

Says

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

What are their wants, needs, hopes, and drew What other thoughts might influence their beh

Thinks

Mumbai's expensive residential and commercial real estate is one of the main factors making it the most expensive city in India

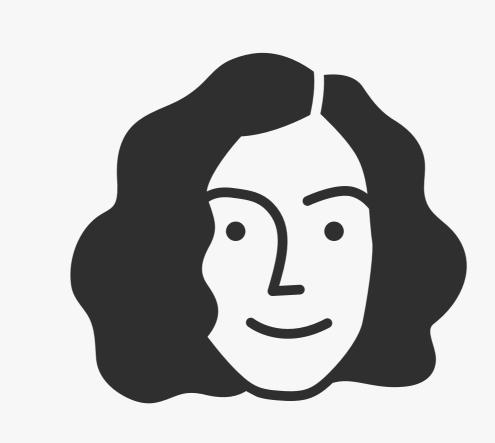
The Real Estate Industry In India is estimated at USD 265.18 billion in 2023, and is expected to reach USD 828.75 billion by 2028, growing at a CAGR of 25.60% during the forecast period (2023-2028)

The Reserve Bank of India publishes a quarterly house price index (HPI) for ten major cities: Mumbai, Delhi, Chennai, Kolkata, Bengaluru, Lucknow, Ahmedabad, Jaipur, Kanpur, and Kochi

collection of prices of new and resale houses located in the metropolitan areas of India

the amenities provided for each house

Property prices in India are expected to increase 7.5% on a pan-India basis this year, the fastest growth in five years, according to a Reuters poll of property analysts



Persona's name

Short summary of the persona

India's real estate market is expected to undertake a growth rate (CAGR) of 9.2% during the five-year period from 2023 to 2028

The upcoming housing market in 2023 will be a sellers' market. It is anticipated that the prices of the housing market will rise for some time due to the growing demand for houses coupled with limited supply

The All-India house price index rose by 4.56% in Q1 2023 from a year earlier, following y-o-y increases of 2.79% in Q4 2022, 4.52% in Q3, 3.45% in Q2, and 1.8% in Q1, according to figures released by The National Housing Bank (NHB), the country's central bank

Demand for homes soars, prices follow suit

Mumbai is India's most expensive city to live in, according to a report released by renowned property consultant firm, Knight Frank India

Does

As we have already

seen, the property market in India is

immensely in 2023

poised to grow

as well as in the

years to come

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?

