



PROXIMITY TO IT HUBS IS A MAJOR FACTOR DRAWING BUYERS TO THE SOUTH



STRONG SOCIAL INFRASTRUCTURE IS DRIVING DEMAND HERE

AREAWATCH

IT belts drive demand for residential property

South Bengaluru is witnessing higher demand for homes with more jobs being created in the region driven largely by the knowledge industry



> Bannerghatta Road, a hub of the IT industry

Anekal Road, Kanakapura Road and off-Bannerghatta Road. Approximately, 1,500 units across Grade-A and Grade-B projects in the mid-segment ready-to-move-in category are currently available in south Bengaluru.

According to a Colliers review, the region has many IT employees preferring to live here as it provides a smooth commute to the IT belts in Hosur Road and Sarjapur Road. "The market offers ready-to-move-in apartments in the unfurnished category while resale properties may be furnished or semi-furnished. This residential

category is popular amidst mid-level employees in IT/ITeS segment or first-time buyers with specific requirements. The average age of the property buyer here ranges between 32-35 years and comprises both the migrant and local population.

The purchase decision of these buyers/potential investors in this region is largely influenced by specific amenities (social infrastructure, location, connectivity etc), property rates and price sensitivity. With the completion of large residential townships, the supply of ready-to-move-in apartments has increased across the region," says Shrinivas Rao. "We anticipate an increase in residential absorption on Kanakapura Road by the first quarter of 2017 due to completion of the Metro Rail works", he adds.

RNI NO. KARENG/2007/21818 VOL. 10 ISSUE 11. Published for the proprietors, Bennett Coleman & Co Ltd by R. Prakashan at 40/L, S & B Towers, M G Road, Bengaluru - 560 001 and printed by him at Bennett Coleman & Co Ltd, No 9/10/11-A, 4th Main, Bommasandra Industrial Area, Hosur Road, Bengaluru - 560 099. Phone: 088-42200000. FAX: 088-42200100. Editor: Rohit Sarin. Reproduction in whole or in part without the written permission of the publisher is prohibited.

Deepti Ganapathy
tpb@timesgroup.com

2.40 million sqft is currently under construction.

The south continues to remain a preferred residential destination. Proximity to educational institutions, workplaces as well as some of the best healthcare facilities makes the south a residential haven.

"Consistent demand on Outer Ring Road (ORR) has led to a significant drop in the vacancy levels to just one percent across Bengaluru south. Although in 2015, Electronics City was the most active commercial market in the south and Sarjapur Road was an emerging commercial hotspot on ORR - the scene is different today. Take-up of available spaces has led to a subsequent spread towards the Sarjapur micro-market. Rentals remain steady between Rs 25-40 per sqft for Grade-A properties in Electronics City and Rs 65-75 per sqft on Bannerghatta Road," says Shrinivas Rao, CEO-APAC, Vestian Global Workplace Services. Vestian's research analysis reveals that approximately

According to Vestian's research, south Bengaluru has 7.50 million sqft of planned commercial space to be operational in the short to medium terms. Price appreciation for the next 2-3 years will be in the range of 8-10 percent. Commercial uptake will lead to a surge in jobs in this region and in turn bolster the residential growth and social infrastructure across the region.

Well-developed social infrastructure and good connectivity across the south are the key factors that attract property buyers to invest here. Apartment projects are most popular in this market. The developed BDA plots are also considered a lucrative property choice. More than 60 percent of the total residential stock in the micro-market is in the Rs 50 lakhs to Rs 1 crore price segment. Ready-to-move-in options in the mid-segment category are prevalent across micro-markets of Hosur Road - Electronics City, Anekal, Jigani and Chandapura-

WELCOME TO YOUR OWN WORLD.

Eden BLOSSOMS | 2 & 3 BHK READY TO OCCUPY APARTMENTS
@ ANJANAPURA, JP NAGAR, 9TH PHASE, BANGALORE

GRUHA MELA with December 3rd & 4th 2016 | CC & OC

- Discount of 50% Insurance Premium available
- Instant approval
- BBMP 'A' KHATA approved project
- No charges for Pre-payment / Pre-Closure
- No Processing Fees

Documents Required
KYC Particulars • 6 Month Pay Slip
Call: 8088093333
www.sainigdha.com | info@sainigdha.com

RIGHT DEALS AT RIGHT TIME AT RIGHT PRICE

READY TO MOVE IN APARTMENTS, VILLAS & PLOTS

CORPORATE OWNED | MARKETED BY **CBRE**

A CATEGORY BUILDINGS | ATTRACTIVE DEALS | FIRST MOVER ADVANTAGE
CLEAR TITLE | TRANSPARENT TRANSACTIONS | APPROVAL FROM MAJOR BANKS

APARTMENTS

- SOBHA FOREST VIEW** | KANAKPURA ROAD
- NITESH COLUMBUS SQUARE** | BELLARY ROAD
- NITESH CAESAR'S PALACE** | KANAKPURA ROAD
- SOBHA SUNSCAPE** | KANAKPURA ROAD
- KRISHNA SHELTON** | BELLARY ROAD
- DSR SUNRISE** | WHITEFIELD

VILLAS

- STERLING VILLA GRANDE** | WHITEFIELD
- SOBHA LIFE STYLE** | IVC ROAD, DEVANAHALLI

PLOTS

- CONFIDENT ATRIA IV** | SARJAPUR ROAD

CIN - U74140DL1999PTC100244

For further details call or email:
SHEKHAR | +91 80506 04777 | shekhar.raghuvanshi@cbre.co.in
SREEKANTH | +91 78293 93832 | sreekanth.sampangi@cbre.co.in

BDA APPROVED

TAAPASI Summer Bay
sun-kissed luxury

BDA Approved Luxury Villa Plots, In the Heart of North Bangalore
@
Rs.3500/- Per Sqft

live on the bright side

• 4 Kms from Vidyanarayapura • 4 Kms from Yelahanka New Town • 3 Kms from M.S Palya

For more details Contact
7676844444

Email: harsha.taapasi@gmail.com | www.summerbay.in