

**BWi**  
 Special Presentation

Indian Real Estate -

# On a Road to Recovery



**R**eal estate is one of the hottest sectors in India today. The substantial property developments happening in residential, commercial and retail sectors are testimony to the fact that Indian real estate is growing at lightning speed. From shopping malls to multiplexes to integrated townships to office buildings—everything is metamorphosing into making India the country of tomorrow.

The year 2010 seems to be the comeback year for Indian real estate sector as there are very strong signals of revival coming from all market indicators. The revival is expected to be majorly driven by growth in economy which would accelerate activities both in the residential as well as commercial segments. According to Mr. J. C. Sharma, MD, Sobha Developers "The Indian economy is

projected to grow at 8.5% in 2010-11, compared to 7.2% in last fiscal, which is an indication depicting that the economy is on the growth path, encouraging a positive outlook within the real estate industry as well." In year 2010-11, Sobha will launch about 7.72 million sq. ft. across various market segments in cities like Chennai, Bangalore, Coimbatore and Pune. This goes on to prove that the market is upbeat on real estate.

Indian property is also catching the fancy of NRIs and international investors as they see India as the next major economic destination of the world. Property investments in India have consistently given comparatively higher returns amongst the dominant host countries in Asia and Pacific region (APAC). Real estate has also generated huge employment opportunities and has be-

come the second largest employment industry in India after agriculture. Gone are the times when realty developers were restricted to metros, it has now spread all across India including tier-II, III & IV cities and towns as well. Easier access to bank loans and higher earnings are among some of the principal reasons behind the sudden upsurge in Indian property market.

The sentiments in the realty market are echoing signs of revival as both property investors and property developers are turning active. Property prices and rentals are also expected to move northwards following the consumption indicators coming back to impressive levels. Investing in luxury housing is also on an upswing. We might, with caution, say that very soon, property would again become the buzzword.