



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?



Persona's name  
Short summary of the persona

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

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 328.75 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.**

As we have already seen, **the property market in India is poised to grow immensely in 2023 as well as in the years to come**

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 2.75% in Q4 2022, 4.55% 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

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?