


9,854 NEW LAUNCHES (Q4 2021)

68% SHARE OF MID-SEGMENT IN LAUNCHES (Q4 2021)

35% SHARE OF NH-4 BYPASS SUBMARKET IN LAUNCHES (Q4 2021)

MARKET INDICATORS OVERALL Q4 2021

Y-O-Y
Change 12-Months
Forecast

New Launches



Units Sold


Average Capital
Values (INR/sf)

Share in established developers in launches on the rise; mid-segment dominates launches

At 9,854, the quantum of new launches saw a marginal drop of 8% on q-o-q basis in Q4, and most of the launches were by renowned developers. Midsegment accounted for 68% of the unit launches while the rest were in the affordable and high-end segments with shares of 14% and 16% respectively. NH4 Bypass-North, East, Aundh-Baner, and Pimpri micro markets accounted for over 70% of the new launches in the quarter including locations like Sus, Wakad, Mahalunge, Mundhwa, Baner, and Chinchwad. NH4 Bypass saw the launch of projects from developers like Naiknavare Developers, VTP Realty, and Runwal. The city's residential market witnessed a growth of 34% y-o-y in CY 2021 with the number of unit launches recorded at 33,124 in the year.

Going forward, majority of the upcoming residential projects are expected to be launched in locations like Mahalunge, Kharadi, Hinjewadi due to availability of large land parcels present. The next couple of quarters is likely to witness a continuation of healthy launch activity with construction activity on existing residential projects moving forward without any significant disruption.

ITES micro markets witness traction; hiring in IT helps strengthen demand

In the IT and financial hubs of Wakad, Bavdhan, Kharadi, Viman Nagar, and Hinjewadi, integrated smart houses have been launched to meet the unique demands of working professionals. Developers and builders are gradually working on reducing the duration of construction by improving financial resources for the projects. Along with the resource advancement, developers are offering as low as 10% of the payment at the time of launching to attract customers and the remaining 90% at the time of possession. Furthermore, new apartment demand has been boosted by lower home loan rates and developer incentives, which have improved the affordability quotient. The city's residential sector is definitely benefiting from these factors with the creation of an environment conducive for higher transactions. As a result, sales activity is healthy in the last few quarters. In addition to the attractive incentives offered by developers, robust hiring in IT-ITES and the financial sector is positively impacting housing demand.

Strengthening job outlook keeps rentals stable

Given a competitive capital values, attractive incentives by developers, strengthening job outlook and low interest rates, Pune residential sales has been a beneficiary from these demand drivers. While quoted rents and capital values have managed to stay intact across most micro markets, few developers have been resorting to waivers such as Stamp Duty and floor rise charges or even offer customised payment plans in order to close deals faster. In the fourth quarter, many companies even began to call back employees to work, which helped the rentals to remain stable. The third wave that has just begun to gain pace could pose a deterrent in the interim, but in the medium-term the market is poised for a recovery in sales.

SIGNIFICANT PROJECTS LAUNCHED IN Q4 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE*(INR/SF)
Godrej Meadows	Mahalunge	Godrej Properties	812	11,000-13,000
Urban Skyline Phase 2	Ravet	Urban Space Creators	584	9,500-9,700
Wellington Pride World City	Charholi	Pride Group	240	18,000-20,000
Avon Vista 4	Mahalunge	Naiknavare Developers	246	9,200-9,500
Kohinoor Viva City	Dhanori	Kohinoor Group	476	7,400-12,000



RENTAL VALUES AS OF Q4 2021*

SUBMARKET	AVERAGE QUOTED RENT (INR/MONTH)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
High-end segment				
Koregaon Park – Boat Club Road	100,000 – 220,000	0%	0%	—
Nagar Road	70,000 - 140,000	0%	0%	—
East	55,000 – 140,000	0%	0%	—
Aundh – Baner	75,000-130,000	0%	0%	—
Mid segment				
NH4 Bypass (North)	11,000 – 18,500	0%	0%	—
North – East	12,000 – 20,500			—
Aundh – Baner	17,000 – 32,000	0%	0%	—

CAPITAL VALUES AS OF Q4 2021*

SUBMARKET	AVERAGE QUOTED CAPITAL VALUE (INR/sf)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
High-end segment				
East	8,500 – 13,000	0%	0%	—
Aundh-Baner	8,500 – 13,000	0%	0%	—
Nagar Road	9,500 – 14,500	0%	0%	—
Koregaon Park - Boat Club Road	14,000 – 19,000	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 2021

BUILDING	LOCATION	DEVELOPER	NO. OF UNITS	UNIT SIZE (SF)
Kalpataru Cresendo	Wakad	Kalpataru Group	120	678 – 877

SIGNIFICANT PROJECT UNDER CONSTRUCTION IN Q4 2021

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
Ganga Serio	Kharadi	Goel Ganga Development	181	Q4 2023
Park Connect Phase 2	Marunji	Purple Pride Group	136	Q4 2023

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, Yerwade, 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

Suvishesh Valsan

Director, Research Services

+91 22 6771555 / 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.