

Says

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

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



Thinks

Expected to increase 7.5% on a pan-India basis this year

Mumbai is thriving cultural scene, strategic location, continuous urban development, and strong infrastructure

Mumbai is the financial capital of india, is most expensive real etate market

Housing trend in India is demand for bigger homes soars in top Indian cities, Mumbai bucks the trend

Bengaluru too
witnessed a
10%increase in
prices to
Rs.8688 per
square feet

Every year spurs growth in its IT and manufacturing industry

Industrialization and Employment opportunities

Analysing housing prices in Metropolitan Areas of india

High demand and limited suply

Commercialization and Modernization

Social benifits and Rural urban transformation

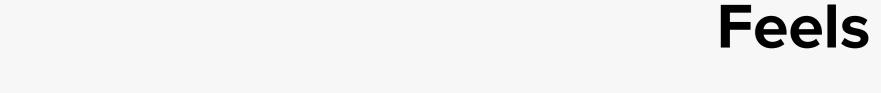
Healthy
homes
promote good
physical and
mental health

social discrimination, distance from work place



Does

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



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

