



Says

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

Housing prices across 8 major Indian cities increased by 7% in Q2 2023.

The prices of residential properties in Chennai went up 6 per cent to Rs. 7,653/- per square feet.

In Delhi-NCR, rates shot up 14 per cent to RS. 8,652/- per square feet.



Thinks

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

December 2021, Housing price in Chennai is Rs.5,400/- to Rs.5,600/-. But August 2023, Housing price in Chennai is Rs.7,653/- per square feet.

December 2021, Housing price in Delhi-NCR is Rs.4,400/- to Rs.4,600/-. But August 2023, Housing price in Delhi-NCR is Rs.8,652/- per square feet.

Housing prices in this Delhi-NCR area jumped 46% in Q2.



Ahmebad has the must affordable housing amongthe top eight cities in India with a ratio of 22 per cent.

Public-private partnership are another solution to affordable housing in India.

Followed by Pune and Chennai, each with a ratio of 26 per cent in the first half of the year

The Budget 2023-24 entailed an increased focus on affordable housing, with about a 66 percent hike in the fund allocation under the Pradhan Mantri Awas Yojana (PMAY).

As India's population increases, so do house prices. This is my guess.

Compared other countries are India housing prices is lowest.



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?