



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?

ANALYSIS
HOUSE PRICES IN
METROPOLITAN
AREA IN INDIA

Expected to increae 7.5./.
On a pan-india basis
this year

Collection of prices of
new and resale houses
located in the
metropolitan areas of
India
The amenities provided
for each house

The fastest
growth in five
year according
to a outer of
property
analysis

Housing
shortage was
a constant
problem in
India's cities

The rising inflation
in urban housing
has risen to 4.47%
year-on-year in
December 2022 v/s
3.81% in the same
period a year before

*The rising cost
of borrowings
has also added
to the burden
of developers*

There are nine
metropolitan areas
they are Chennai,
Mumbai, Hyderabad,
Bangalore, Pune,
Kolkata, Surat,
Ahmedabad, Delhi

*225 bps repo rate
hike and
consequent
increase in home
laon rates along
with higher
residential prices*

Grew 2.7%
YoY in jun
2023

Help the developer
determine the selling
price of a house and
can help the customer
to arrange the right
time to purchase a
house

Home prices in
India are set to rise
steadily in single
digit percentages
over the coming
years along with
economic growth

Increase of
7.21% in
property
prices during
Q2 2023



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?