

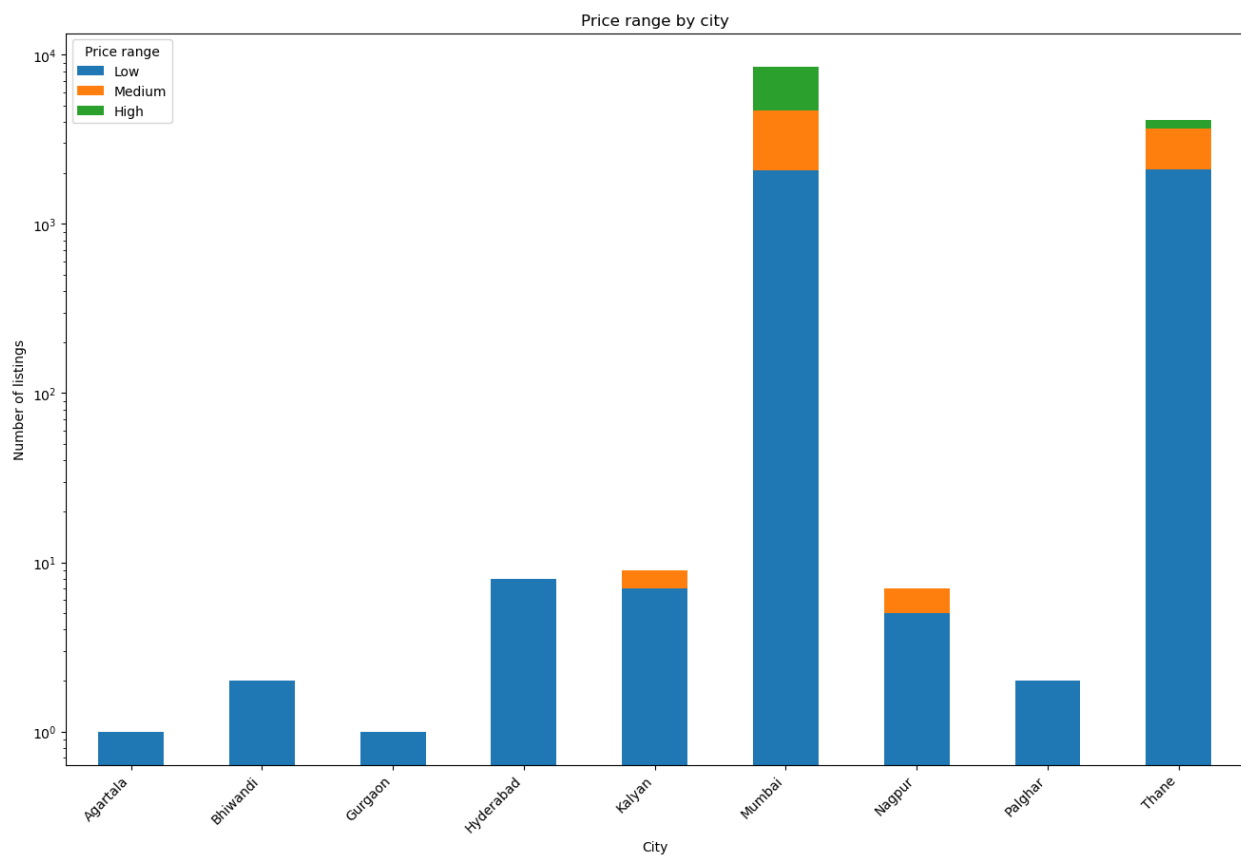
Assignment 1 Investor Report

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City-wise Property Price Tier Analysis

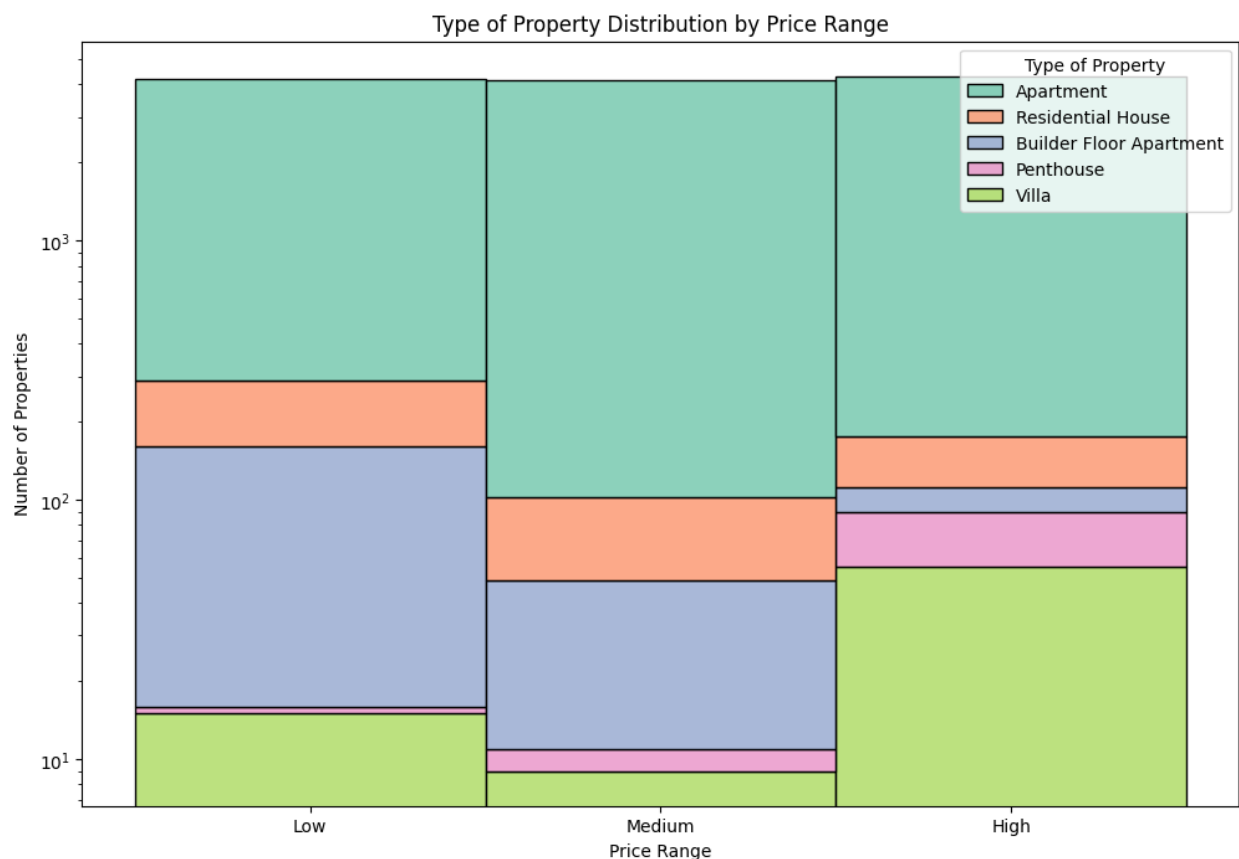


Mumbai emerges as the most expensive market with the highest median prices and the broadest price range, featuring significant outliers that surpass prices in other cities.

- **City Tiers:**
 - **Tier 1 (Highest):** Mumbai
 - **Tier 2:** Thane

- **Tier 3:** Nagpur, Kalyan, Hyderabad
- **Tier 4 (Lowest):** Agartala, Bhiwandi, Gurgaon, Palghar
- Price variability in Mumbai and Thane indicates a diverse property market, offering a wide range of price points.
- **Compact Markets:** Cities like Agartala, Bhiwandi, and Gurgaon have narrow price ranges, possibly due to more homogeneous markets or limited data.
- **Market Maturity:** The broad price ranges in more developed cities suggest a more mature real estate market.
- **Economic Indicators:** The observed price differences align with the economic status of these cities, with financial hubs like Mumbai commanding premium prices.

Property Type Distribution Across Price Ranges

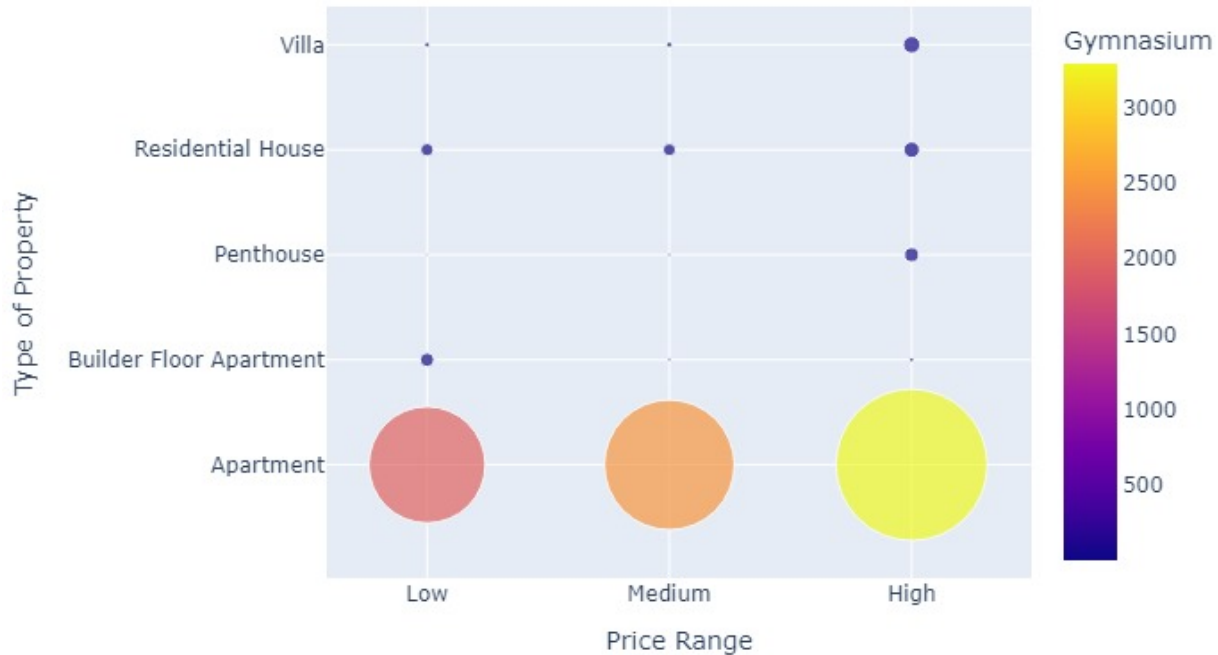


This analysis illustrates the distribution of property types across Low, Medium, and High price ranges. Key findings include:

- **Apartments** dominate all price ranges, though their prevalence decreases with higher prices.
- **Builder floor apartments** are common in the Low and Medium ranges but are less frequent in the High range.
- **Villas** are consistently present across all ranges, with a significant increase in proportion within the High price category.
- **Diversity** of property types is greatest in the High range, encompassing all five categories.
- **Luxury properties**, such as penthouses and villas, constitute a larger portion of the high-priced market compared to lower ranges.

Analysis of Amenities available for Price and Property Type

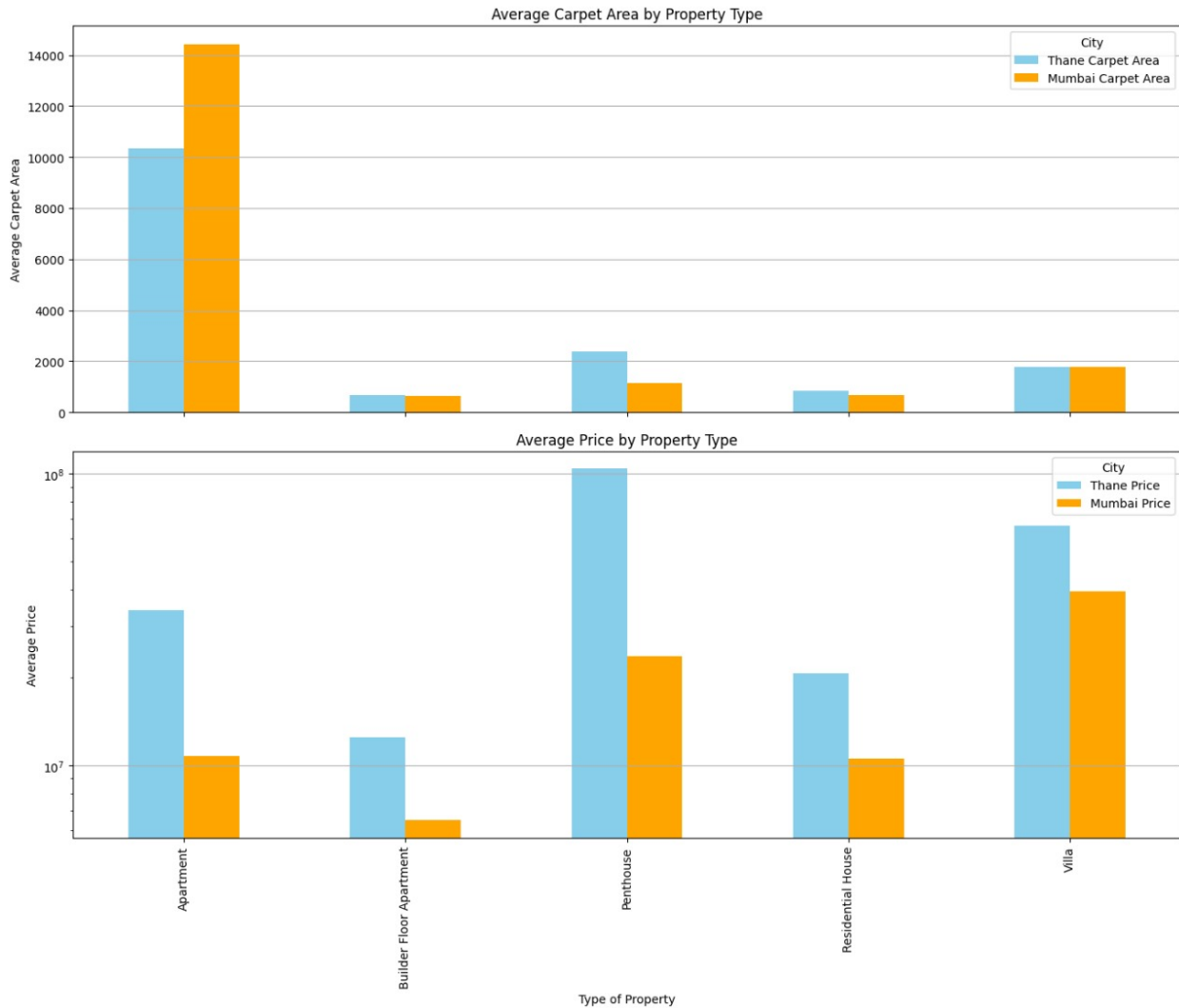
Key Amenities Availability by Price Range and Type of Property



- **Apartments:** Offer the most amenities across all price ranges, particularly in higher price brackets, with a clear correlation between higher prices and increased amenities like pools and gyms.
- **Luxury Property Types:**
 - **Villas, Residential Houses, and Penthouses:** These focus less on shared amenities and more on features like space or location, as indicated by fewer amenities compared to high-end apartments.
- **Builder Floor Apartments:**
 - **Budget-Friendly:** Predominantly appear in lower price ranges with basic amenities, suggesting they're not typically luxury properties.
- **Price Range Impact:** Higher-priced properties, particularly apartments, tend to offer more amenities, emphasizing the strong correlation between price and amenity availability.

- **Market Positioning:** This analysis can guide property developers in identifying market gaps and help buyers assess expected amenities based on budget and property type.

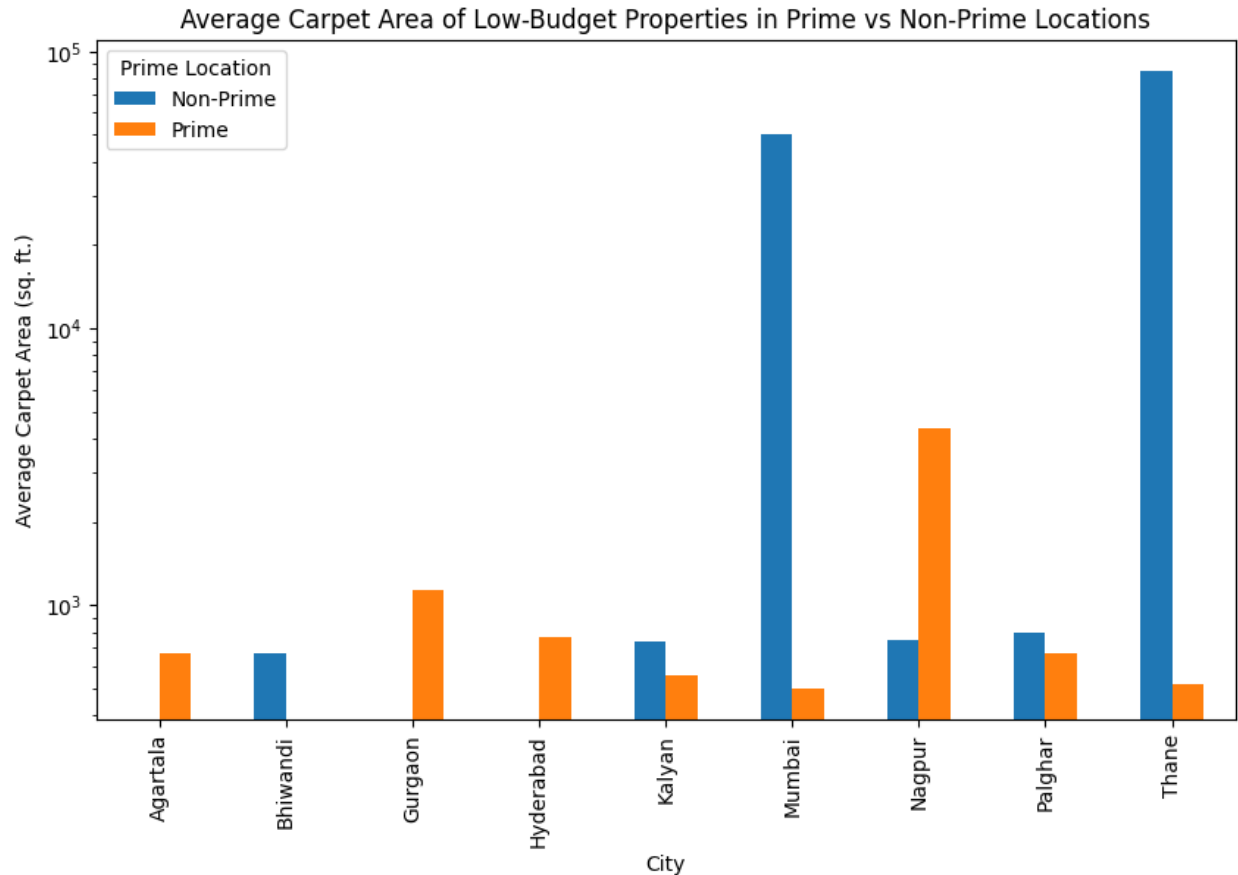
Analysis of Price and Carpet Area for a City with Property Type:



- **City Comparison:**
 - **Thane:** Generally has higher prices across all property types, despite often featuring smaller carpet areas.

- **Mumbai:** Offers larger carpet areas for apartments at lower prices compared to Thane, suggesting better value in some cases.
- **Property Type Trends:**
 - **Larger Properties** (e.g., Penthouses, Villas): Command significantly higher prices.
 - **Price vs. Carpet Area:** There's not always a direct correlation, indicating that factors like location play a significant role in pricing.
- **Market Insights:**
 - **Thane:** Emerges as a more premium market, particularly for high-end properties.
 - **Mumbai:** Offers larger apartments at more competitive prices, appealing to value-conscious buyers.

Carpet Area Analysis for Low-Budget Properties



- **Prime vs Non-prime Locations:**

A clear distinction is observed between prime and non-prime locations:

- **Mumbai, Thane, and Kalyan:** Non-prime locations tend to offer much larger carpet areas.
- **Nagpur and Gurgaon:** Prime locations generally provide larger carpet areas.

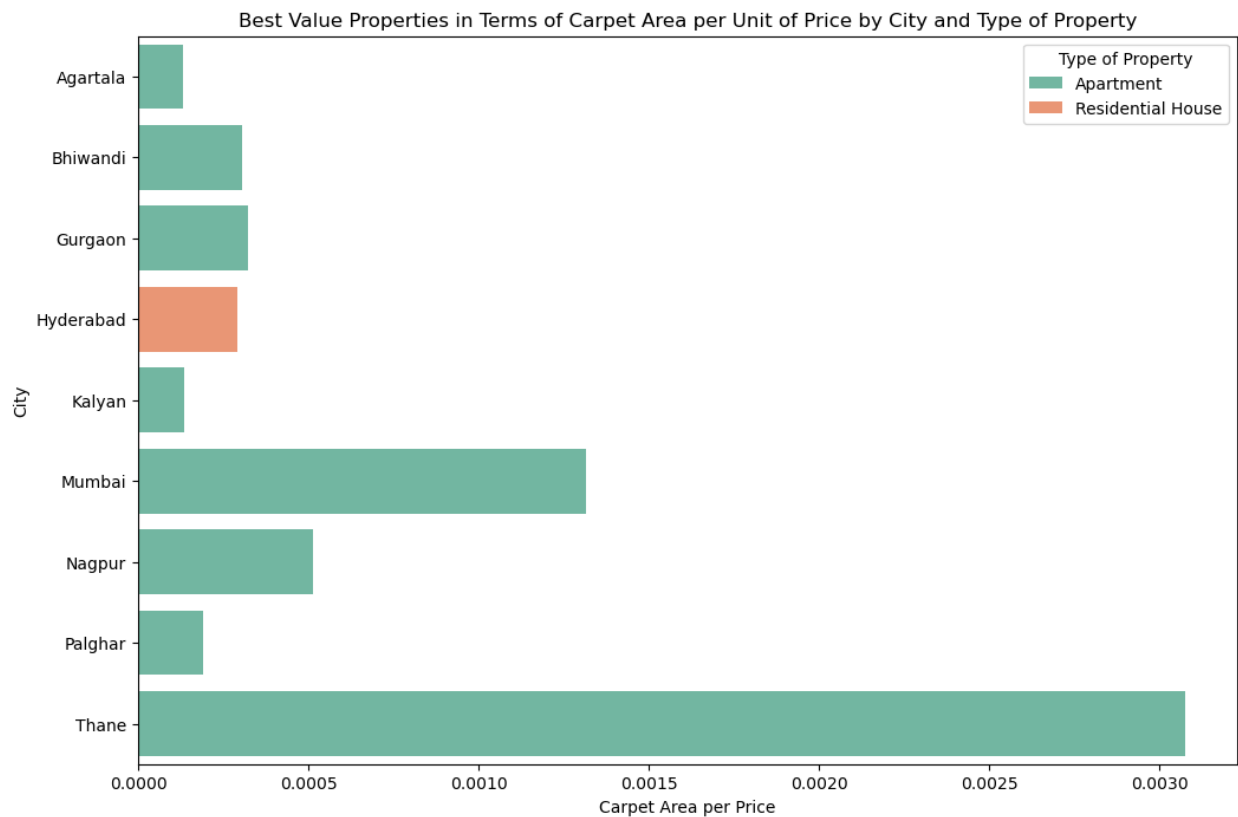
- **Urban Patterns:**

These differences may reflect varying urban development patterns and property markets across Indian cities.

- **Affordability Trade-offs:**

In many cities, opting for a non-prime location allows for significantly more space within a low budget, suggesting a potential affordability trade-off.

Value Analysis of Carpet Area per Price Across Indian Cities



- **Best Value:**

- **Thane:** Offers the highest carpet area per unit of price for apartments, providing the best value compared to other cities.
- **Mumbai:** Despite its reputation for high real estate costs, Mumbai provides the second-best value for apartments in terms of carpet area per price.

- **Apartment Dominance:**

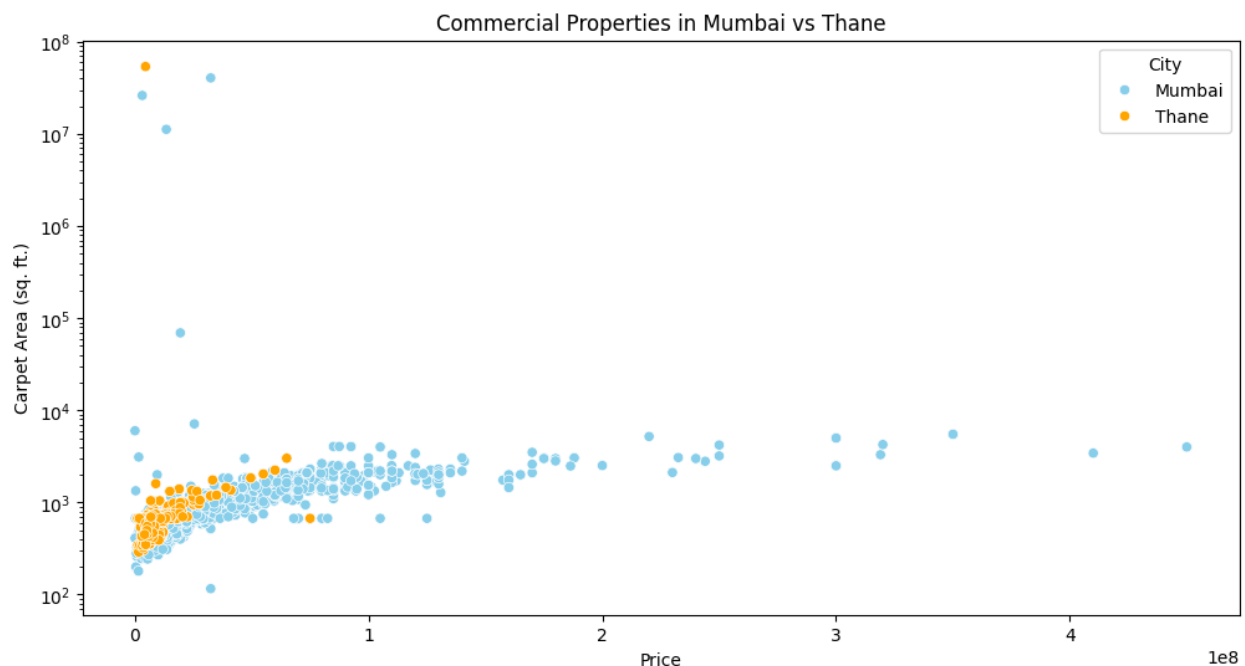
Apartments generally offer better value than residential houses across most cities. Hyderabad is an exception, with residential houses showing lower value compared to apartments in other cities.

- **Regional Trends:**

Cities within the Mumbai Metropolitan Region (Mumbai, Thane, Kalyan) exhibit a wide range of values, highlighting significant intra-regional differences.

Analysis for Commercial Properties in Mumbai and Thane

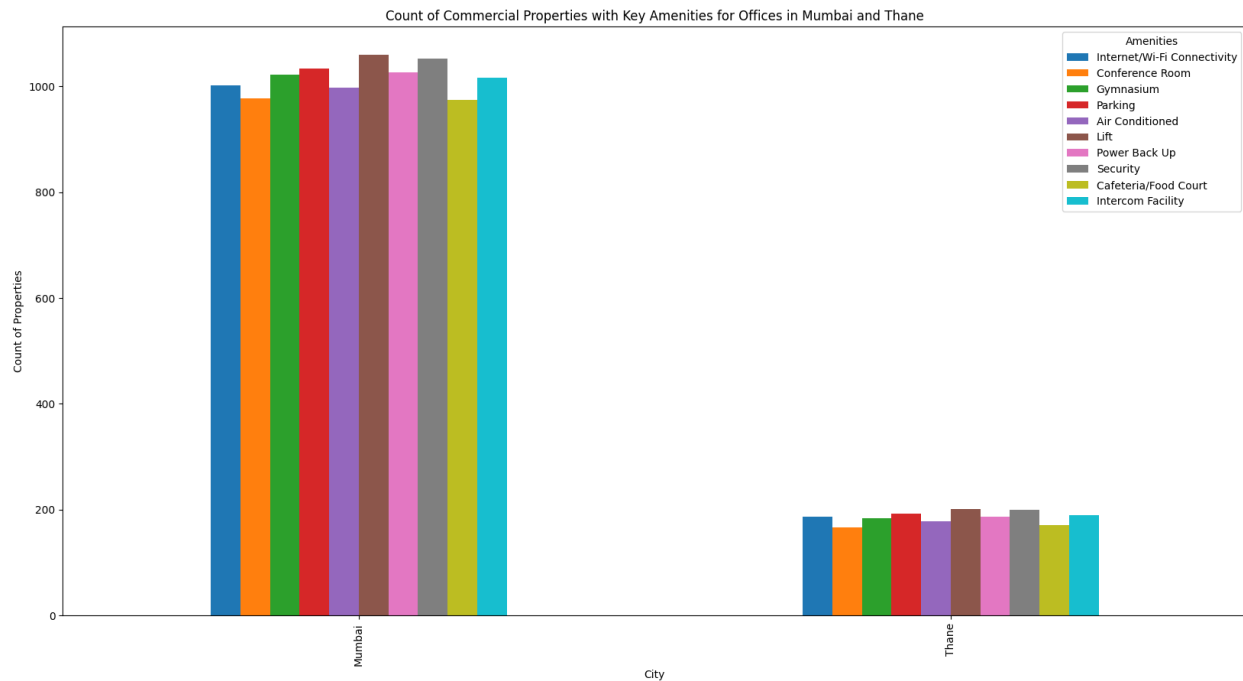
Carpet Area Analysis with Price



- **Price Range:** Mumbai's property market exhibits a broader price range, with values reaching up to ₹450 million, whereas Thane's market is predominantly concentrated under ₹50 million.
- **Carpet Area:** The Mumbai market features a diverse range of carpet areas, extending up to 100 million sq. ft., indicating a mix of small to exceptionally large properties. In contrast, Thane's properties are largely within the lower to mid-range of carpet areas.
- **Market Positioning:** Mumbai's commercial property market is more diverse and premium, featuring a greater number of high-value and large-area

properties. Thane, however, is positioned to cater to a more affordable segment, with a focus on smaller to medium-sized properties.

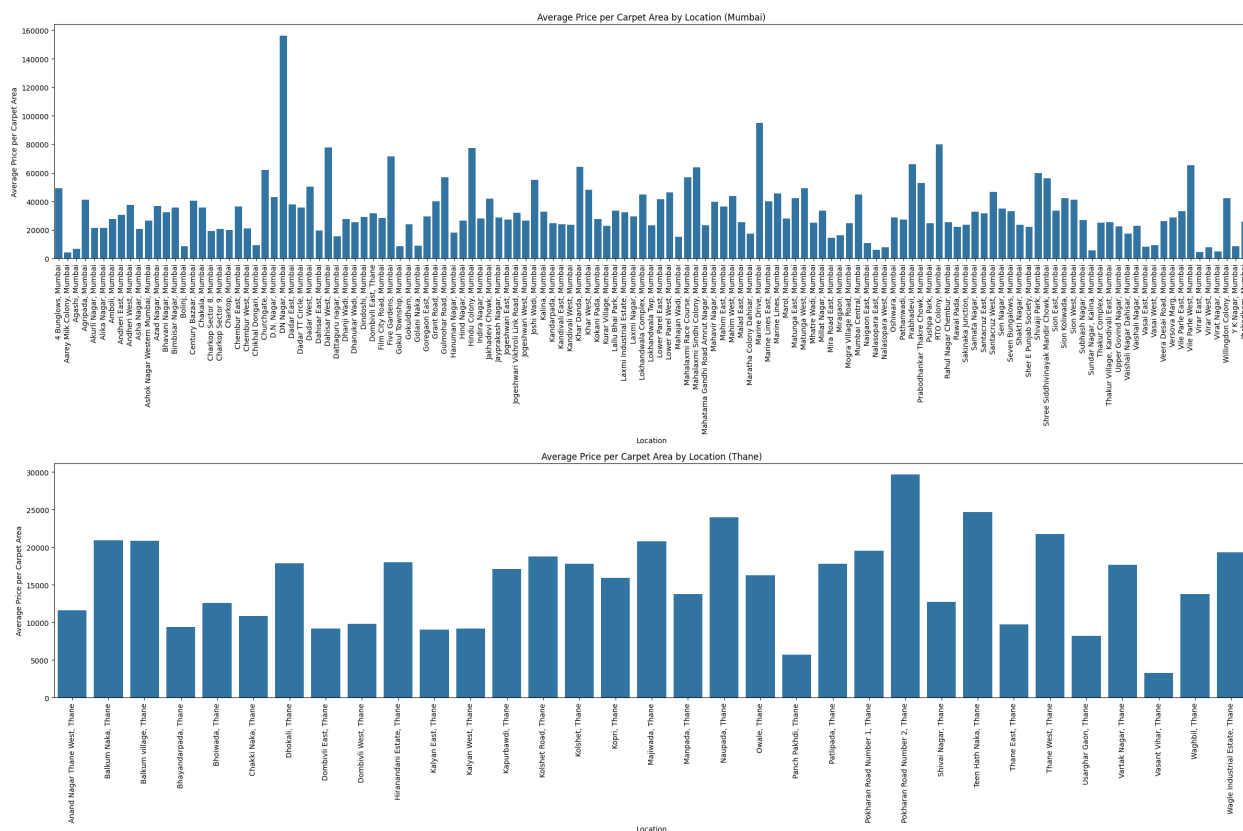
Amenities Analysis



- **Consistency Across Amenities:** Both cities exhibit a consistent distribution of amenities across commercial properties. This consistency suggests that commercial properties in both regions typically offer a comprehensive set of amenities rather than focusing on just a few.
- **Least Common Amenity:** The cafeteria/food court is the least commonly available amenity in both cities, although the difference in availability is not substantial.
- **Internet Connectivity:** Despite the importance of internet and Wi-Fi connectivity in modern office environments, it is not the most common amenity in either city, which could be an area for potential improvement.
- **Infrastructure Focus:** The prevalence of amenities like lifts, security, power backup, and air conditioning suggests a strong focus on essential infrastructure and comfort in commercial properties across both cities.

- **Competitive Market:** The high and consistent provision of amenities across properties in both cities indicates a competitive market, where offering a full range of facilities is essential for attracting tenants.

Location-wise Analysis



- **Price Disparity:**
There's a significant difference in property prices between Mumbai and Thane. Mumbai shows a much wider range of prices, with some areas commanding extremely high values, while Thane generally offers more affordable options.
- **Market Segmentation:**
Mumbai's market is highly segmented, with clear distinctions between premium, mid-range, and affordable areas. Thane, while showing some variation, has a more homogeneous price structure.
- **Investment Range:**

Mumbai offers investment opportunities across a broader price spectrum, catering to various investor profiles from high-net-worth individuals to more modest buyers. Thane primarily caters to mid-range and budget-conscious investors.

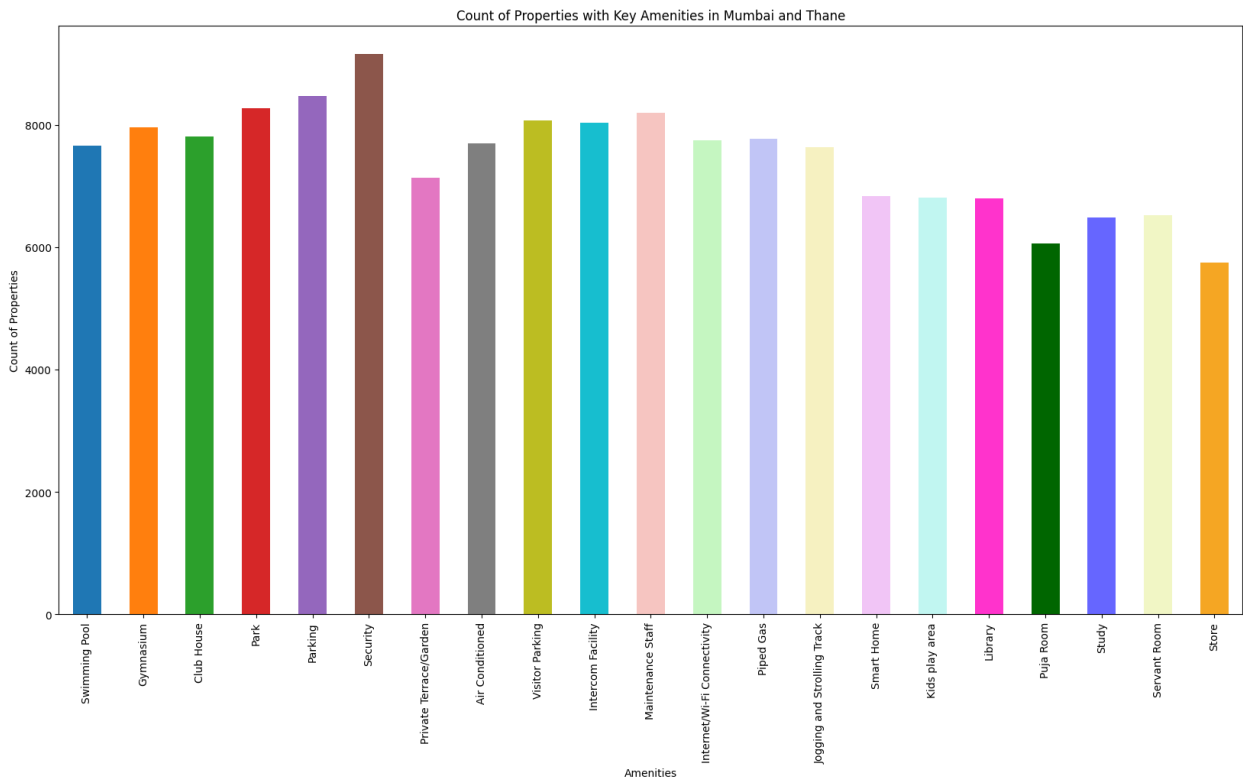
- **Market Maturity:**

The wide price range and clear segmentation in Mumbai indicate a more mature, developed real estate market. Thane's relatively uniform pricing suggests a market that may still be developing and could offer growth potential.

- **Potential for Development:**

The lower and more uniform prices in Thane suggest there might be more room for development and price appreciation in the future, especially if it becomes more integrated with Mumbai's economic ecosystem.

Property Amenities Analysis in Mumbai and Thane



- **Variety of Amenities:**

The data shows a broad spectrum of amenities offered across properties, ranging from **recreational facilities** like swimming pools and gyms to **essential services** such as security and air conditioning. This variety highlights the comprehensive nature of amenities provided in both cities.

- **Security as a Top Priority:**

- Security**

- emerges as the most prevalent amenity, with the highest number of properties offering this feature. This indicates a significant emphasis on safety and security in both Mumbai and Thane, reflecting residents' high prioritization of secure living environments.

- **Popular Recreational Amenities:**

Amenities such as **swimming pools**, **gymnasiums**, and **club houses** are among the top features available in properties, pointing to a strong demand for recreational and fitness facilities. This trend suggests that residents value both social and health-oriented amenities.

- **Importance of Parking:**

Both **regular parking** and **visitor parking** are highly common, underscoring the importance of vehicle accommodation in these urban settings.

- **Focus on Modern Lifestyle:**

- Internet/Wi-Fi connectivity**

- , **smart home features**, and **intercom facilities** are relatively common, indicating a shift towards technologically equipped living spaces.

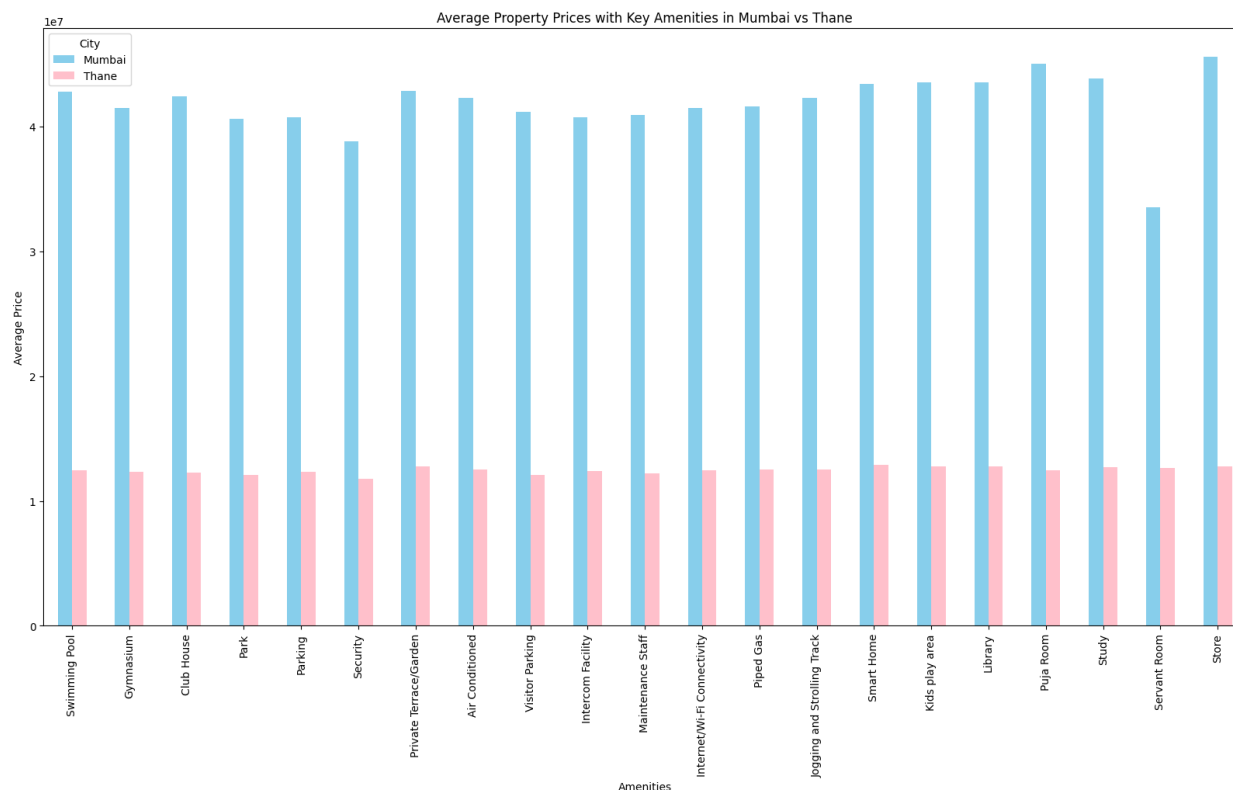
- **Value of Green Spaces:**

The presence of **private terraces/gardens** highlights a desire for personal outdoor spaces within urban environments. This feature suggests that residents appreciate having access to green spaces for relaxation and recreation.

- **Educational Support:**

Although **study rooms** and **libraries** are less common, their presence suggests that some properties cater to students or professionals who require dedicated spaces for work or study. This feature highlights a segment of the market focused on educational support.

Property Prices and Amenities Analysis in Mumbai and Thane



- **Price Discrepancy:**

Property prices in **Mumbai** are consistently higher than in **Thane** across all amenities. This trend underscores Mumbai's status as a more premium market compared to Thane.

- **Correlation with Amenities:**

The presence of certain amenities is associated with higher property prices in both cities. However, the impact is more pronounced in Mumbai. This

suggests that amenities have a stronger effect on property values in Mumbai compared to Thane.

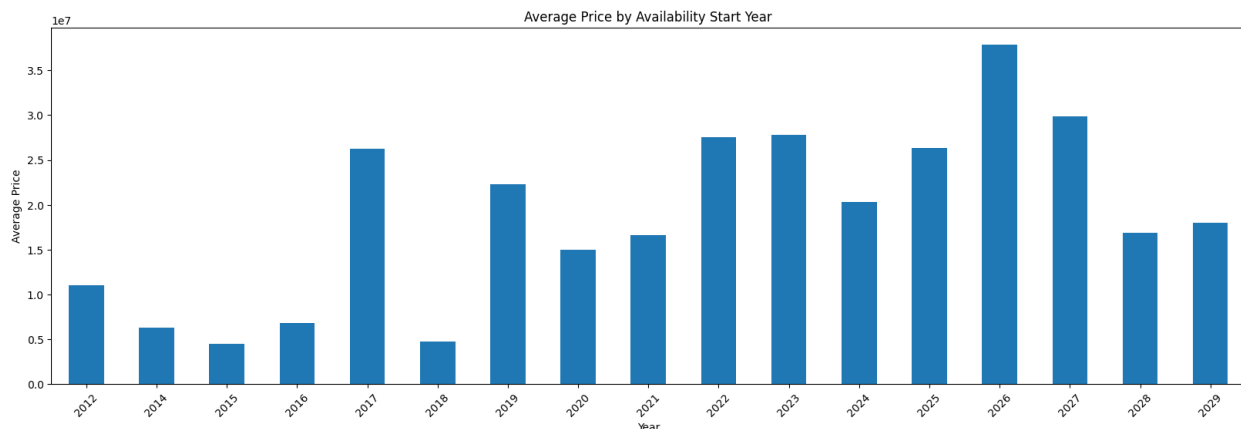
- **Basic vs. Luxury Amenities:**

Basic amenities like "**Security**" and "**Parking**" are associated with lower average property prices in both cities. In contrast, luxury amenities such as "**Swimming Pool**" and "**Club House**" are linked with higher prices, reflecting a premium on additional features.

- **Market Sensitivity:**

- The data indicates that Mumbai's real estate market is not only more expensive but also more sensitive to the presence of specific amenities compared to Thane. This suggests that Mumbai's property values are more influenced by the inclusion of luxury or unique features.
- The lower and more stable property prices in Thane indicate a more affordable market with less fluctuation based on amenities. This presents opportunities for investment in a growing city with a relatively stable cost structure.

Price Analysis based on Time of Availability



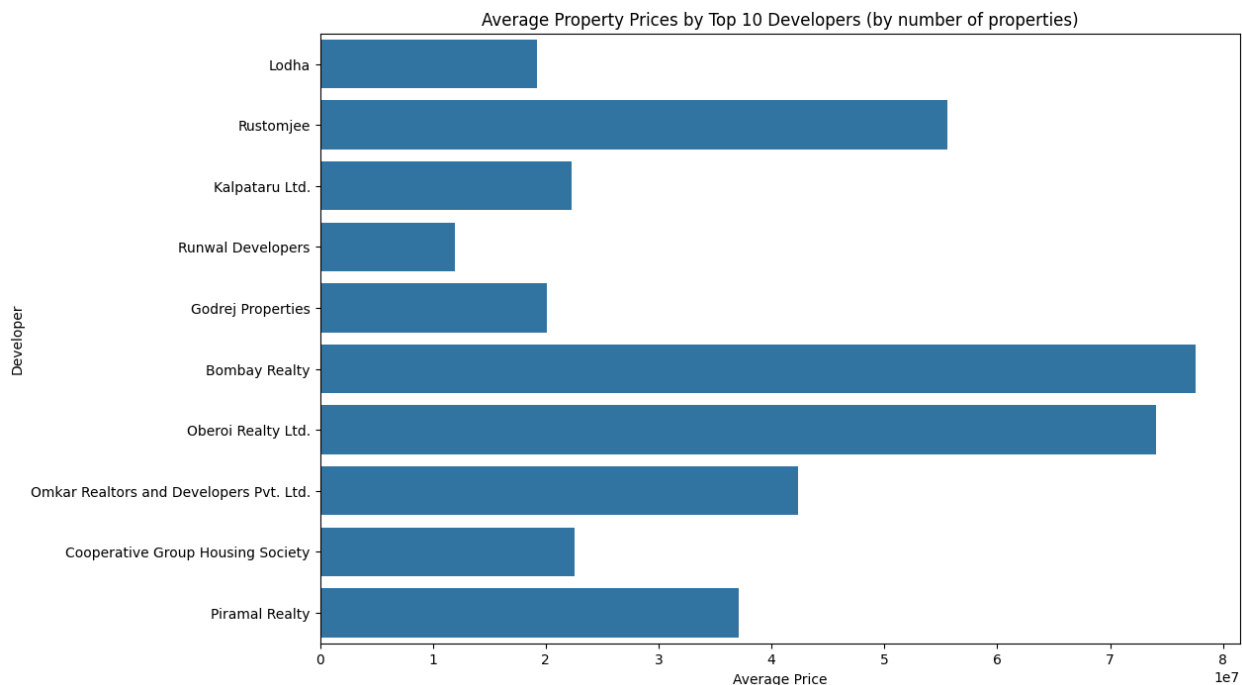
- **Long-term Appreciation:** Despite short-term volatility, average prices demonstrate an overall upward trajectory from 2012 to 2029, indicating sustained market growth.

- **Peak Valuation:** A notable price peak occurs in 2026, with average values reaching approximately 37.5 million units.
- **Recent Market Acceleration:** The period from 2024 to 2026 exhibits a marked price acceleration, followed by a subsequent correction.
- **Historical Context:** The 2012-2018 timeframe is characterized by more moderate pricing with intermittent fluctuations.
- **Segmentation Hypothesis:** Substantial inter-year price differentials may indicate distinct market segments or product/service categories emerging at various intervals.
- **Macroeconomic Considerations:** Price variations likely reflect broader economic factors, supply-demand dynamics, and industry-specific trends.

Developers Analysis

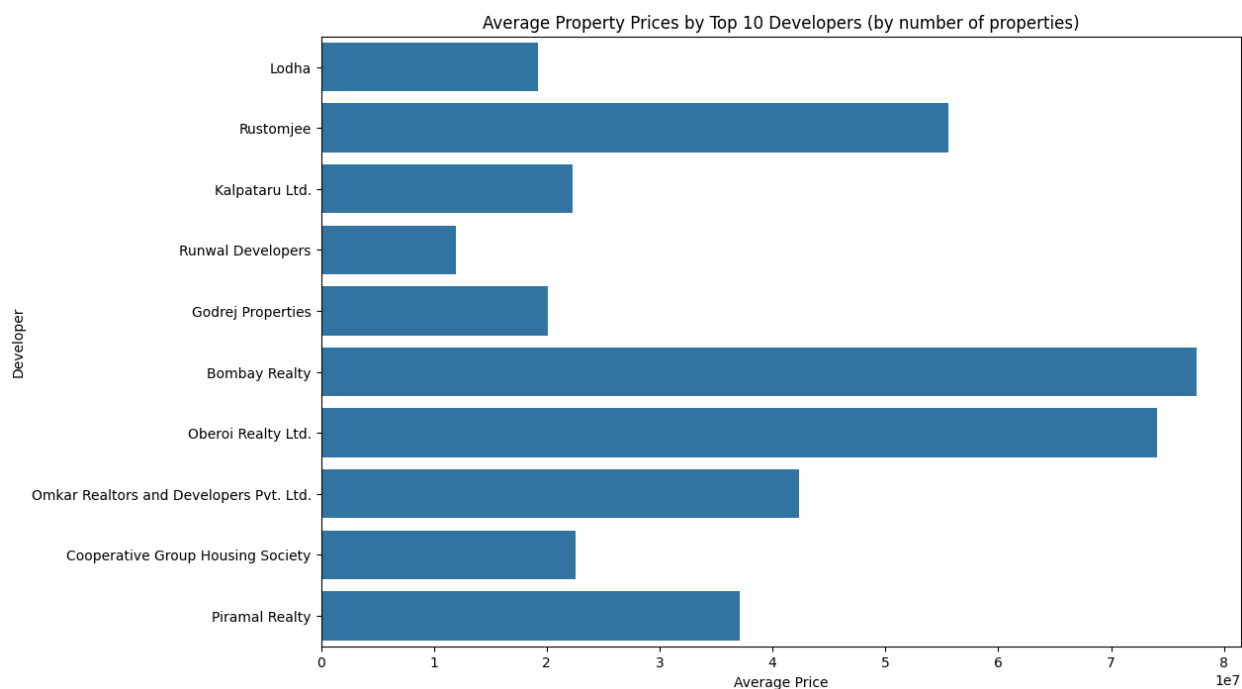
For this analysis, we are focusing on the top 10 developers based on popularity

Property Pricing



The real estate market exhibits a wide price range, with average property values spanning from ₹1 crore to ₹8 crore. This broad spectrum indicates a highly segmented market catering to diverse consumer demographics. Luxury segment developers, such as Bombay Realty and Oberoi Realty Ltd., command premium prices exceeding ₹7 crore on average. In contrast, developers like Runwal target more affordable segments with average prices just above ₹1 crore. Mid-range developers, including Kalpataru Ltd. and Godrej Properties, occupy the ₹2-3 crore bracket.

Amenities Analysis



The availability of key amenities—gymnasiums, swimming pools, and club houses—is generally high across most developers, typically ranging from 70% to 90% of properties. This trend suggests these features are becoming industry standards, likely driven by consumer expectations. Premium developers like Oberoi Realty Ltd. and Omkar Realtors and Developers Pvt. Ltd. offer near-universal amenity availability, reinforcing their luxury positioning. However, some variation exists, with developers such as Cooperative Group Housing Society and Piramal Realty providing these amenities in only 40-50% of their properties, potentially indicating different market strategies or property types.

Market Implications

- Clear market segmentation exists, with developers strategically positioned across various price points.
 - The luxury real estate segment appears robust, evidenced by multiple developers operating in the high-price bracket.
 - Amenity offerings are becoming increasingly standardized, particularly in mid to high-end developments.
 - Pricing variations likely reflect a combination of brand positioning, property locations, and target consumer segments.
 - The absence of universal amenity offerings even among top developers suggests some diversification in property types or target markets within individual developer portfolios.
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