



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?



Rs 7,000-Rs 7,200 per square foot during the April-June 2023 quarter, rising 6 per cent from the previous year.

In the first half of 2023, Mumbai remained India's most expensive city on the residential market with a square feet price of 7,593 Indian rupees per square feet

Among the eight biggest metropolitan areas of India Ahmedabad has the lowest square feet price at around three thousand (3,000) indian rupees.

A post-pandemic need for security, increased savings, and relatively little income disruption for middle and higher-income groups.

Home prices in 2021 have increased at unprecedented rates as the economy has reemerged from the downturn of 2020.

This surge in property prices is being attributed to several factors, including the renewed interest towards home ownership and upgrading configuration and lifestyle amid the structural transformation after the pandemic world

Record low mortgage rates and a shortage of home for sale.

Ahmedabad, gujarat, uttar pradesh, pune, west Bengal are the top 5 affordable housing price in india.



ANALYSING HOUSING PRICES IN METROPOLITAN AREAS OF INDIA

More people move to cities for business, so their demand and value of house prices increases.

Affordability levels had improved even during the pandemic impacted years of 2020 and 2021 as residential price growth was subdued.

Mumbai is the financial and commercial hub of India, attracting businesses, corporate headquarters, and investors. The demand for properties in prime locations, such as South Mumbai, Bandra, and Juhu, is exceptionally high, leading to premium prices.

India is quite cheap as compared to many other countries

The government aggressively cut policy rates to increase liquidity in the highly stressed economic environment.

Hence a cost effective way is constructing Low-Rise buildings (typically less than 24 m height or Ground + 7 storeys) instead of a High-Rise building which will help in cutting down up to 20% & 30% costs/SqFt in Concrete & Steel respectively.

High demand: Metro cities in India are home to a large population and attract a large number of people from other regions seeking job opportunities, education, and better quality of life. The high demand for housing in these cities leads to a rise in property prices.

Limited supply: The supply of housing in metro cities is limited due to the scarcity of land, strict building regulations, and lack of affordable housing options. This further drives up the cost of houses.



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?

