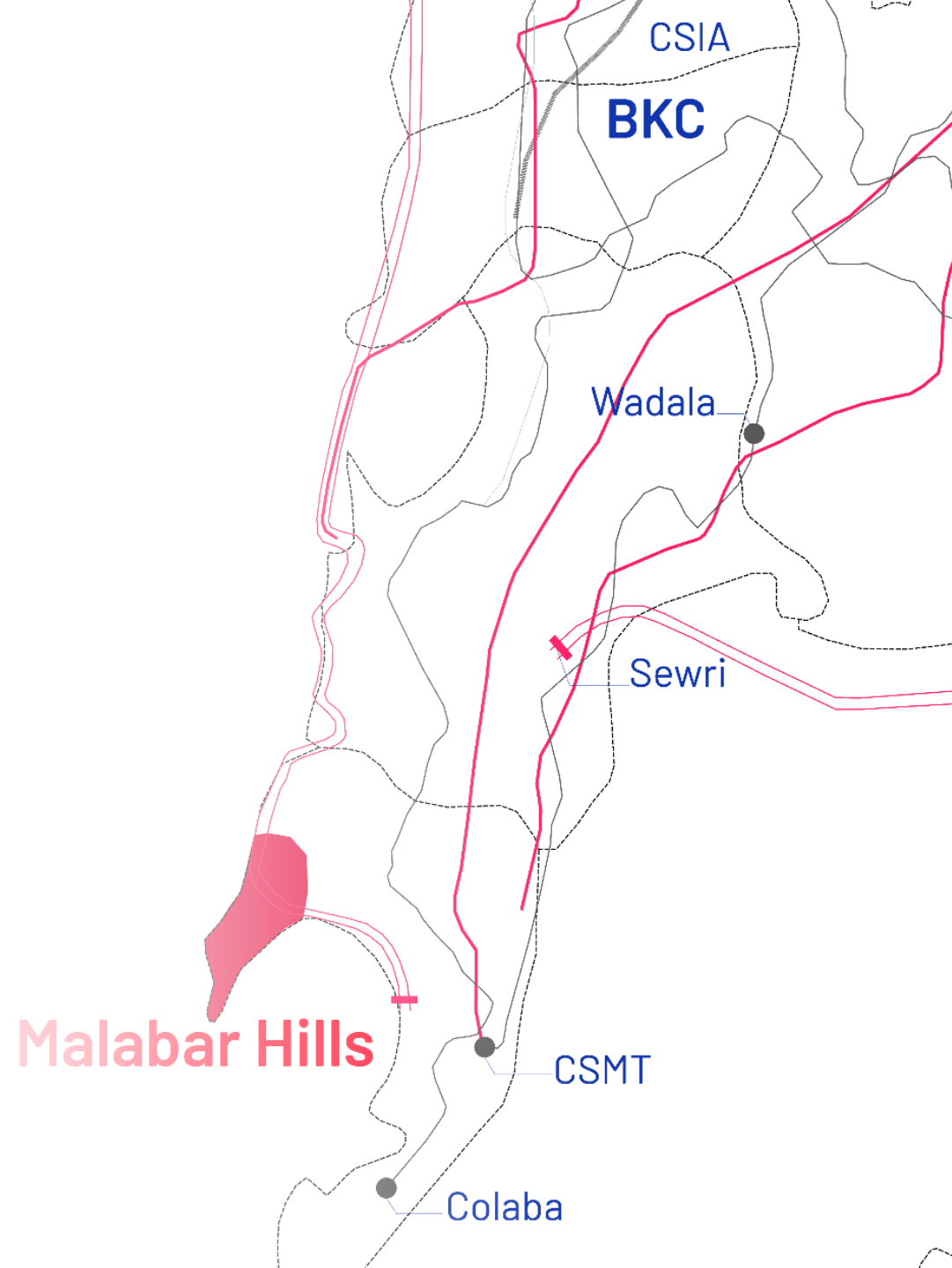


# Premium Housing Market of Malabar Hill

A micro market report by  
LIASES FORAS



# Malabar Hill recorded a 79% increase in sales since last year

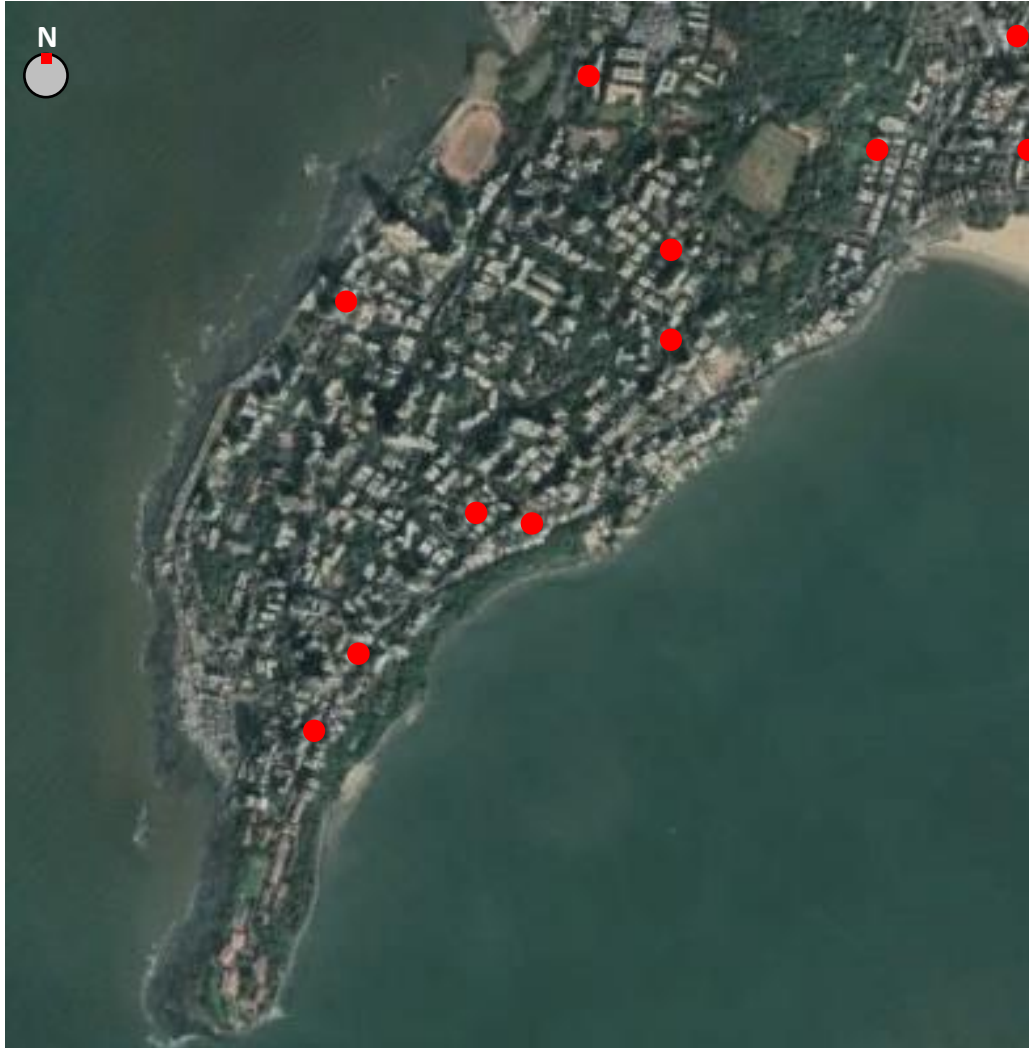
The area of Malabar Hill is the heart of Mumbai, which is known for its life of luxury. With the prominent presence of a lavish neighborhood, it is a dream for every Mumbaikar to own a home in the heart of the island city. The location has attracted various A-listed real estate developers to provide people with luxurious units along with top-class amenities. With top builders already active in the market, three more A-grade builders are in line to launch their projects.

Along with its excellent location, the upcoming coastal road and Aqua metro line will enhance the location more in terms of its connectivity with other areas of MMR.

**Malabar Hill recorded a 79% increase in sales since last year, and the average carpet rate has increased to Rs. 1,01,650 from Rs. 95,240 in the previous five years.**

This price increase has made Malabar Hill compete with other preferred and prominent micro-markets such as Worli





**Catchment comprises the areas of Malabar hills, Cumbala Hills & Walkeshwar Road.**

Catchment summary	
No. of projects	14
No. of developers	12
Sales in Last twelve months (Units)	52
Unsold Stock as on Nov-23 (Units)	146
Months Inventory	34
Weighted Average Carpet Price (INR PSF)	Rs. 1,01,650

# Upcoming Infrastructure Developments which will impact Malabar Hill



Map showing existing and upcoming infrastructure.

Table showing the distance and travel time of major transport hub from Walkeshwar road

Transport Hub	Distance	Travel Time
Girgaon Metro Station	2.1 km	7 min
Grant road Metro Station	2.1 km	11 min

- Western Line**-The Western Line of the Mumbai Suburban Railway system stretches from Churchgate in South Mumbai to Dahanu Road in the northernmost part of the city's suburbs. It covers a distance of 123 km and has 37 stations in total.
- Coastal Road** - The Coastal Road which will connect from Kandivali in North to Marine line in South will increase the footfall in the future from Western suburbs to the subject site as the site has a good connectivity to costal road.
- Colaba-Bandra-Seepz (Line 3)** - The under-construction Colaba-Bandra-SEEPZ Metro which is expected by the end of 2024 would augment connectivity to other parts of Mumbai.

Table showing proposed infrastructure

Proposal	Start – End Point	Length	Status	Stations
Coastal Road/ Western Freeway	Kandivali- Marine Line	29.80km	Under construction	N.A
Cuffe Parade-BKC-Seepz- Aarey Colony – Line 3 Aqua Line	Cuffe Parade- Aarey Colony	33.5km	Under construction	27

## Market Overview: Sales VS Supply

The residential market has witnessed an increased in sales in LTM 23-24 (Q3)

Year	LTM Sales (in units)	YOY Growth Rate (Sales)	Unsold Inventory (in units)	YOY Growth Rate (Unsold)	New Supply	Wt. Avg Carpet Price (INR PSF)*	YOY Growth Rate (Price)	Months Inventory	Sales Velocity
LTM 2019-2020 (Q3)	17		248		14	95,240		175	0.4%
LTM 2020-2021 (Q3)	15	-12%	231	-7%	95	95,037	0%	163	0.4%
LTM 2021-2022 (Q3)	19	27%	214	-7%	0	94,970	0%	151	0.5%
LTM 2022-2023 (Q3)	29	53%	233	9%	31	92,718	-2%	96	0.6%
LTM 2023-2024 (Q3)	52	79%	146	-37%	64	101,650	10%	34	1.3%

**Table- Market trends of the catchment over 5 years**

- The catchment recorded an increase in rate of sales by 79% compared to previous LTM 22-23 (Q3).
- With new launch of 64 units, unsold inventory in the catchment has reached to 146 units in the catchment and the month's inventory has reached to 34 months.



**Price Range Analysis** Most efficient carpet rate range is between Rs. 1,35,000-1,37,500 psf and Most efficient ticket size range is between Rs. 30 Cr – 35 Cr Followed by 45 Cr.-50 Cr

**Carpet Rate analysis in LTM Nov-2023**

Carpet rate range	Sales in last 12 months	% sales	Unsold as on Nov-23	% unsold	Marketable supply	Months inventory	Efficiency %
less than Rs.52,500	2	4%	0	0%	2	0	0%
Rs.55,000 - Rs.57,500	1	2%	0	0%	1	0	0%
Rs.72,500 - Rs.75,000	0	0%	3	2%	3	0	0%
Rs.80,000 - Rs.82,500	2	4%	66	45%	68	396	5%
Rs.85,000 - Rs.87,500	0	0%	1	1%	1	0	0%
Rs.87,500 - Rs.90,000	5	10%	0	0%	5	0	0%
Rs.90,000 - Rs.92,500	0	0%	8	5%	8	0	0%
Rs.1,00,000 - Rs.1,02,500	5	10%	11	8%	16	26	14%
Rs.1,05,000 - Rs.1,07,500	5	10%	17	12%	22	41	13%
Rs.1,10,000 - Rs.1,12,500	0	0%	14	10%	14	0	0%
Rs.1,15,000 - Rs.1,17,500	16	31%	11	8%	27	8	71%
Rs.1,25,000 - Rs.1,27,500	0	0%	8	5%	8	0	0%
Rs.1,35,000 - Rs.1,37,500	16	31%	7	5%	23	5	100%
<b>Grand Total</b>	<b>52</b>	<b>100%</b>	<b>146</b>	<b>100%</b>	<b>198</b>	<b>34</b>	<b>100%</b>

**Base ticket price analysis in LTM Nov-2023**

Base ticket price	Sales in last 12 months	% sales	Unsold as on Nov-23	% unsold	Marketable supply	Months inventory	Efficiency %
5.0 cr -10 cr	2	4%	1	1%	3	0	17%
10 cr -15 cr	2	4%	1	1%	3	6	17%
15 cr -20 cr	0	0%	3	2%	3	0	0%
20 cr -25 cr	6	12%	69	47%	75	138	42%
25 cr -30 cr	5	10%	7	5%	12	17	38%
30 cr -35 cr	13	25%	16	11%	29	15	100%
35 cr -40 cr	0	0%	4	3%	4	0	0%
40 cr -45 cr	0	0%	4	3%	4	0	0%
45 cr -50 cr	10	19%	27	18%	37	32	73%
50 cr -55 cr	1	2%	0	0%	1	0	10%
55 cr -60 cr	0	0%	2	1%	2	0	0%
60 cr -65 cr	3	6%	7	5%	10	0	0%
95 cr -100 cr	6	12%	4	3%	10	8	49%
145 cr -150 cr	1	2%	0	0%	1	0	10%
160 cr -165 cr	0	0%	1	1%	1	0	0%
175 cr -180 cr	1	2%	0	0%	1	0	10%
180 cr -185 cr	1	2%	0	0%	1	0	10%
More than 250 cr	1	2%	0	0%	1	0	10%
<b>Grand Total</b>	<b>52</b>	<b>100%</b>	<b>146</b>	<b>100%</b>	<b>198</b>	<b>34</b>	<b>100%</b>



# Product Assessment

4 BHK is the best performing product in the catchment

Unit type	Sales in last 12 months	% sales	Unsold as on Nov-23	% unsold	Markateable supply	Months inventory	Efficiency %
3BHK	2	4%	3	2%	5	18	6%
4BHK	35	67%	115	79%	150	39	100%
5BHK	7	13%	4	3%	11	7	23%
7BHK	0	0%	2	1%	2	0	0%
Duplex	4	8%	17	12%	21	51	11%
Duplex 4BHK	0	0%	2	1%	2	0	0%
Duplex 6BHK	1	2%	0	0%	1	0	4%
Penthouse	0	0%	1	1%	1	0	0%
Penthouse 5 BHK	1	2%	1	1%	2	12	3%
Triplex	2	4%	1	1%	3	6	7%
<b>Grand Total</b>	<b>52</b>	<b>100%</b>	<b>146</b>	<b>100%</b>	<b>198</b>	<b>34</b>	<b>100%</b>

- 4 BHK (67% sales) is the top performing unit type in the catchment followed by 5 BHK (13%).
- 4 BHK product type has 39 months of months inventory and 5 BHK has 7 months of months inventory.



## 4 BHK Product Assessment

4 BHK in Carpet Area of 2,400 – 2,700 sq.ft in the base ticket size range of 30 Cr– 35 Cr is the best performing product

### Carpet Size analysis for 4BHK in LTM Nov-2023

Carpet size range	Sales in last 12 months	% sales	Unsold as on Nov-23	% unsold	Marketable supply	Months inventory	Efficiency %
1,800-2,100	2	6%	3	3%	5	18	12%
2,400-2,700	18	51%	70	61%	88	47	100%
2,700-3,000	5	14%	8	7%	13	19	29%
3,000-3,300	0	0%	12	10%	12	0	0%
3,300-3,600	0	0%	4	3%	4	0	0%
3,600-3,900	0	0%	7	6%	7	0	0%
3,900-4,200	7	20%	0	0%	7	0	54%
4,500-4,800	3	9%	11	10%	14	44	17%
<b>Grand Total</b>	<b>35</b>	<b>100%</b>	<b>115</b>	<b>100%</b>	<b>150</b>	<b>39</b>	<b>100%</b>

### Base ticket size range analysis for 4BHK in LTM Nov-2023

Carpet area range	Base Ticket Size Range (INR)						Grand Total
	20 cr -25 cr	25 cr -30 cr	30 cr -35 cr	45 cr -50 cr	5.0 cr -10 cr	75 cr -80 cr	
1,800-2,100	0				2		2
2,400-2,700	5		13				18
2,700-3,000		5	0				5
3,900-4,200				7			7
4,500-4,800				3			3
<b>Grand Total</b>	<b>5</b>	<b>5</b>	<b>13</b>	<b>10</b>	<b>2</b>	<b>0</b>	<b>35</b>

