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EMPOWERING YOUR BUSINESS


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SNAPSHOT
OF KEY DEVELOPMENTS IN
REAL ESTATE
THAT CAN IMPACT
YOUR BUSINESS.

1.

PUNE TOPS IN NUMBER OF LAUNCHES AND ABSORPTION



- Pune witnessed the most number of launches as well as the highest absorption compared to other cities in the year 2021

Below is the table showcasing the total number of new launches and absorption in major cities in the year 2021:

City	Total Absorption (Units)	New Launches (Units)
Pune	76663	59169
Hyderabad	46871	54718
Thane	68736	47550
Mumbai	37546	31259
Bengaluru	44159	27356
Navi Mumbai	22331	12276
Chennai	16587	11395
Gurugram	10187	8684
Kolkata	15168	7511
Noida	4939	4097
Ghaziabad	3464	2085
Faridabad	958	1184
New Delhi	1167	400

Source: Propequity Jan-Dec 2021

2.

ABSORPTION BOOST IN CHEMBUR

Below table showcases the absorption & new launches from 2008 - 2021

Y-o-Y	Total Absorption (Units)	New Launches (Units)
2008	283	30
2009	246	227
2010	745	1,417
2011	831	959
2012	551	699
2013	624	1,062
2014	966	1,761
2015	1,545	2,661
2016	1,585	2,906
2017	805	800
2018	995	1,257
2019	894	203
2020	981	1,151
2021	1,880	1,643

- Chembur witnessed the highest absorption in 2021 since 2008.
- It also had 1643 new launches in 2021.
- Inventory overhang in Chembur in 2021 was at the lowest since 2015.



Source: Propequity Jan-Dec 2021



3. STAMP DUTY HIKE IN APRIL TO MAKE HOMEBUYING COSTLIER

- With stamp duty set to go up by 1% from April, homebuyers should act quickly to make the most of the two-year concession that ends in March.
- The Maharashtra government is set to hike stamp duty on house registration in the next financial year, taking it from 5% to an effective rate of 6% of agreement value.
- Stamp duty on gifting property worth ₹1 crore to a close relative will also see a huge rise from just ₹200 to ₹1 lakh.

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4.

RESIDENTIAL PLOT PRICES APPRECIATE 7% ANNUALLY SINCE 2015 IN MAJOR CITIES



- Prices of residential plots across eight major cities have appreciated by an average of 7% annually since 2015, while rates of apartments increased by 2%, says Housing.com.
- "Residential land is still a better investment than buying apartments," Housing.com said.
- However, across the eight cities that Housing.com tracks, people prefer to buy apartments rather than plots, because of security and other amenities.

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5. BOOST YOUR BUSINESS

Generate leads through cold emails

- Udemy is offering a crash course in writing cold emails with the potential of converting into leads.
- The course, which costs Rs 1,280, includes 1.5 hours on-demand video, one article, and mobile and TV access, among other things.
- Created by Stuart Oden, the course promises to help you structure the email for the best response, and how to execute the strategy to get clients.

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