

# PRODUCTIVITY ANALYSIS (REAL245)

## Galaxy Apartments

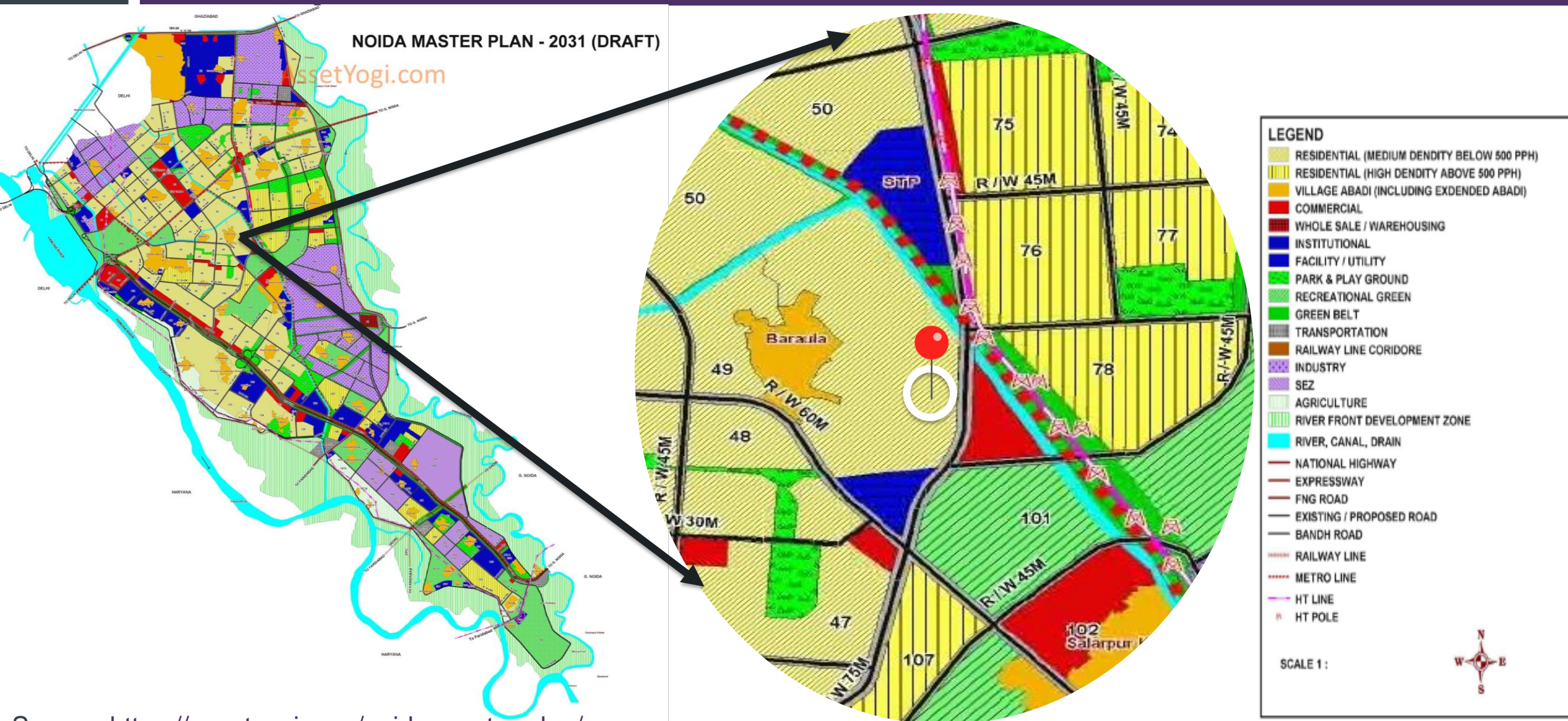
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RICS School of Built Environment  
Amity University Noida

# GALAXY APARTMENTS (ELEVATION)





# MASTER PLAN





# LAND USE

**Plot No:** 1205

**Address:** Sector 49, Noida

**Type:** Residential

- ▶ This Property comes under Residential Area (medium density below 500 PPH) as per Master Plan 2031 Noida.
- ▶ The residential, commercial, institutional, recreational and other areas have also been developed in the area in the form of sectors.
- ▶ The major roads have been planned horizontally from southwest to northeast interconnected by perpendicular roads forming a grid and dividing the area into sectors.
- ▶ The high-density residential areas are located close to work places.
- ▶ The commercial centers are well distributed over space with the main commercial hub in the city center with respect to residential catchment areas.



# SITE LOCATION

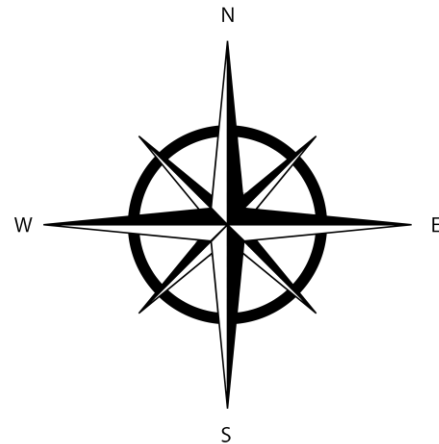
**Plot No:** 1205

**Address:** Sector 49, Noida

**Sector Boundary:** Commercial, Recreational  
Green, Institutional, Utility, Facility.

**Plot Orientation:** South-West

- ▶ Sector 49 is located in Noida south-eastern region.
- ▶ It is primarily a residential area with various housing societies and complexes.



**Latitude:** 28.559945106698468  
**Longitude:** 77.37871084948605



# AREA CALCULATION

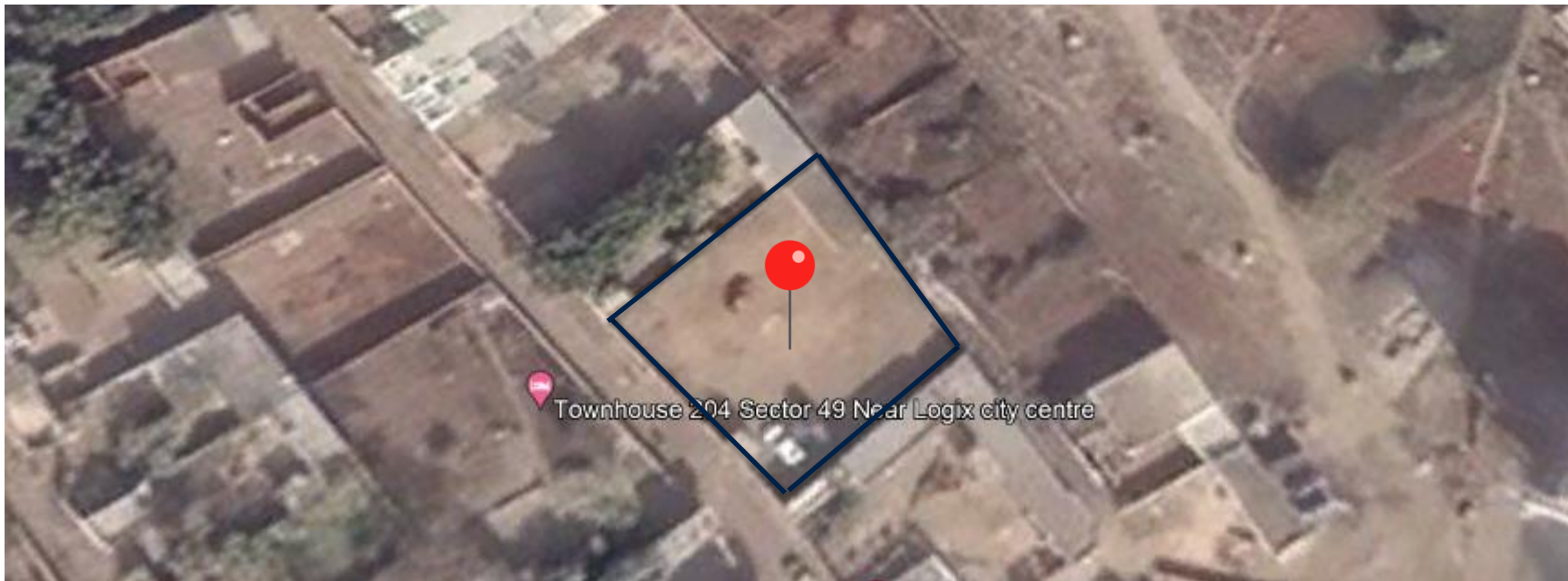
- ▶ **Dimensions (~):**
  - ❑ **Side 1:** 80 foot
  - ❑ **Side 2:** 72 foot
  - ❑ **Side 3:** 81 foot
  - ❑ **Side 4:** 83 foot
- ▶ **Perimeter:** 316 foot or 96 meter
- ▶ **Area:** 6,240 Sq. Foot or 580 Sq. Meter
- ▶ **Built-up Area:** 49,920 Sq. Foot or 4,680 Sq. Meter



# DUE DILIGENCE

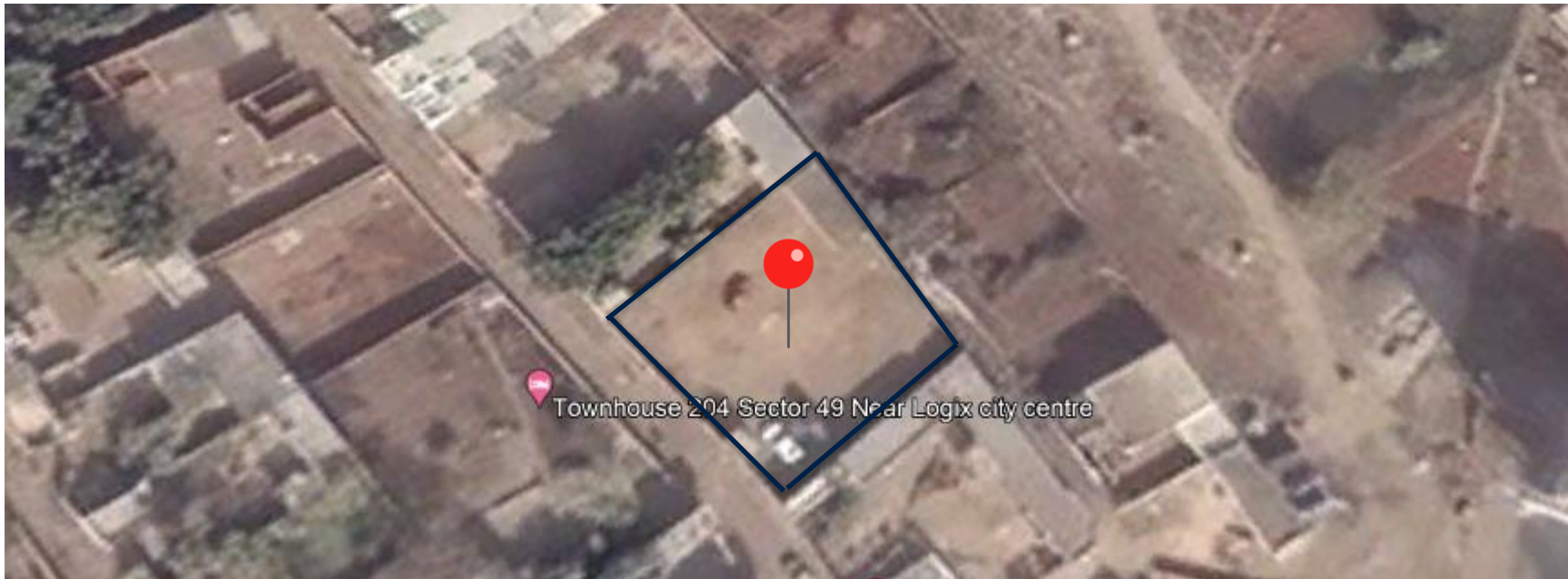
## Galaxy Apartment Sector 49, Noida

- ▶ The plot has a clear land title with the “**Sole undisputed ownership**” of the property, and no other person can make any kind of claim to its ownership.
- ▶ ROI (Return on Investment): ~80%
- ▶ The project complies with all local regulations, including height restrictions and FAR.
- ▶ Registration of the units in the project is allowed as there are no legal due against the property.
- ▶ No construction was done on this land before this project. The current owner has this property for the past 10 years



# FINANCIAL ANALYSIS

- ▶ **Land Cost:** 2,00,00,000/- (6,240 sq. ft)
- ▶ **Construction Cost:** 8,00,00,000/- (~50,000 sq. ft)
- ▶ **Expected Returns:** 18,00,00,000/-
- ▶ **So, ROI (Return on Investment):**  $(18,00,00,000 - 10,00,00,000) / (10,00,00,000) * 100 = 80\%$








# SITE ANALYSIS

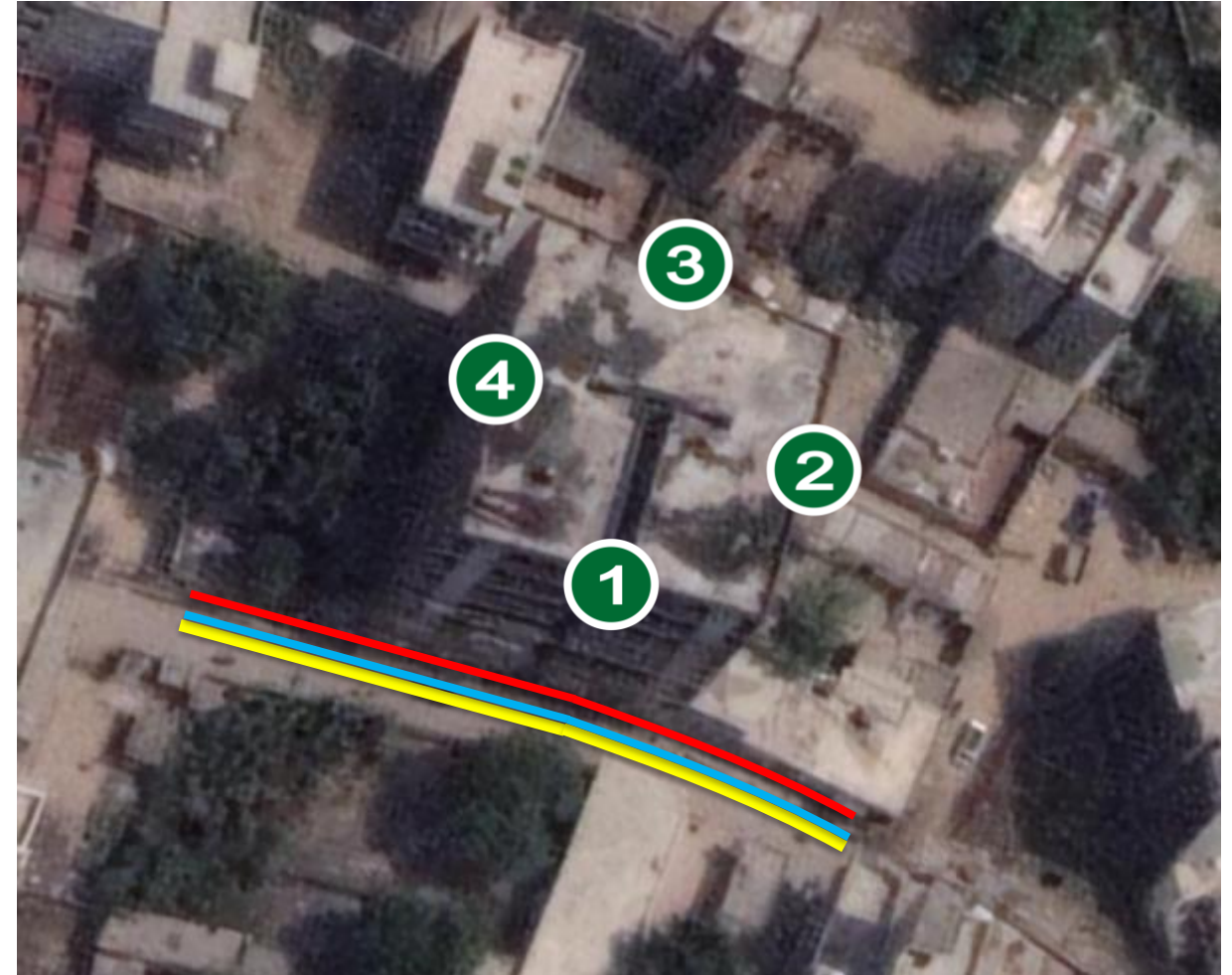
1BHK ~ 650 sq. foot (Flats on each floor)  
2BHK ~ 1050 sq. foot (Flats on each floor)  
3BHK ~ 1600 sq. foot (Flats on each floor)  
Rate: 3,500 per sq. foot (All sizes)

**Total Floors: 8**

**Area: 6,240 Sq. Foot or 580 Sq. Meter**

## As per website of Noida Authority

-  There is no underground water pipe line going through the plot.
-  There is no underground sewer line going through the plot.
-  There is no drainage pipe line going through the plot.
  - ▶ There is Drainage line along the Side 1 of the plot, Sewer line and Water line along the road in front of Side 1 of the plot.




# BUILDING BYELAWS & DCRS


- ▶ This project is located in freehold area of Sector 49, Noida.
- ▶ Freehold properties provide more flexibility to the owners over construction and use of the property because of the full ownership of the property.
- ▶ For Residential building/project:
  - ▶ **Ground Coverage:** Full ground coverage of the plot.
  - ▶ **FAR:** 8
  - ▶ **Height:** 30 meters
- ▶ Approvals for the project:
  - ▶ Soil Test in beginning of the project.
  - ▶ Building Plan Approval from the Noida Authority.
  - ▶ Temporary electricity, water & sewerage connections.




# LOCATION ANALYSIS


## WALKABLE:

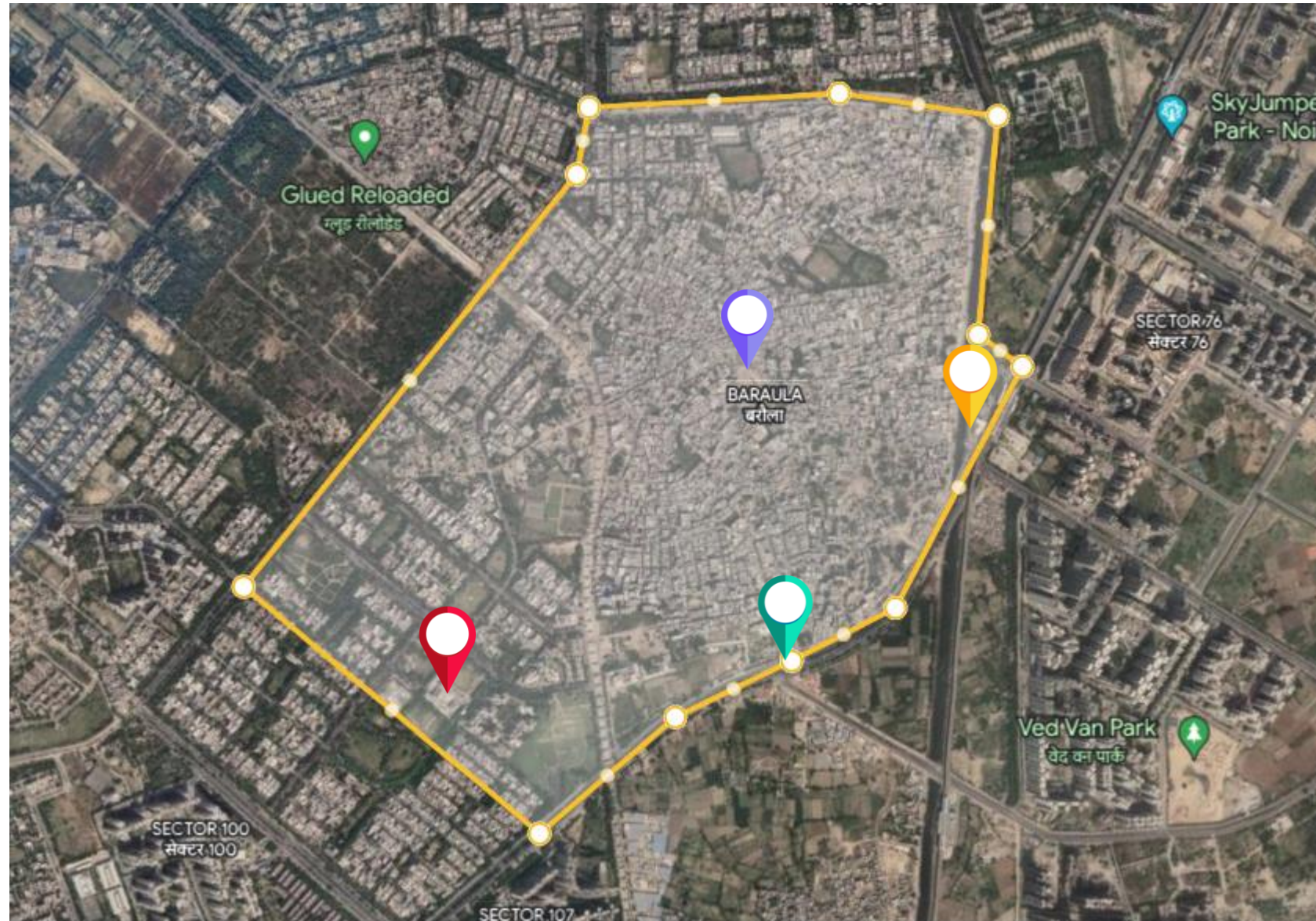
 Turnaround (1<sup>st</sup> Turnaround while coming from Sector 47, Noida & 3<sup>rd</sup> Turnaround from Sector 50, Noida)

 Baraula (Abadi Area)

 Sector 76 Metro Station

 Vishal Mega Mart (Commercial Complex)








 Jagran Public School

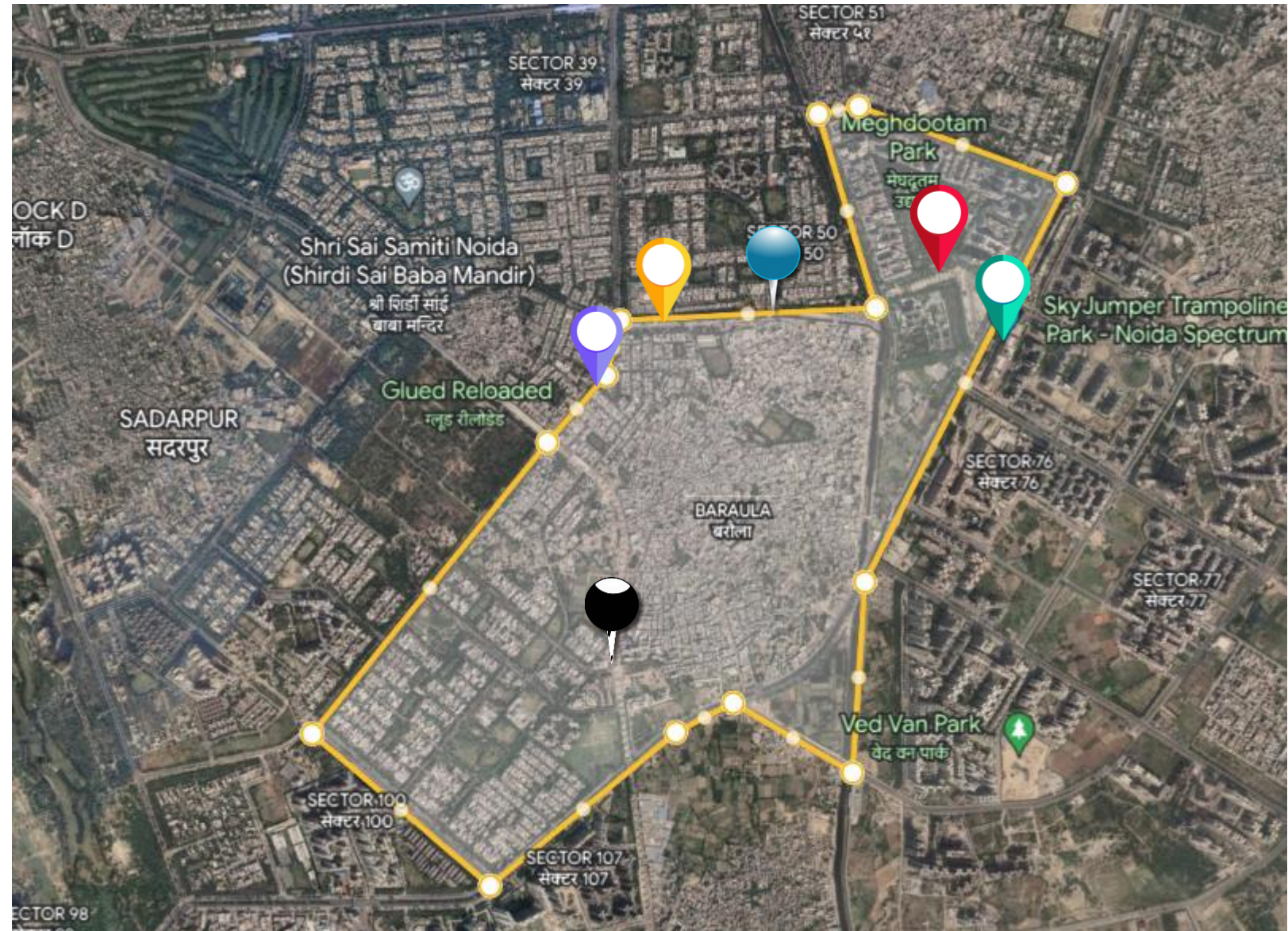




# LOCATION ANALYSIS

## CYCLABLE:










-  Spectrum Sector 75, Noida
-  Prayag Hospital
-  Kothari International School
-  Meghdootam Park
-  Domino's
-  Sector 50
-  Sector 41

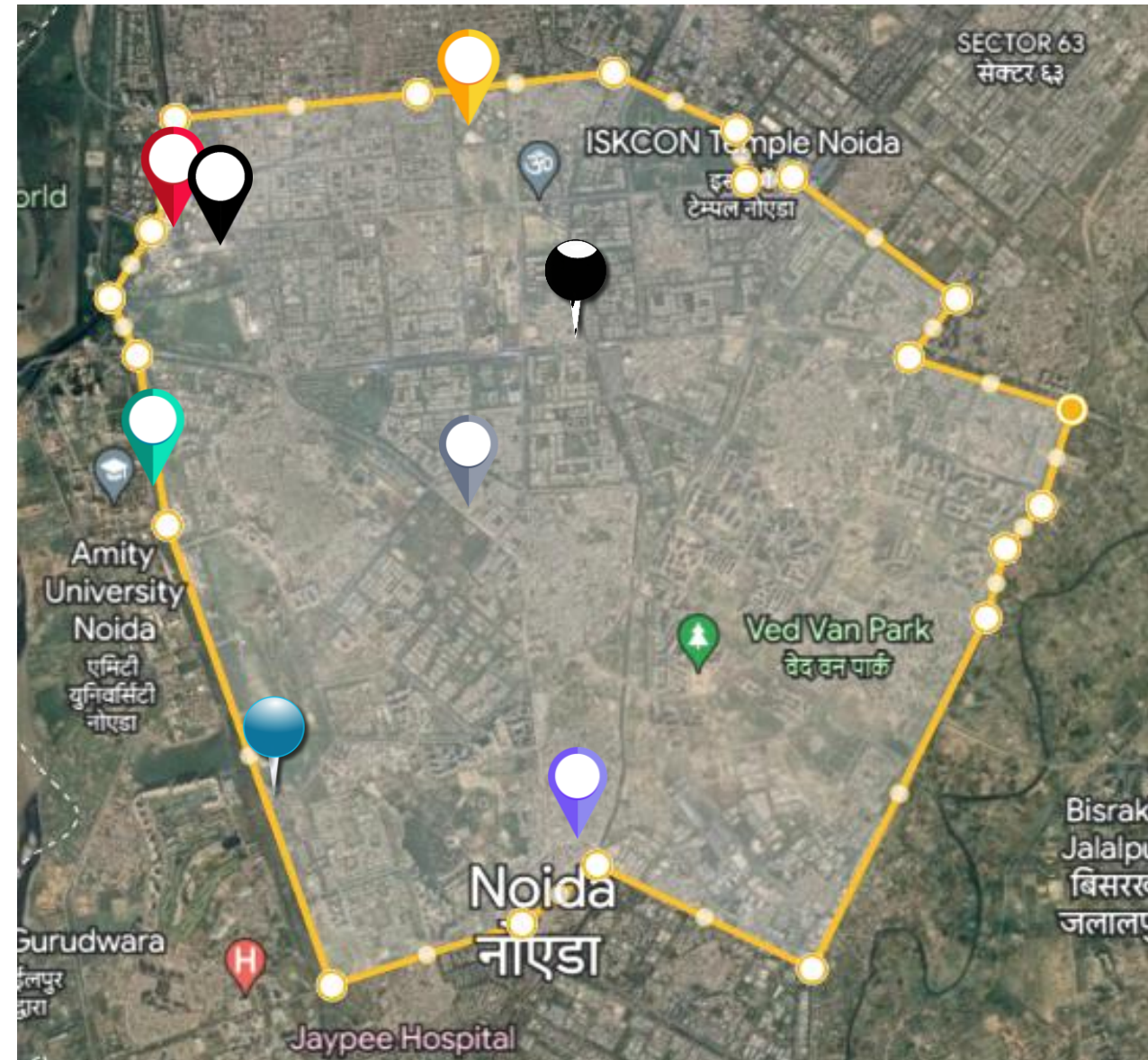




# LOCATION ANALYSIS

## MOTORABLE:

-  Amity University Noida
-  Aghapur (Abadi Area)
-  Noida Stadium
-  DLF Noida
-  WOW Noida
-  Surbhi Hospital
-  SkymarkOne
-  Salarpur
-  Bhangel (Abadi Area)



## PHYSICAL INFRASTRUCTURE

- ▶ Physical infrastructure includes the tangible, built elements and systems that support and enhance the usability of real estate properties.
- ▶ **Transportation Network:** Proximity to Noida-Greater Noida Expressway through Link Road and the Delhi-Noida Direct (DND) Flyway and FNG Expressway and Sector 76 Metro Station is advantageous. Adequate road infrastructure around project.
- ▶ **Utilities:** Water Supply (from Noida Authority), 24x7 Electricity supply (from UPPCL) and efficient Sewerage system (from Noida Authority).
- ▶ **Green Spaces:** Parks, gardens, and landscaped areas nearby the project like Noida Stadium (6 km), Meghdootam Park (2.5 km), Golf Course Noida (5 km), Radha Soami Satsang Beas (2 km).

## SOCIAL INFRASTRUCTURE

- ▶ Social infrastructure encompasses the non-physical aspects that create a sense of community and well-being.
- ▶ **Education:** Proximity to educational institutions like Pathways School, Amity University Noida, Kothari International School and others.
- ▶ **Healthcare:** Easy access to healthcare facilities like Prayag Hospital, Neo Hospital, Shri Ram Hospital.
- ▶ **Public Transportation:** Easily accessible public transport on Link Road which is 150 meters away from the project.




## Distance of the Project from major places and routes:


- ▶ IGI Airport Delhi ~ 40 km. (1 Hour)
- ▶ Noida-Greater Noida Expressway ~ 6 km. (10 Min)
- ▶ DND Flyway ~ 13 km. (20 Min)
- ▶ Faridabad–Noida–Ghaziabad Expressway ~ 6 km. (10 Min)
- ▶ Yamuna Expressway ~ 20 km. (25 Min)
- ▶ Sector 18 Noida ~ 8 km. (15 Min)
- ▶ Noida City Center ~ 4 km. (8 Min)
- ▶ Sector 76 Metro Station ~ 1 km. (4 Min)
- ▶ Botanical Garden Metro Station ~ 6 km. (10 Min)
- ▶ Okhla Bird Sanctuary Metro Station ~ 9 km. (15 Min)
- ▶ Jaypee Hospital ~ 8 km. (15 Min)
- ▶ Amity University Noida ~ 8 km. (15 Min)
- ▶ Jewar International Airport Noida ~ 70 km. (1 Hour)


# Future Development around region


There are many Infrastructure projects coming up.

Some of them are:

 Mall of Noida, Sector 98, Noida.

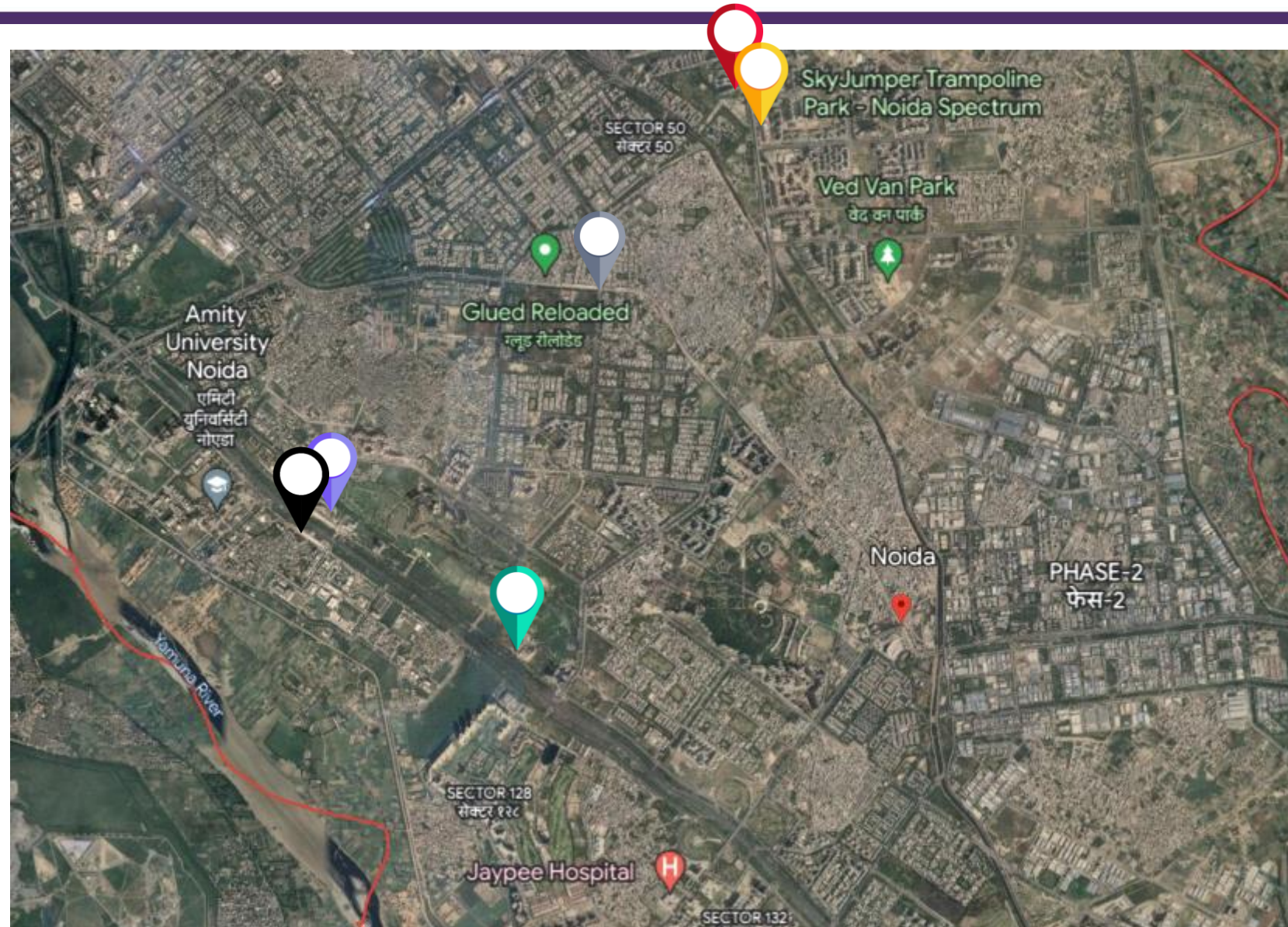
 Spectrum Mall, Sector 75, Noida.

 Medanta Hospital, Sector 50, Noida.

 Dadri-Surajpur-Chhalera (DSC) Elevated Road.

 Noida Authority New Office, Sector 96, Noida.

 Amity Noida Underpass Project.





# SWOT Analysis

## STRENGTHS

- ▶ (Prime Location) Plot Near Link Road & Sector 76 Metro Station.
- ▶ (Transport) Nearby public transport 150 meters.
- ▶ (Price) Better quality at cheaper rates as compared to competitors in the area.

## WEAKNESS

- ▶ Area nearby plot is a little congested due to market nearby.
- ▶ Abadi Area nearby.

## OPPORTUNITIES

- ▶ Use of sustainable practices like:
  - ❑ Solar panels
  - ❑ Rain water harvesting
  - ❑ Green operation, etc.

## THREATS

- ▶ Increasing competition in the area.
- ▶ Changing building regulations & norms for freehold area.

# DEMAND, SUPPLY ANALYSIS & PRODUCT MIX

Galaxy Apartments

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# INTRODUCTION

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## What is Demand Analysis?

- ▶ The process of analyzing and predicting the demand for a certain real estate project is known as demand analysis in real estate. Research on government policies, household size, income levels, household composition, and population growth is all part of demand analysis.

## What is Supply Analysis?

- ▶ Real estate supply analysis involves examining the properties that are available and the variables which influence the supply of real estate projects. It involves carrying out research on the quantity of existing apartments, the vacancy rate, the average rent, and under developments.

## What is Product Mix?

- ▶ The many forms of properties that a developer offers are known as the "product mix" in real estate. Residential, commercial, etc., are all included. It is depending on local supply and demand.

(Hyatt, 2022)

# IMPORTANCE

- ▶ It is crucial to understand demand analysis, supply analysis, and product mix in the context of real estate because they can guide investors and developers in their decisions about the purchase, sale, and development of properties.
- ▶ Investors and developers can better understand the real estate industry and make better choices by researching demand analysis, supply analysis, and product mix.



(higherEd, 2023)



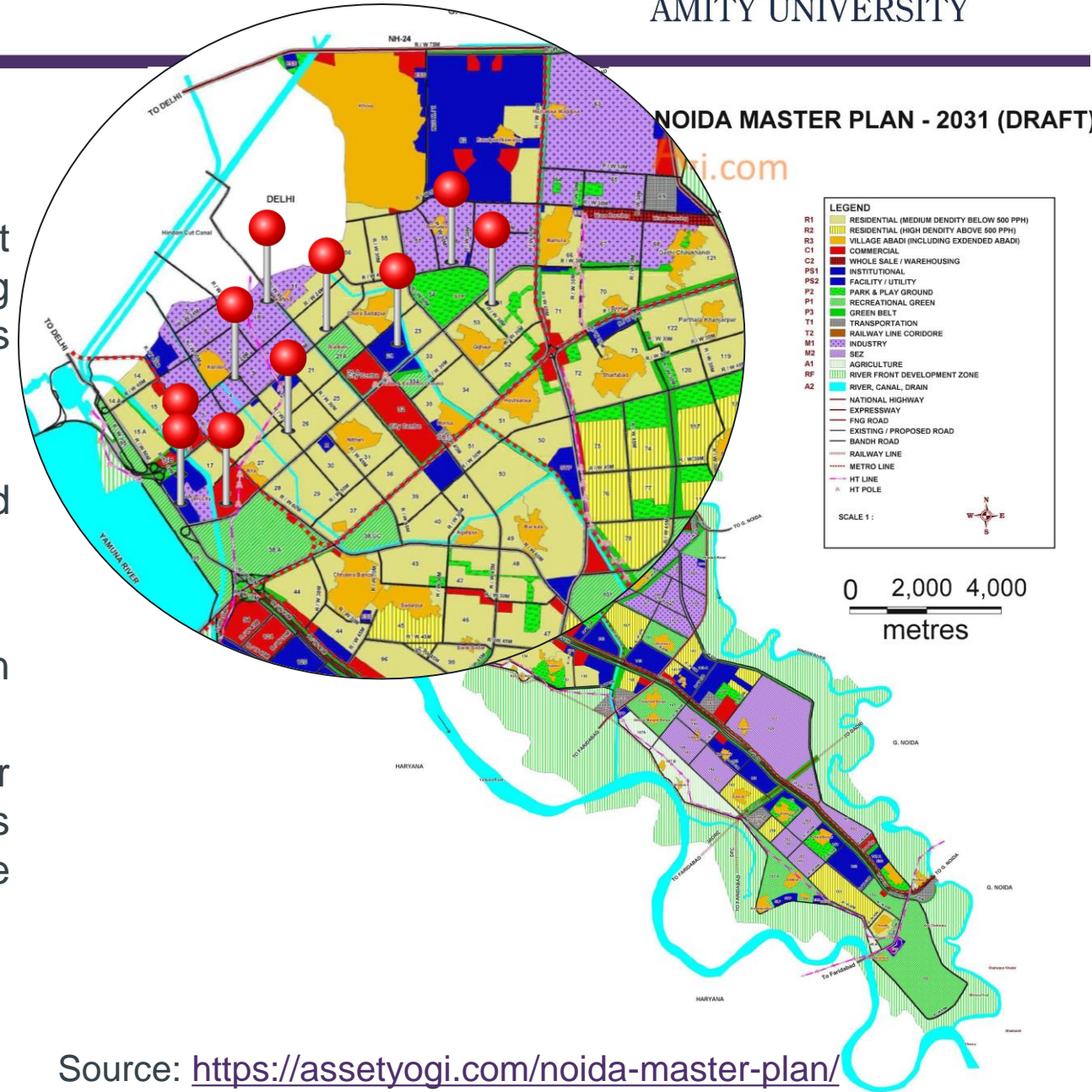


# DEMAND ANALYSIS

## Economic Base, Industries, Infrastructure

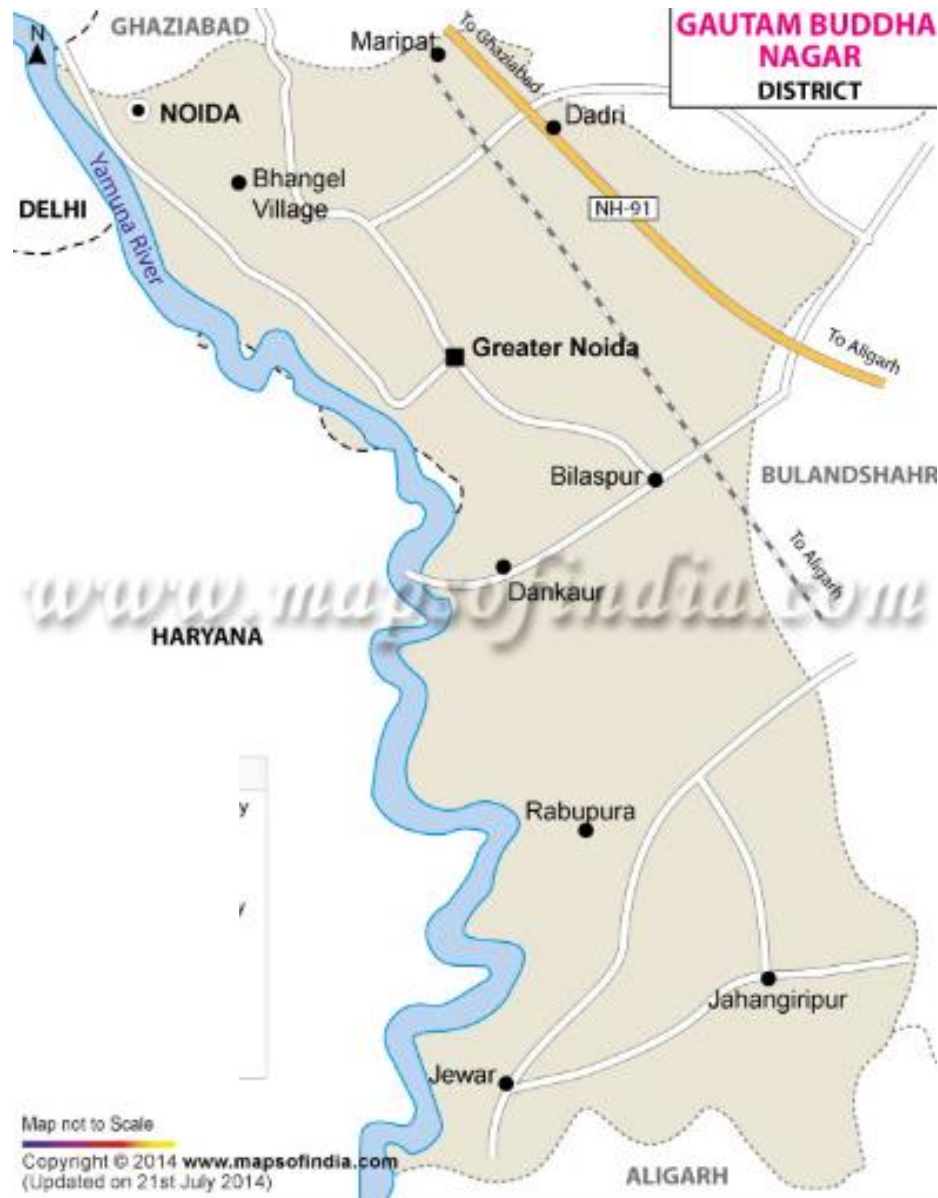
- ▶ In the Delhi NCR region, Noida is a significant economic hub with a strong GDP and an expanding population. A number of industries support the city's economy, including:
  - **IT and ITES:** Accenture, Adobe, HCL, and Wipro.
  - **Manufacturing:** Maruti Suzuki, Samsung, and Nokia.
  - **Real estate:** ATS Group, DLF, and Unitech.
  - **Shopping and leisure options:** DLF Mall, Crown Plaza, and GIP Mall
- ▶ There are good highways, metro lines, and other public transit options in the neighborhood, which has a well-developed infrastructure. Numerous healthcare and educational institutes are located in Noida.

(noidaauthorityonline, 2022)



Source: <https://assetyogi.com/noida-master-plan/>

# DISTRICT MAP



Area (Sq. Km.).....	1,282.00
Population.....	16,48,115
Number of Tahsils.....	3
Number of Vikas Khands.....	4
Number of Towns.....	13
Number of Villages.....	320

LEGEND	
	National Highway
	Major Road
	Railway
	District Boundary
	State Boundary
	River
	District HQ
	Other Town
	Major Town





# DEMAND ANALYSIS (VILLAGE ABADI AREA)

## BARAULA

Area (2020)	1.71 km <sup>2</sup>
Population (2020)	19,070
Population Density	11,138 people per km <sup>2</sup>
Male Population	10,332
Female Population	8,738
Nearest airport & distance (Aerial)	Indira Gandhi International Airport, 22.27 km

## AGAHPUR

Area (2020)	0.13 km <sup>2</sup>
Population (2020)	1261
Population Density	9641 people per km <sup>2</sup>
Male Population	683
Female Population	578
Nearest airport & distance (Aerial)	Indira Gandhi International Airport, 21.1 km

## BHANGEL

Area (2020)	2.16 km <sup>2</sup>
Population (2020)	22874
Population Density	10606 people per km <sup>2</sup>
Male Population	12394
Female Population	10480
Nearest airport & distance (Aerial)	Indira Gandhi International Airport, 23.42 km

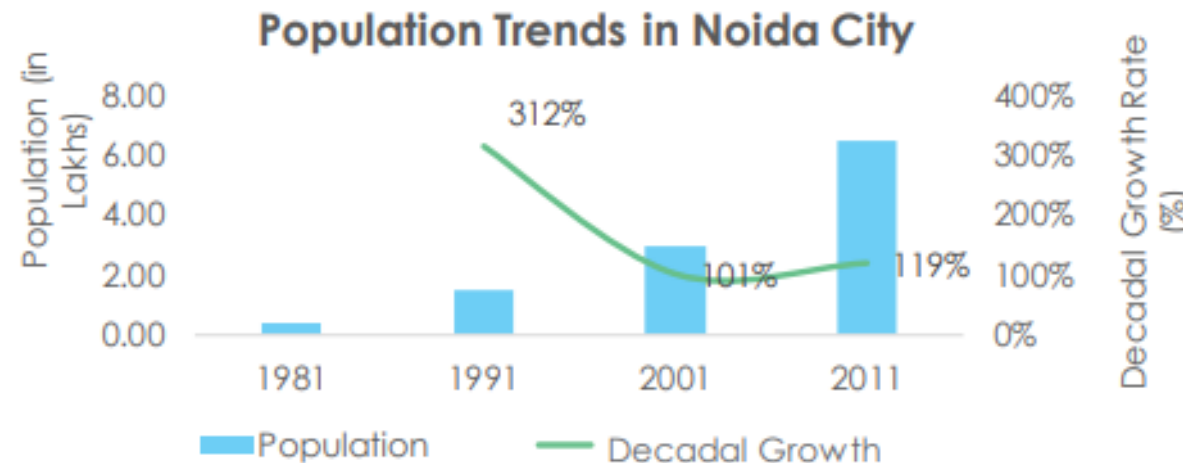
## HAZIPUR

Area (2020)	0.39 km <sup>2</sup>
Population (2020)	3200
Population Density	8289 people per km <sup>2</sup>
Male Population	1734
Female Population	1466
Nearest airport & distance (Aerial)	Indira Gandhi International Airport, 21.92 km

(geoiq, n.d.)

## POPULATION PROJECTION

- ▶ According to the 2011 census, the population of Noida was 6,42,381. In 2021, Noida is expected to have a population of about 12,000,000.
- ▶ Due to the numerous amenities in cities, Noida's urban population is expanding quickly as people move there from villages and rural regions.



- ▶ There is around 85% hike in the population of Noida from 2011 to 2021.
- ▶ According to the most recent census, Noida has 4.4 household members.



## Factors affecting demand for real estate projects in Noida:

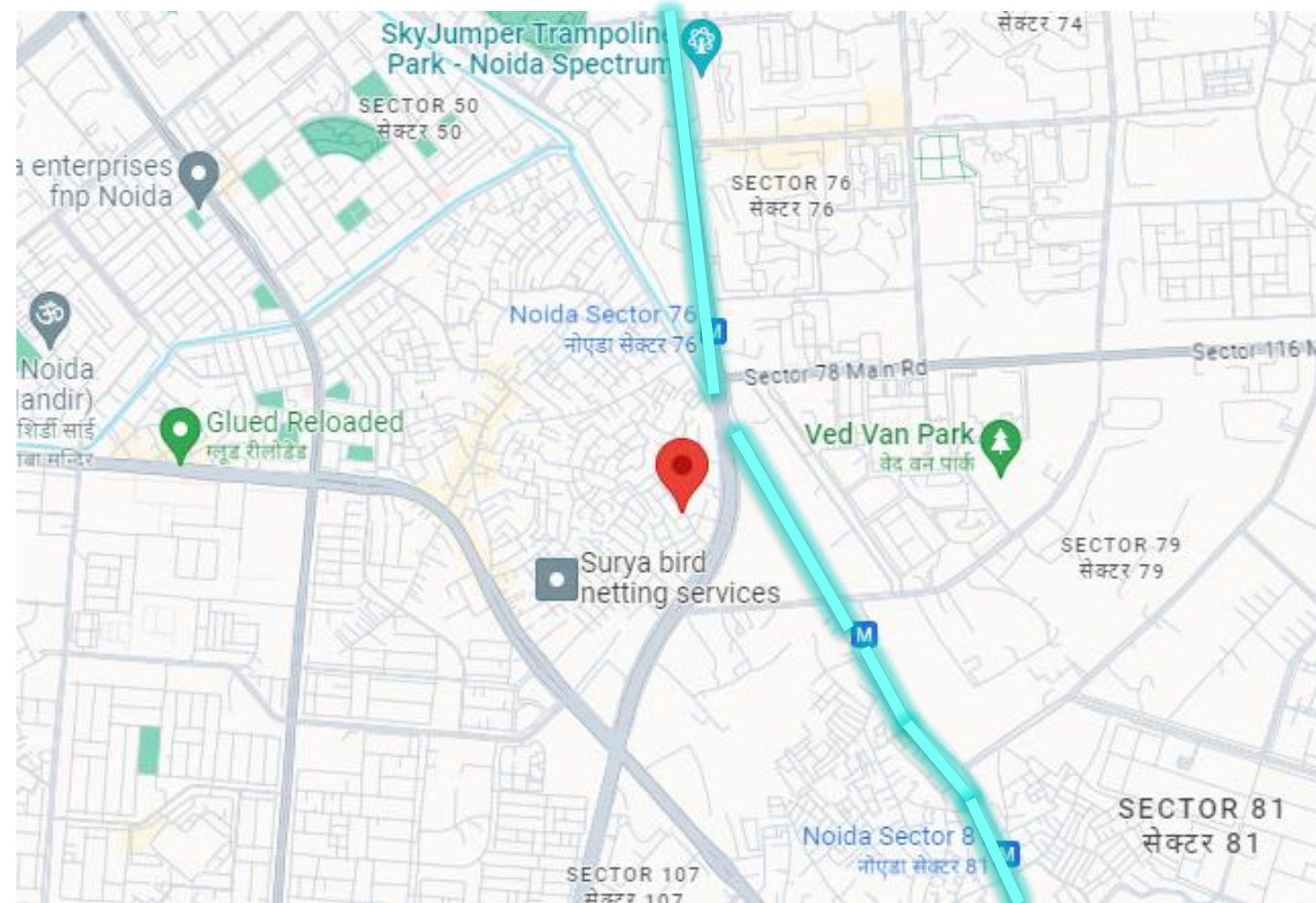
- ▶ **Population growth:** Among the Indian cities with the fastest rate of growth is Noida. As more and more people are migrating into the city, this is increasing the demand for housing.
- ▶ **Economic growth:** With a high number of multinational businesses and IT companies, Noida is a key economic hub. This is increasing the number of individuals who work in the city, which in turn is raising housing demand.
- ▶ **Rising disposable incomes:** People in Noida are becoming more affluent. Better quality housing is becoming more and more in demand as a result of this.
- ▶ **Improved infrastructure:** Delhi NCR's other regions are well-connected to Noida. The city's commercial centers, hospitals, and schools are all of high quality. Living in Noida is becoming more appealing as a result of this.
- ▶ **Government policies:** Purchasers of real estate in Noida are eligible for a number of incentives from the government. As a result, Noida real estate is now more reasonably priced.

(NGUYEN, 2023)

# DEMAND ANALYSIS

## METRO LINK TO SITE

- ▶ The site is near the Sector 76 Metro Station Noida which is less than a km from the subject site.
- ▶ The metro line starts from Noida Sector 51 which further connects to the Blue line of the metro.



Source: <https://www.google.com/maps/@28.5590394,77.3792045,16z?entry=ttu>



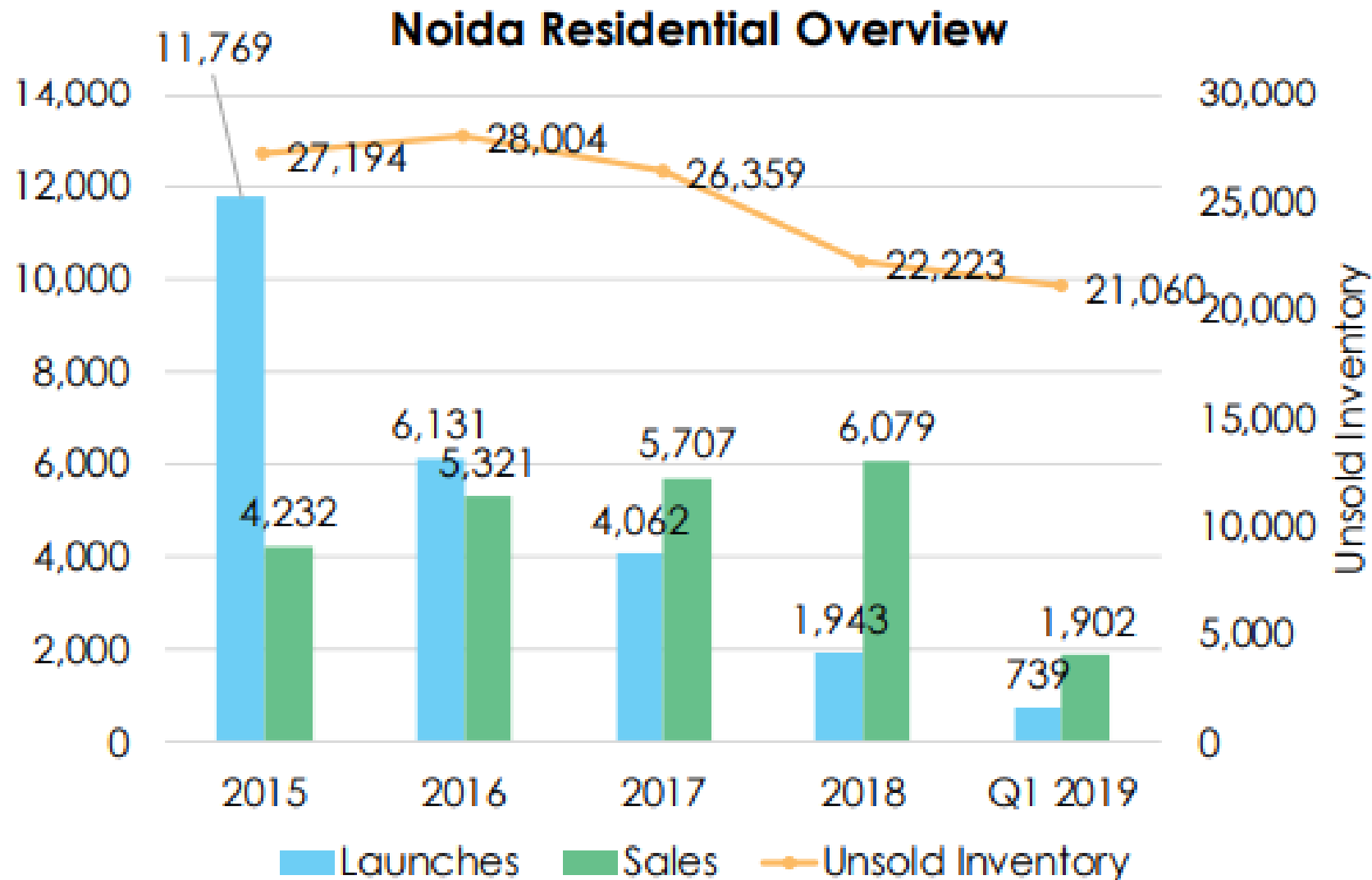
- ▶ In Noida, there currently exists around 600 residential developments, including over 300 that are in various stages of construction.
- ▶ Additionally, Noida is home to over 200 commercial developments, over 100 of which are currently in construction.
- ▶ Near the subject project (Galaxy Apartments) there are many residential projects which offers 1bhk, 2bhk, 3bhk and 4bhk to the buyers at different prices and different sizes.
- ▶ Some of them are: **Amrapali Silicone City, Jalvayu Towers, Kesar Garden Apartments, Dharma Apartments, Samriddhi Apartments**, etc. These include both large scale and small scale residential projects.
- ▶ The subject project is constructed considering the existing supply in the area. For example, 2bhk units are in greater demand in Noida, so the project has more number of 2bhk units than 1bhk and 3bhk units i.e., 35 2bhk units, 20 1bhk units, and 5 3bhk units.

(nobroker, 2023)

- ▶ The availability of homes in Noida has recently increased. This is because of several things, like:
  - Noida's increasing attractiveness as a center for commerce and housing.
  - The completion of several infrastructural projects, including the DSC Flyover, the Noida-Greater Noida Expressway, and others.
  - The availability of reasonably priced land.
- ▶ The number of unsold inventories in Noida is around ~21,000 units.
- ▶ Absorption Trends
  - Despite fewer releases, the city is still absorbing about 6000 units annually, which suggests that unsold inventory is being used.
- ▶ Between 2015 and Q1 2019, around 1,91,582 units were launched in the NCR. Greater Noida, Ghaziabad, and Noida had a 58% share of the total inventory sold in Delhi NCR from 2015 to Q1 2019.



# SUPPLY ANALYSIS



## Factors affecting supply of real estate projects in Noida:

- ▶ **Existing Inventory:** The existing supply of properties in Noida has a significant impact on the entire supply. Price reductions may occur if there are many unsold homes on the market.
- ▶ **Vacancy rate:** The percentage of vacant properties is known as the vacancy rate. A high vacancy rate may signal an oversupply of housing on the market.
- ▶ **Availability of land:** One of the main aspects influencing the supply of real estate developments in Noida is the accessibility of land for development. The government is working towards opening up additional land for construction.
- ▶ **Construction costs:** The price of construction has a significant impact on the availability of real estate developments in Noida. The price of real estate projects is rising as a result of the rising cost of construction supplies.
- ▶ **Government regulations:** Government rules may also have an impact on the availability of real estate projects in Noida. The government might place limitations on the number of units that can be developed on a piece of land or the height of structures, for instance.

(Anita Tomer, 2017)



- ▶ There is a residential apartment constructed on the subject site. The current product mix is most appropriate for the site, looking at the current demand and supply. The building has 1bhk (**650 sq. foot**), 2bhk (**1050 sq. foot**), 3bhk (**1600 sq. foot**) units with different areas and prices (**Rs. 3,500 per sq. foot**).
- ▶ The most preferred product mix caters to a vast customer base by combining 2, 3, and 4 BHK with a variety of sizes in each typology configuration and requirements.
- ▶ 2bhk unit is the most preferred typology in the micro market.
- ▶ Alternate product mix for the site can be a guesthouse with different units (standard rooms, deluxe rooms, family rooms, Suites, Dormitories) which can cater to different needs of the residents.

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**THANK YOU**