

City Snapshot

LAUNCHES

4,750 Units

23% Quarterly Change

SALES

4,050 Units

-4% Quarterly Change

AVAILABLE INVENTORY

29,100 Units

2% Quarterly Change

AVERAGE QUOTED
BASE SELLING PRICE

₹ 6,900 /sf

Note: Basic selling price on BUA



A Bird’s Eye View

Chennai Key Micro-markets	RENTAL VALUES		CAPITAL VALUES		OUTLOOK Short-term
	Avg. Quoted Rent (₹/month)	Quarterly Change (%)	Avg. Quoted Rate (₹/sf)	Quarterly Change (%)	
Oragadam	13,500-19,500	2%	4,720	1%	▲
Perumbakkam	17,800-25,000	2%	6,100	2%	▲
Guduvanchery	14,500-21,700	2%	5,200	2%	▲
Avadi	12,500-18,000	3%	5,100	2%	▲
Perambur	18,500-25,800	2%	7,700	1%	▲

Zonal Classification

Central	T Nagar Ashok Nagar Egmore KK Nagar Nungambakkam Royapettah
North	Perambur Puzhal Tondiarpet Ponneri Madhavaram Purasaiwakkam
South	OMR Road East Coast Road Guduvanchery Perumbakkam Chromepet Tambaram GST Road
West	Anna Nagar Avadi Poonamalle Oragadam Mogappair Ambattur Porur

▲ INCREASE

▢ STABLE

▼ DECREASE

Key Project Launches

- Brigade Altius

Brigade Group

Sholinganallur

662 units

₹ 9,853/sf
- Radiance Solitaire

Radiance Realty Developers India Ltd

Madhavaram

660 units

₹ 7,399/sf
- Casagrand Suncity Phase II

Casagrand Builder Private Limited

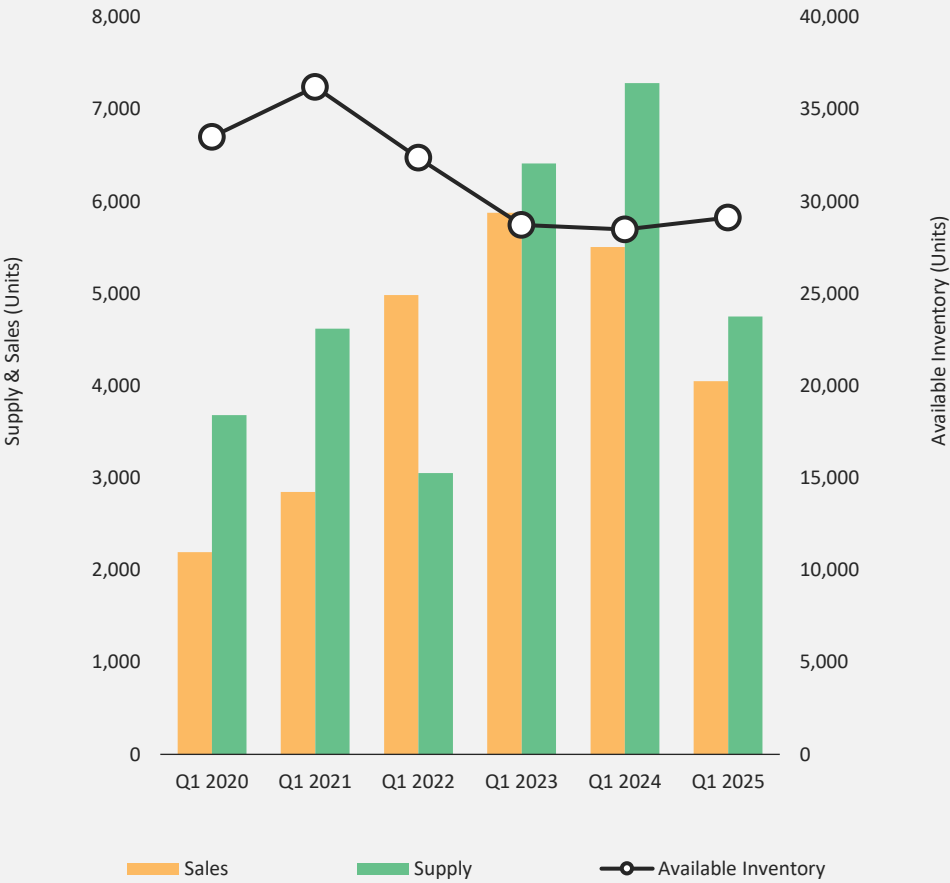
Vandalur

590 units

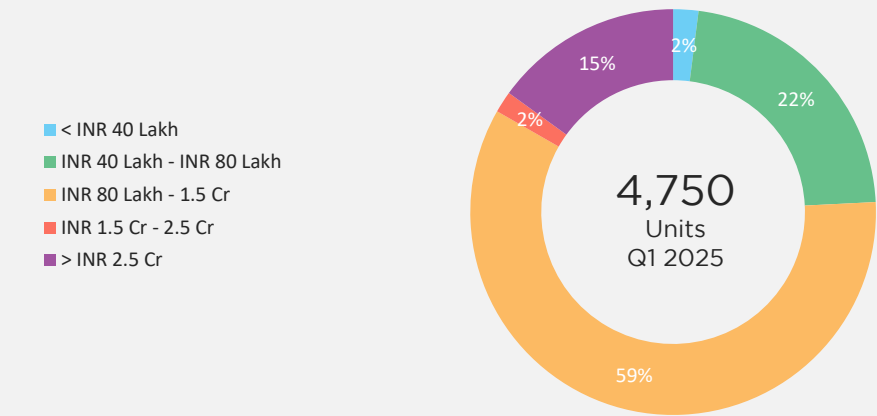
₹ 4,999/sf

Above average basic selling prices are quoted on Built-up Area

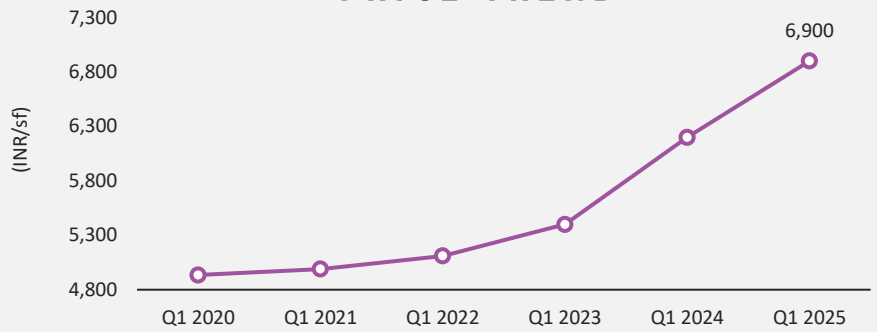
DEMAND SUPPLY DYNAMICS



SUPPLY BUDGET-SEGMENTATION



PRICE TREND



Average Quoted Rent for 2 BHK apartment measuring 700 sf; Average Quoted Rate (Base Price) on Built-up Area (BUA)
Available inventory includes units from projects that are launched but yet not sold, despite the launch timelines and construction progress
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Chennai Q1 2025

Launches

Chennai records third-highest quarterly surge in new residential launches

In Q1 2025, Chennai represented approximately 5% of new residential unit launches among India's top seven cities. The market demonstrated notable quarter-on-quarter growth, with new launches surging by a significant 23%, surpassing the performance of other top cities. This robust quarterly uptick suggests renewed developer confidence and buyer activity, even as the market navigated a 35% year-on-year launch decline.

Geographically, South Chennai continued its dominance, accounting for 57% of new launches and increasing its market share by 13% Q-o-Q. West Chennai emerged strongly, recording an impressive 317% quarterly increase and the second-highest share at 22%.

Nearly 59% of the new residential launches fell into the high-end category, suggesting a potential focus by developers on premium offerings due to the growing demand from buyers with higher purchasing power.

Sales Trend

Chennai sees the lowest quarterly drop in housing sales compared to the other top 6 cities

Chennai's residential sales decelerated in the first quarter of 2025, aligning with a pan-India trend across India's top seven cities. Approximately 4,050 housing units were sold, constituting 4% of the sales volume across the top seven cities. It marked a notable contraction, down 4% from the previous quarter and a significant 26% year-on-year decrease.

South Chennai retained its position as the leading residential zone, capturing 59% of the city's sales, though this represented a 7% decline quarter-on-quarter. West Chennai accounted for approximately 24% of sales but saw a modest 2% quarterly dip. Conversely, North Chennai recorded a positive trend with a 21% quarterly increase.

Available Inventory

Chennai experienced a quarterly and annual rise in available inventory and inventory overhang

In Q1 2025, Chennai's available housing inventory reached 29,100 units, comprising 5% of the total available units across India's top 7 cities. The city witnessed a slight uptick in inventory, increasing by 2% quarterly and year-on-year.

Geographically, South Chennai comprised about 57% of the available units, with West Chennai following at 25%, and the northern and central zones accounting for the remainder. Mid-end and high-end properties remained the most dominant segments, making up 88% of the city's available inventory.

Notably, the inventory overhang expanded by two months quarter-on-quarter, reaching 20 months by the end of Q1 2025. This lengthening overhang suggests a potential moderation in the sales pace relative to the supply, a metric crucial for assessing market health and absorption capacity.

Outlook

Chennai's residential market outlook 2025 appears promising, as the city will benefit from significant industrial investments and infrastructure development. The recent repo rate cut is likely to catalyze home loan demand. The western micro-markets and those near the IT corridor along Old Mahabalipuram Road (OMR) are experiencing heightened residential activity due to improved connectivity. Developer consolidation continues, with established players commanding premium pricing while maintaining steady sales velocity in plotted developments and apartments. Overall, the city's relatively stable price points compared to the remaining top 6 cities, combined with end-user driven demand, suggest resilient market performance ahead.

Budget Segmentation

Affordable
Mid-end
High-end
Luxury
Ultra-luxury

< ₹ 40 Lakh
 ₹ 40 Lakh - ₹ 80 Lakh
 ₹ 80 Lakh - ₹ 1.5 Cr
 ₹ 1.5 Cr - ₹ 2.5 Cr
 > ₹ 2.5 Cr

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