



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Housing prices across eight major indian cities increased by 7% in Qu 2023.Kolkata 15%,Delhiand Hyderabad 14%, Mumbai -3%.

Upcoming festive season will help in further boosting the sales and sustain the momentum in start of 2024.

Reflection of positive home buyer sentiments.It validates the conducive nature of the market.

High number of new launches and increasing supply has kept the price rate moderate and productive.It has attracted both the end user and long term investor.

Over the last ten quaters there has been a consistent upward in housing prices across the country.

With the reporate of stabilizing since february at 6.5%,home buyers sentiments remain positive due to greater visibility on monthly EMI's.



While developers face the challenges of the higher cost of construction, housing demand remains un wavered.

Political stability and condusive economic conditions previse in the coming days

Barrying few locations the price appreciation has been modest and prices continues to remain affordable range.

Increase in housing price was long over due as rates were stagnant for all most a decade.

No major natural calamities. No major political and economic conditions across the world which will affect our country's economic growth.

All our dispaties with our neighboour countries are ressolved through dialoges/ negotiations but not through wars.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?