housing projects whereas, Eastern Suburbs, Thane and Western Suburbs continued to witness maximum mid-segment launches. Thane, Western Suburbs, Eastern Suburbs and Navi Mumbai submarkets witnessed sustained demand for ready-to-move-in or nearing-possession homes in the price bracket of INR 1.0-2.0 crore during the quarter. Buyers looking for affordable segment projects favoured Extended suburbs and Navi Mumbai as their preferred location. With consistent sales activity across all sub-markets, overall unsold inventory in Mumbai has come down in recent quarters. We expect momentum in sales activity to remain intact in coming quarters.

Quoted rates across submarkets remain unchanged; transaction-based incentives continues

The quoted capital values have remained more or less unchanged since the last 2-3 quarters, although developers were seen offering 10-15% discounts on quoted rates to genuine home buyers with ability to make instant booking. Developers have also been offering incentives like zero stamp duty, cash discounts, zero floor rise, no PLC charges, etc. in order to try and match-up the price benefits that buyers enjoyed in the 1Q. Property prices are expected to largely remain range-bound at existing levels, and the incentives offered by developers could continue for sometime in the third quarter. Rental values also continued to show stability across all locations during the quarter.

SIGNIFICANT PROJECT LAUNCHED IN Q2 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE**(INR/SF)
Suraksha Smart City - Phase I	Vasai	Conceptual Advisory LLP	2,612	7,000
71 Midtown - Phase 1	Chembur	JV - Dotom Realty & Paradigm Realty	515	21,600
Transcon Sheth Auris Ilaria	Malad West	JV - Transcon Developers & Sheth Creators	487	23,900
Lodha Upper Thane - Casa Sereno	Bhiwandi	Lodha Group	466	11,500

MARKETBEAT MUMBAI

Residential Q2 2021



RENTAL VALUES AS OF Q2 2021*

SUBMARKET	AVERAGE QUOTED RENT (INR/MONTH)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
High-end segment				
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%	—
Mid segment				
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 Q2 2021

BUILDING	LOCATION	DEVELOPER	NO. OF UNITS	UNIT SIZE (SF)
Joyville Phase 1(Summit & Pinnacle)	Virar	Shapoorji Pallonji Real Estate	308	534 - 711
DLH Mamta	Andheri West	DLH Developers	96	605 – 855
Lodha Seamont	Walkeshwar	Lodha Group	47	950 – 2,500

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

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
Vicinia – Phase 2	Powai	Shapoorji Pallonji Real Estate	506	Q1 2022
Godrej Tranquil	Kandivali	Godrej Properties	440	Q2 2022
Beaumont	Sion	Sheth Creators	195	Q4 2021

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

* Rental and capital values have been depicted only for key sub markets 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 sf

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

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 lakh

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 Q2 2021*

SUBMARKET	AVERAGE QUOTED CAPITAL VALUES (INR/SF)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
High-end segment				
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%	—
Mid segment				
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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