

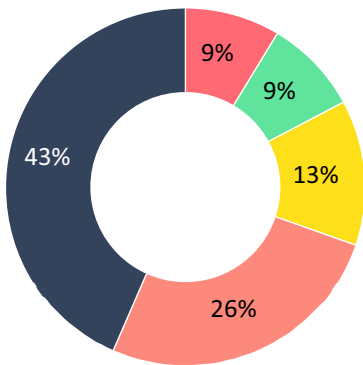
FOR REAL ESTATE CONSUMERS CONVENIENCE SCORES OVER AMENITIES



MAY 2019

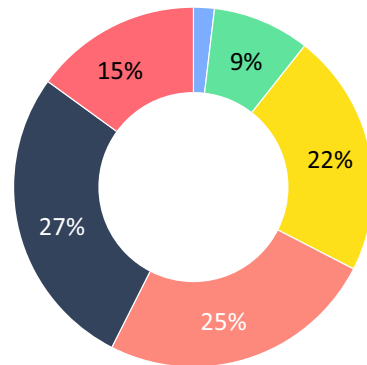
62% executives would go for a compact flat near workplace

Business centers spread across 5 key CBDs in Mumbai surveyed



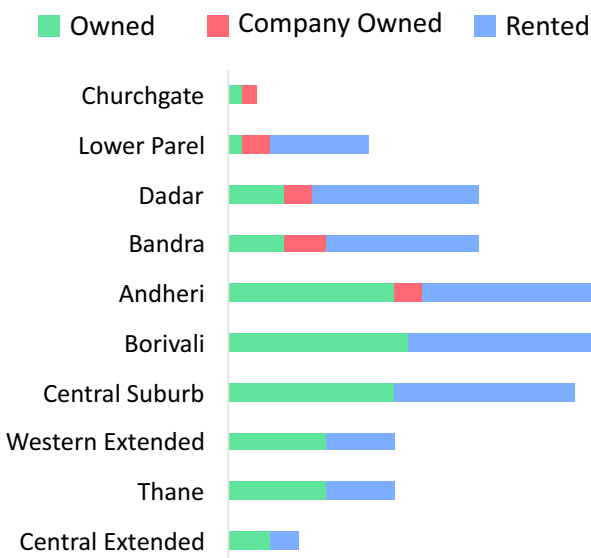
- Fort
- Nariman Point
- Worli
- Lower Parel
- Bandra Kurla Complex

Target group holds mid or senior management positions

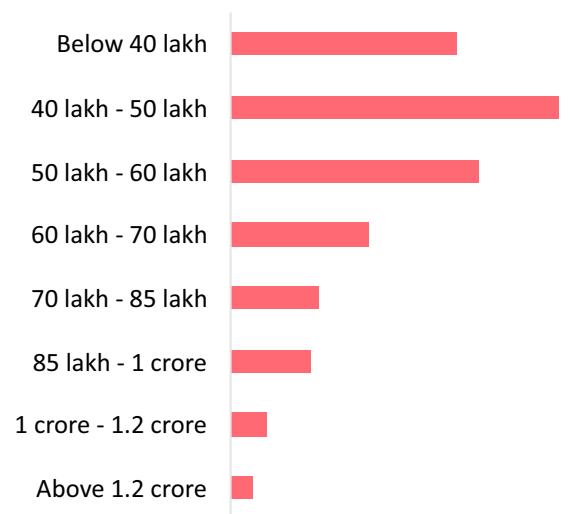


- Regional Manager
- Joint Director
- Vice President
- Managing Director
- Senior VP
- Senior Manager

60% of the respondents stay on rent



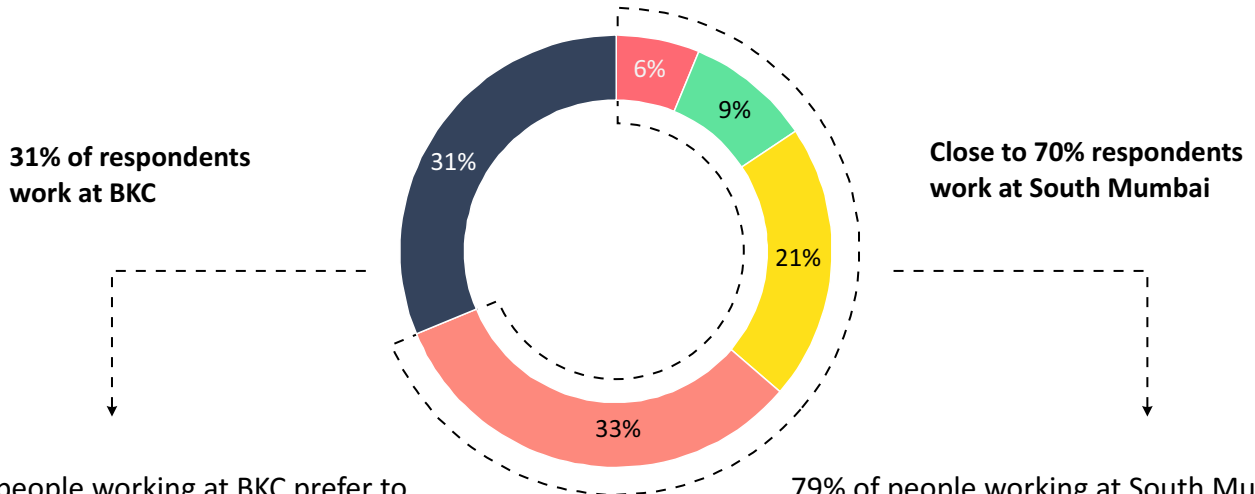
50% of the respondents have family income between Rs 40 – Rs 60 lakh (can afford flats up to Rs 3 crore)



Individuals prefer compact flat up to Andheri over bigger units in distant suburbs

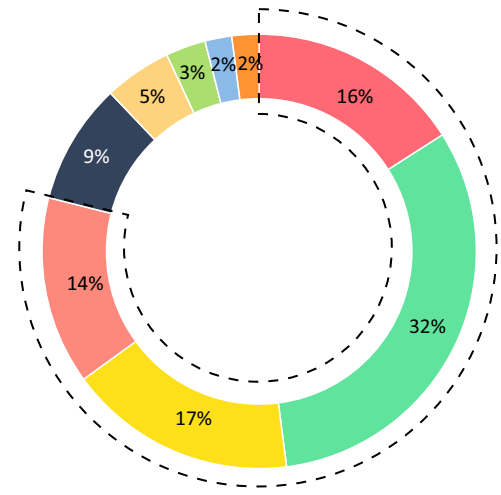
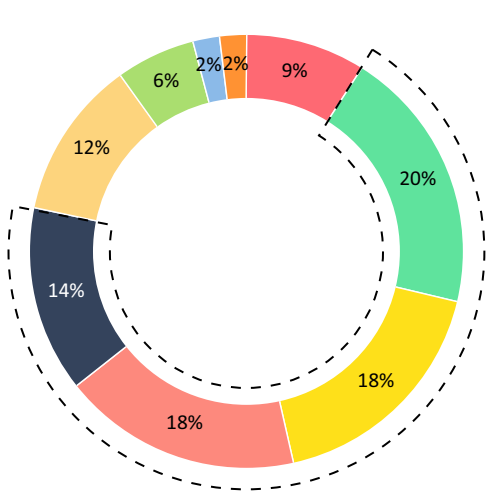
Place of Work

■ Fort
 ■ Nariman Point
 ■ Worli
 ■ Lower Parel
 ■ Bandra Kurla Complex



61% of people working at BKC prefer to buy a house between Central Mumbai and Andheri.

79% of people working at South Mumbai prefer a house in South Mumbai till Andheri



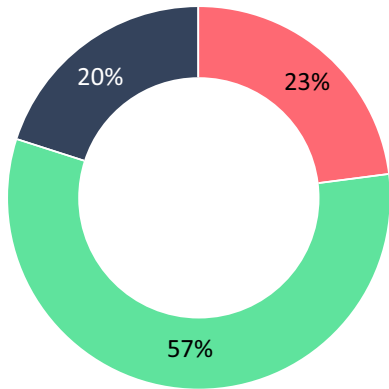
■ South Mumbai
 ■ Central Mumbai
■ Bandra
 ■ Andheri
■ Chembur
 ■ Borivali
■ Vikhroli
 ■ Thane
■ Navi Mumbai

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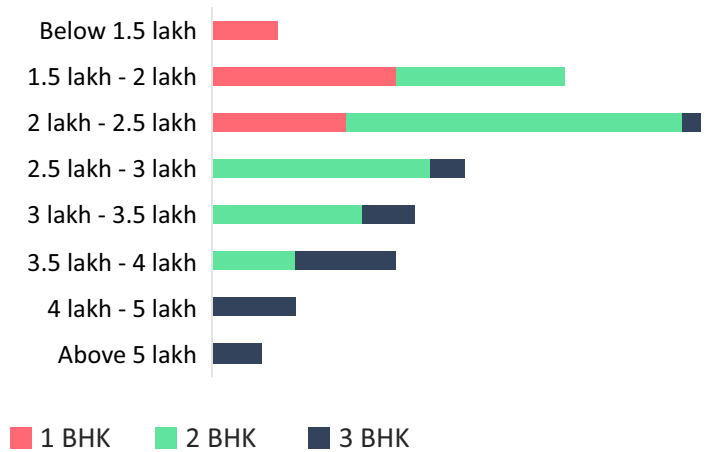
Compact 2BHKs between South Mumbai and Andheri most preferred product

Product Preference



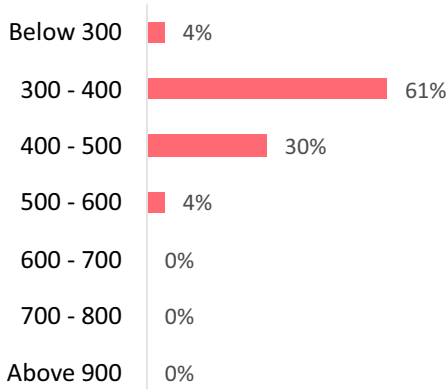
1 BHK 2 BHK 3 BHK

Preferred EMI and Product Choice

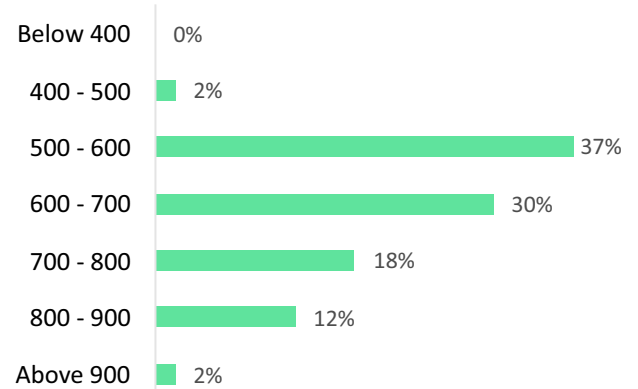


1 BHK 2 BHK 3 BHK

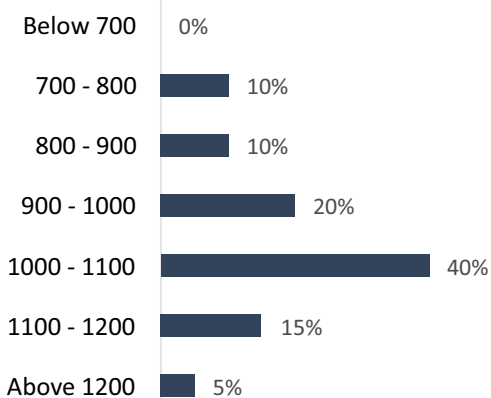
Respondents prefer 1BHK having carpet between 300 and 400 sqft till Andheri



Respondents prefer 2BHK having carpet between 500 and 700 sqft till Andheri



Respondents prefer 3BHK having carpet between 1000 and 1100 sqft till Andheri



Location key map

- South Mumbai
- Central Mumbai
- Bandra
- Andheri
- Chembur
- Borivali
- Vikhroli
- Thane
- Navi Mumbai

