

OLD MADRAS ROAD, BENGALURU

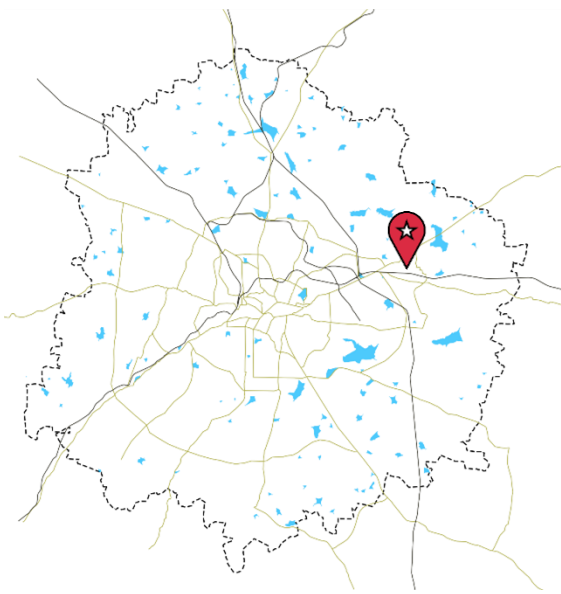
December 2022

Location Mapping

Old Madras Road or OMR, situated in the eastern quadrant of Bengaluru is one of the fastest developing growth corridors and has been instrumental in changing the image of the city. It is one of the city's key arterial roads since it connects Bengaluru to NH4 (that links Mumbai, Pune, Bengaluru and Chennai).

Inaugurated in 2003, the OMR has played a crucial role in elevating the face of Bengaluru. The road which was initially opened to improve trade and commerce between Bengaluru and Chennai has gained prominence over time as a booming residential and commercial market in the city.

Owing to the geographical superiority, availability of well-equipped physical and social infrastructure facilities, ample residential units available across various ticket sizes, robust commercial development and a host of infrastructural projects in the pipeline have been contributing to the growing popularity of the Old Madras Road.



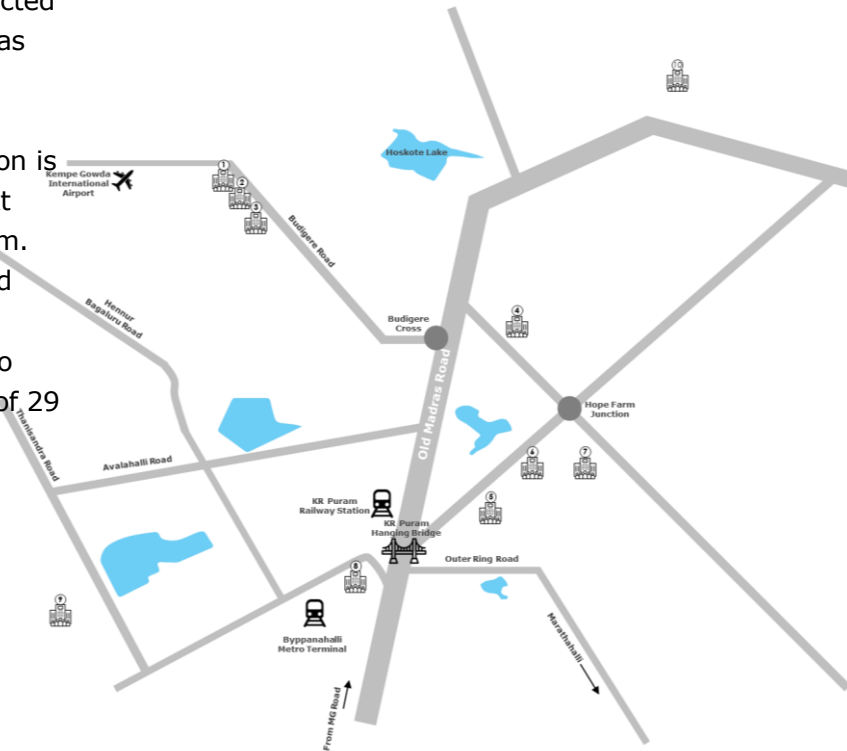
Map not to scale, for representation purposes only



Physical Infrastructure & Commercial Hubs

Set to be the epicenter of growth in East Bengaluru in the times to come, Old Madras Road is well-connected to all the important landmarks of Bengaluru such as Whitefield, MG Road, Koramangala and the CBD, amongst others through a grid of road and an established rail network. The nearest railway station is KR Puram along the Old Madras Road and the next nearest station is Whitefield, at a distance of 11 km. Byappanahalli is the nearest metro station situated along the Old Madras Road. The micro market's strategic location provides excellent connectivity to Kempegowda International Airport (at a distance of 29 km) via SH 104.

- 1 Shell New Technology Centre
- 2 Aerospace SEZ Zone
- 3 KIADB SEZ Zone
- 4 Bearys Global Research
- 5 Brigade Metropolis
- 6 ITPL
- 7 EPIP Zone
- 8 RMZ Infinity
- 9 Manyata Tech Park
- 10 Narsapura Industrial Hub



Map not to scale, for representation purposes only

Social Infrastructure

The social infrastructure along the Old Madras Road is at par with the developed localities of the city. The micro market hosts numerous reputed schools, hospitals, shopping malls, restaurants, supermarkets, and other recreational activities.

Hospitals

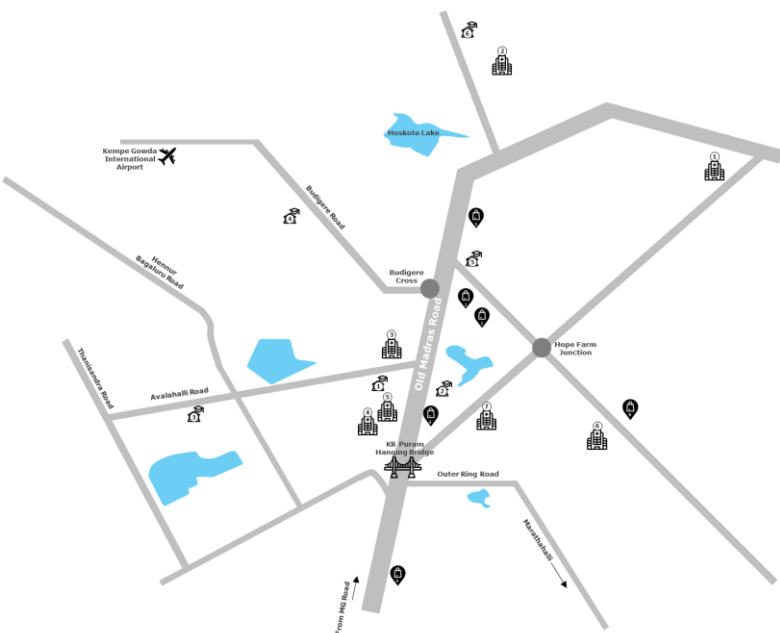
1. MVJ Medical College and Research Hospital
2. Hoskote Mission Medical Centre
3. East Point Hospital
4. KR Puram Specialty Hospital
5. Deepa Hospital
6. Manipal Hospital
7. Sathya Sai Hospital

Educational Institutions

1. Garden City College
2. The Brigade School
3. Delhi Public School
4. New Baldwin International School
5. Vibgyor School
6. Sharanya Narayani International School

Shopping Malls

1. Safal
2. Star Bazaar
3. Orion Uptown Mall
4. Phoenix Market City, VR Mall
5. Gopalan Signature Mall
6. Nexus Whitefield Mall

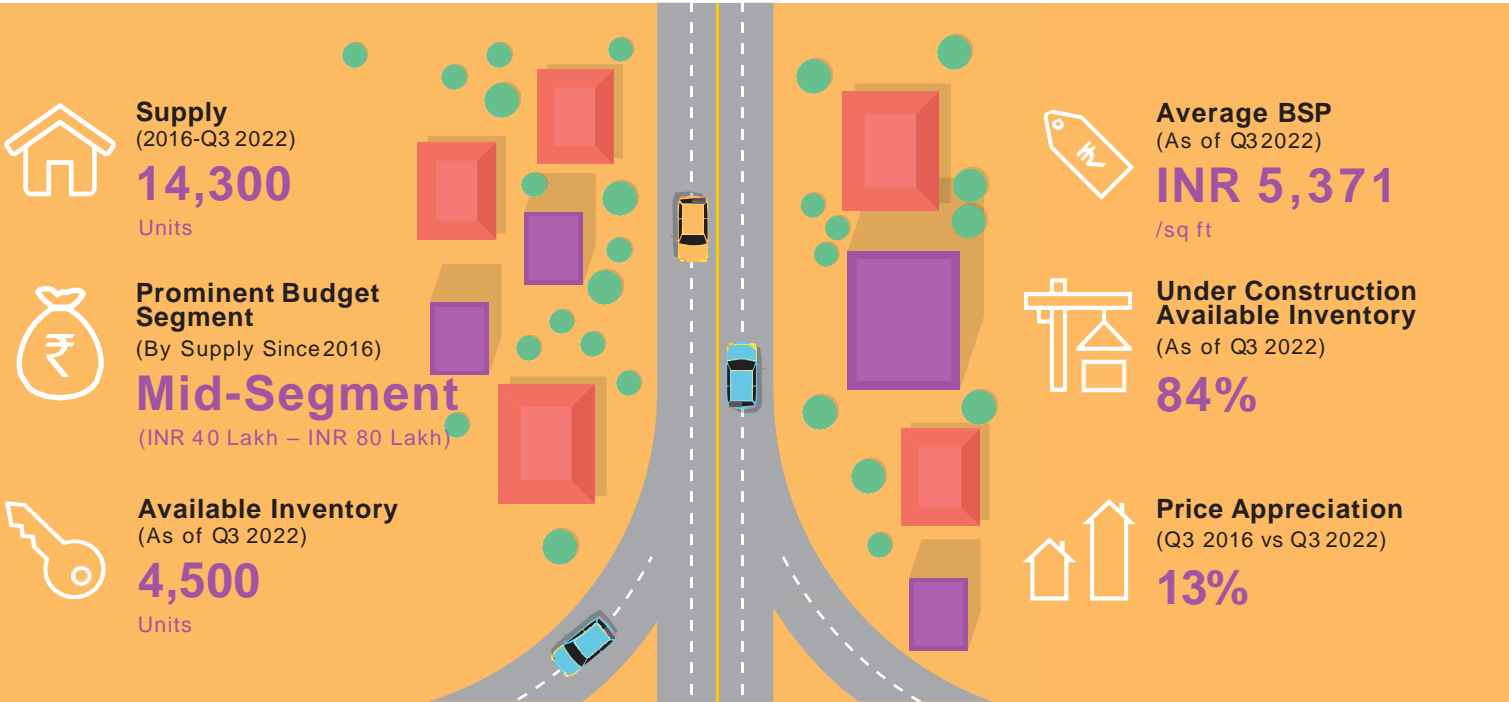


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Residential Real Estate Snapshot

Old Madras Road, a booming residential market in the eastern part of Bengaluru has witnessed nearly 14,300 residential unit launches during the period Q1 2016 to Q3 2022. The market accounts for 16% of

the overall residential supply in East Bengaluru during this period. The micro market is brimming with ready-to-move-in (RTM) options due to incessant launches over the past few years, accounting for around 31% of the available inventory as of Q3 2022-end, followed by 21% of available inventory taking 3 or more years for project completion.

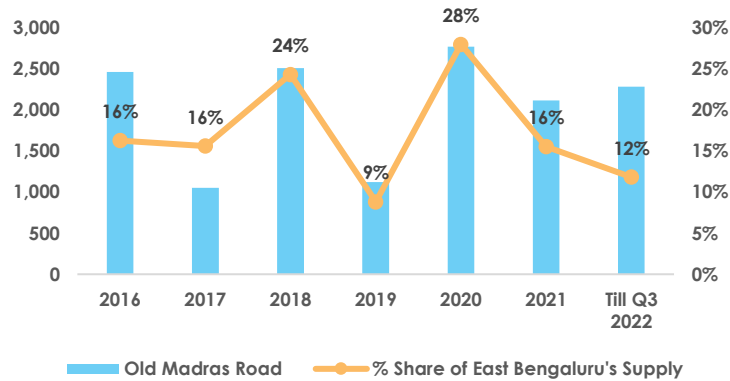


Supply

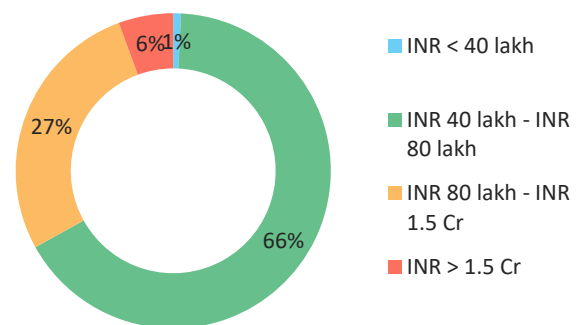
Old Madras Road has been witnessing highs and lows during the period 2016 and 2020, post which the supply has been on a decline. Over the past 6 years, year 2020 witnessed the highest new supply in the micro market of around 2,800 units. The incessant supply of new units despite the rising unsold inventory has resulted in developers focusing on clearing the available stock before launching newer units in the stretch.

Amongst the three sub-markets, KR Puram witnessed the highest number of new residential launches accounting for 39% of the overall supply in the region during Q1 2016- Q3 2022. The other markets – Budigere Cross and Old Madras Road saw 32% and 29% of the overall new launch activity.

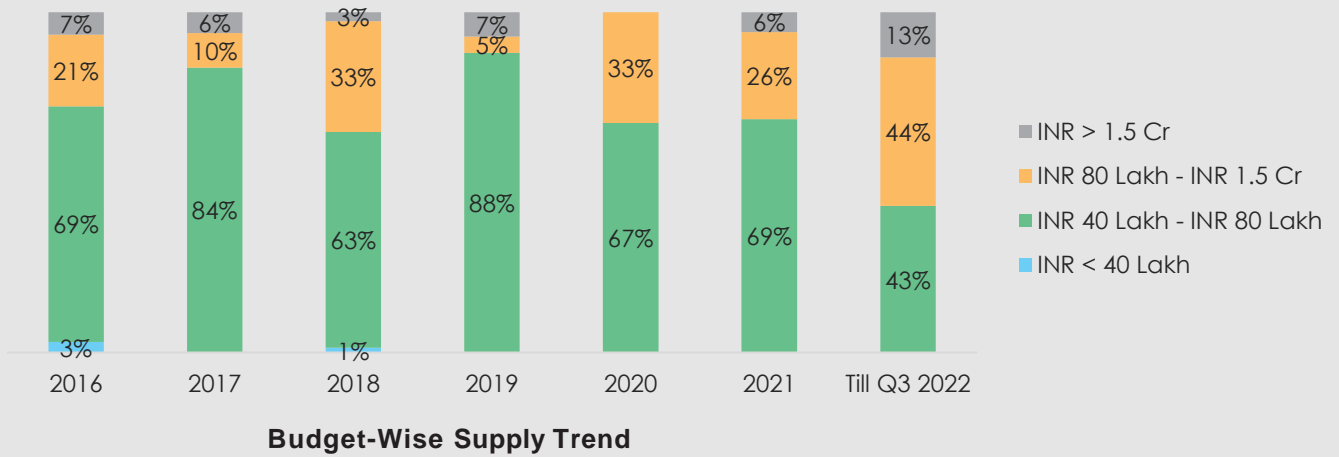
Mid segment residential units ranging between INR 40 Lakh – INR 80 Lakh contributed to nearly 72% of the overall supply in Old Madras Road during the timeframe 2016 and H1 2022. Affordable housing priced <INR 40 Lakh recorded the lowest supply of 1% in the region since 2016. On comparing the new launch supply numbers for the year 2021 against the supply in 2016, high-end ticket size priced between INR 80 Lakh- INR 1.5 Cr witnessed an uptick of 4% whilst all the remaining ticket sizes saw a decline in their new supply.



Supply Trend

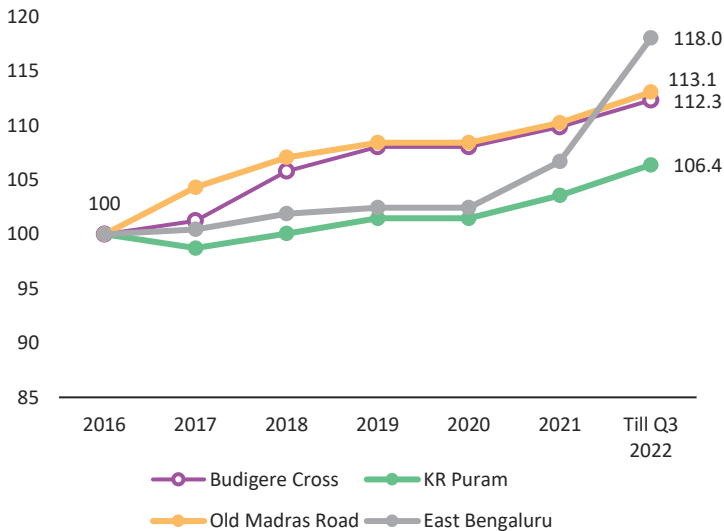


Budget-wise Supply (2016-Q3 2022)

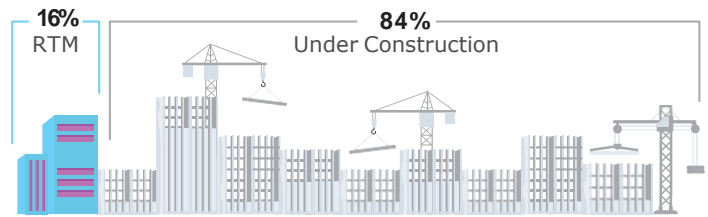


Available Inventory

The micro market currently has around 4,500 units available for sale, out of which 16% are RTM. The remaining 84% of the units are at various stages of construction.



PriceTrend (Indexed to 2016)



Available Inventory (As of Q3 2022)

Price Trend

Average property prices in Old Madras Road have witnessed a significant 13% growth during the past six years with the average price at the end of Q3 2022 being INR 5,371/sq. ft. Budigere Cross market displayed the next highest average capital value growth by 12%, followed by KR Puram at 6% hike. Considering the steady growth of Old Madras Road's real estate, the micro market is anticipated to witness a hike in the capital value of residential properties in the coming future.



Key Projects in the Micro-Market



Sobha Lake Garden Sobha Limited

	Micro-Market	KR Puram
	BHK Type	1,2,2.5,3
	Launched Quarter	Q4-2018
	Expected Possession Date	Sep 2024
	Launched Units	597
	Current Price Range (INR/sq ft)	5,700 - 6,200

Concorde Mayfair/ Concorde Auriga Concorde Group

	Micro-Market	KR Puram
	BHK Type	2,3
	Launched Quarter	Q3-2018
	Expected Possession Date	Jun 2025
	Launched Units	501
	Current Price Range (INR/sq ft)	4,800 - 5,300

Assetz Sun & Sanctum Assetz Property Group

	Micro-Market	KR Puram
	BHK Type	2,3
	Launched Quarter	Q1-2019
	Expected Possession Date	Jan 2026
	Launched Units	321
	Current Price Range (INR/sq ft)	5,000 - 5,500

SKAV Ohana SKAV Developers

	Micro-Market	KR Puram
	BHK Type	2,3,4
	Launched Quarter	Q1-2016
	Expected Possession Date	Dec 2023
	Launched Units	285
	Current Price Range (INR/sq ft)	5,800 - 6,300

Shriram Codename Take it Easy/ Shriram Blue Shriram Properties Private Limited

	Micro-Market	KR Puram
	BHK Type	1,2,3
	Launched Quarter	Q2-2018
	Expected Possession Date	Apr 2022
	Launched Units	471
	Current Price Range (INR/sq ft)	4,800 - 5,300

Note: BSP on built-up area

Outlook

The future of the residential market of Old Madras Road certainly seems to be bright considering the strong demand for residential units from the IT-ITeS professionals and industrial workforce employed in and around the micro market. Furthermore, the proposed eight-lane Peripheral Ring Road (PRR) and the ongoing extension of Namma Metro from Byappanahalli to Whitefield

are set to enhance the connectivity quotient of the OMR micro market. Overall, the micro market's realty momentum is expected to increase further in the future years, with real estate values rising along the way as a result of the upcoming infrastructural development in and around the region.

ANAROCK

VALUES OVER VALUE

About Anarock

ANAROCK is India's leading independent real estate services company with a presence across India and the Middle East. The Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales. The ANAROCK services suite includes Residential Broking & Technology, Retail (in partnership with Vindico), Commercial, Investment Banking, Hospitality (in partnership with HVS), Land Services, Industrial and Logistics (in partnership with Binswanger), Investment Management, Research, Strategic Advisory & Valuations and Project Management Services (in partnership with Mace), Flexi Spaces (in partnership with myHQ & Upflex) and Society Management Services (acquisition of ApnaComplex-India/ ANACITY-EMEA).

ANAROCK has a team of over 1,800 certified and experienced real estate professionals who operate across all major Indian and Middle East

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