

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?



Housing prices in India have surged during the frist quater of 2023 with the average price rise across all the major raetly beings to 70%

The indian property market is more bouyant it has beeb several years

The reports
highlights that
the average rate
of properties in
Bangalore saw a
10% apprection

Real estate has consistently been one of the best performing assert classes overt the long term

Property buyers are back in force in most cities as inquries have rebouned

There was a notble housing price inflaction in aggregate

housing prices in Ahmedabad rose 10 per cent Y-o-Y to ₹6,507 per square feet during April-June

Chennai went up 6 per cent to ₹7,653 per square feet Porconoic non

Persona's name

Short summary of the persona

The paper examine long run behaviour of house prices by addressing

City level
quarterly data
covering the
period
2007_2011 and
applying

The law of pne price does not hold in the india

The price of house in Delhi is \$8652

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?



