

Residential Real Estate Market Trends & Analysis

RESSEX – Mumbai Metropolitan Region (MMR)

Q2 - FY10-11

About Liases Foras

- Founded in the year 1999, Liases Foras, a non-brokerage firm, has been a focused researcher in the field of real estate. In its pursuit of discovering rationality of our mysterious real estate market behaviour, Liases Foras today, has to its credit:
 - One of the **most structured data on real estate market** in India.
 - **Valuation models and equations:** It determines cascading pattern of real estate price and shows how price of one location is attached by a string to the price of another location. How and by how much does the price of a location affect the price of another location? What should be the fair price of a location under prevailing market conditions?
 - **Promulgated Magnet Theory:** It is a future forecasting model to help understand the development and price behaviours of mushrooming localities. The theory deliberates that the real estate rates are the function of economic activities and demographics. We are passionate learner of the real estate industry and we believe that our so called unorganised real estate industry is still governed by some lesser known science. There is a lot to learn and discover.
- Liases Foras, today is recognised in the real estate industry for bringing in scientific approach and for developing an organised database in the industry. Liases Foras is engaged in conducting:
 - **Best Use Analysis**
 - **Valuation and Pricing Analysis**
 - **Feasibility Studies**
 - **Real Estate Projects Rating**
- The company offers research and advisory services to Housing Finance Companies, Government Agencies, Banks and Financial Institutions, Developers and Funds.

Sample PPT

- This is just a Sample PPT
- Data/figures/indices and other relevant details are purposefully hidden



- The market witnessed a series of new launches in the luxury segment, followed by multiple property exhibitions in MMR between Jun10 and Sep 10 focused on luxury segment.
- The 10:90 payment scheme and the catapult generated in the stock market due to the buzz created by two successful IPOs too influenced the market.
- This presentation would look into the performance of the MMR market in light of the market inventories, sales, and price movements, and evaluate the trends that unfolded in the market in Q2 - FY10-11.
- QoQ performance and potential of the market overall was unsatisfactory and presentation bring to the fore the factors that governed the market in the past three months.



Report Outline

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Section 1 – City Level (entire MMR)

7 – 18

Potential and Performance analysis of MMR covers

MMR Ressex

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- i) Inventory Index
- ii) Sales Index
- iii) Price Index
- iv) Business Turnover Index
- v) Efficiency Index

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Cost Range Potential (less than Rs 25 lac, Rs 25 - 50 lac, Rs 50 lac - 1 cr etc)

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- i) Sold and unsold inventory figures
- ii) Business Turnover figures
- iii) Efficiency Figures



Sample PPT

Section II – Suburb Analysis

Portion I – Inter Suburbs

Market performance and potential of suburbs in MMR

- XXXX Suburb
- Central Suburb
- XXXX Suburb
- XXXX Suburb
- New Mumbai
- Extended XXXX Suburb
- Extended XXXX Suburb
- XXXX Suburb

For each suburb the presentation covers

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Suburb Ressex

- i) Inventory Index
- ii) Sales Index
- iii) Price Index
- iv) Business Turnover Index
- v) Efficiency Index



Sample PPT

Suburb Product Potential (1BHK, 2BHK etc)

- i) Sold and unsold inventory figures
- ii) Business Turnover figures
- iii) Efficiency Figures

Suburb Cost Range Potential (less than Rs 25 lac, Rs 25 - 50 lac, Rs 50 lac - 1 cr etc)

- i) Sold and unsold inventory figures
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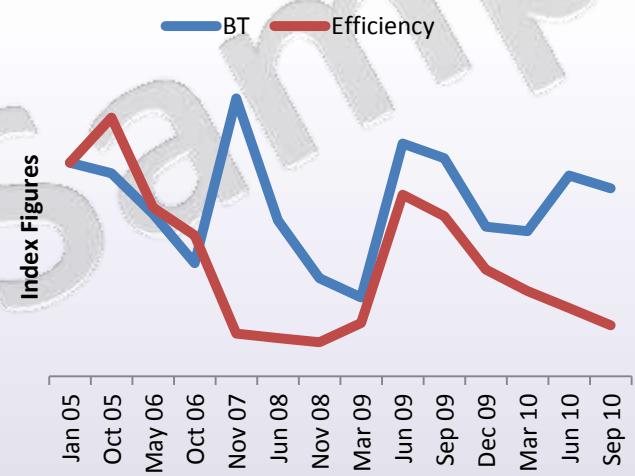
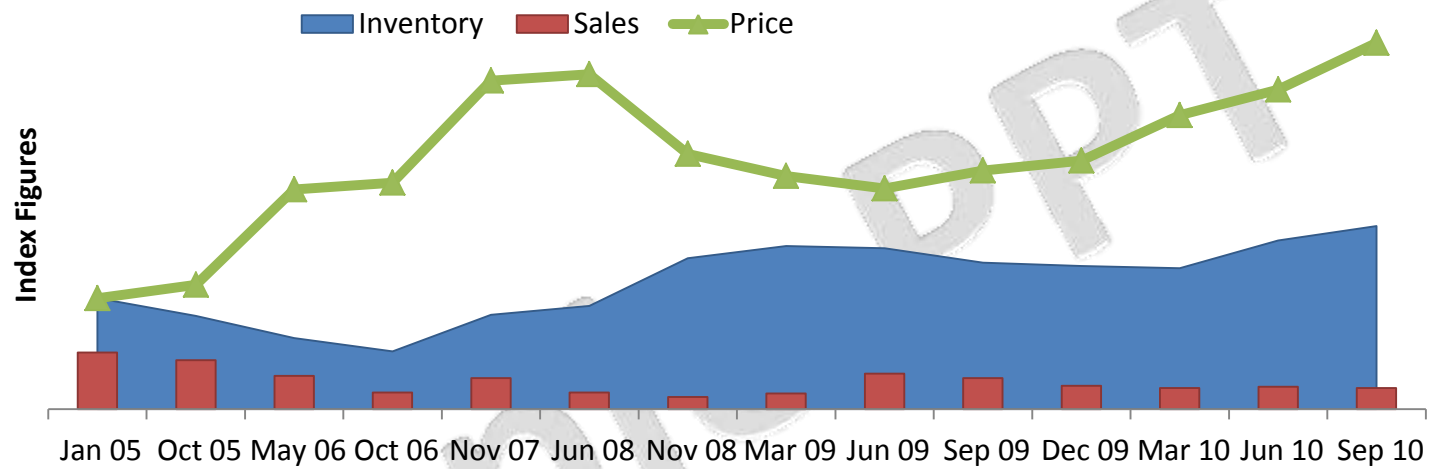
- The presentation analyses the overall MMR and its suburbs performance and potential, further benchmarked to the two requested locations.
- The presentation will give complete and comprehensive picture of the macro, micro and location level markets.
- Comparative actual figures have also been provided (for all the three levels) to help industry stakeholders come up with more models, theories, hypothesis, analysis and observations as they might require in the course of their businesses.
- The performance and potential has been analysed as per crucial factors governing the markets such as sold and unsold Inventories, Sale and Price movements, Demand and Supply scenarios while laying special emphasis on the unfolding trends that kept surfacing in the market in the three month period (Jun – Sep 10).
- Essential market dynamics such as Business Turnover, Efficiency, Product Types (1BHK, 2BHK etc), and Cost Ranges, too were considered.
- The presentation comprises holistic Macro Vs Micro Vs Locations, analysis.



Trend Analysis

ANALYSIS OF MMR - CITY LEVEL

Ressex Index Figures- MMR

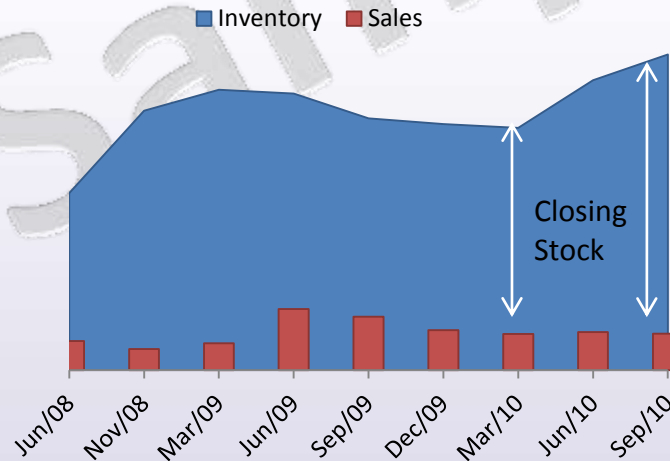
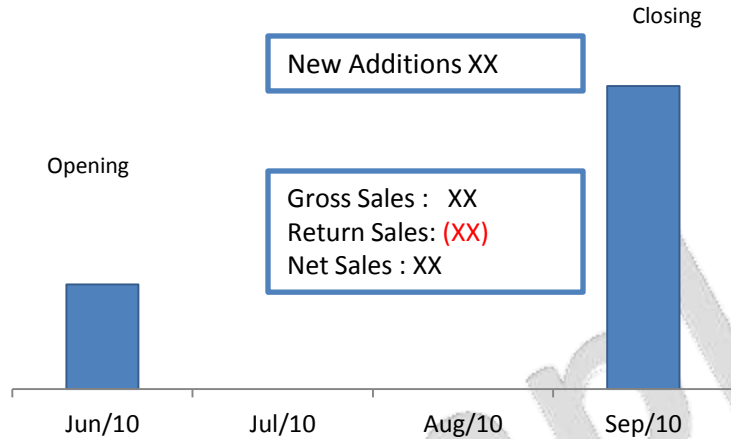


- The business turnover continuously declined in the present and the prior quarters of this fiscal, indicating weakened market.
- Builders are trying to withhold the market at the prevailing prices. However, it is difficult to find takers at the prevailing rates, as evident by the efficiency and sales index figures.
- The prices have crossed the peak level that were seen in the Mumbai market before recession.

Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

Inventory - MMR

QoQ Inventory Movement

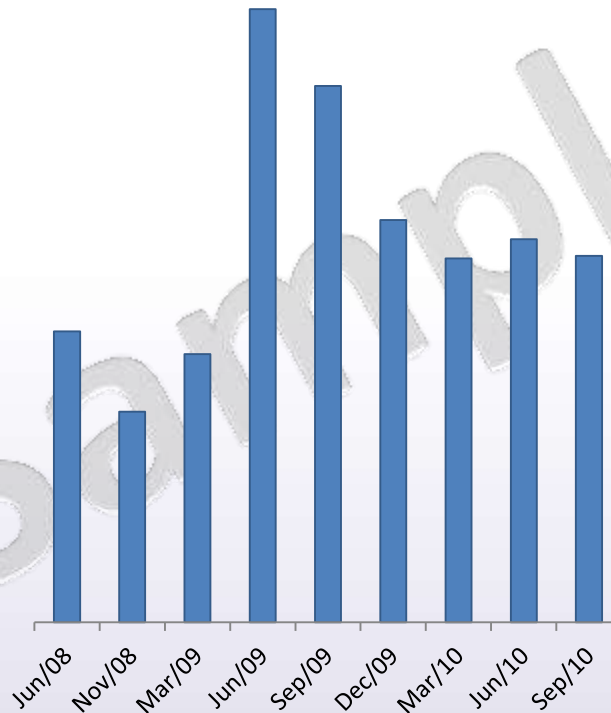


- Since Jun 10 the market saw a supply of XXX mn sqft in the three month period.
- Inventory **swelled up** by **xx%** and stood over xx mn sqft by Sep end.
- The net sale that took place in the period was xxx mn sqft wherein xxx mn sqft were Return Sales.
- Closing stock increased by xxx % QoQ.

- The inventory kept piling up since Mar 10 and in the six month period resulted in xxx% increase, whereas sales did not go up as much.
- **Existing inventory level is hovering at its highest mark in MMR.**
- The increased inventory should destabilise prices.

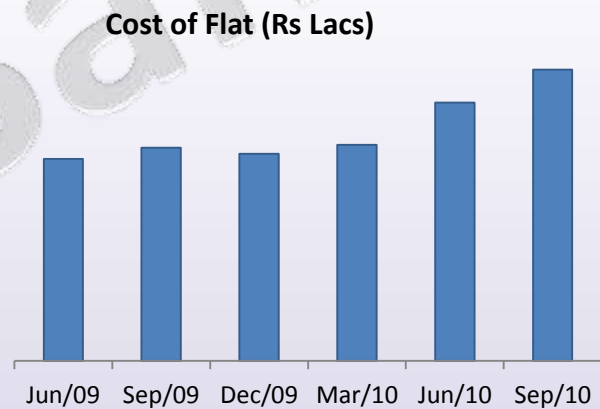
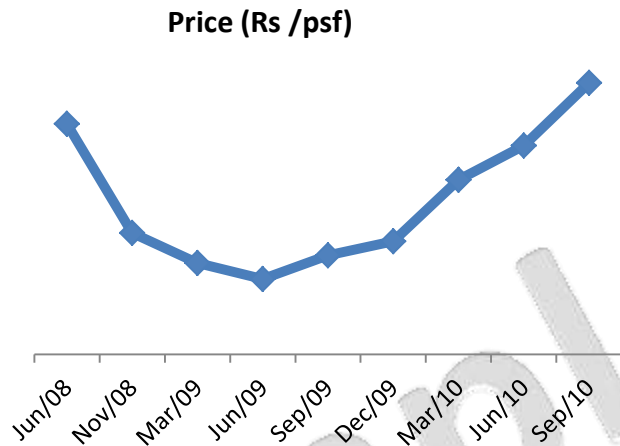
Sales Movement - MMR

Sales (mn sqft)



- In past one year sale figures remained constant more or less and were unable to exceed xxx sqft mark.
- The market conditions seem to worsen further than what prevailed during the Q2-10 period in the coming days.
- Moreover, majority of the projects are expected to see a second cycle of sales owing to high investor activity in such projects.
- Such flats will resurface in the coming quarters and result in additional supply in the market in coming quarters.

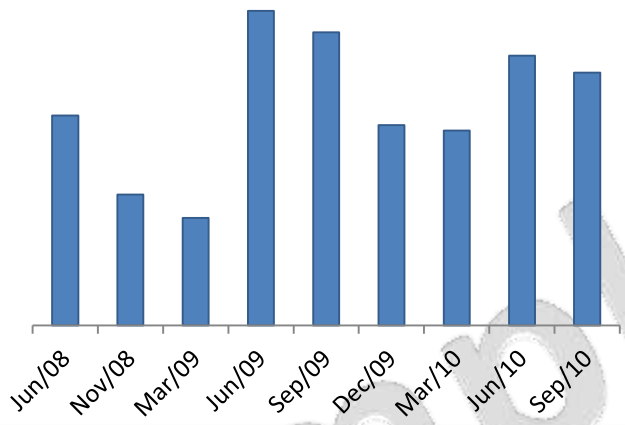
Price Movement - MMR



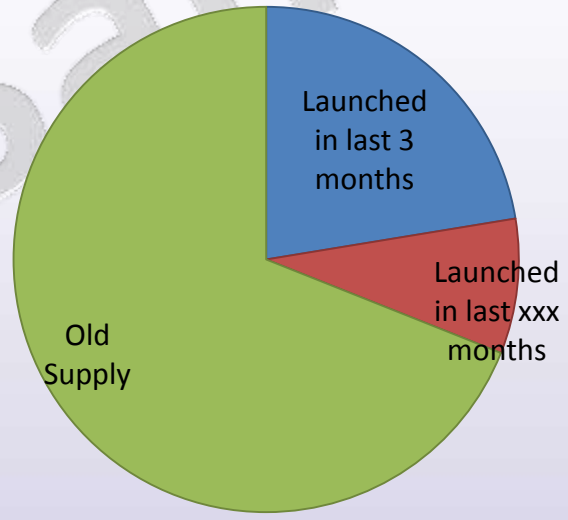
- The real estate prices in MMR kept emulating the stock market performance per se – scaling new heights every few months, irrespective of composure of the market.
- Compared to last quarter the weighted average price increased by xx% and touched an all time of Rs xxx/- psf by the end of third quarter of this fiscal.
- Due to super built up area and actual carpet area difference and soared prices, property prices have scaled up greater heights. Currently, the avg cost of a flat in MMR is Rs xxxx lac. To buy a flat in that range, avg income of a person should be about Rs xxx lac (Rs xxx a month).
- In just about over one year the avg flat cost has gone up from Rs xxx lac to Rs xxx lac.

Business Turnover Movement - MMR

BT (Rs Crore)



- Business Turnover (BT) indicates the value of trade or in other words business carried out in a period.
- BT decreased by xxxx
- Furthermore xxx % BT took place in past six months out of the total supply available in the market.
- In last quarter BT increased significantly over the two prior quarters (Q3-09 and Q4-09), primarily because of sales movement across high-end properties booked during the Jun to Sep period.
- Sales in newly floated projects (xxx%) occurred mostly due to investors fuelling.
- Market needs actual buyers to recover not investors. A property sold to an investor, would have to be consumed by homebuyer eventually and that is when the actual prices shall be determined.



Timeline of the supply

Sept 2010

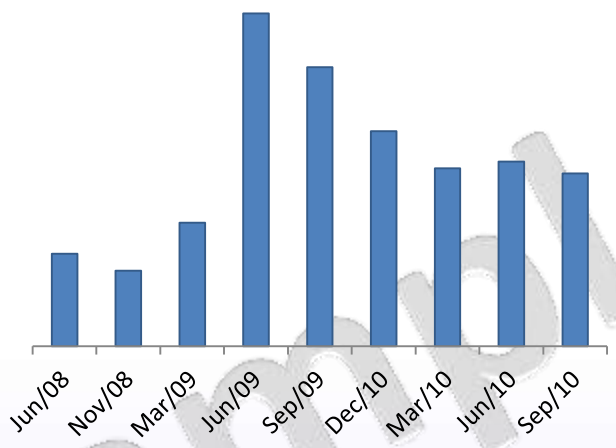
Sample PPT

INFERENCES FORMED: MMR SPECIFIC



Sales Velocity - MMR

Sales Velocity

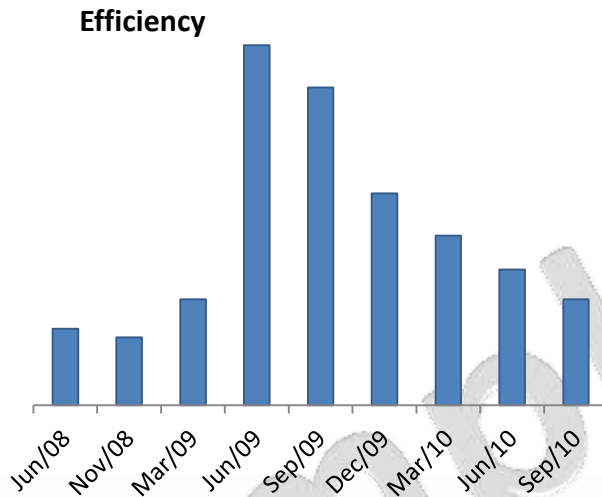


- Sales Velocity indicates the pace of monthly sales in comparison to total supply.
- It represents **demand-supply** ratio in a market.

- As per the past survey outcomes, ideally sales velocity needs to be in the range of 3%-3.33% for a healthy market.
- If a project is having 1,000 units and developer is selling 20 units in a month, the sales velocity of the project stands 2% (20/1,000).
- Sales Velocity is an immensely important variable, as it determine the gestation period of the project; at 2% velocity, the gestation period of a project would be 50 months.
- Present level of Sales Velocity at xxx % infers that developers would have to either bestow to various means of finance in order to maintain cashflow of the projects or would have to correct prices to encourage sales.



Efficiency Analysis - MMR



- Efficiency indicates demand elasticity of the market. Its the ratio of Δ sales per sqft supplied and Δ increase in the prices.
- Increased Efficiency indicates sales per unit supplied have increased than increase in prices, inferring a revival of demand in the market.

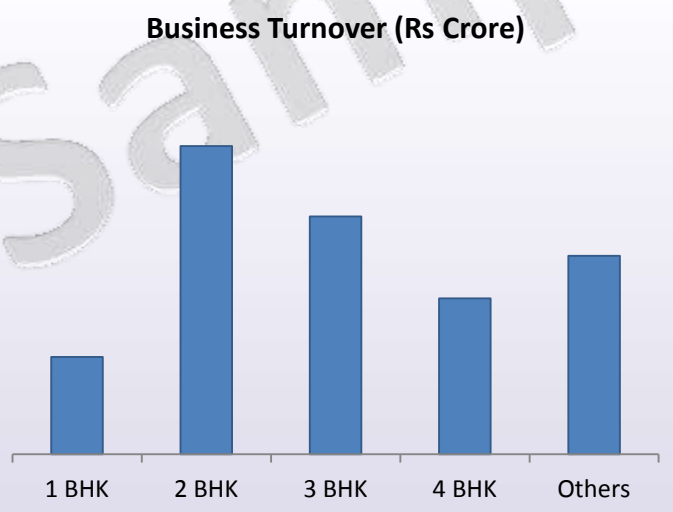
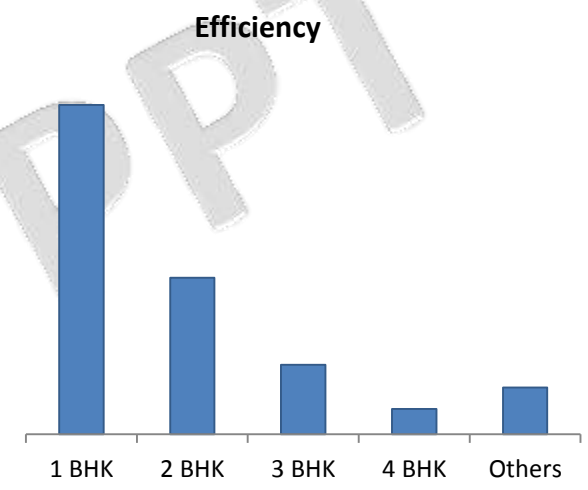
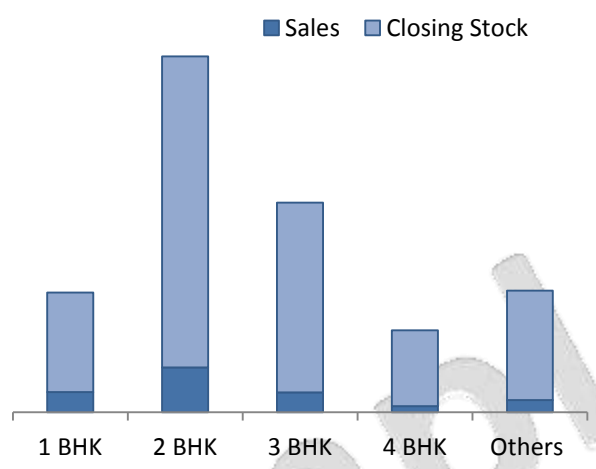
- Even though estate sold in the last four quarters was more or less equal in mn sq ft, the Efficiency level constantly declined.
- Decreased Efficiency levels indicate that sales per sqft supplied was declining with increase in prices.
- The current sales do not represent the overall market as just 3% of projects constituted about 35% sales.
- The highest Efficiency in the recent past was seen in Jun 09 and worst in Nov 08, the peak recession period.
- Its vital to analyse Efficiency movement in various suburbs to identify the regions where absorption levels were lower compared to the city average. Such figures have been discussed in further sections.

Sample PPT

PRODUCT WISE & COST RANGE WISE ANALYSIS: MMR SPECIFIC



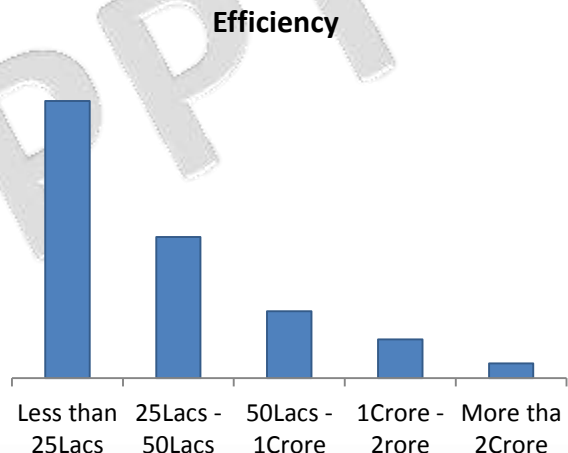
Product wise Analysis - MMR



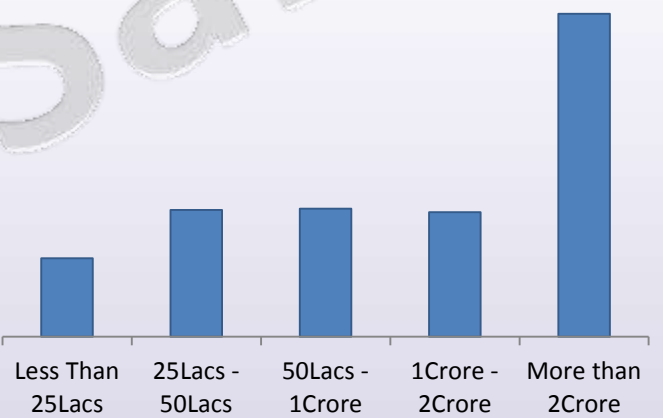
- 2BHK & 3BHK products were the major source of revenue. About 50% of BT collected in this quarter was generated by the sales of 2 and 3BHKs.
- The efficiency of 1BHK was highest, indicating that product was a fast moving item, its demand was better than other products.
- 2BHK outperformed the other categories with regard to sales volume as well as business turnover.



Cost Range wise Analysis - MMR



Business Turnover (Rs Crore)



- Flats costing more than Rs 2 cr, recorded business turnover of Rs XXXX covering a total area of XXX Sqft.
- Products costing over Rs 2 cr were available in abundance. It would be a huge task for the developer and more so for the investors, to clear out the existing inventory in near future.



Sample PPT

SUBURB LEVEL ANALYSIS



Sample PPT

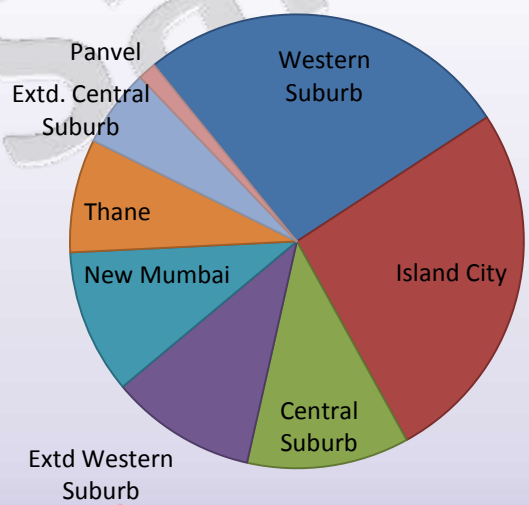
INTER - SUBURB ANALYSIS



Performance – Inter Suburb



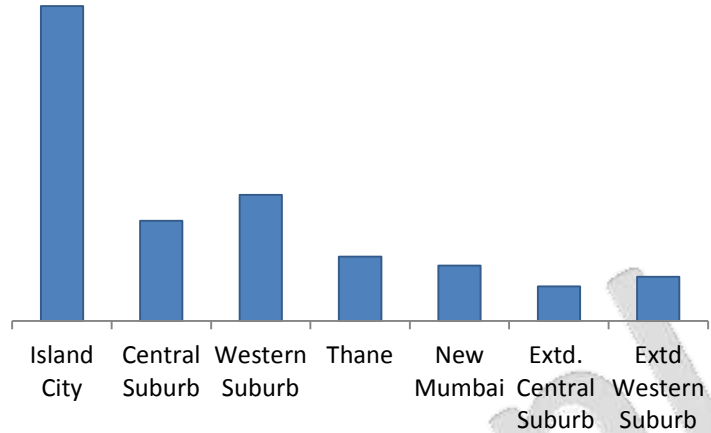
Business Turnover



- In the last quarter, Extended XXXX Suburb witnessed maximum sales with its average price less than Rs xxxpsf.
- XXXX Suburb sold nearly xxx sqft in last quarter, it was the highest grosser during the quarter. However there is huge inventory built in the suburb.
- With nearly xx mn sqft of unsold stock available, it would take nearly xx months to clear off the existing stock at current pace of sales in XXXX Suburb.
- XXXX Suburb, was second highest grosser. It also had a mammoth inventory built up. XX% increase in the inventory in Sept'10 quarter was witnessed at XXXX Suburb. With nearly XX mn sqft of stock available for sale, it would take nearly xx months for absorption at current pace.
- The rush to launch projects in Lower Parel created glut in the market, especially in the luxury segment.

Performance – Inter Suburb

Prices (Rs / psf)



➤ Flats in Extended XXXX Suburb had an avg cost of less than Rs xx lac, the fact that was instrumental for good sales in the area.

➤ The prices of XXXX Suburb reduced by xx% in Sept'10 quarter, i.e. from Rs xxxx/- in June'10 quarter to Rs xxx in Sept'10 quarter. The lowered priced inventory supply in the XXXX Suburb brought down the avg prices.

Cost of Flat (Rs Lac)

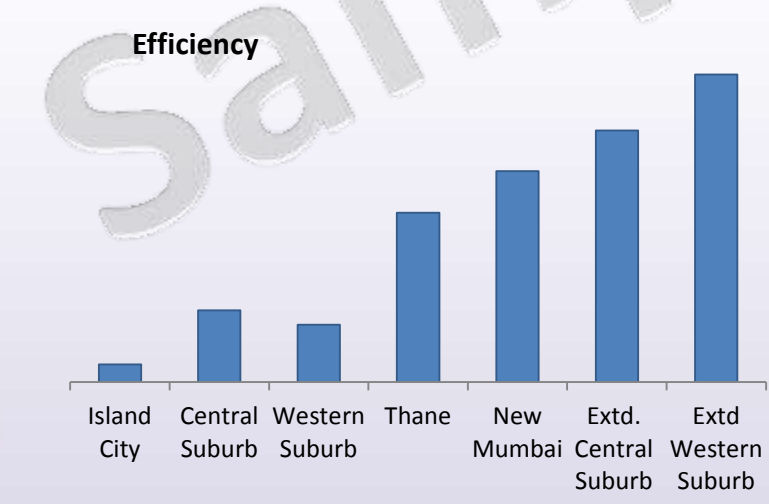
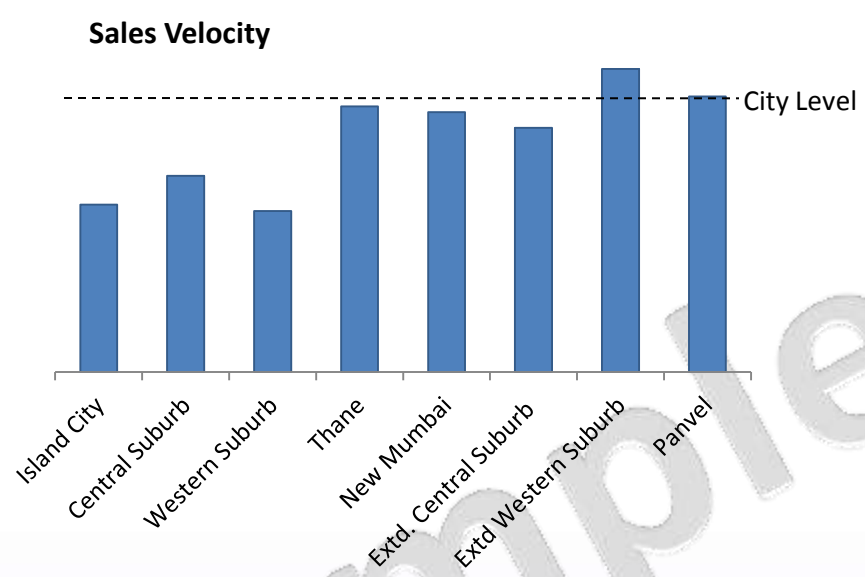


➤ However even after the corrected prices, a person having monthly income of Rs xxx cannot afford to buy a property in Greater Mumbai.

➤ With the average cost of flats in XXXX Suburb touching Rs xxx, many numbers of homeless millionaires are required in the coming days for absorption of such steeply priced supply.



Inferences – Inter Suburb



- Although Central Suburb, XXXX Suburb, XXXX Suburb, XXXX Suburb and Extended XXXX Suburb were having sales velocities higher than that of MMR, it was much below healthy market conditions (3 - 3.3%).
- The condition of XXXX Suburb is worst, with huge inventory pile and slow sales velocity.
- In the XXXX Suburb, even after price corrections, efficiency reduced drastically by xx% from xxx bps in Q1-10 to xxx bps in Q2-10.
- The major reason for such a sharp decline, had been weakened sales per unit supplied. The inventory increased by xx% in Q2-10 and sales increased by xx%, on QoQ.
- Overall MMR failed to attain composure in the second quarter of this fiscal. Not a single micro-market managed to show up with satisfactory Sales Velocity level in MMR. Extended XXXX Suburb achieved highest level.



Comparative Performance Analysis

INTRA - SUBURB ANALYSIS

Sample PPT

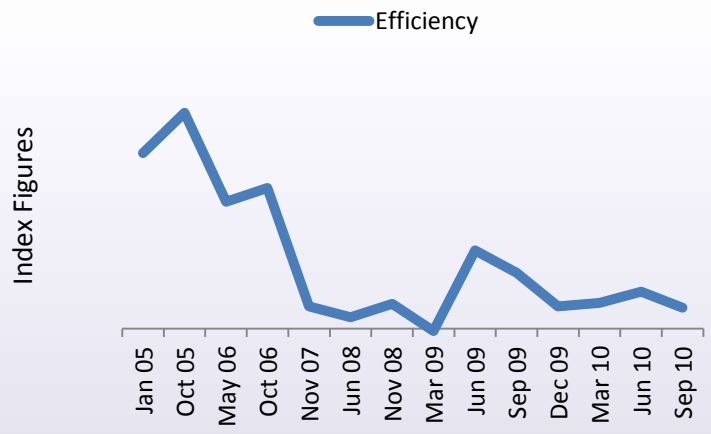
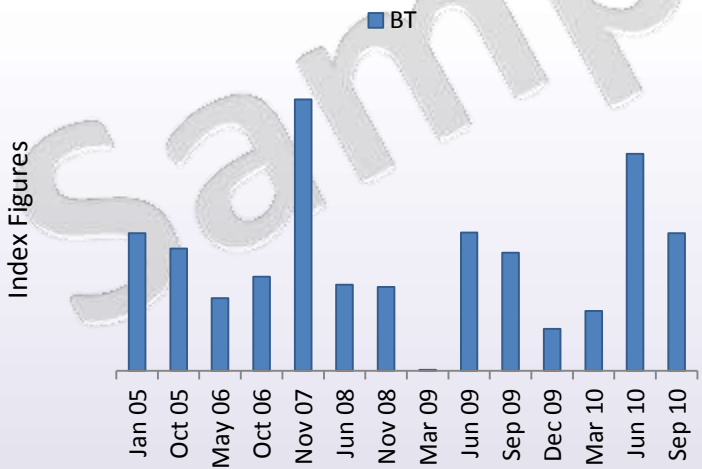
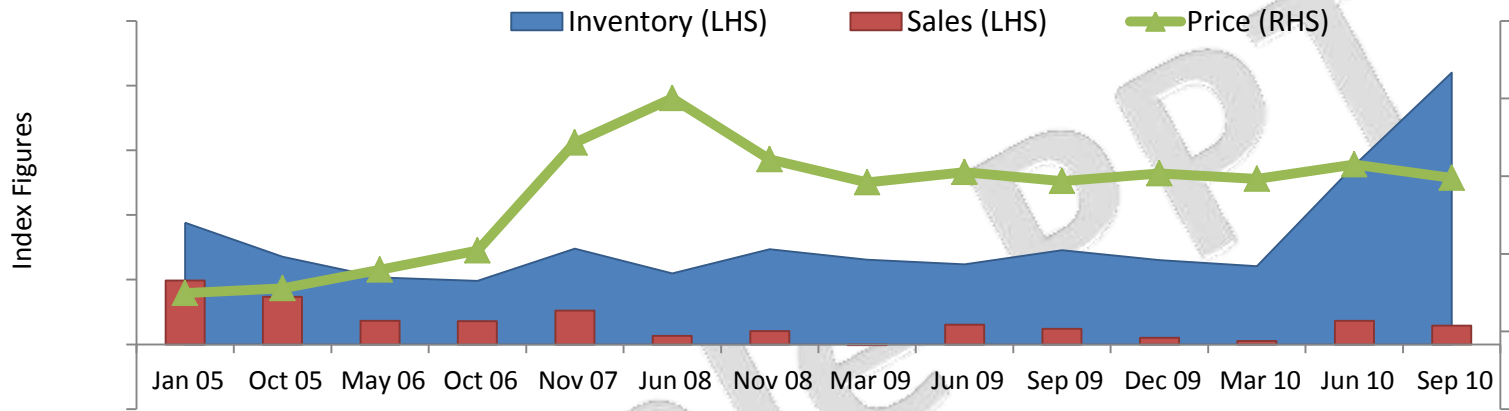


Sample PPT

XXXX SUBURB

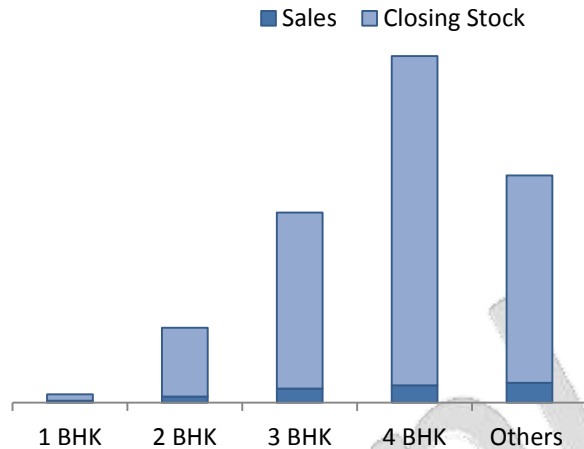


Ressex Index Figures– XXXX Suburb

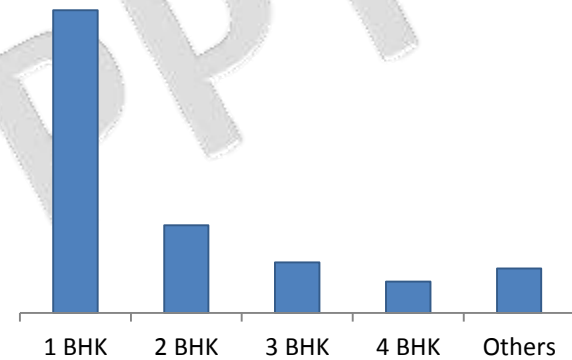


Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

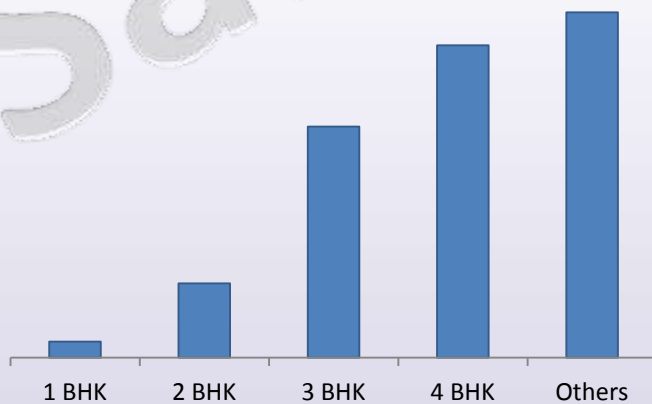
Product wise Analysis – XXXX Suburb



Efficiency



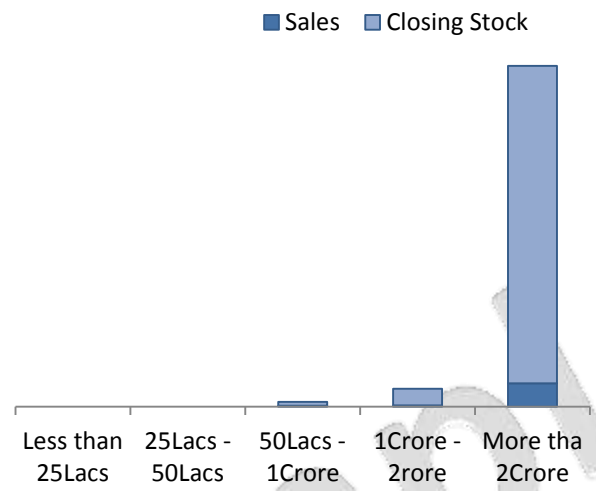
Business Turnover (Rs Crore)



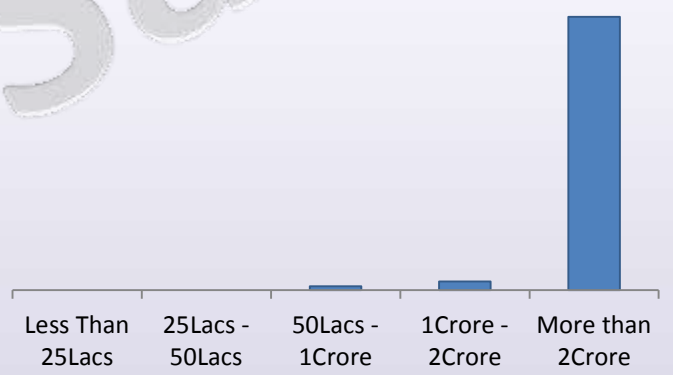
- 'Others' category performed best in the XXXX Suburb market in terms of BT.
- The category includes 5BHK, 6BHK, Duplex and Penthouse units available in the market.
- Illustrating the upmarket status of XXXX Suburb most of the projects in the area cater to luxury homebuyers who hunt for high-end properties.
- The corrected prices and lucrative deals such as 90:10, could be attracting buyers.



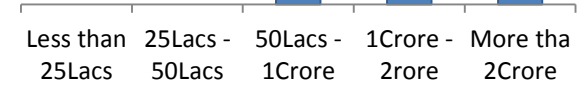
Cost Range wise Analysis – XXXX Suburb



Business Turnover (Rs Crore)



Efficiency



- Flats priced over Rs 2 cr form the major chunk of the supply in the area.
- The BT of the flats over Rs 2 cr stood close to Rs xxx whereas there was no supply of flats below Rs 50 lac.
- The properties are being undertaken for people with extremely high purchasing power due to which the gestation period of the projects keeps prolonging.

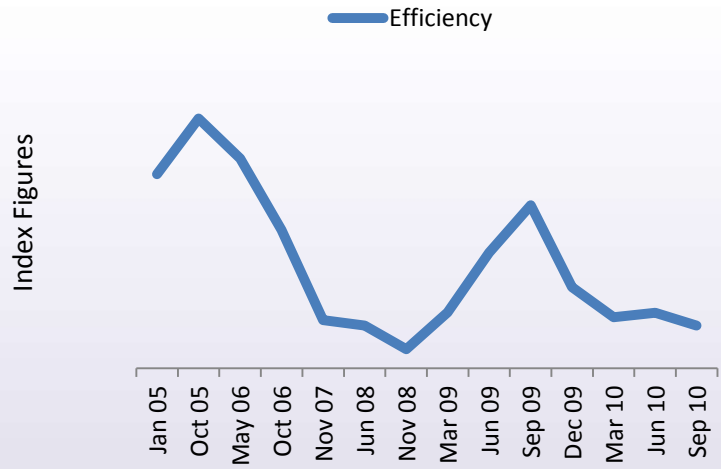
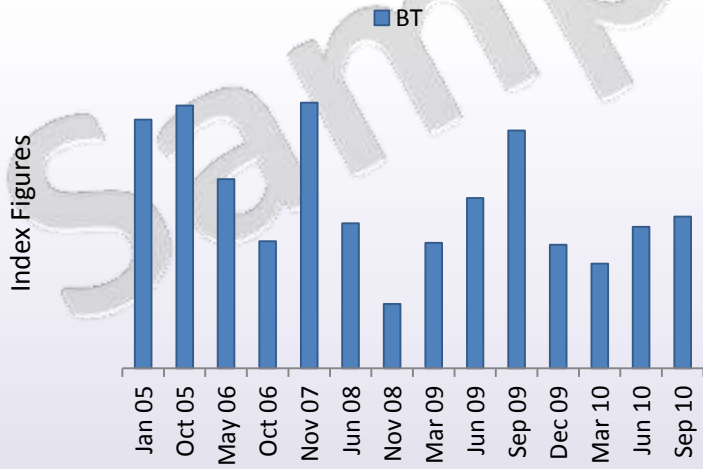
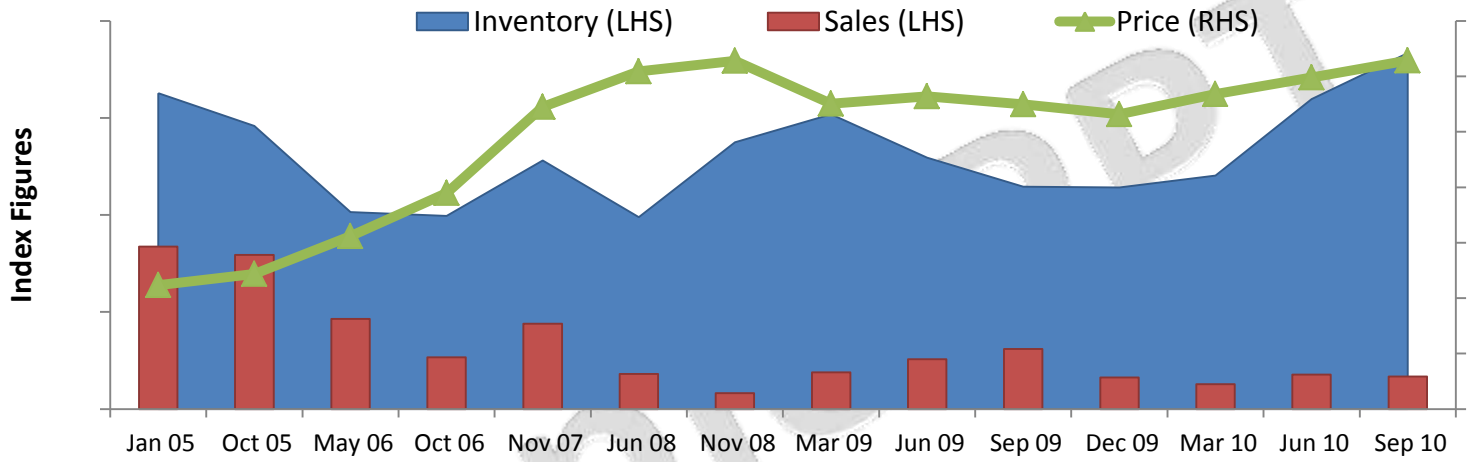


Sample PPT

XXXX SUBURB



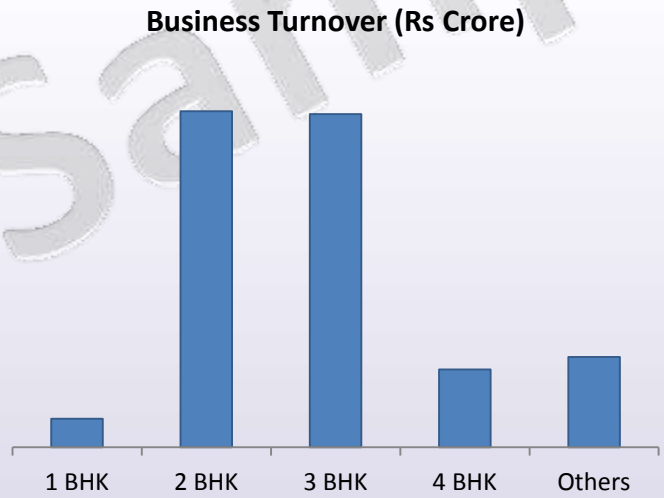
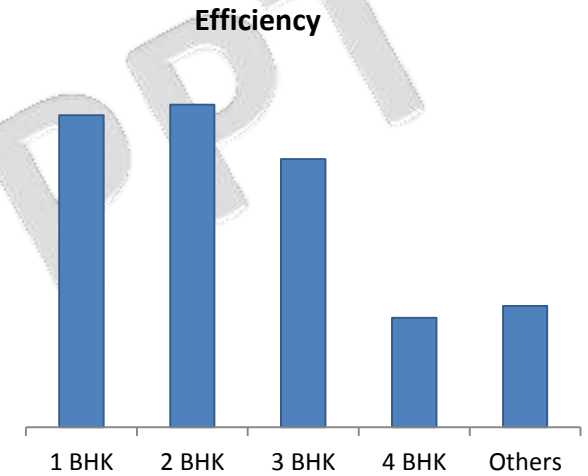
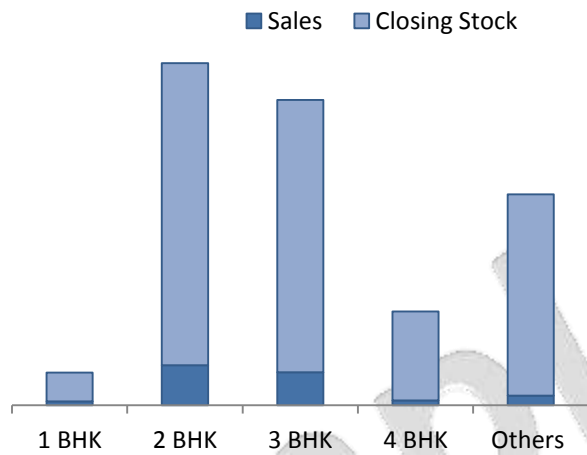
Ressex Index Figures - Central Suburb



Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)



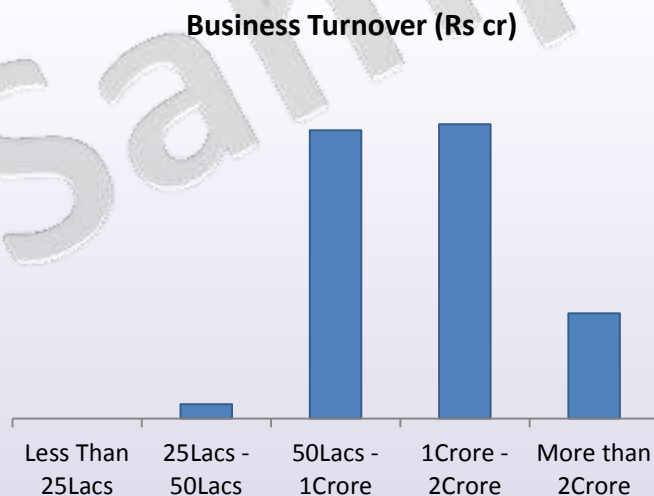
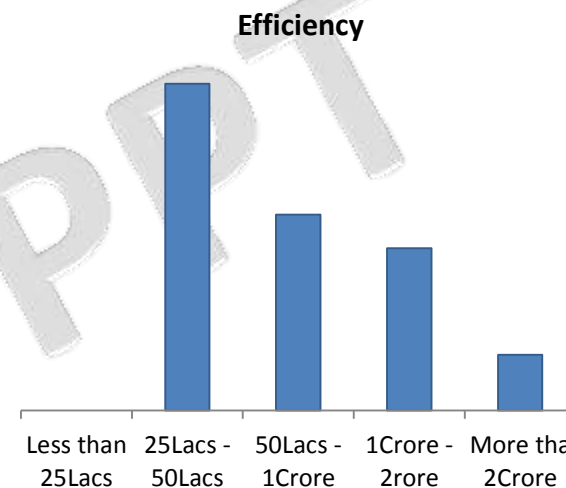
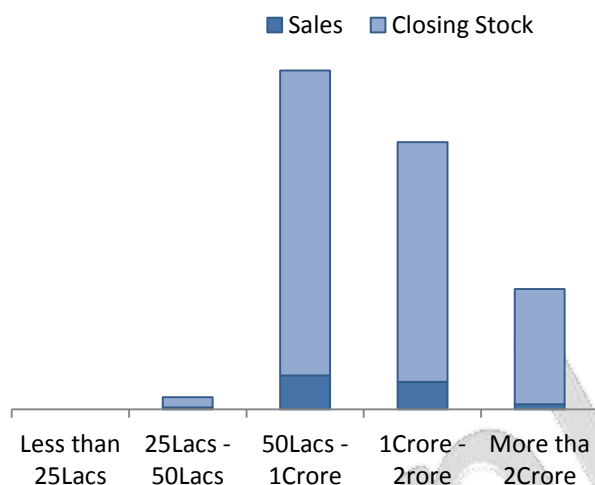
Product wise Analysis – Central Suburb



- 2BHK was the best performing product in the region, as the sales % contribution of 2BHK was highest. It was the fastest selling product in the regions.
- Efficiency as well as turnover of 2BHK & 3 BHK were better than other products.
- The demand of 4BHK in the suburb was sluggish, the possible reason why one of the developers converted the ambitious 4BHK project to modest 2 and 2.5BHK in the XXXX suburb.



Cost Range wise Analysis – Central Suburb



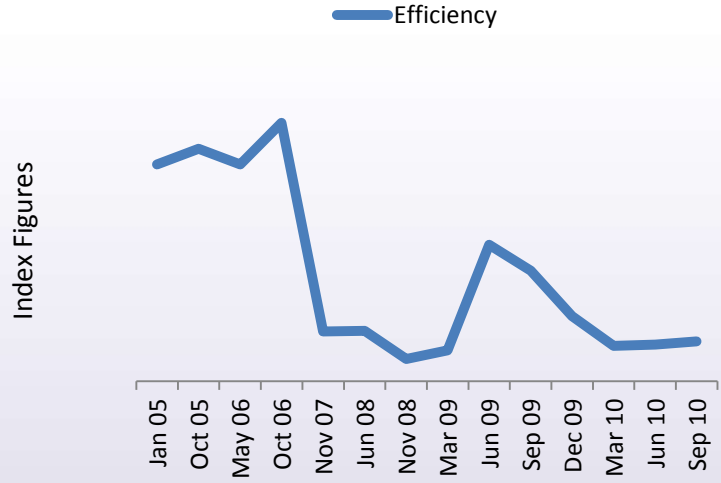
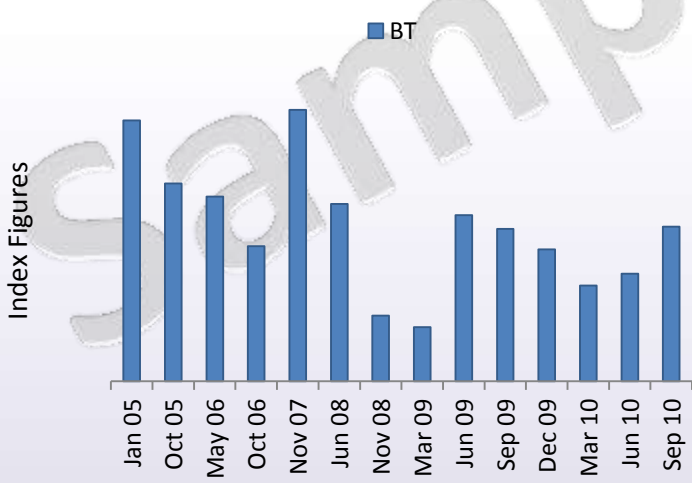
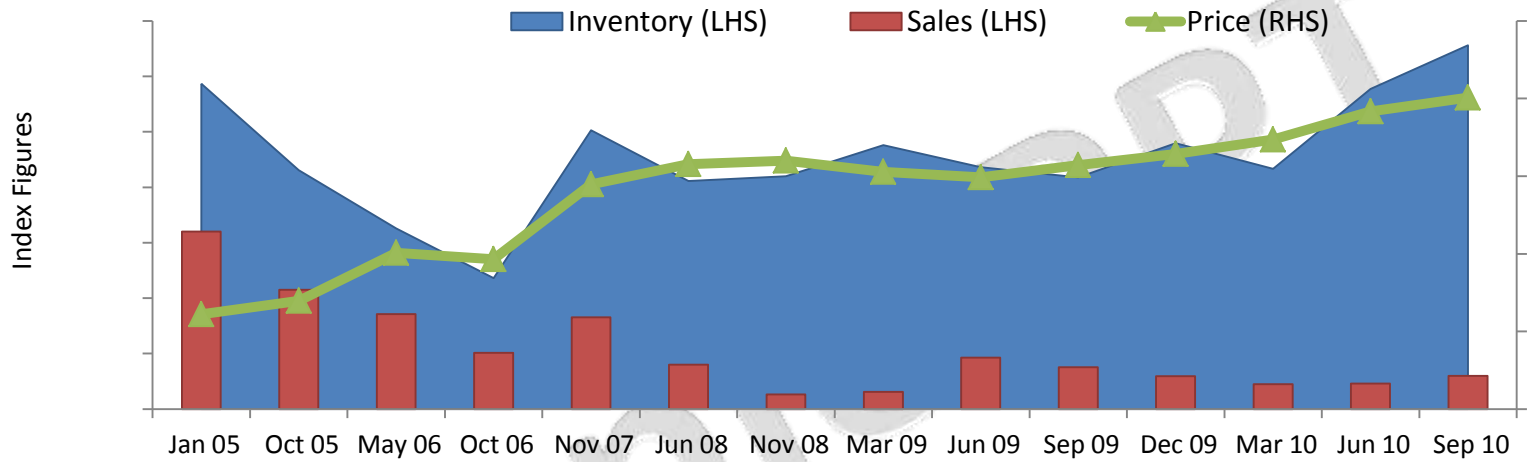
- There was not much supply for products costing less than Rs 50 lac.
- The flats costing between Rs 1 cr and Rs 2 cr were best performing products during the quarter. The highest turnover was also bagged by this range.
- Interestingly, efficiency was highest for products in the range of Rs 25-50 lac and lowest for the ones priced above Rs 2 cr.

Sample PPT

XXXX SUBURB

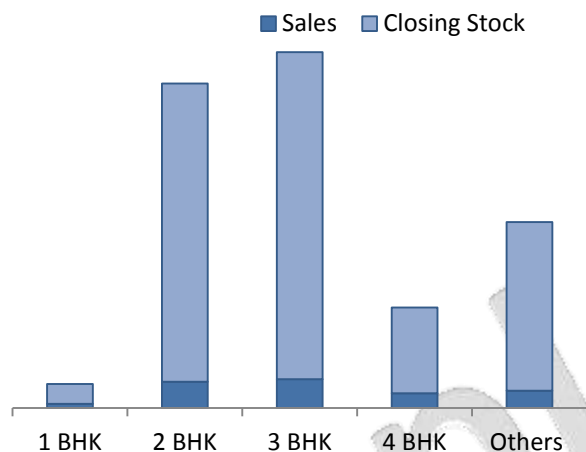


Ressex Index Figures – XXXX Suburb

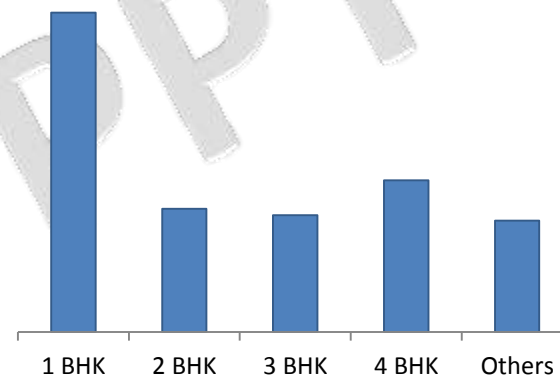


Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

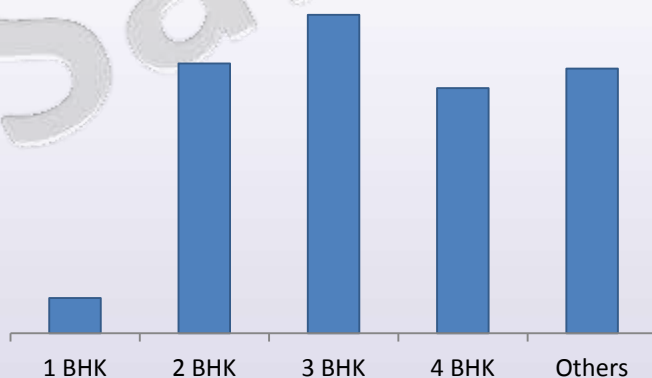
Product wise Analysis – XXXX Suburb



Efficiency

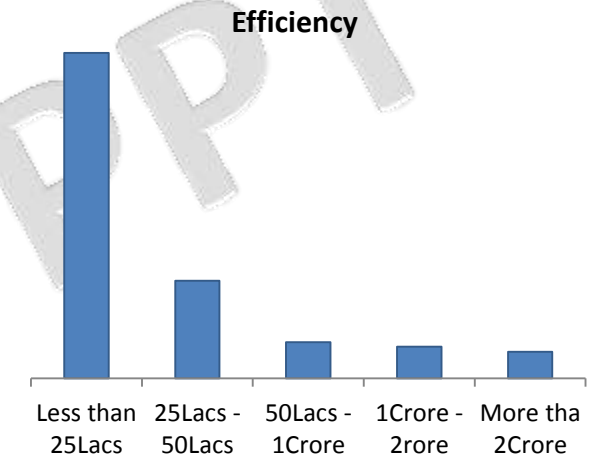
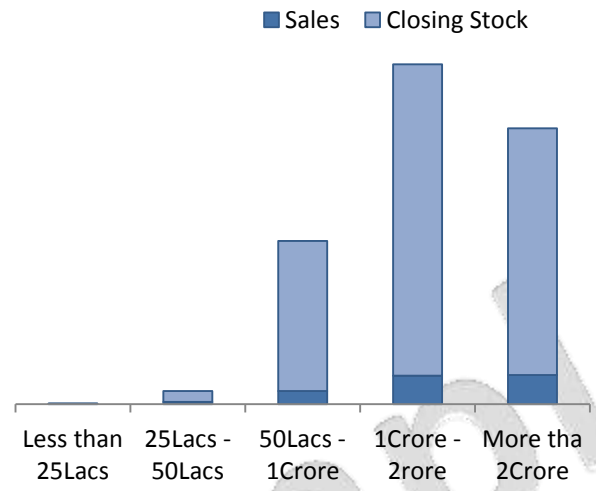


Business Turnover (Rs Crore)

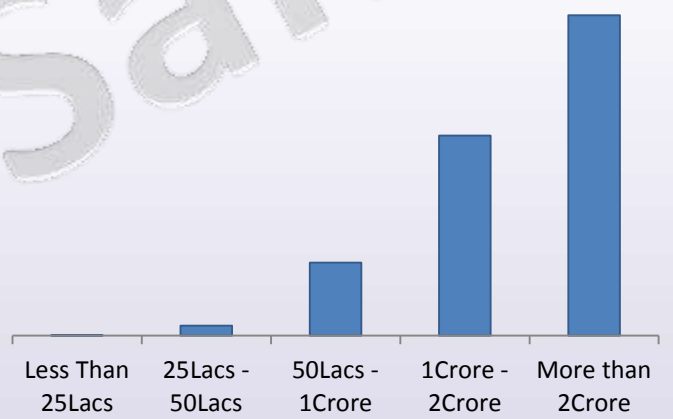


- Prices had been on upwards march since Jun 09 whereas Efficiency of the suburb had been dropping continuously, reaching its lowest level at present.
- 4BHK demand and supply ratio was strongest in the suburb and the total number of transactions of 4BHK units in the suburb amounted to Rs XXX in the Jun – Sep 10 period.
- Demand of 2BHK and 3BHK too existed in the suburb.

Cost Range wise Analysis – XXXX Suburb



Business Turnover (Rs Crore)



- The major chunk of the BT was contributed by flats which were priced over Rs 2 cr, XXX was the precise BT figure.
- The absorption of such properties did not seem difficult in the suburb between Jun – Sep period.
- Many projects in the suburb, are expected to go through another round of sales as investor fuelled activity is high in the suburb.

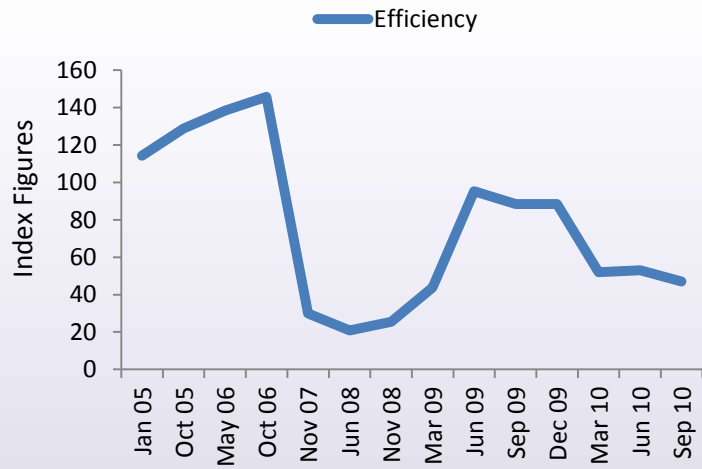
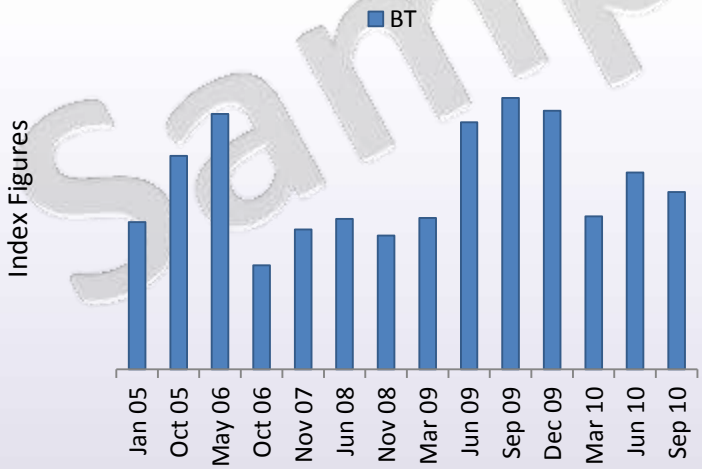
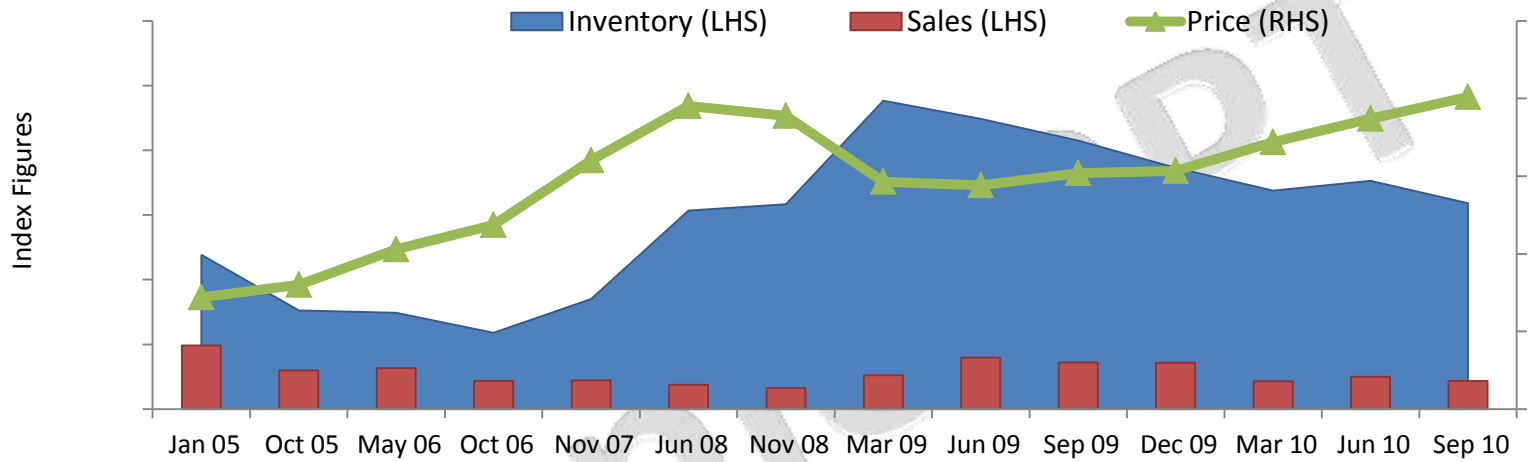


Sample PPT

XXXX SUBURB

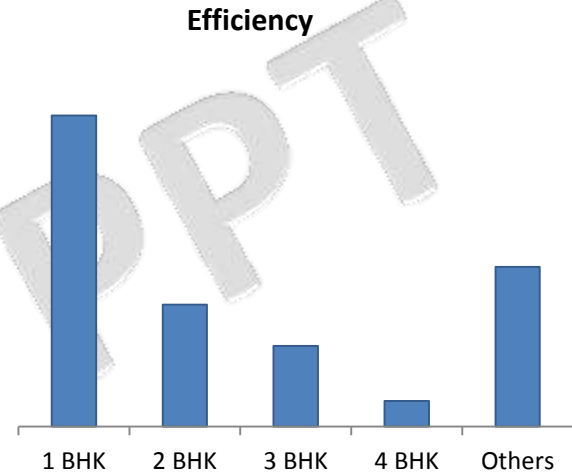
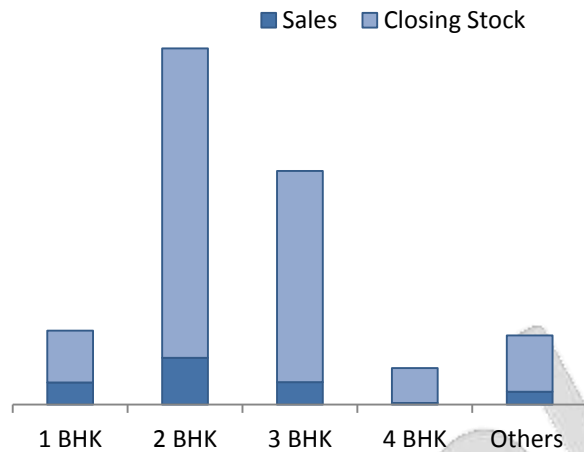


Ressex Index Figures - XXXX Suburb

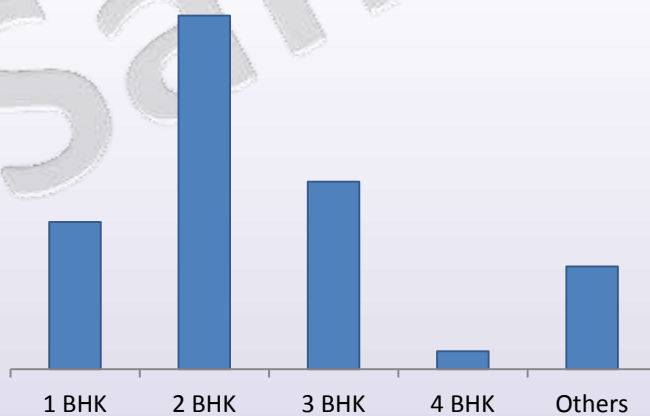


Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

Product wise Analysis - XXXX Suburb

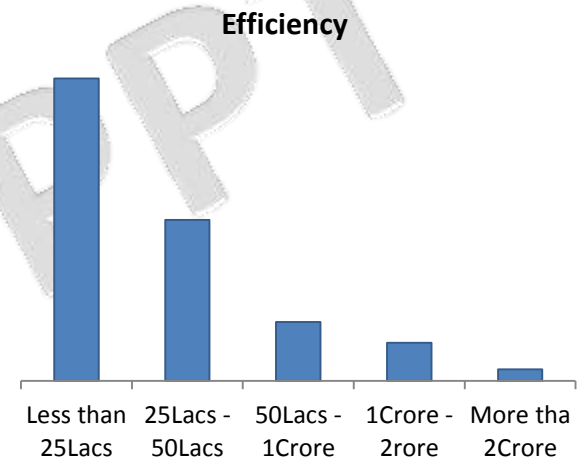
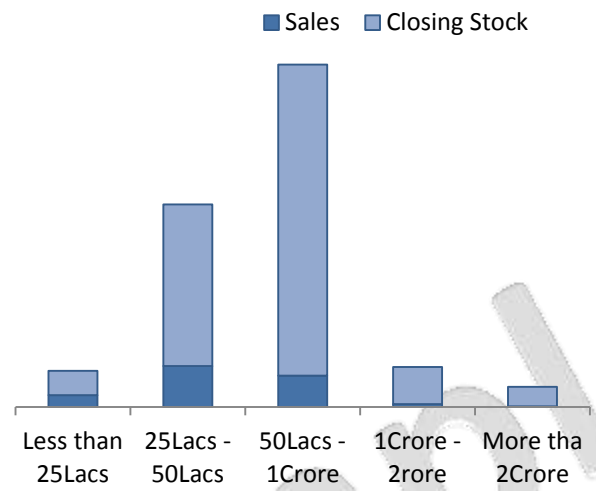


Business Turnover (Rs Crore)

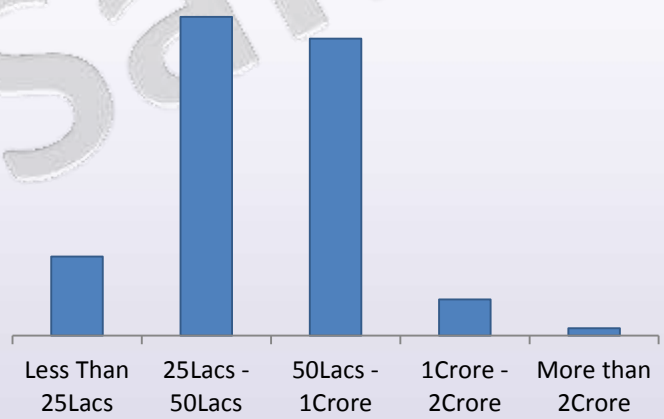


- Prices in XXXX Suburb kept rising constantly since Dec 09, though Efficiency kept decreasing. The current prices in XXXX Suburb are at its highest peak ever.
- BT also kept fluctuating and could not touch the mark realty industry at XXXX Suburb attained a year back.
- 1BHK and 2BHK were the two best performers in the suburb.
- It could be said that 1 HK was the best performing product in the suburb as demand and supply ratio was most encouraging for 1BHKs.

Cost Range wise Analysis - XXXX Suburb



Business Turnover (Rs Crore)



- Products in the range of Rs 25 – 50 lac were in demand in the suburb and resulted in high BT.
- The products in the range of Rs 50 lac – 1 cr were facing excessive supply and low demand situation in the area.
- Properties in the area with a price tag below Rs 25 lac had the highest Efficiency and healthy demand – supply ratio.

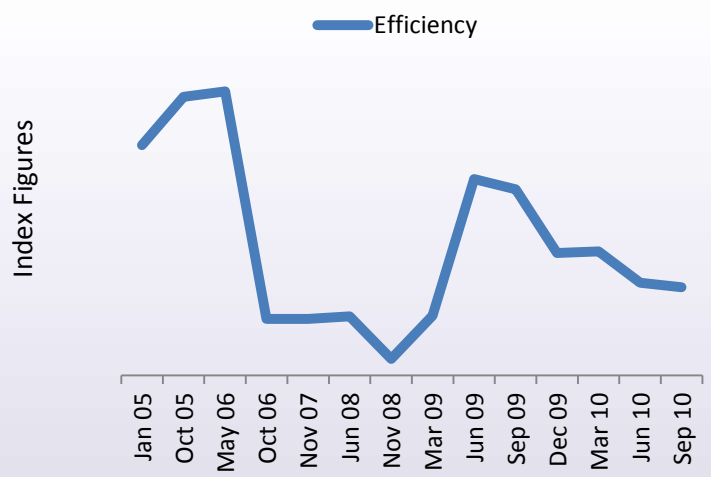
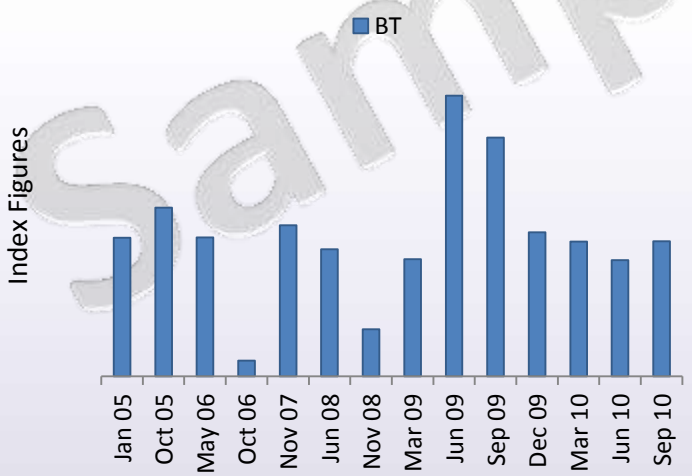
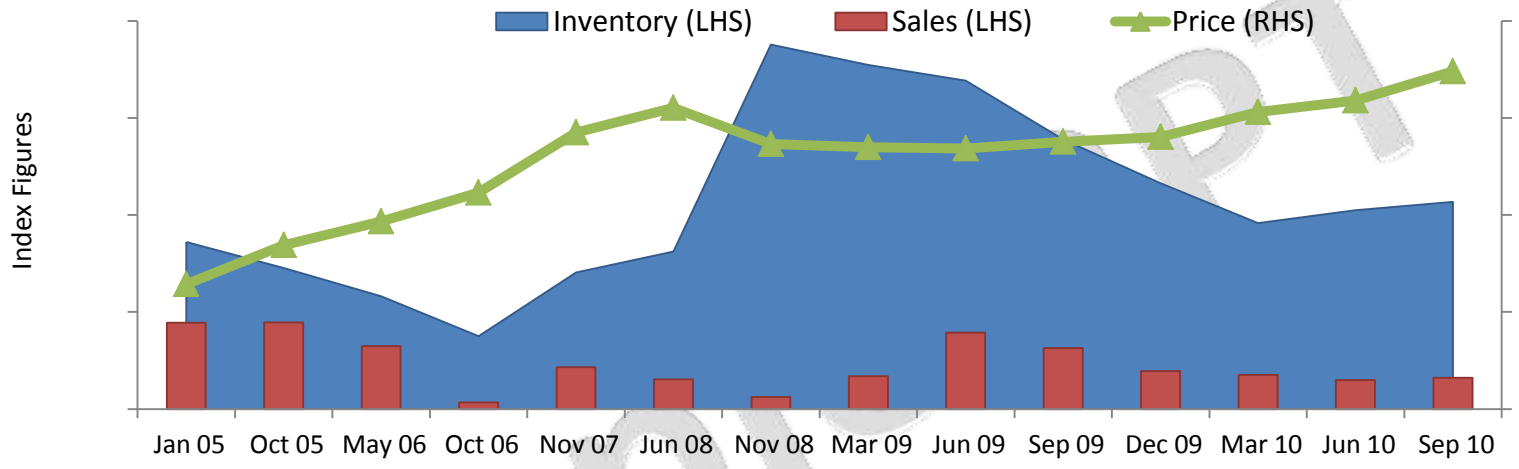


Sample PPT

XXXX SUBURB

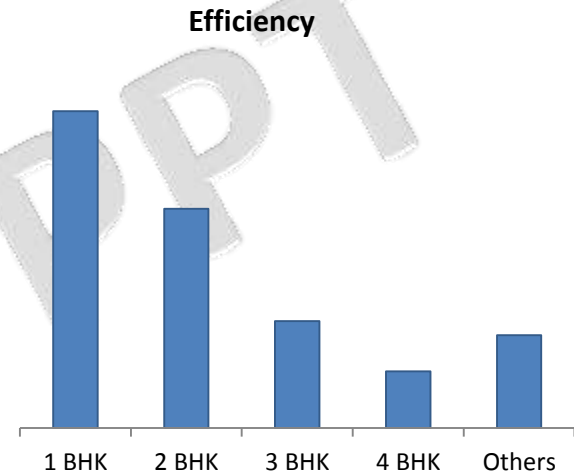
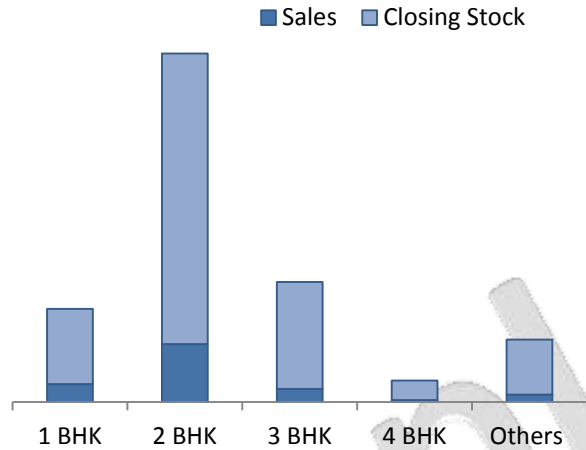


Ressex Index Figures– XXXX Suburb

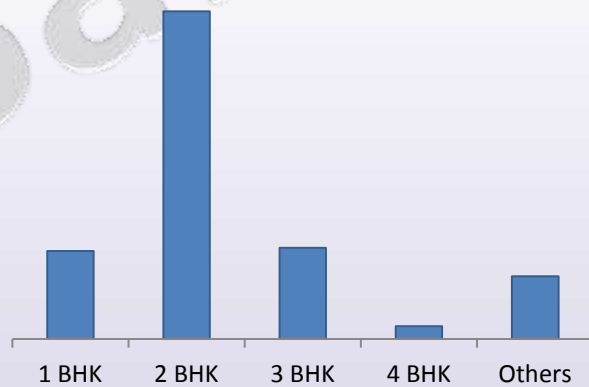


Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

Product wise Analysis – XXXX Suburb



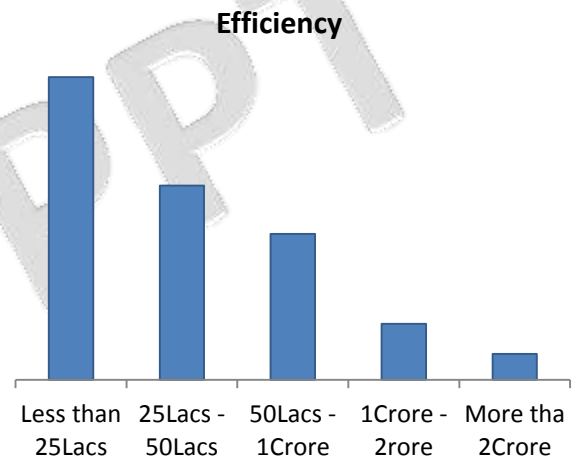
Business Turnover (Rs Crore)



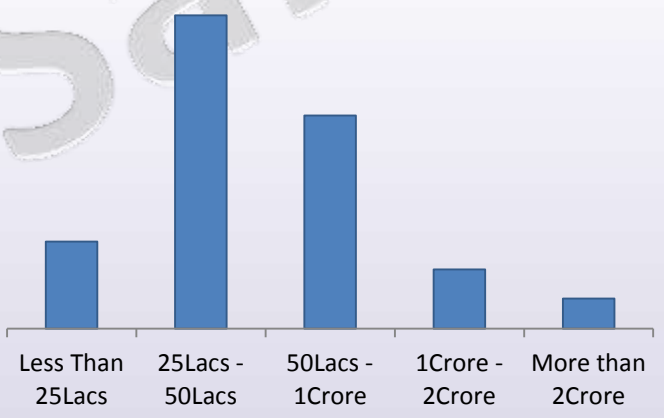
- 1BHK and 2BHK were performing quite well in the area.
- 3BHK products though had a turnover of Rs XXXX cr, the second highest among all types of products in the area, the sales velocity was not too high.
- 4BHKs had the lowest BT in the area and most of the property seekers scout for budget properties in the area.



Cost Range wise Analysis – XXXX Suburb



Business Turnover (Rs Crore)



- Flats in the range of Rs 25 lac – 50 lac and Rs 50 lac – 1 cr, were getting good response in XXXX Suburb.
- The BT for the Rs 25 - 50 lac and Rs 50 lac – Rs 1 cr was Rs XXXX cr and Rs XXX cr, respectively the highest in the area.
- Units below Rs 25 lac and above Rs 2 cr had an unsold inventory of XXXX sqft and XXXX sqft.

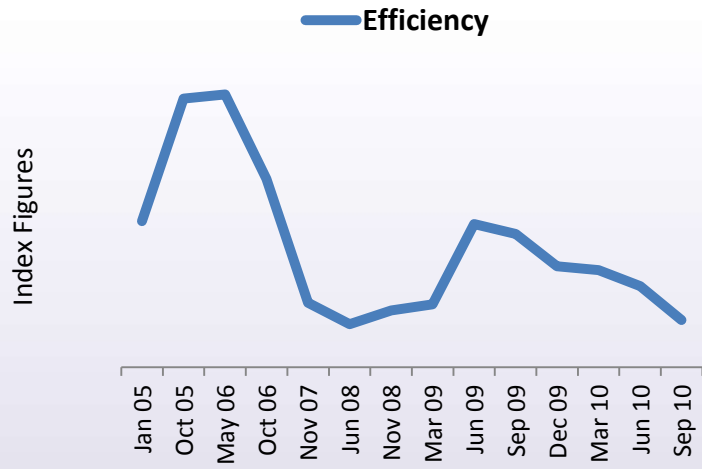
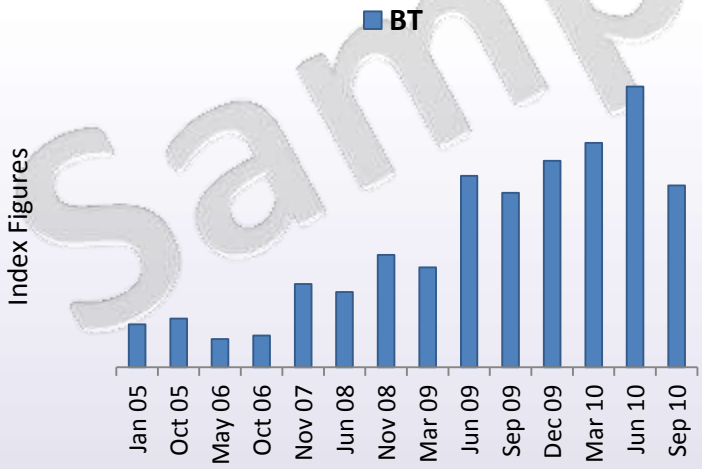
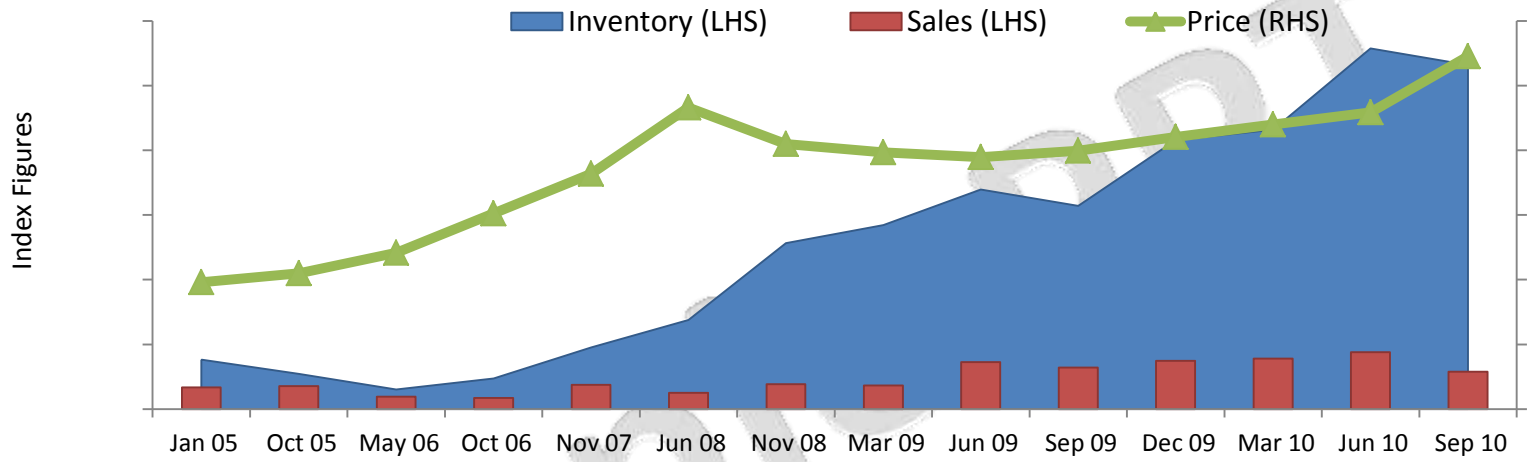


Sample PPT

EXTENDED XXXX SUBURB (BEYOND XXXX SUBURB)

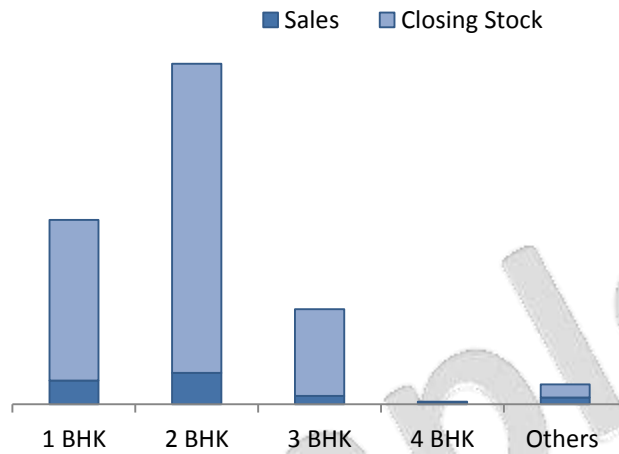


Ressex Index Figures– Extended XXXX Suburb

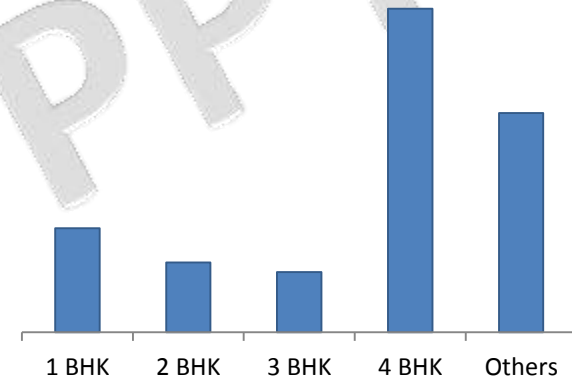


Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

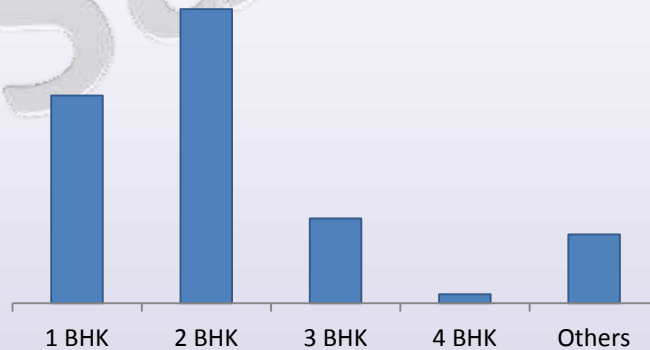
Product wise Analysis – Extended XXXX Suburb



Efficiency

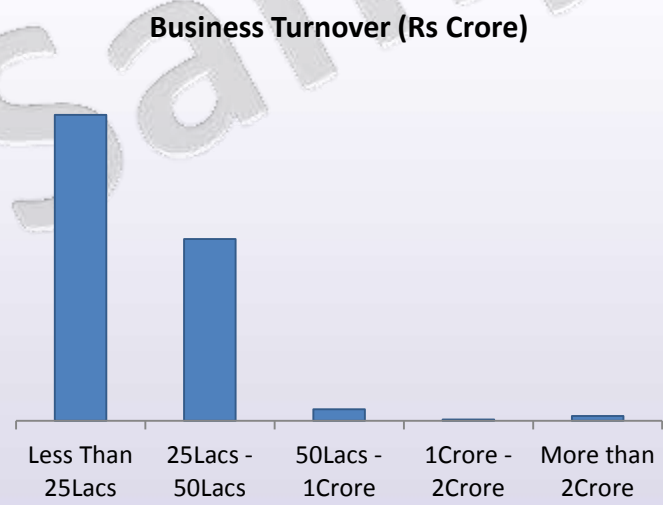
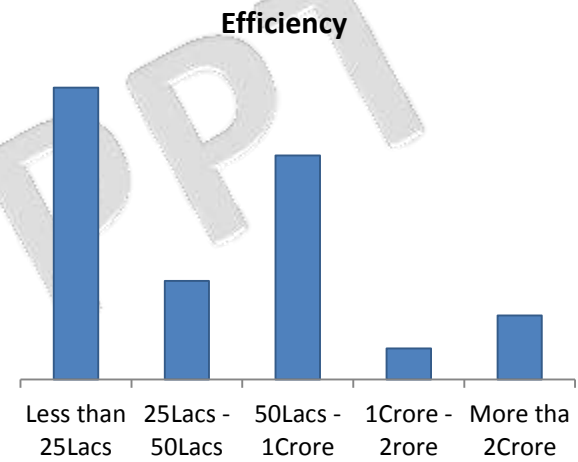
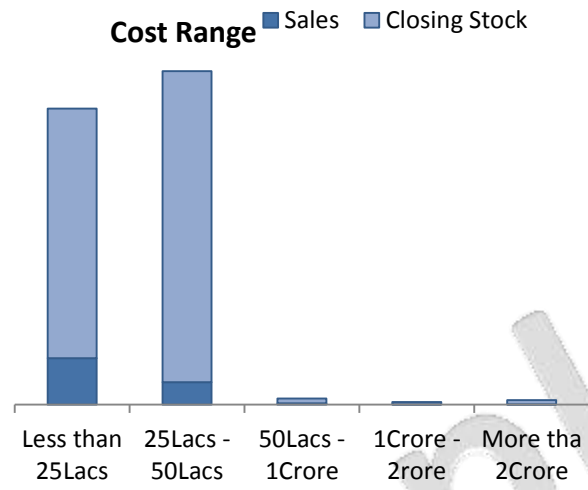


Business Turnover (Rs Crore)



- 1BHK was performing relatively well in the extended suburb.
- 2BHK products resulted in the formation of a huge unsold inventory of XXX sqft, and it would take nearly xxx months to sell the 2BHKs in the region at the existing pace.
- The demand as well as supply of 4BHKs in the suburb was extremely limited.
- Budget/affordable properties were doing well in the suburb and are expected to give fruitful results going by the efficiency levels the division reflects.

Cost Range wise Analysis – Extended XXXX Suburb



- Extended XXXX Suburb could be safely said to be a sub Rs 50 lac market. Flats offered in excess cost ranges, though limited in numbers, were found facing demand crunch.
- Best performing products were averagely priced below Rs 25 lac.
- Projects in the cost range of Rs 25-50 lac too had takers in the Extended XXXX Suburb.

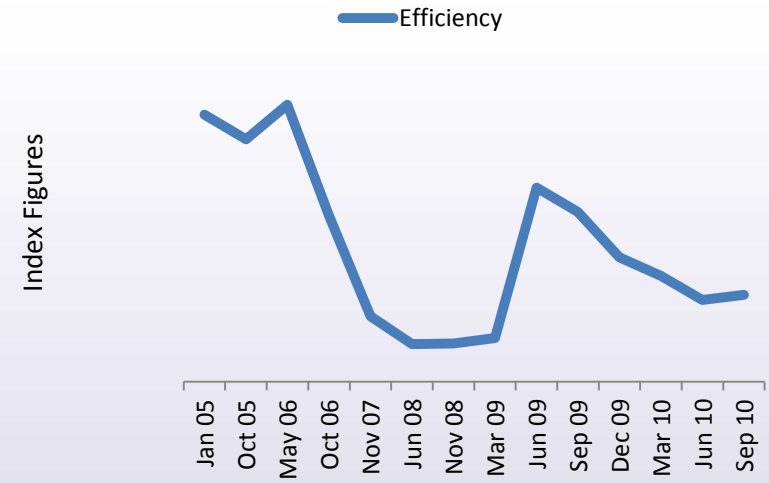
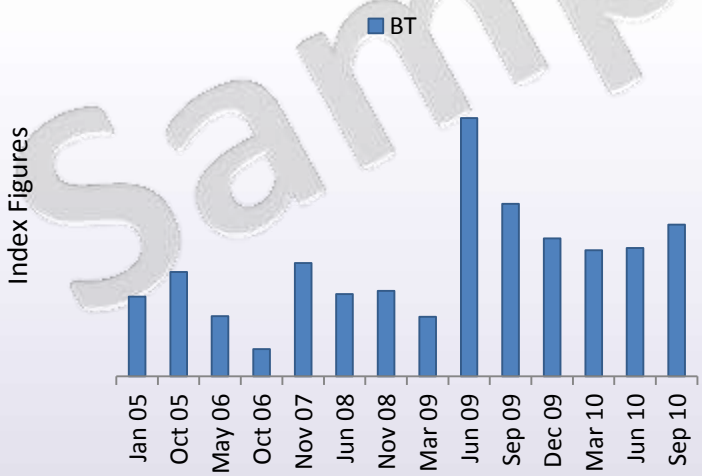
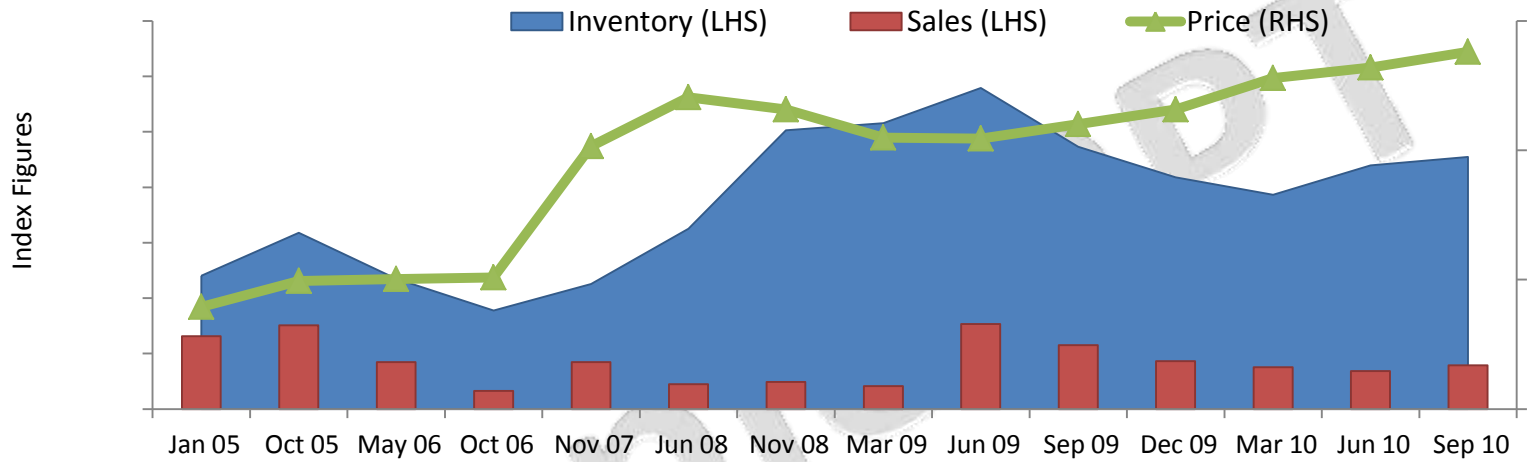


Sample PPT

EXTENDED XXXX SUBURB (BEYOND BORIVALI)



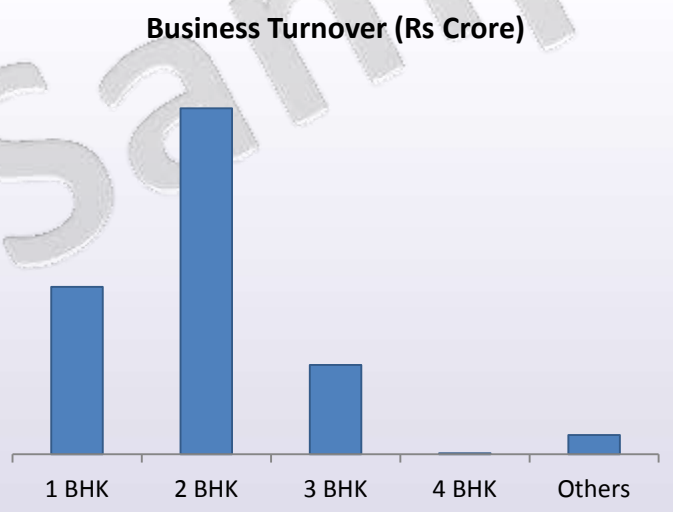
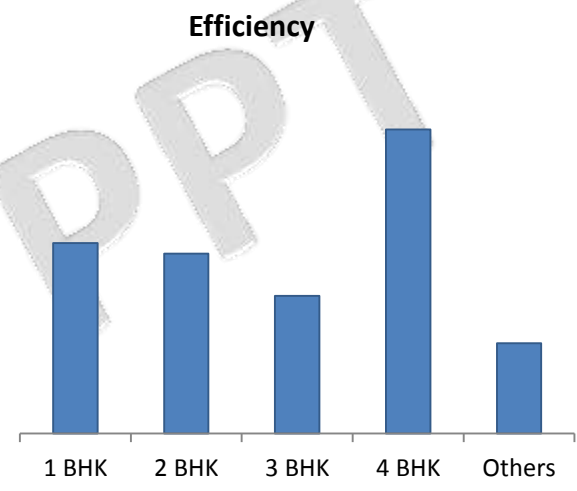
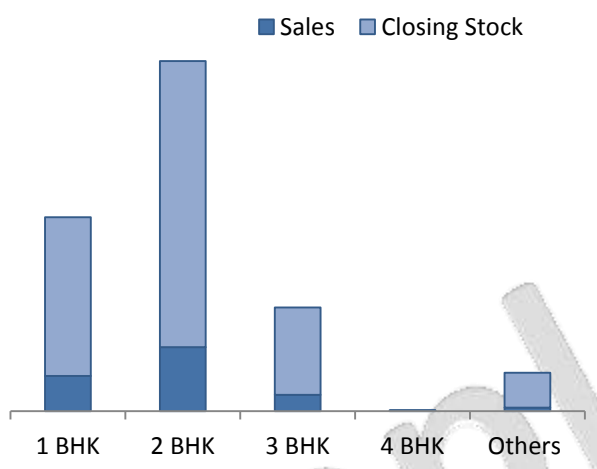
Ressex Index Figures– Extended XXXX Suburb



Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)



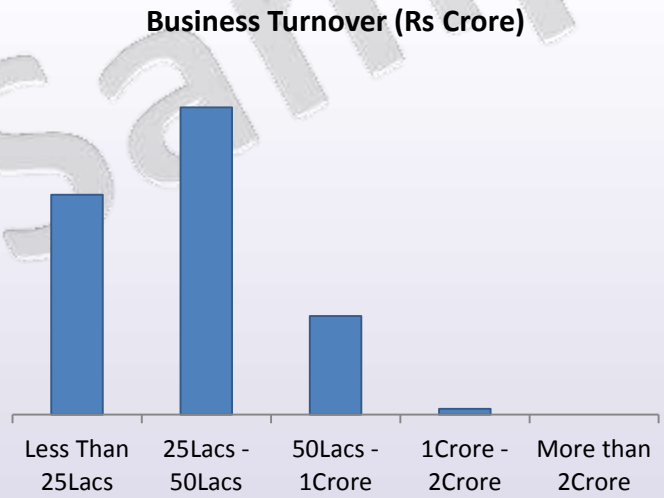
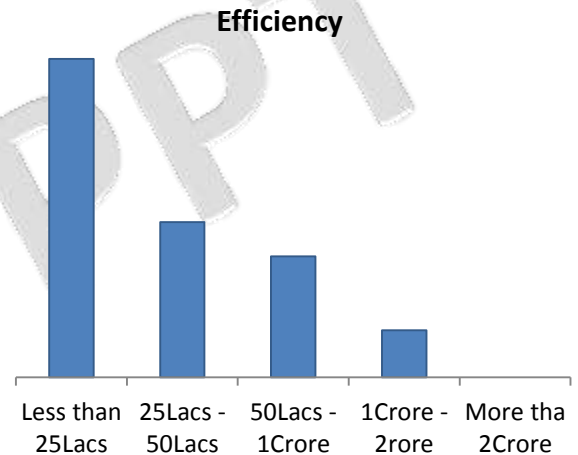
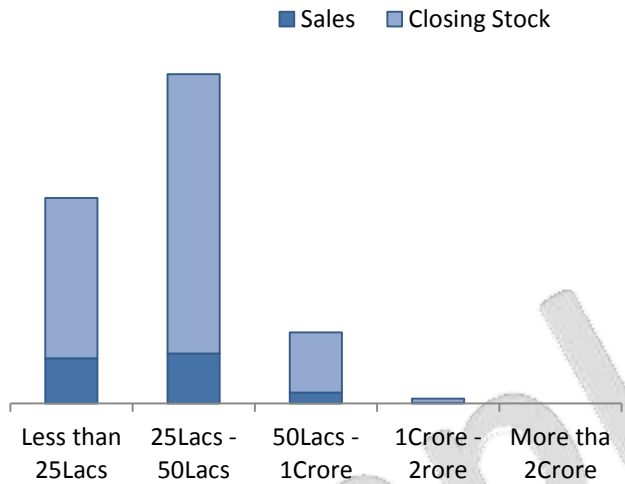
Product wise Analysis – Extended XXXX Suburb



- Prices had been spiraling since Jun 09, sales were also recorded and inventory was also consumed in the suburb.
- However, in the first two quarters of the current fiscal, the inventory had been climbing up but prices remained unaffected.
- Extnd WS, probably was the only market wherein supply remained strong for 1BHK, 2BHK and 3BHK units.
- 1 and 2BHKs were the safest products in the area for developers.



Cost Range wise Analysis – Extended XXXX Suburb



- Sales Velocity in the projects that had units priced below Rs 25 lac, was extremely high as such flats had many takers.
- Products costing over Rs 50 lac were seen to be facing long gestation period issues.
- It will be interesting to notice how trends on properties having units priced over Rs 1 cr, would unfold in the coming days.

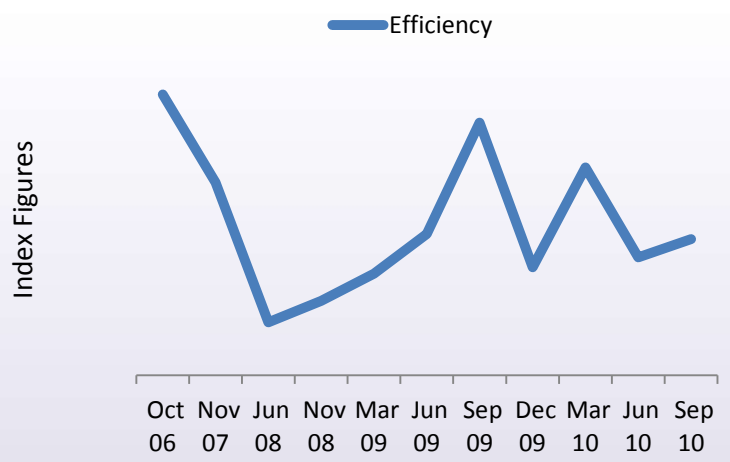
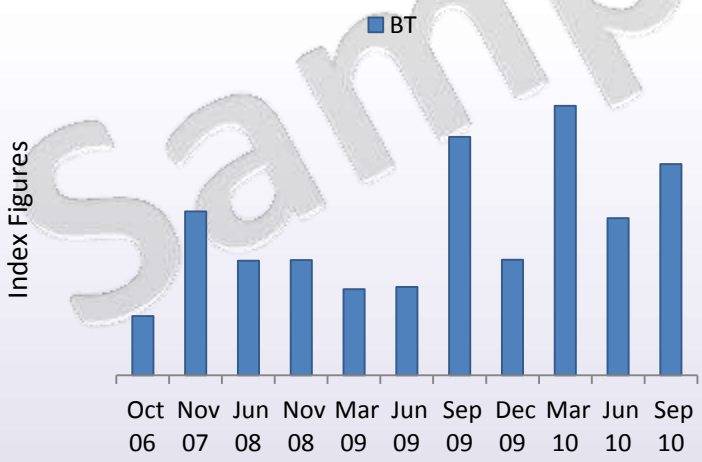
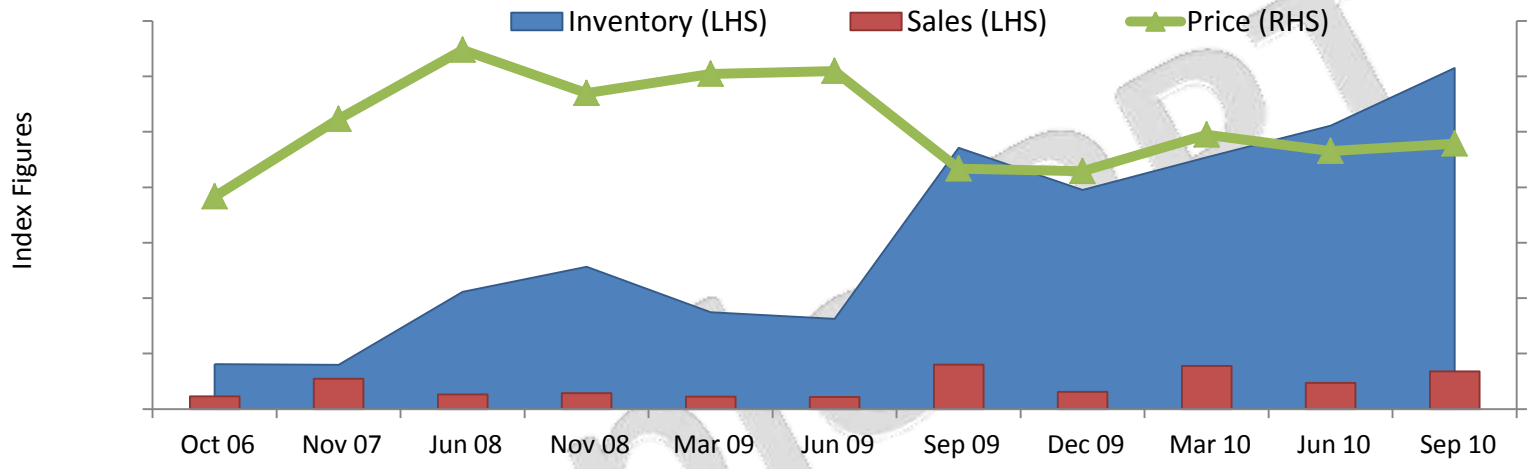


Sample PPT

XXXX SUBURB

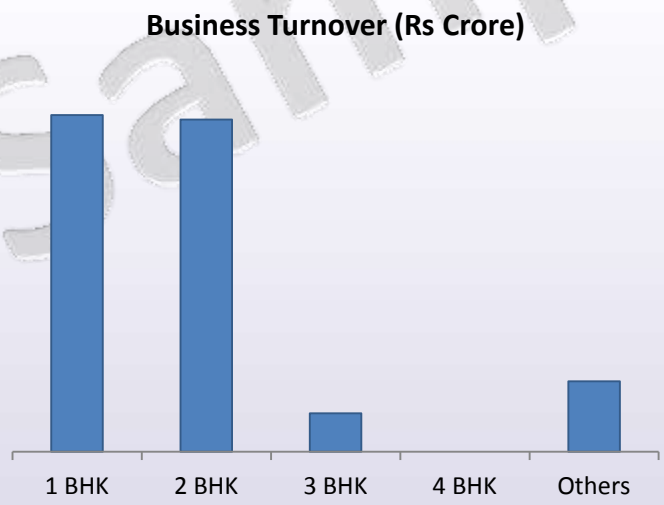
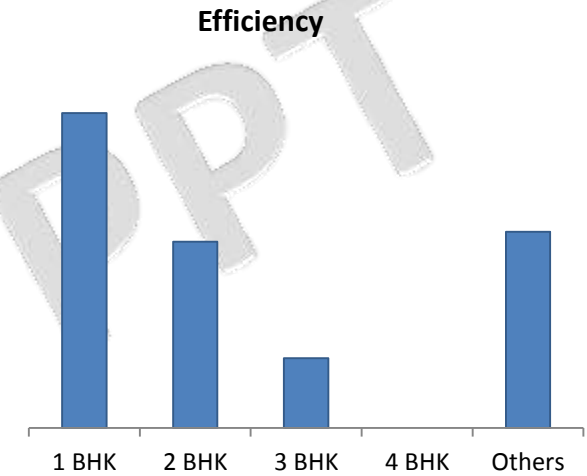
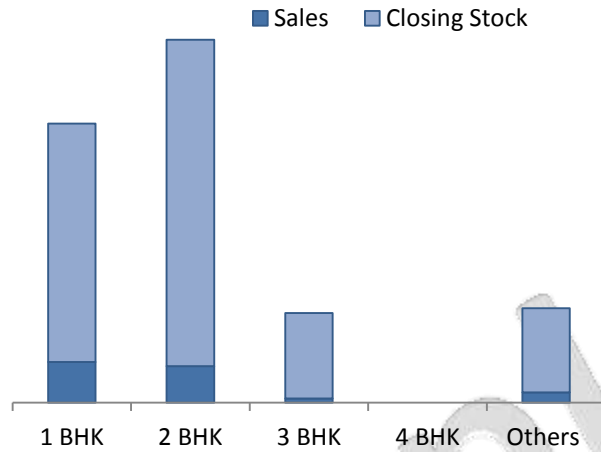


Ressex Index Figures - XXXX Suburb



Movement of Inventory, Sales and corresponding Prices, and Business Turnover and Efficiency movement since Jan 05 (index figures)

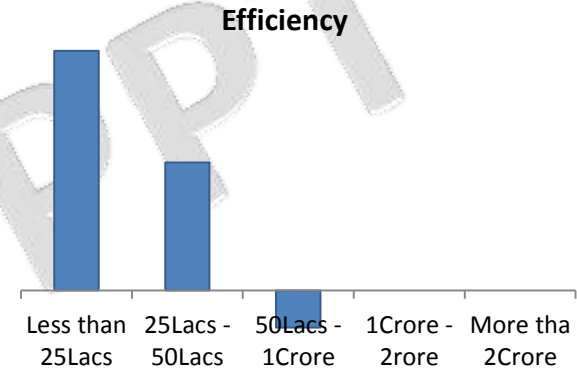
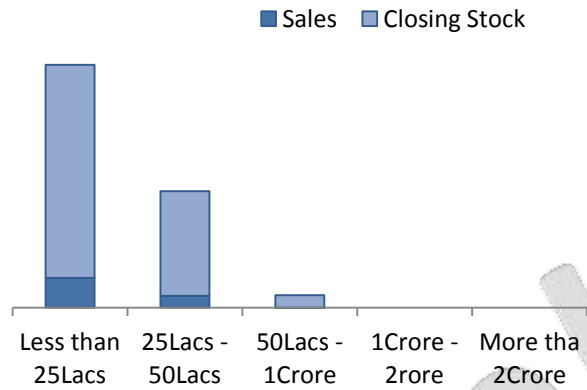
Product wise Analysis - XXXX Suburb



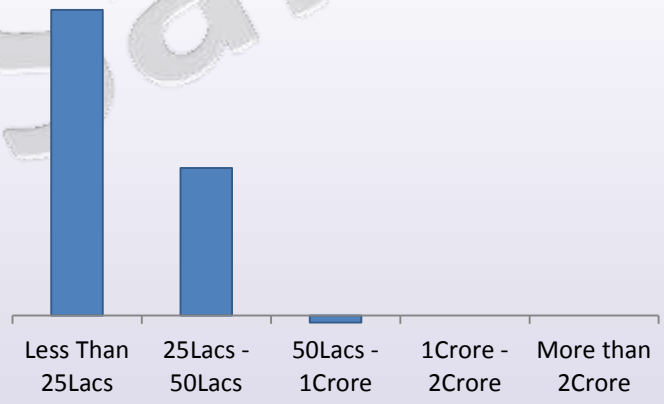
- 1BHK was the best performing product in the suburb and had a BT of over Rs XXX in the quarter.
- The Efficiency of 1BHK products was also highest in the suburb.
- Second best performing product type was 2BHK.
- The area emerged as a hot destination for people seeking budget/affordable homes.



Cost Range wise Analysis - XXXX Suburb



Business Turnover (Rs Crore)



- Flats priced below Rs 25 lac had a good demand in the suburb.
- The second best performing Cost Range was Rs 25 50 lac.
- Many buyers who booked flat priced over Rs 50 lac cancelled their bookings in the quarter resulting in negative figures against the Cost Range.
- Supply of flats priced over Rs 50 lac was not noticed in the suburb.



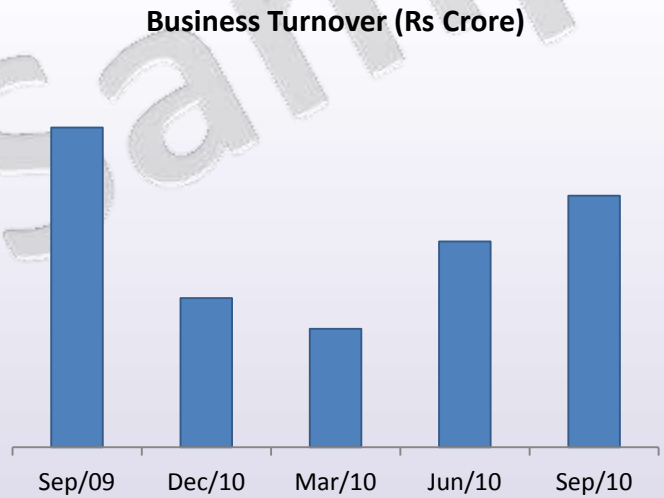
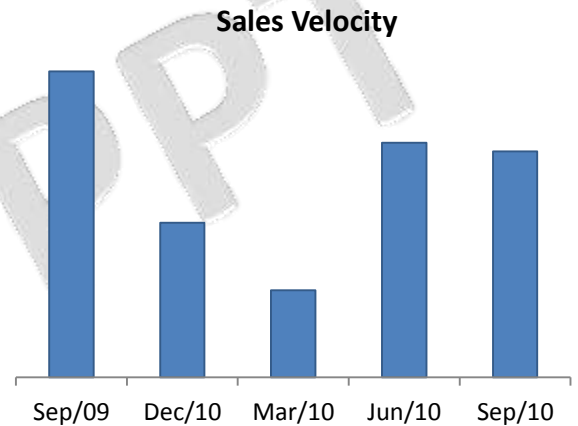
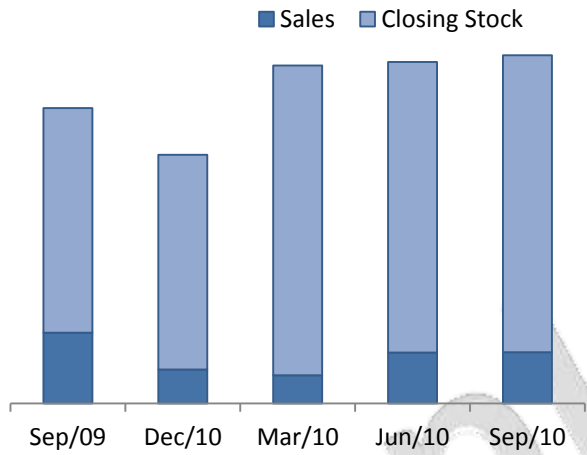
Sample PPT

LOCATION LEVEL ANALYSIS



Catchment 1 - Powai, Ghatkopar (East and West) and Vidyavihar Benchmarked to overall MMR and Suburb potential

Trends in Catchment 1



- The catchment area received reasonable response in the Jun to Sep period and the BT increased by over xxx% QoQ touching Rs 402 cr.
- Increased prices of some of the prime projects in xxxx resulted in increased BT in the period even when the total transactions covered same realty stock (xxxx sqft). The avg prices increased in the period.
- Unsold Inventory and Sales Velocity went up in the period.

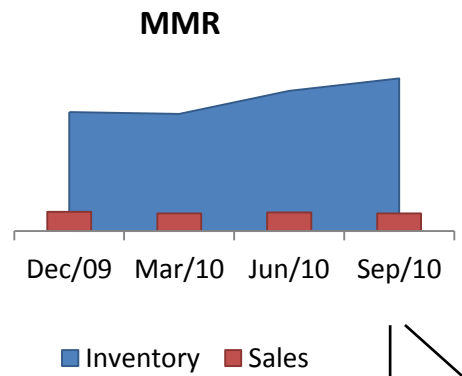


Price levels in Catchment 1 since Nov 08

Location	Road	Nov-08	Mar-09	Jun-09	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10
Ghatkopar (E)	Off M.G. Road	9,698	6,500	8,757	8,882	8,600	9,000	9,000	14,000
Ghatkopar (E)	Off R.B. Mehta Road	10,000	8,500	9,541	9,954	10,000	12,500	12,500	12,500
Ghatkopar (E)	Pant Nagar	7,000	6,596	6,995	6,706	6,969	7,123	7,325	8,122
Ghatkopar (E)	Ram Narayani Narkar Marg	7,700	7,000	7,000	7,000	7,000	7,000	7,000	7,603
Ghatkopar (E)	Tilak Road	6,000	5,500	5,800	6,100	6,000	6,100	6,100	6,500
Ghatkopar (W)	LBS Marg - Ghatkopar	8,299	6,850	7,096	7,942	8,202	9,045	9,101	10,306
Powai	Adi Shankaracharya Marg	7,686	9,043	10,856	10,418	9,403	8,908	8,185	12,183
Powai	Chandivali Farm Road - Powai	9,634	9,094	9,199	7,933	7,816	7,935	8,403	8,473
Powai	Hiranandani Gardens	18,000	18,000	18,000	18,000	18,000	18,000	18,000	15,000
Vidyavihar (W)	Near Station - Vidyavihar	7,250	7,500	7,500	7,500	7,536	7,727	7,793	7,806

The table gives weighted average prices, computed on the basis of inventory during the period

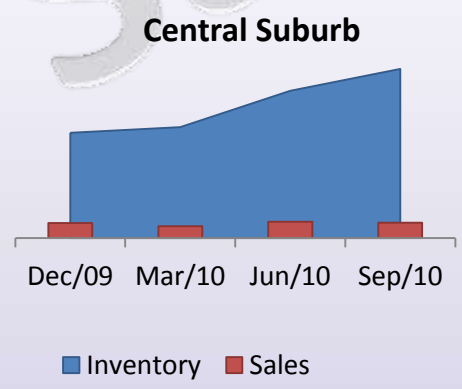
Inventory & Sales Benchmarking



- The Inventory in location increased by xx%, whereas in MMR and Central Suburb it increased by xx% and xxx% respectively.
- Sales in location remained stagnant, whereas in MMR and Central Suburb it decreased by xx% and xxx% respectively. Thus the location overperformed in MMR as well as in Central Suburb.

Central Suburb has XX % of MMR's Inventory and contributed XX% of the total MMR sales

Location housed XX% of MMR Inventory and XX% sales

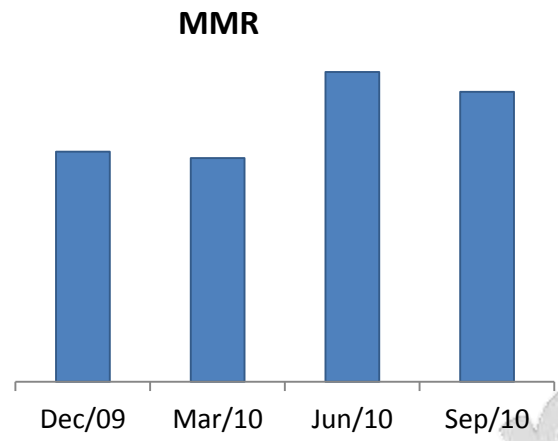


Location sits on XX % of Central Suburb Inventory

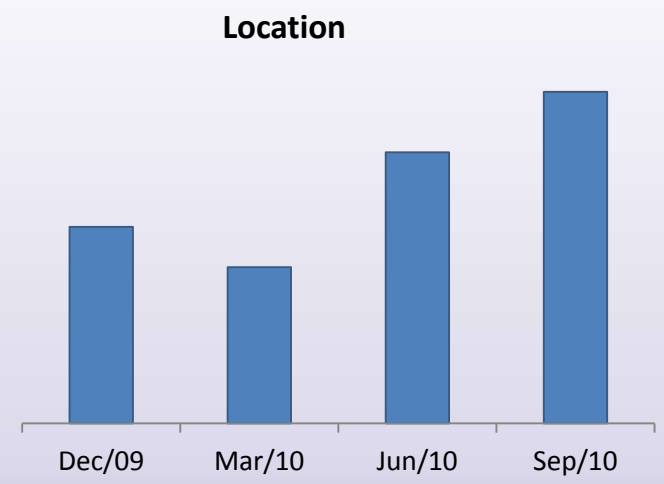
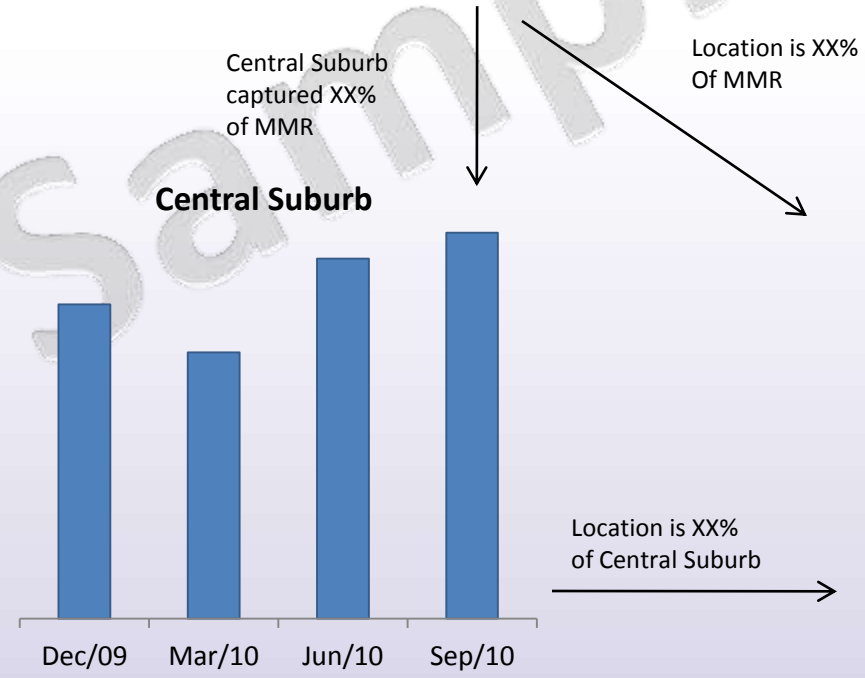
Sales was XX%



Business Turnover Benchmarking (Rs Crore)



- Location's BT increased by 22%, whereas in the city it decreased by 7%. In Central Suburb BT increased by 0.07%.
- The location contributed 5% of the total MMR BT and 43% of the Total Central Suburb BT.



Catchment 1 Benchmarked with Suburb & MMR

Catchment 1 Potential	As % of Central Suburb	As % of MMR
Inventory	xx%	xx%
Sales	xx%	xx%
Business Turnover	xx%	xx%
Prices	xx%	xx%
Cost of Flat	xx%	xx%

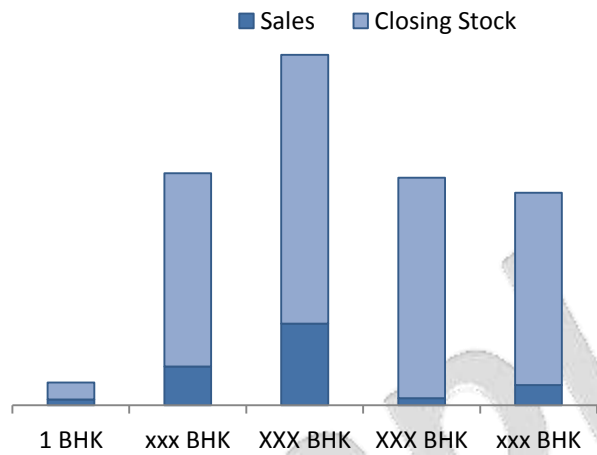
Catchment 1 performance and potential in the second quarter

	Sales Velocity
Catchment 1	xx%
Central Suburb	xx%
MMR	xx%

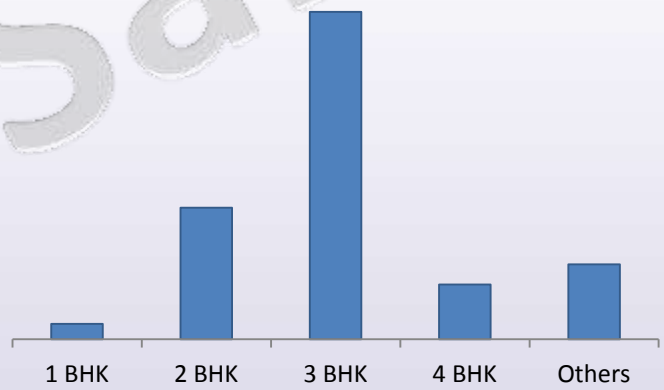
Catchment 1 Sales Velocity Benchmarked with MMR and Suburb

- The prices in the catchment were xx% of the weighted avg price of MMR and and xxx% of the avg price in the suburb.
- The sales were recorded in the catchment despite increased price s QoQ.
- The Sales Velocity was better in the catchment compared to the overall MMR and suburb level figures.
- Cost of the flats in the catchment were priced at xxx% and xxx% of the avg flat price that prevailed in the Central Suburb and MMR in the period respectively.
- Concentration of about xxx% of the total Central Suburb's BT in the catchment, suggested that the market was full of activity in the period.
- Overall the catchment **displayed positive sentiments** in the second fiscal. However market **cannot** be termed **highly efficient**.

Product wise Analysis – Catchment 1



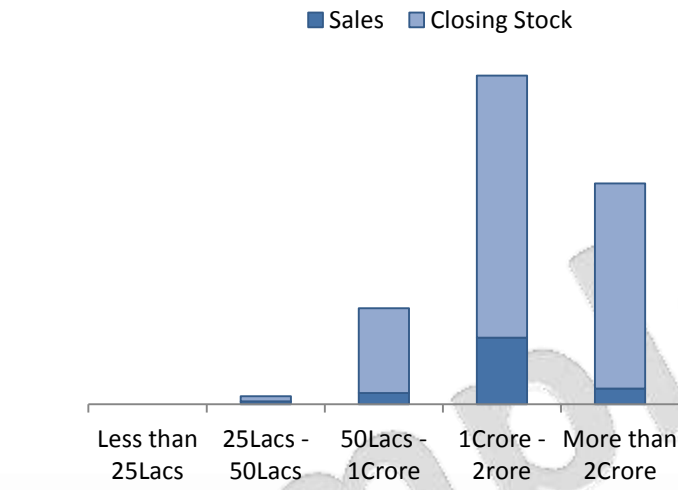
Business Turnover (Rs Crore)



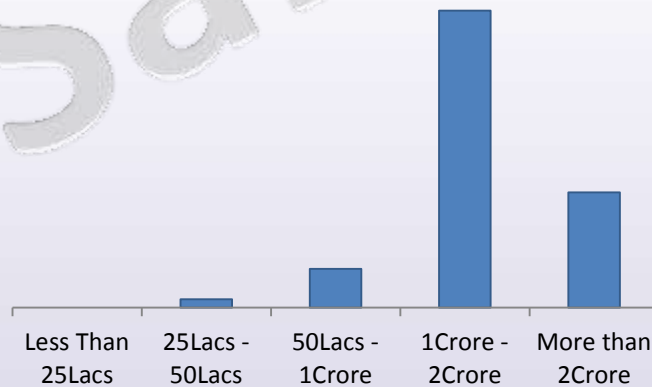
- XXX emerged as the best performing product in the catchment area and grossed over XXX% of the total BT generated by the catchment in the period (xxx cr out of the total BT of Rs XXX cr).
- **Catchment potential: XXX BHK** layouts have been successful in the catchment area.
- For 3BHKs, the total BT collected across MMR and Central Suburb was XXX and xxx cr, respectively in the period.
- A total stock of xxX sqft was sold in entire MMR and xxx sqft remained unsold.
- In Central Suburb xxx remained unsold whereas xxxx sq ft was consumed in the period.
- From the overall analysis, it can be summed up that catchment is good location to consider 3BHK projects.



Cost Range wise Analysis – Catchment 1



Business Turnover (Rs Crore)



- Products in the range of Rs 1 cr – 2 cr attracted most number of buyers in the catchment and appeared highly successful even in the inefficient market.
- In overall MMR only budget properties were found efficient and overall market was unsatisfactory including the over Rs 1 cr market .
- The demand to supply ratio for over Rs 1 cr market was XXX in MMR and XXX in Central Suburb. Whereas for the catchment the ratios was XXX.
- In terms of BT the market could generate a total of Rs XXX cr in entire MMR and Rs XXX in Central Suburb.
- Over 60% of the Central Suburb BT was concentrated in the catchment area.

NOTE

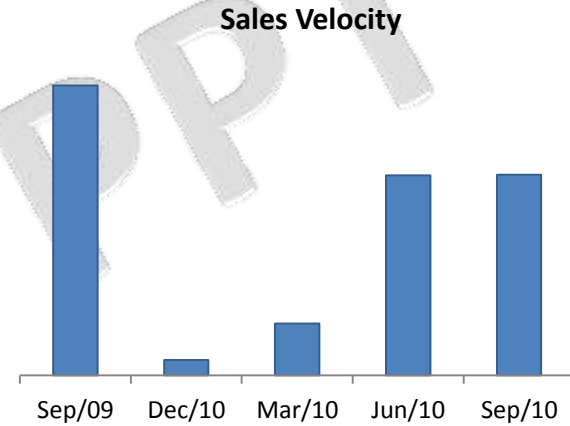
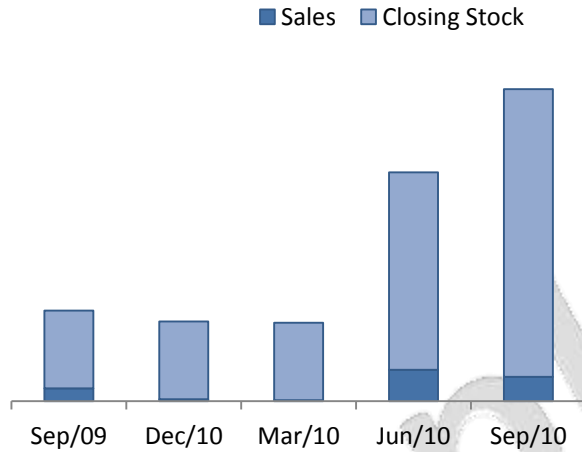
In this presentation analysis of the catchment, comprising several locations, has been discussed. However, you would have access to data/details of all the locations in a catchment. You can also analyse or benchmark an individual location with any other location in the catchment with your membership.

Sample PPT

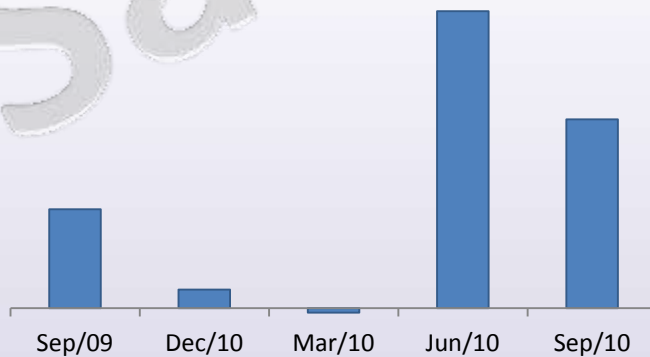
Catchment 2



Trends in Catchment 2



Business Turnover (Rs Crore)



- The series of new launches in the catchment influenced the area and its performance due to excessive supply in the area.
- With the sales declining by xxx%, and inventory increasing by nearly xxx%, a certain glut would occur in the catchment going forward.
- The demand-supply ratio was extremely discouraging.
- XXXX Suburb too is facing hiccups to offload the existing inventory.

Price levels in Catchment 2 since Nov 08



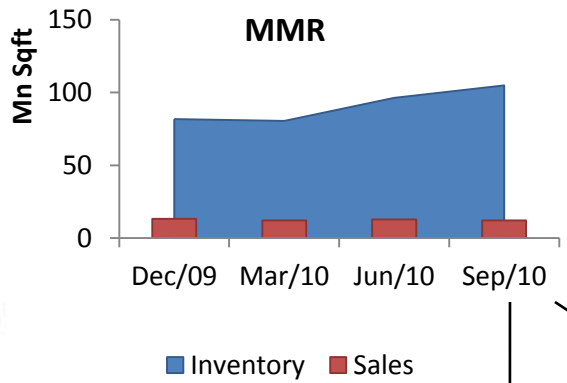
Location	Road	Nov-08	Mar-09	Jun-09	Sep-09	-Dec-09	Mar-10	Jun-10	Sep-10
zzz	Road 1	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 2	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 3	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 4	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 5	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 6	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 7	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 8	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 9	xx	xx	xx	xx	xx	xx	xx	xx
zzz	Road 10	xx	xx	xx	xx	xx	xx	xx	xx

The table gives weighted average prices, computed on the basis of inventory during the period



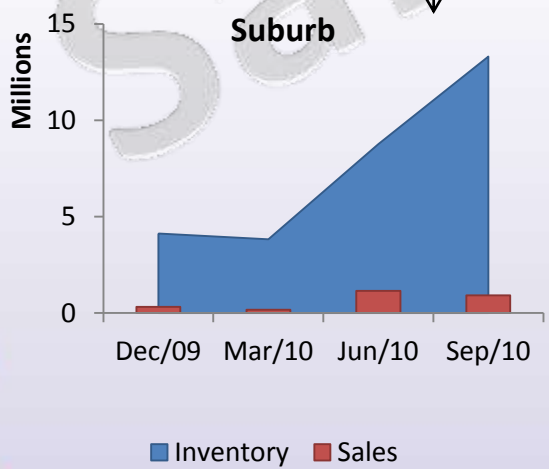
Inventory and Sales Benchmarking

- The inventory in location increased by xxx%, whereas in MMR it increased by xx%, and in XXXX Suburb by xxx%.
- Sales in location decreased by xx%. In MMR sales decreased by xxx%, whereas in XXXX Suburb by xxx%. The location underperformed in MMR as well as in XXXX Suburb.



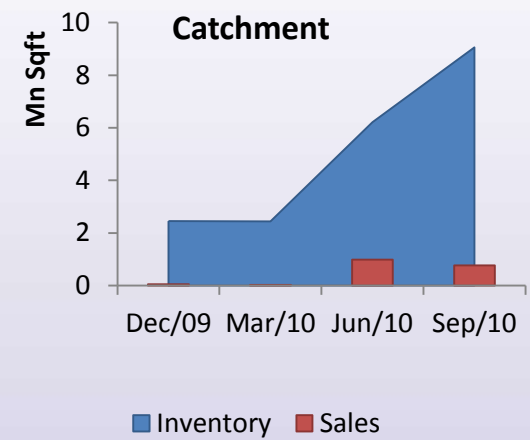
XXXX Suburb's Inventory is xx % of MMR, and sales is 8%

Catchment's Inventory is xx% of MMR and sales is 6%

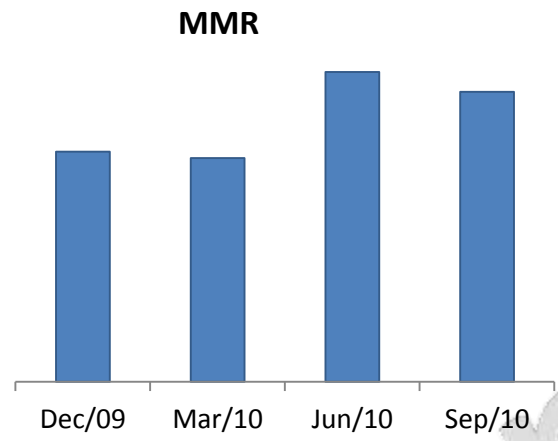


Catchment's Inventory is xx% of XXXX Suburb

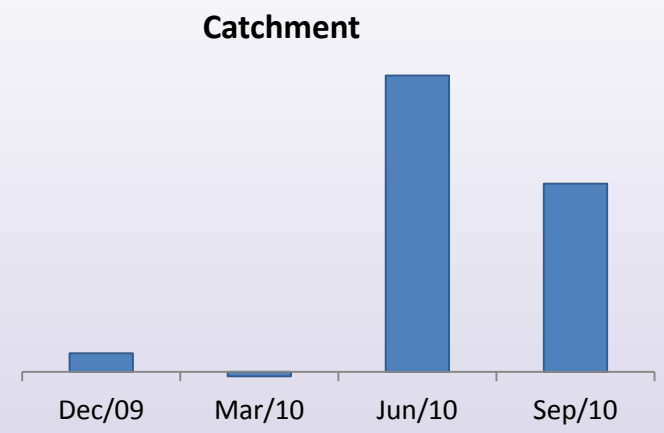
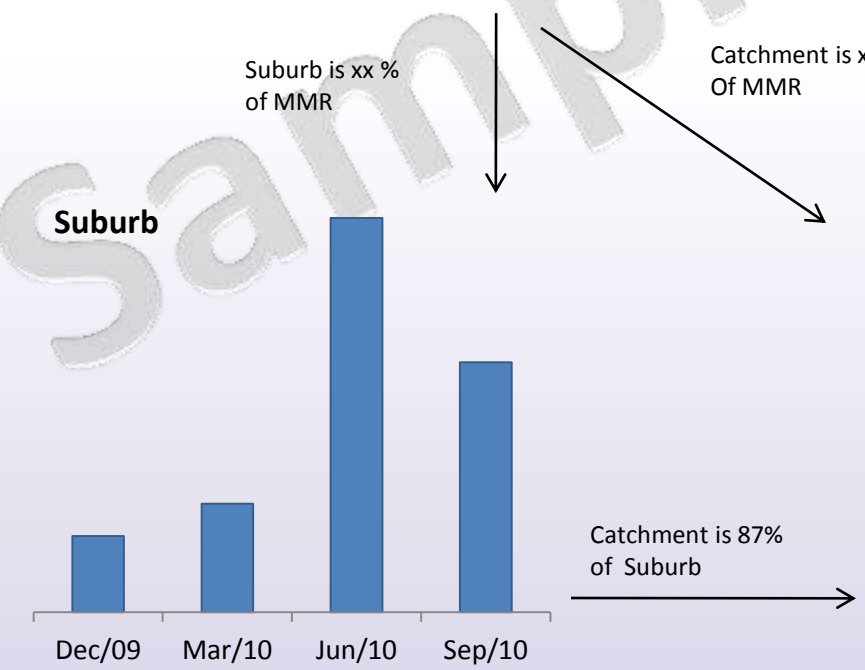
Sales is 83%



Business Turnover Benchmarking (Rs Crore)



- BT of location decreased by xxx% QoQ. In MMR and XXXX Suburb BT decreased by xxx% and xxx% respectively.
- Thus catchment has underperformed.



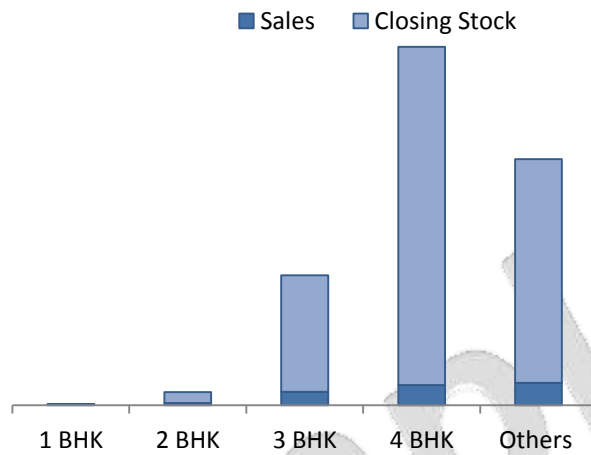
Catchment 2 benchmarked with XXXX Suburb and MMR

Catchment 2 Potential	As % of Suburb	As % of City
Inventory	xx%	xx%
Sales	xx%	xx%
Business Turnover	xx%	xx%
Prices	xx%	xx%
Cost of Flat	xx%	xx%

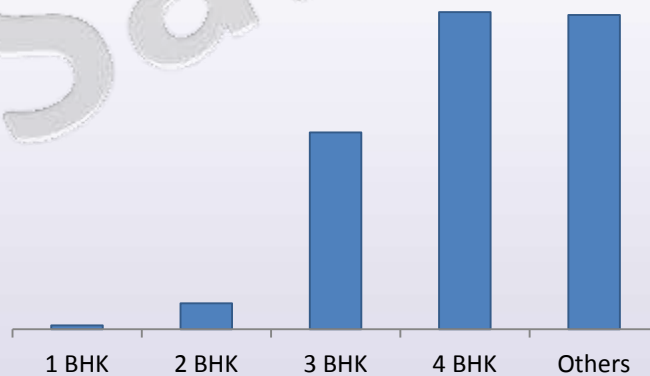
- In past nine months, catchment and XXXX Suburb witnessed the maximum number of project launches.
- As a result it constituted nearly xxx% of the inventory in XXXX Suburb and xxx% of the sales that were recorded in XXXX Suburb.
- The avg cost of a flat in catchment is xxx% of the prevailing MMR avg flat price.
- The demand-supply ratio in catchment and in XXXX Suburb was below the city average.
- **The catchment is underperforming.**

Sales Velocity	
Catchment 2	xx%
XXXX Suburb	xx%
MMR	xx%

Product wise Analysis in Catchment 2

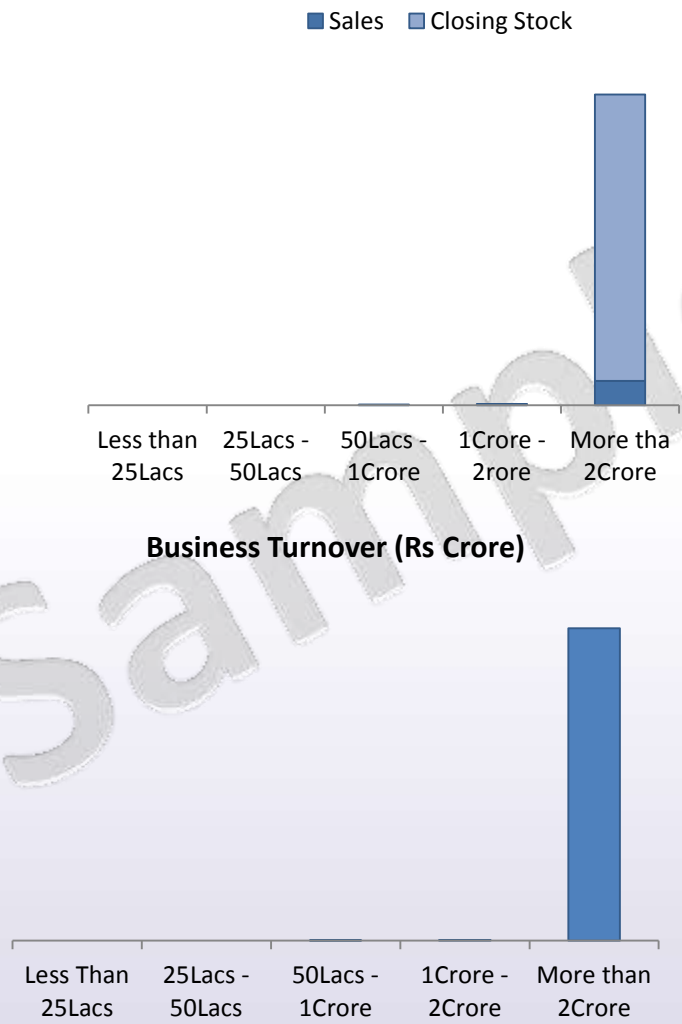


Business Turnover (Rs Crore)



- Catchment, predominantly caters to luxury housing segment.
- 4 BHK product had a huge inventory pile up. At the current pace it would take nearly xxx months to clear out the existing 4BHK inventory.
- The demand to supply ratio at current is xxx in the catchment for 4BHK products.
- High-end and state-of-the-art products recorded some sales in the period. Many projects with 5BHK and more, Duplexes with 6BHK and more, and Penthouses witnessed movement.
- At some locations in the catchment the properties commanded over Rs xxx psf, indicating the upmarket profile of the catchment.

Cost Range wise Analysis



- The only cost range that witnessed response in the market was the over Rs 2 cr projects.
- Most of the newly launched projects can cater to limited segment of people who can afford to buy property in the catchment.
- The catchment could not match the performance of XXXX Suburb and absorption level was lower in the catchment.
- Such properties in the catchment can be only consumed by selected few and shall prolong gestation period.
- Overall the catchment **underperformed** in the XXXX Suburb and MMR in the period.



- Overall Q2-10 results showed up a poor and inefficient market.
- Investors have been fuelling the MMR real estate market and a reasonable portion of the market is likely to undergo second cycle of sales.
- Catchment 1 fared better relatively and following balanced dynamics shall help industry players gain on a weak market.
- Catchment 2 was much below expectations and investment activities should be withheld until revival is noticed in the area.
- The **near term outlook** of the overall market seems **negative**, though **Catchment 1** may **yield fruitful results** if properties are rightly priced in the location even while the prevailing market may seem gloomy.



Q **What is Inventory (Supply) Index?**

A. Inventory is the unsold stock between two dates of survey. It covers all new launches (new additions) as well as carried-forward inventory from the previous quarter/quarters. It can be simply represented as Previous Unsold + New Additions.

Q. **What is Sales/ Demand Index?**

A. Demand is the realty stock sold in a market between the dates of two surveys.

Q. **What is Price Index?**

A. Price index is the Weighted Average Prices against the Unsold Inventory.

Q. **What is Business Turnover?**

A. Business Turnover index represents the value of the trade or the business done in a certain period. Its calculated by multiplying the total sq ft sold during the period with the prevailing prices.



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Offer: Customised Membership annual subscription of real estate markets



Highlights:

- Macro and micro-market overview customised and benchmarked to your locations
- Not just data but an in-depth analysis
- Not just index but also the actual data

Play with the data:

The four quarterly presentations will analyse the markets at city level, zooming down to suburb level and to the specific location levels. This would also analyse the performance of the products (covering flat types such as 1 BHK, 2 BHK etc and their cost ranges such as `25-50 lac, `50-75 lac etc) at each level. The presentations will not only provide the movement of sales inventory and prices but also take you through the leading indicators such as market efficiencies and velocity trends. The presentations, moreover, will guide you about the future course of the markets. About 60-page power packed quarterly presentation will discuss all the perspectives of the market you ought to know. All the insights and trends will be highlighted as they unfold every quarter and will be compared with previous quarters. **Besides the presentation you will also get access to data (as xls) with which you can get all that you require and much more than that.**

Why Customised:

You may have interest in specific locations in a market (such as Andheri and Thane in MMR). Hence along with the city and suburb level overview, analysis of two micro-markets/locations, as chosen by you, covering all the dynamics will be included in the presentations without any additional cost. Performance of the micro-markets along/locations with the macro outlook of suburbs and city will help you benchmark the health of the locations against suburbs as well as that of the city. The cities that are covered are - MMR, NCR, Pune, Hyderabad, Chennai and Bengaluru.

Cost

The details of the annual subscription comprising four quarterly presentations are mentioned below. Please note that the introductory offer is valid for only limited period.

Cities	Macro City	Suburbs	Micro Markets	Annual Cost(Rs)	Annual Cost(USD)
Mumbai	Yes	Yes	Any Two	4,00,00	10,000
NCR	Yes	Yes	Any Two	4,00,00	10,000
Pune	Yes	Yes	Any Two	3,00,00	7,500
Chennai	Yes	Yes	Any Two	3,00,00	7,500
Hyderabad	Yes	Yes	Any Two	3,00,00	7,500
Bangalore	Yes	Yes	Any Two	3,00,00	7,500

Service Tax as applicable will be charged additionally

Subscription of more than one city would attract discounts as given below:

For	two	cities	–	5%
For	three	cities	–	10%
For	four	cities	–	15%
For	five	cities	–	20%
For	six	cities	–	25%

Sample PPT

THANK YOU

