

# **Luxury Housing Sales Analysis – Bangalore**

Quarterly Market Insights & Trends

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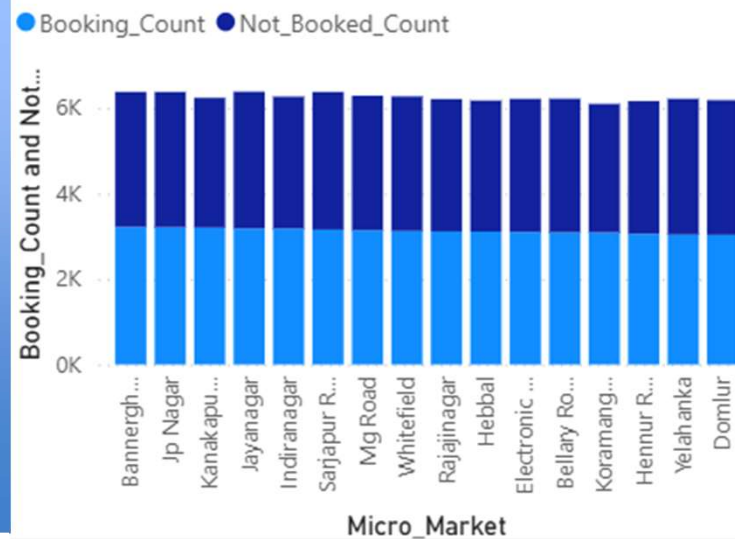
## **Executive Summary**

- Luxury housing market shows strong demand in Whitefield & Hebbal.
- 3BHK dominates configuration demand, followed by 4BHK.
- Top 5 builders control majority of revenue but vary in booking success.
- NRI buyers prefer Ready-to-Move projects.

## Market Overview

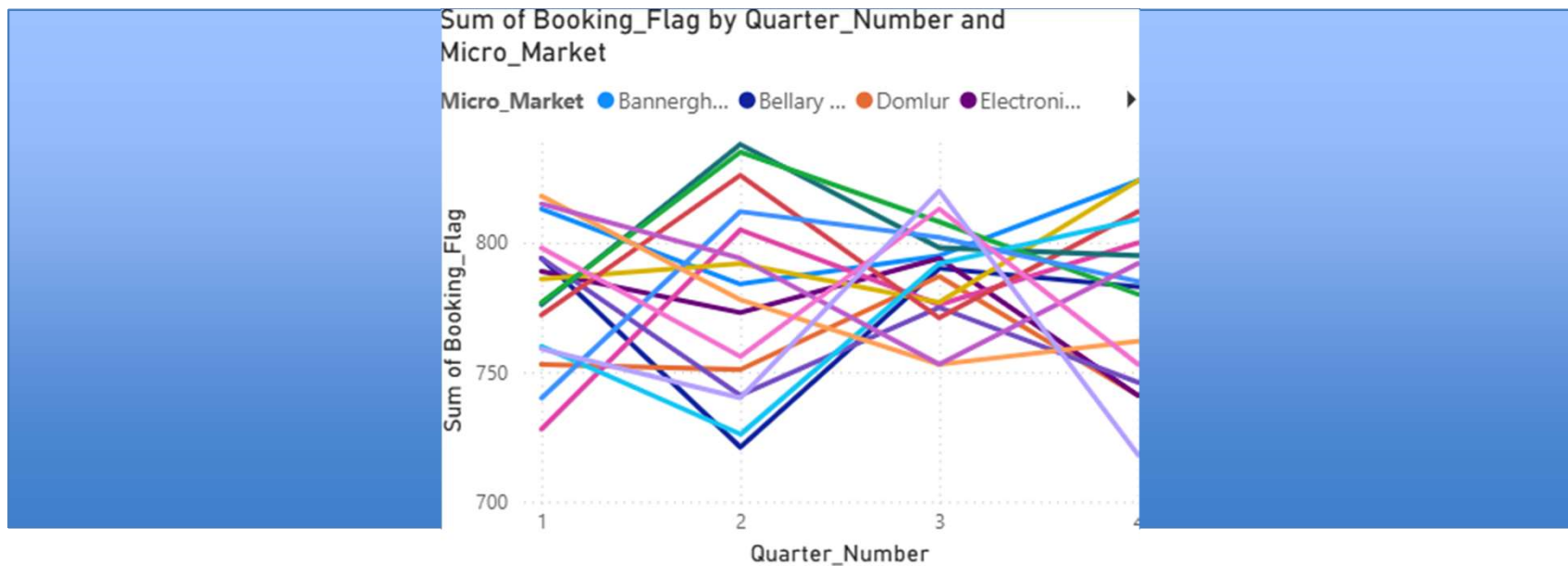
- Total Properties Analyzed: 101,000
- Avg Ticket Size: ~₹ X Cr
- Avg Unit Size: ~Y sqft
- Booking Conversion Rate: Z%

Booking\_Count and Not\_Booked\_Count by Micro\_Market



## Micro-Market Trends

- Whitefield & Hebbal show consistent quarterly growth.
- Koramangala lags behind in booking momentum.



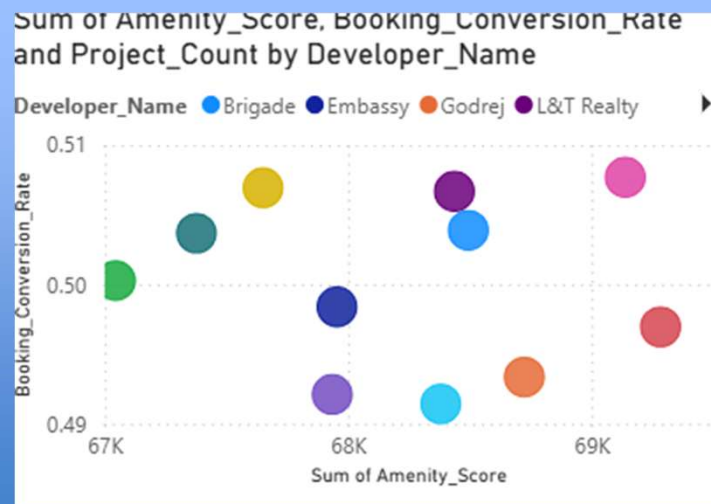
## Builder Performance

- Top 5 builders dominate revenue share.
- Mid-sized players achieve higher average ticket prices.

Developer_Name	Total_Ticket_Sales	Average_Ticket_Size
Sobha	1,15,286.16	12.87
Total Environment	1,16,828.82	12.82
L&T Realty	1,16,658.75	12.78
Godrej	1,16,423.78	12.76
Puravankara	1,15,580.45	12.73
RMZ	1,14,670.75	12.73
Prestige	1,17,344.33	12.72
Tata Housing	1,13,146.89	12.67
SNN Raj	1,16,443.36	12.62
Embassy	1,14,391.65	12.61
Brigade	1,15,130.93	12.60
<b>Total</b>	<b>12,71,905.87</b>	<b>12.72</b>

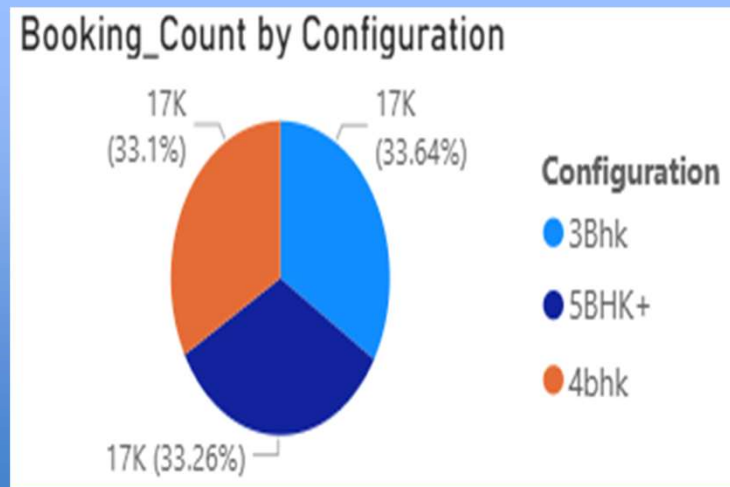
## Amenity & Booking Correlation

- Projects with higher amenity scores show better booking conversion.
- Some exceptions exist, indicating other influencing factors.



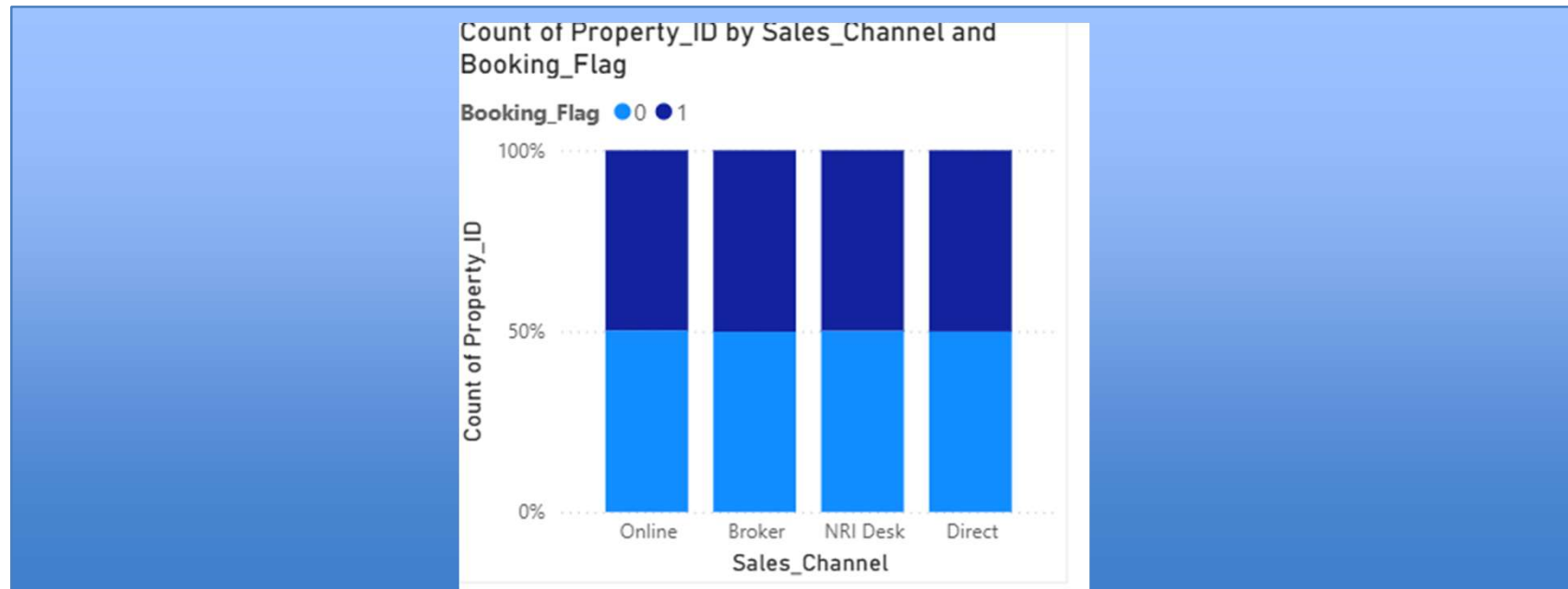
## Configuration Demand

- 3BHK remains the most preferred configuration (>50%).
- 4BHK follows in demand.
- Lower demand for niche luxury formats (penthouses, studio).



## Sales Channel Efficiency

- Direct Sales & Digital channels lead in booking conversions.
- Broker-led channels show weaker conversion performance.





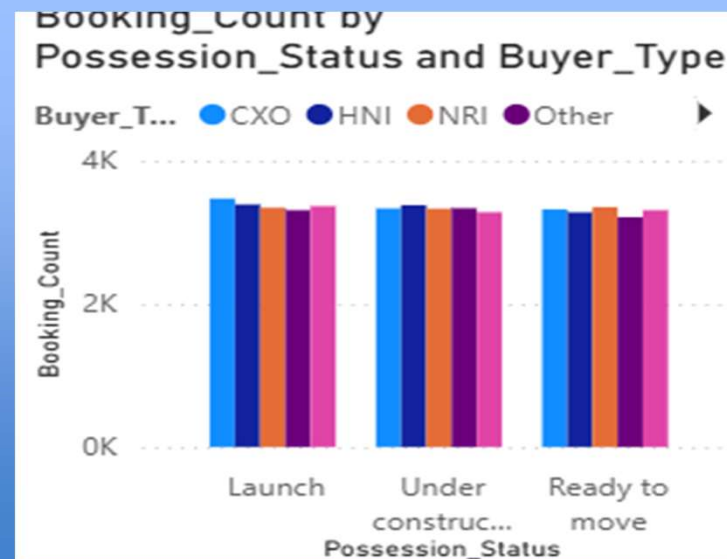
## Builder Dominance by Quarter

- Builder A dominated sales in Q1 & Q2.
- Builder B surged in Q4, indicating strong seasonal presence.

Developer_Name	1	2	3	4	Total
Brigade	29,143.74	28,882.47	28,182.56	28,922.17	<b>1,15,130.93</b>
Embassy	27,475.94	29,824.85	29,124.95	27,965.91	<b>1,14,391.65</b>
Godrej	29,255.64	29,714.13	29,023.94	28,430.06	<b>1,16,423.78</b>
L&T Realty	29,285.00	29,156.54	29,444.42	28,772.79	<b>1,16,658.75</b>
Prestige	29,007.70	29,827.93	29,459.63	29,049.06	<b>1,17,344.33</b>
Puravankara	28,336.21	28,481.34	29,272.60	29,490.30	<b>1,15,580.45</b>
RMZ	28,906.80	28,716.97	28,736.70	28,310.28	<b>1,14,670.75</b>
SNN Raj	28,860.98	29,920.87	27,968.12	29,693.40	<b>1,16,443.36</b>
Sobha	29,377.09	28,143.59	29,053.57	28,711.91	<b>1,15,286.16</b>
Tata Housing	28,622.75	27,577.28	29,182.86	27,763.99	<b>1,13,146.89</b>
Total Environment	28,950.67	29,168.59	28,707.83	30,001.74	<b>1,16,828.82</b>
<b>Total</b>	<b>3,17,222.50</b>	<b>3,19,414.57</b>	<b>3,18,157.18</b>	<b>3,17,111.62</b>	<b>12,71,905.87</b>

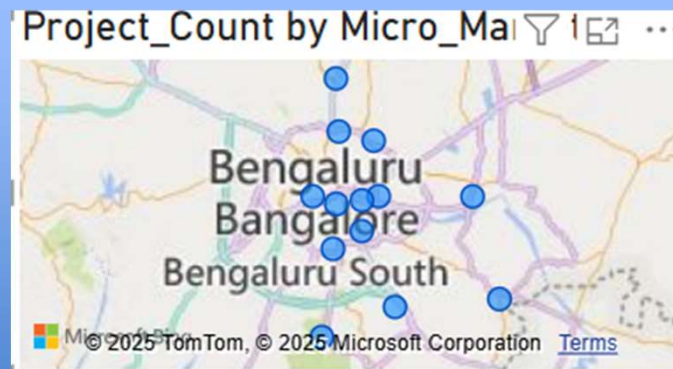
## Buyer & Possession Status

- NRIs prefer Ready-to-Move projects.
- Investors are comfortable with Under-Construction properties.



## Geographic Concentration

- Luxury housing projects are concentrated in Whitefield, Hebbal, and Sarjapur.
- Emerging clusters are visible in North Bangalore.



## Top Builders KPIs

- Top builder leads in revenue generation.
- Another builder ranks highest in booking conversion rate.
- KPI cards provide quick executive view.

Prestige

Top\_Builder\_Name

117.34K

Top\_Builder\_Revenue

Developer_Name	Total_Ticket_Sales	Booking_Conversion_Rate
Prestige	1,17,344.33	0.51
RMZ	1,14,670.75	0.51
L&T Realty	1,16,658.75	0.51
Brigade	1,15,130.93	0.50
Sobha	1,15,286.16	0.50
Tata Housing	1,13,146.89	0.50
Embassy	1,14,391.65	0.50
SNN Raj	1,16,443.36	0.50
Godrej	1,16,423.78	0.49
Puravankara	1,15,580.45	0.49
Total Environment	1,16,828.82	0.49
<b>Total</b>	<b>12,71,905.87</b>	<b>0.50</b>

## Key Insights & Recommendations

- Focus inventory on 3BHK/4BHK in Whitefield & Hebbal.
- Enhance amenities to improve booking rates.
- Strengthen direct & digital sales channels.
- Align possession timelines with NRI preferences (Ready-to-Move).