

37.8% Q-O-Q RISE IN NEW LAUNCHES
(Q3 2021)

74% SHARE OF MID SEGMENT IN
UNIT LAUNCHES (Q3 2021)

28% SHARE OF EXTENDED EASTERN
SUBURBS IN UNIT LAUNCHES (Q3 2021)

New launches continue to improve in Q3

Mumbai's residential sector witnessed the launch of 15,381 units during the third quarter of 2021, an increase of 37.8% q-o-q. However, on a y-o-y basis launches were up by nearly three times mainly due to the low base of last year. It is interesting to note that, not only the number of units improved this year, but average size of carpet area of apartments also increased by 10-15% in 2021 as compared to 2020. The sustained sales momentum during the first three quarters of the current year has led to developers going ahead with new launches. Extended Eastern Suburbs witnessed the maximum launches during the quarter with a share of 28%, followed by Extended Western Suburbs and Thane with 19% and 14% shares, respectively. Extended Eastern Suburbs, Thane and Navi Mumbai sub-markets have witnessed maximum quarterly growth in new launches. Prominent developers like Lodha Group, Oyster Living, Runwal Group, Kalpataru Developers, Paranjape Developers and Sunteck Realty were amongst the most active developers during the quarter and launched projects across major sub-markets. Developers continued to focus on completion of ongoing projects to fulfil the sustained demand for completed homes across sub-markets. With the easing of localized lockdown restrictions and reopening of the economy, sales activity improved during the third quarter. New launches and sales activity is expected to improve towards end of the year due to the festive season and also the realization of pent up demand.

Mid-segment homes dominate new launches once again

At 74%, the mid-segment projects across sub-markets continued to witness maximum share in new launches in Q3 2021. This segment saw maximum q-o-q growth of 78% mainly on the back of higher launches in Extended Eastern and Western Suburbs, and Thane submarkets. The affordable segment witnessed share of 20% in quarterly launches in Q3, dropping from 33% share in Q2. On absolute term, new launches in affordable segment were down by 18% q-o-q basis. Extended Eastern Suburbs and Navi Mumbai dominated launches of affordable projects whereas, Eastern Suburbs, Thane and Western Suburbs and Extended Suburbs witnessed maximum mid-segment launches. Eastern Suburbs and Western Suburb saw launch of high-end projects during the quarter. Demand for completed and nearing possession homes in mid-segment continued to drive overall sales activity during the quarter. Sub-markets like Thane, Western Suburbs, Eastern Suburbs and Navi Mumbai witnessed maximum sales in mid-segment homes. Extended suburbs and Navi Mumbai dominated the sales activity in affordable segment. An improved sales activity across sub-markets in recent few quarters has helped reduce the unsold inventory in Mumbai.

Quoted capital values remain stable; price incentives continued

Quoted capital values have remained range-bound across all sub-markets during the quarter, though developers were seen offering spot-on discounts of 10-15% towards potential closure of sale. Also, for newly launched projects, developers are offering price incentives like zero stamp duty, cash discounts, no registration charges, zero floor rise, no PLC charges, free club membership, free furniture & white goods etc. to boost sales. The capital values are expected to remain range-bound in near future. However, with improved sales activity and increasing input costs we expect capital values in select sub-markets to increase marginally towards end of 2021. Rental values also remain stable across all locations during the quarter.

MARKET INDICATORS OVERALL Q3 2021

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



SIGNIFICANT PROJECT LAUNCHED IN Q3 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE**(INR/SF)
Celestial Living	Dahisar	Oyster Living	1,520	14,500
Runwal Garden – Phase IV	Dombivali	Runwal Group	1,192	9,600
Kalpataru Shrishti	Mira Road	Kalpataru Developers	1,132	16,250
Paranjape Codename Trademark	Thane	Paranjape Developers	859	18,500

RENTAL VALUES AS OF Q3 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 Q3 2021

BUILDING	LOCATION	DEVELOPER	NO. OF UNITS	UNIT SIZE (SF)
Monte South Titlis	Byculla	Marathon Realty	480	1,165 – 1,463
Raheja Imperia	Worli	Raheja Universal	262	1,371 – 2,826
Hirrandani Castle Rock A&B Wing	Powai	Hiranandani Developers	284	629 – 750

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

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
Aurum Q Residences	Ghansoli	Aurum Venture	720	Q3 2022
Regency Anantam Phase II	Dombivali	Regency Group	1,288	Q1 2022
Sunteck West World	Naigaon	Sunteck Realty	2,484	Q1 2022

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 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 Q3 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%	■

Ketan Bhingarde

Manager, Research Services

+91 22 67715555 / ketan.bhingarde@cushwake.com

Suvishesh Valsan

Director, Research Services

+91 22 67715555 / suvishesh.valsan@ap.cushwake.com

cushmanwakefield.com

A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 51,000 employees in 400 offices and 70 countries. In 2018, the firm had revenue of \$8.2 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services.

©2021 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable. The information may contain errors or omissions and is presented without any warranty or representations as to its accuracy.