

# GROWING WORKFORCE FUELS MID-SEGMENT HOMES

The commercial development is leading to more jobs and fuelling the demand for homes in this segment around the city

An ever-expanding industry and workforce have led to a robust mid-segment residential market in Bengaluru. Most of the projects across the city have units that are in the Rs 50 lakhs to Rs 1 crore price bracket, ideal for a working couple to buy or invest in. According to Vestian Global Workplace Services' research, approximately 4,100 units across Grade-A and Grade-B projects in the ready-to-move-in mid-segment category are available in the city.

## Locations in focus

Vestian Global's research for January 2016 reveals locations hosting ready-to-move-in apartments in the Rs 50 lakhs to Rs 1 crore price range are Thanisandra, Doddaballapur Road and off-Bellary Road in the north; off-Bannerghatta Road, Hosur Road - around Electronics City, Anekal, Jigani and Chandapura-Anekal Road, Kanakapura Road, Sarjapur Road, Attibele Road and Bommanahalli in the south; Old Madras Road, Budigere, Channasandra, Whitefield, Hoodi, Kundanahalli and Kannamangala in the east; and Mysore Road, Magadi Road, Kengeri, Tumkur Road, Jalahalli and Hesaraghatta in the west.

A S Sivaramakrishnan, Head - Residential Services, CBRE South Asia, gives the price range for mid-range projects around the city. "The price for mid-range apartments in Whitefield is between Rs 4,200-6,000 per sqft. The south-east belt comprising the Sarjapur-Out-er Ring Road belt and Sarjapur Road has mid-segment options priced between Rs 4,000-6,000 per sqft. In the north, mid-segment options on Hennur Road, Thanisandra Road, Nagawara, Hebbal and Bellary Road are in the price range of Rs 4,000-5,800 per sqft."



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## Pricing

Data with Vestian Global indicates that mid-segment ready-to-occupy projects by Grade-A developers are priced between Rs 4,500-6,000 per sqft in and around Bannerghatta Road; Rs 4,600-5,200 per sqft around Hosur Road; Sarjapur Road Rs 4,200-6,350 per sqft; and Rs 4,400-5,200 per sqft around Kanakapura Road. Projects by Grade-B developers are priced in the range of Rs 2,950-4,400 per sqft on Bannerghatta Road; Rs 3,400-4,500 per sqft around Hosur Road; Sarjapur Road Rs 3,000-5,000 per sqft; and Rs 3,600-4,200 per sqft around Kanakapura Road.

Mid-segment ready-to-occupy projects by Grade-A developers are priced between Rs 4,900-5,200 per sqft in and around Mysore Road

and Rs 3,990-5,000 per sqft around Tumkur Road. Projects by Grade-B developers are priced in the range of Rs 3,700-4,500 per sqft on Mysore Road and Rs 3,500-4,800 per sqft around Tumkur Road.

Mid-segment ready-to-occupy projects by Grade-A developers are priced between Rs 3,790-5,500 per sqft on and around Old Madras Road and Rs 5,000-6,500 per sqft in Whitefield. Projects by Grade-B developers are priced in the range of Rs 3,200-4,775 per sqft around Old Madras Road and Rs 3,800-5,800 per sqft in Whitefield.

Mid-segment ready-to-occupy projects by Grade-A developers are priced between Rs 4,100-4,300 per sqft on and around Doddaballapur Road and averaging Rs 4,750 per sqft around Thanisandra. Projects by Grade-B developers are priced

in the range of Rs 3,400-4,200 per sqft in Thanisandra and Rs 3,750-4,750 per sqft in Kogilu.

## Inclusions

Ready-to-move-in apartments are mostly unfurnished while resale apartments may be furnished or semi-furnished. Shrinivas Rao, CEO - Asia Pacific, Vestian Global Workplace Services, says, "Most developers include a host of amenities to accentuate the marketability of ready-to-occupy apartments. Apart from this, the final finish of these properties is better. Developers sometimes include vitrified tile flooring in living, dining and bedrooms, anti-skid ceramic tiles in the balcony and bath areas, acrylic emulsion for interior walls and textured paint for exterior walls, oil-bound distemper on ceiling, granite kitchen counter, main door of teak veneer and polished shutters, and internal doors of polished hardwood frame with flush shutters."

Ready-to-move-in projects are tailored for the end-user market. "This residential category is popular among mid-level employees in the IT/ITeS segment or first-time buyers with specific requirements. The average age of the property buyer is between 32-35 years. Since these projects are developed on a large scale, there is a strong sense of community living. Our research reveals an investor yield rate of three to four percent for these projects," he adds.