

HIGH ON JOSH

After a decade of going through a roller coaster, the real estate market in India, showed an astounding progress in the first two quarters of 2023, which is only expected to go further up during the upcoming festive season, signalling bullish times ahead.

Here's a closer look at the festive mood this year!





Research & Reports

DESCRIPTION

Research & Reports (R&R) is an independent entity that aims to create a credible ecosystem which is fact-based, data driven and analysis-laden within the ever-growing Indian real estate growth story.

R&R team is dedicated to bringing the actual reality of realty to buyers and sellers alike. The R&R reports decode the complex world of real estate and empower the stakeholders with key insights to take the right decisions.

R&R is an independent research wing of Rise Infraventures Limited.

VISION

R&R stands for transparency and sustainable approach, leading to a creation of world-class infrastructure and consistent growth in the real estate sector in India.

MISSION

Our mission is to provide independent, unbiased research and reports on real estate trends, movements and practices. We support transparent buying and selling experiences that align to public policy, and as a result, deliver RERA approved standard transaction process throughout the nation.

RING IN THE FESTIVITIES

The Indian festive season has always been the annual high point for residential real estate in India. Festivals like Navratri, Ganesh Chaturthi, Dhanteras and Diwali are considered to be auspicious for high-ticket purchases like real estate.

But, while the last couple of years saw low festive mood, this year, the festive season is expected to see the josh back in buyers. The real estate sector is expected to witness a significant rise in demand for residential real estate.

In our survey conducted recently on Delhi-NCR buyers to trace the festive mood, the findings clearly point towards great times for the residential real estate sector, with Gurgaon on top of the list of the preferred destinations.

As the country gets ready to get back on the furious growth path, an overwhelming number of buyers indicated that they can't wait to take the first step towards buying their dream homes during the upcoming festive season.

A large number of home owners also indicated that they are looking at upgrading to bigger and better homes, especially in the mid-segment and luxury segment, and don't mind spending anywhere between 1-2 Cr, to lead a life of their choice.

These responses clearly point towards emergence of a real estate buying class that's making home buying an intrinsic part of their festive investments. Looks like great times are rolling back in action!

-Vishesh Prakash,
Head, R&R

Festive Purchase

Around 40% of the respondents are looking at investing in the next two months

Home is Heart

Residential realty continues to be the preferred choice with almost 45% respondents choosing it over commercial

Luxe Living

There is a significant shift in buying patterns as semi-segment and luxury segment emerge as the hot selling categories, overtaking 2-BHK

Price Point

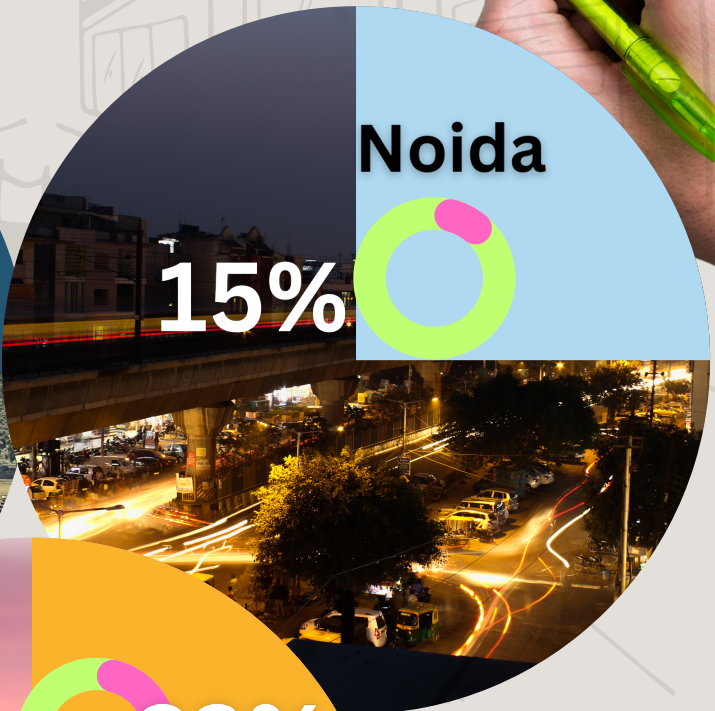
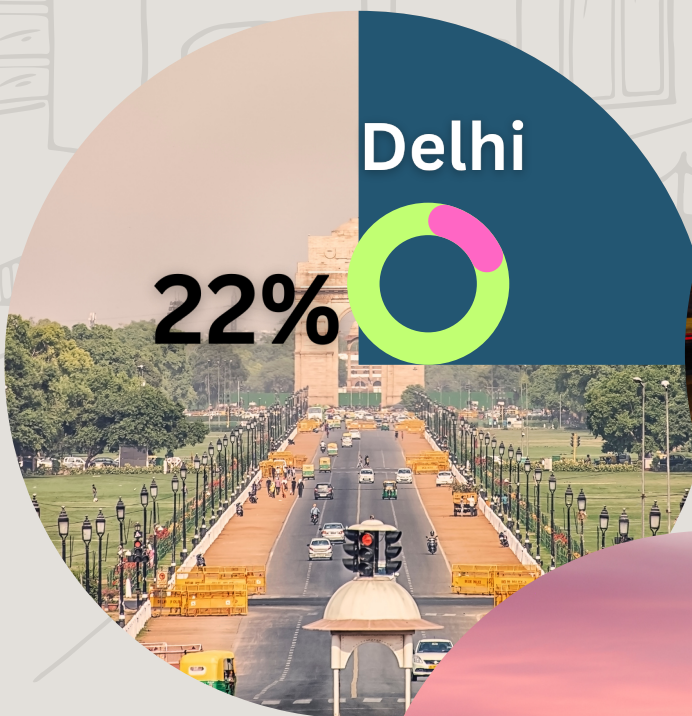
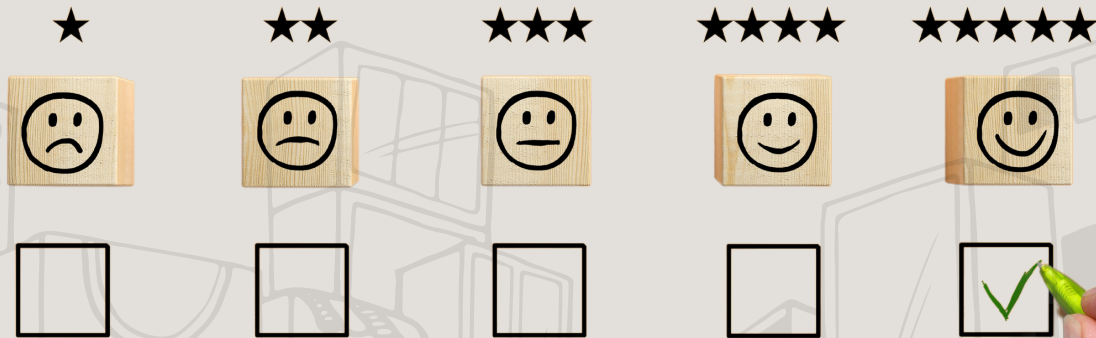
35% respondents are ready to invest anywhere between 1-2 Cr towards residential real estate

Millennial Dream

Gurgaon tops the list of preferred destinations

To tap the festive mood of the buyers, the R&R survey was conducted amongst respondents spread across Delhi-NCR, with a healthy mix across genders, age groups, professions and income groups. Here's a break-up across various parameters of all those who voiced their opinion.

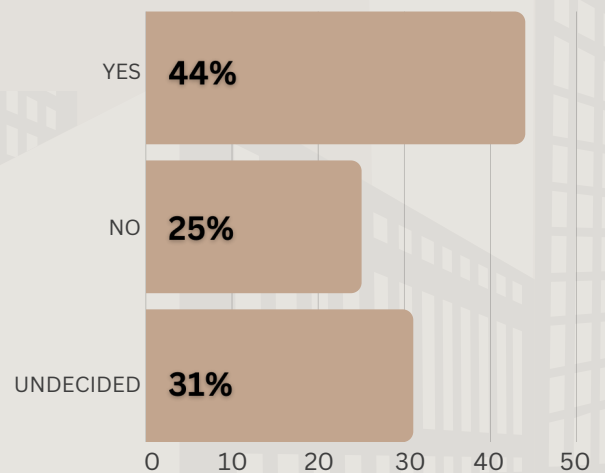
SURVEY HIGHLIGHTS: MOOD OF THE BUYER



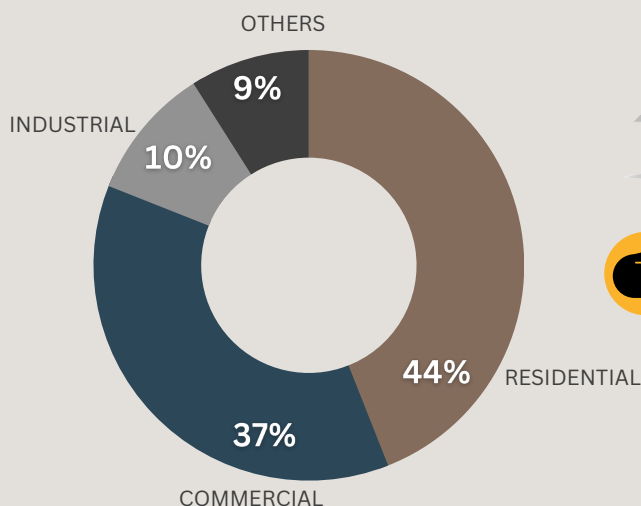


The upcoming festive season is expected to bring in newer excitement for the real estate sector in India, especially for residential real estate. The sector is going to continue on its journey of long term growth as we see a continuous rise in GDP per capita, larger disposable incomes, growing urbanisation, and most of all, a larger focus of the world on India, as the next big economy!

1 ARE YOU PLANNING TO PURCHASE REAL ESTATE PROPERTY IN DELHI-NCR DURING THE UPCOMING FESTIVE SEASON?

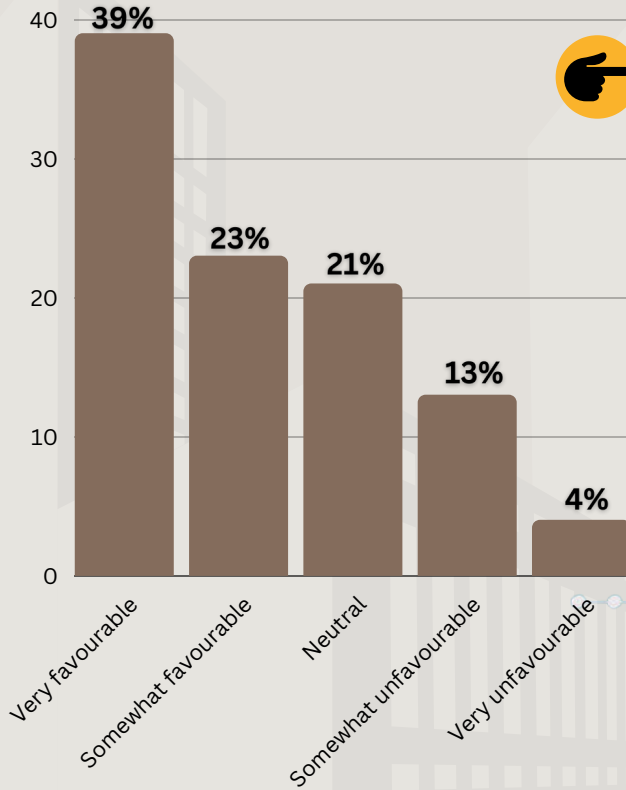


2 WHAT TYPE OF REAL ESTATE PROPERTY ARE YOU INTERESTED IN PURCHASING?



The buyers segment today is flooded with buyers for whom the priority is to move in to their homes. Another key segment is those who are looking to upgrade their current homes into larger, better spaces. And, both ways, the residential real estate seems to be the clear festive winner.

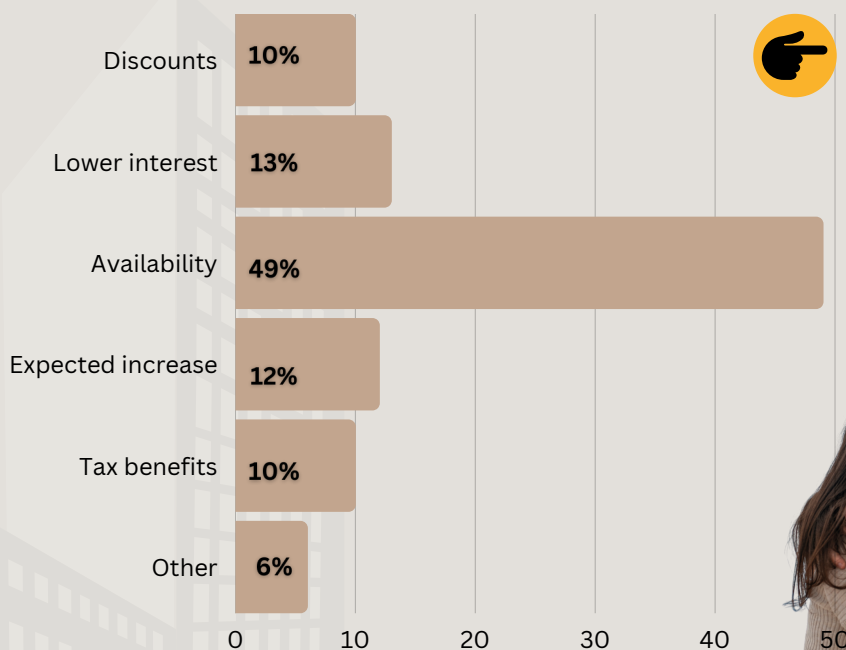
3 HOW WOULD YOU RATE THE CURRENT REAL ESTATE MARKET IN DELHI NCR?



All stakeholders, including buyers, industry and government indicators, project a great growth story for the Delhi-NCR real estate market during the upcoming festive season. Showing signs of strong momentum, the real estate market in Delhi-NCR seems to be quite favourable for all.



4 WHAT FACTORS ARE INFLUENCING BUYERS' DECISION TO PURCHASE REAL ESTATE DURING THE FESTIVE SEASON?

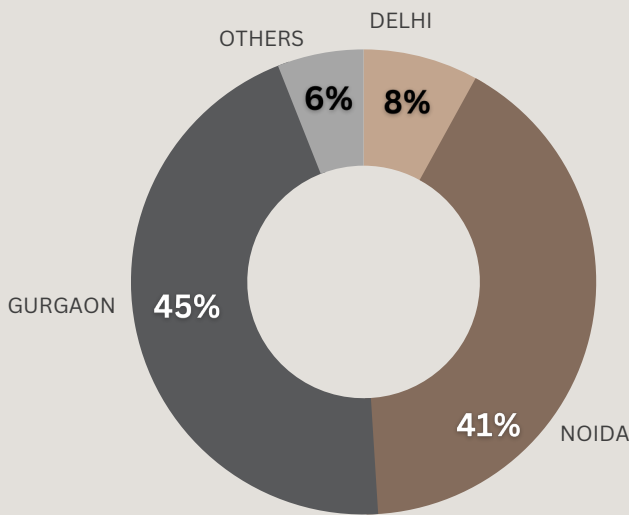


The NCR region offers varied options like plots, independent homes and high-rises apartments. With something for everyone rule, and multiple options to choose from, the buyers are spoilt for choice.



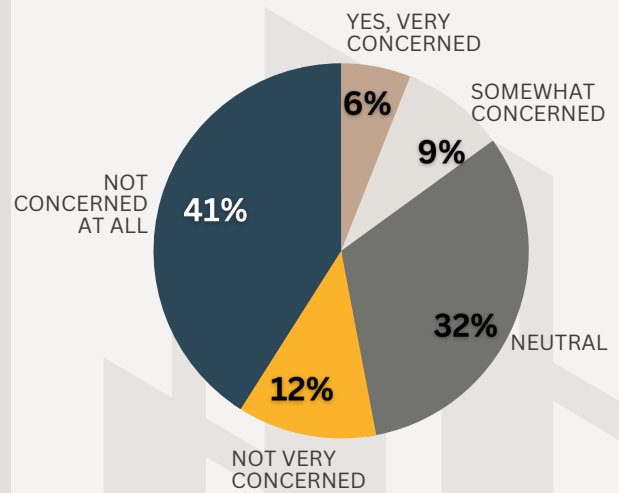


5 WHICH MARKET ARE YOU CONSIDERING WITHIN DELHI NCR FOR YOUR REAL ESTATE PURCHASE?



Gurgaon stands out as the clear hotspot for buyers who are looking at doing their festive home buying.

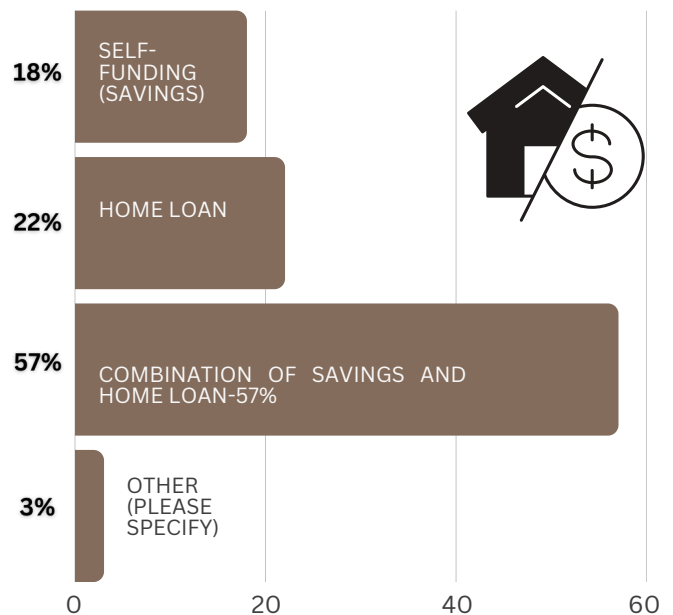
6 ARE YOU CONCERNED ABOUT THE IMPACT OF RECENT POLICY DECISIONS ON THE REAL ESTATE MARKET IN DELHI NCR?



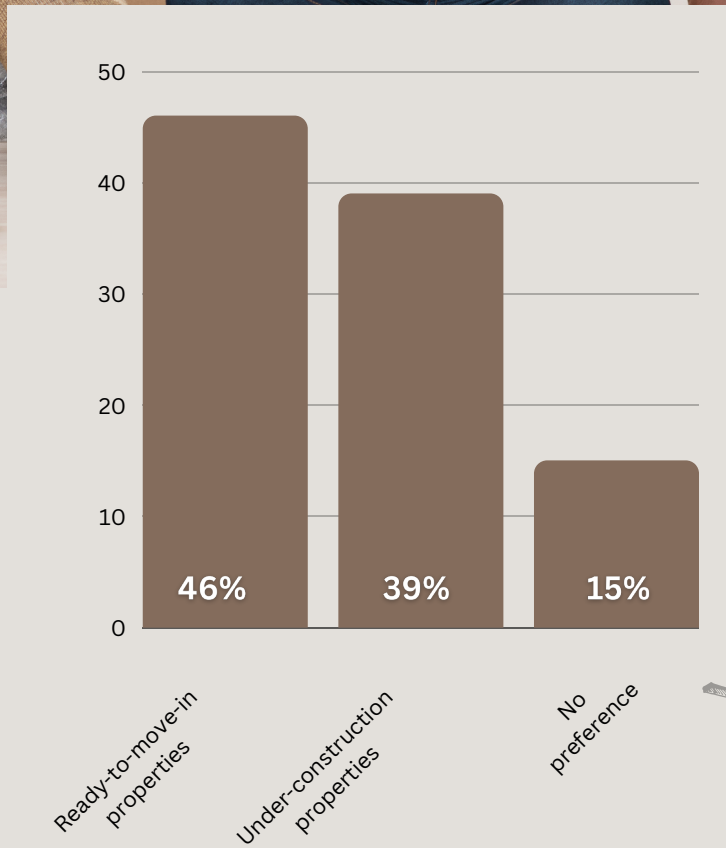
The recent policy decisions are testaments to the country's commitment to financial stability and economic growth. The focus on maintaining inflation in check while supporting the growth of the sector is the real icing on the cake.

7 HOW DO YOU PLAN TO FINANCE YOUR REAL ESTATE PURCHASE?

Rising incomes, and affordable home loan rates are both contributing towards increased interest of buyers in investing in residential real estate during the upcoming festivities.



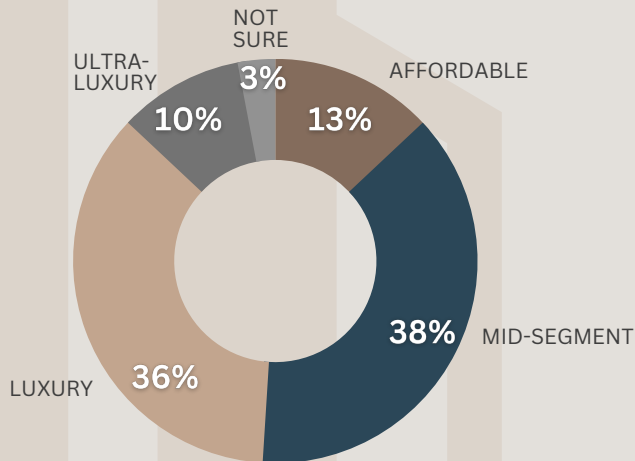
8 WOULD YOU PREFER READY-TO-MOVE-IN PROPERTIES OR UNDER-CONSTRUCTION PROPERTIES?



When it comes to festive buying, buyers prefer to opt for ready-to-move-in properties, where can move in during the auspicious festive times.



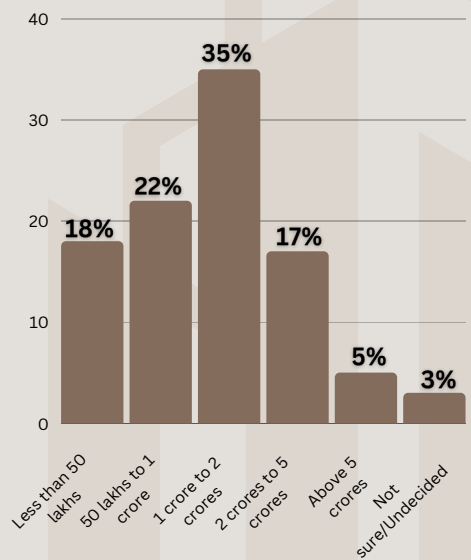
9 WHAT SEGMENT OF PROPERTY ARE YOU CONSIDERING PURCHASING REAL ESTATE IN DELHI NCR?



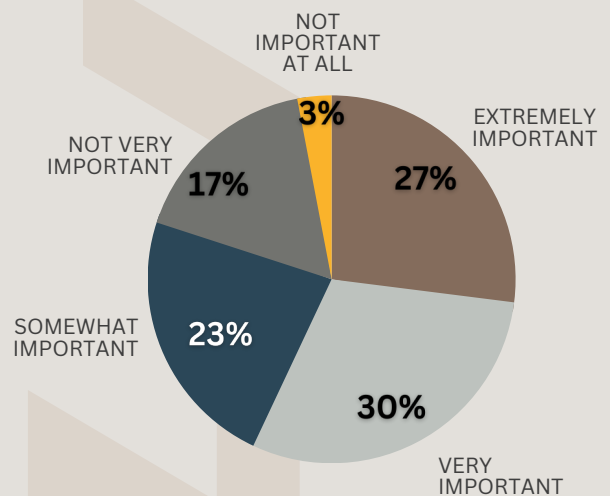
Mid-segment and luxury units seem to be the hot favourites of the buyers!

10 WHAT IS YOUR BUDGET FOR PURCHASING REAL ESTATE IN DELHI-NCR?

Majority of buyers don't mind shelling out between 1-2 Cr to buy dream homes.



11 HOW IMPORTANT IS THE REPUTATION OF DEVELOPERS WHILE MAKING THE DECISION TO BUY REAL ESTATE?



Knowing the track record and reputation of developers/builders is very important for most of the buyers.



Research & Reports

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