


**4,021** UNIT LAUNCHES (Q3 2021)

**49%** SHARE OF UNITS LAUNCHED IN AFFORDABLE SEGMENT (Q3 2021)

**40%** SHARE OF SUBURBAN SOUTH II IN NEW LAUNCHES (Q3 2021)

## MARKET INDICATORS OVERALL Q3 2021

Y-O-Y Change      12-Months Forecast

New Launches



Units Sold



Average Capital Values (INR/sf)



## Improvement in residential unit launches

In Q3, the city's residential sector recorded unit launch of around 4000 units, a 3X rise when compared to the previous quarter. With this the total units launched in Chennai during YTD 2021 added up to ~12,800 which is 1.4X higher than the total units launched for the whole of 2020, indicating signs of recovery in the sector. Suburban South II was the major contributor accounting for 40% of the quarterly unit launches, followed by Suburban west and Suburban north submarkets with 31% and 20% shares respectively. Locations such as Paranur, Kolapakkam, Pallikaranai in the Suburban South II submarket, which are in close proximity to IT hubs witnessed traction, mainly supported by increased demand from IT professionals in these localities. Other locations which recorded moderate traction were Paruthipattu, Perambur, Royapuram, Perumbakkam. Few of the prominent developers who launched their projects in Q3 include Mahindra Lifespace, SPR Construction Pvt. Ltd, TVS Emerald, KG Foundations (P) Ltd, Appaswamy Real Estates, Sobha Developers among others. With the market on the recovery path post the slowdown in Q2, developers with projects in the pipeline moved ahead with new launches. Demand in suburban locations such as Sholinganallur, Perumbakkam, Porur, Manapakkam, which are located in proximity to the prominent IT office corridors, is expected to drive the residential market over the next three to four quarters. Further, the Kilambakkam bus terminus which is likely to be operational by Q1 2022 has attracted demand along the Vandalur – Kelambakkam road, which has also been enjoying increased attention from developers in recent times.

## Affordable segment continues to lead unit launches

Affordable category topped the list of new launches in the quarter, accounting for a 49% share. Launch of the Happinest project by Mahindra Lifespace with more than 1,900 units in the affordable category, drove the share of affordable segment higher in the quarter. Mid and High-end segments followed with 28% and 22% shares respectively. TVS Emerald Atrium at Green Acres, Aden Tower, DAC Centum, Ramaniyam Ocean Dew were few of the projects launched under the mid-segment category. With higher demand being observed for the affordable and mid segment projects, developers have been focussing on these two categories over the last few quarters. This has resulted in affordable segment accounting for approx. 50% (a total of ~6,300 units) of the units launched in the city during YTD 2021, followed by mid segment with a 30% share. While affordable categories continued to be launched in the peripheral locations like Paranur, Paruthipattu, mid-segment launches came up in emerging residential hotspots like Nollambur, Manapakkam, Navalur, Sholinganallur to name a few.

## Capital values remain unaltered

Capital values and rentals across all submarkets continued to remain unchanged during the quarter. Developers keen on completing the under-construction projects have started to increase the pace of construction activity as there has been significant delay in the scheduled timelines already. Though property prices at the city level remained unaltered, select developers have been offering discounts and freebies to boost sales and clear the unsold inventory. For few other developers, schemes such as No pre-EMI for 12 months, lower booking charges and discounts on the quoted rates continued as well during the quarter. With the upcoming festive season, developers may focus on higher project launches and additional festive offers to drive the housing demand over the short term.

## SIGNIFICANT PROJECTS LAUNCHED IN Q3 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE*(INR/SF)
Sobha Arbor	Senneerkuppam	Sobha Ltd	163	7,600
KG House of Champions	Perumbakkam	KG Foundations (P) Ltd	292	3,600



## RENTAL VALUES AS OF Q3 2021

SUBMARKET	AVERAGE QUOTED RENT (INR/MONTH)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
<b>High-end segment</b>				
Central	100,000-250,000	0%	0%	■
Off Central - I	90,000-150,000	0%	0%	■
Off Central - II	50,000-130,000	0%	0%	■
East Coast Road	90,000-2,48,000	0%	0%	■
<b>Mid segment</b>				
Central	50,000-75,000	0%	0%	■
Off Central- I	45,000-80,000	0%	0%	■
Off Central- II	25,000-50,000	0%	0%	■
Suburban South - I	21,000-31,000	0%	0%	■
Suburban South - II	14,000-24,500	0%	0%	■

## SIGNIFICANT CONSTRUCTION COMPLETIONS IN Q3 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	UNIT SIZE(SF)
Plaza Elite acres	Ottiyambakkam	Plaza Group	807	627-1383
Casagrand ECR14	East Coast Road	Casagrand Builder Pvt. Ltd	573	592-5093
TVS Emerald LightHouse	Pallavaram	Emerald Haven Realty Ltd	279	706-1439

## SIGNIFICANT PROJECTS UNDER CONSTRUCTION IN Q3 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
M One	Madhavaram	Lokaa Developers	234	Q4 2021
Radiance The Pride	Pallavaram	Radiance Realty Developers	452	Q4 2024

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

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

\*\* Quoted capital value 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 1,500-2,000 sf

The above values for mid segment are for units typically of 1,000-1,400 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

**Central:** Boat Club, Poes Garden, Nungambakkam

**Off Central-I:** R.A. Puram, Abhiramapuram, Alwarpet and Teynampet

**Off Central -II:** T.Nagar, Mylapore, Annanagar, Kilpauk, Thiruvanniyur, Adyar, Kotturpuram, Besant Nagar, K.K.Nagar, Velachery, Vadapalani

## Mid Segment

**Central:** Boat Club, Poes Garden, Nungambakkam

**Off Central-I:** R.A. Puram, Abhiramapuram, Alwarpet and Teynampet

**Off Central -II:** T.Nagar, Mylapore, Annanagar, Kilpauk, Thiruvanniyur, Adyar, Kotturpuram, Besant Nagar, K.K.Nagar, Velachery, Vadapalani

**Suburban North** - Madhavaram, Perambur, Thondiarpet

**Suburban West:** Mogappair, Nollambur, Ambattur, Poonamallee High Road

**Suburban South-I:** Rajiv Gandhi Salai (Thiruvanniyur to Kelambakkam)

**Suburban South-II:** GST Road (Alandur to Tambaram, Porur)

## CAPITAL VALUES AS OF Q3 2021

SUBMARKET	AVERAGE QUOTED CAPITAL VALUE (INR/SF)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
<b>High-end segment</b>				
Central	23,000-27,000	0%	0%	■
Off Central - I	18,000-23,000	0%	0%	■
Off Central - II	12,000-17,500	0%	0%	■
East Coast Road	6,000-9,500	0%	0%	■
<b>Mid segment</b>				
Central	14,000-18,000	0%	0%	■
Off Central- I	15,000-18,000	0%	0%	■
Off Central- II	8,400-10,000	0%	0%	■
Suburban South - I	5,000-7,400	0%	0%	■
Suburban South - II	4,000-7,400	0%	0%	■
Suburban North	4,200-6,950	0%	0%	■
Suburban West	4,400-8,000	0%	0%	■
East Coast Road	4,500-6,500	0%	0%	■

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