



Bangalore (SRJ- MVC)

Price Recommendation for Proposed Residential Plotted Development Project in Bangalore, Karnataka, India

For

SmartOwner Services India Private Limited



Salient Features of the Location

Site Location	Along NH-207
Approximate Site Area	50 acres
Envisaged Development	Premium Plotted and Villa Development
Access	Accessible through a 20 m wide Road



View of the Access Road - National Highway -207

Location of the Micro-Market of the Proposed Project



Travel Time from Major Landmarks

MG Road (CBD)	60 minutes
Whitefield	25 minutes
Electronic City	45 minutes
Kempegowda International Airport	80 minutes

Location and Surroundings

<p>Site Surroundings</p>	<ul style="list-style-type: none"> ▪ Strategic located along NH-207 and also in the close proximity to Whitefield, Sarjapur and Electronic City. ▪ Growing real estate market with presence of several plotted development projects and few villas and apartment projects. Notable plotted development projects are Golden Serenity, Pavan Brundavan, Spa Eco City, Xotic Anthea, Sai Metro City, Himagiri Urbanwoods, Excel Oxigen, Ferns Gardenia, Pebble Creek, etc. ▪ Significant real estate growth potential for residential sub-sector as the micro market is located in close proximity to economic hubs like Whitefield & Electronic City.
<p>Employment Hub</p>	<ul style="list-style-type: none"> ▪ Existing - Whitefield (15 km), Electronic City (30 km) and Wipro Campus at Sarjapur (20 km).
<p>Education and Healthcare</p>	<ul style="list-style-type: none"> ▪ St John's National Academy of Health Sciences, Swiss Graduate School of Management, International School of Management Excellence (ISME), ITM Institute of Hotel Management, Lady Vailankanni Group of Institutions and Mugalore ST John Medical College, Janani Hospital, Sakra World Hospital, VIMS Super Specialty Hospital, Narayana Institute of Cardiac Sciences, etc.



St John's National Academy Of Health Sciences



BRV Paradise Project



International School of Management Excellence Bangalore



PSR Icon Coral Project



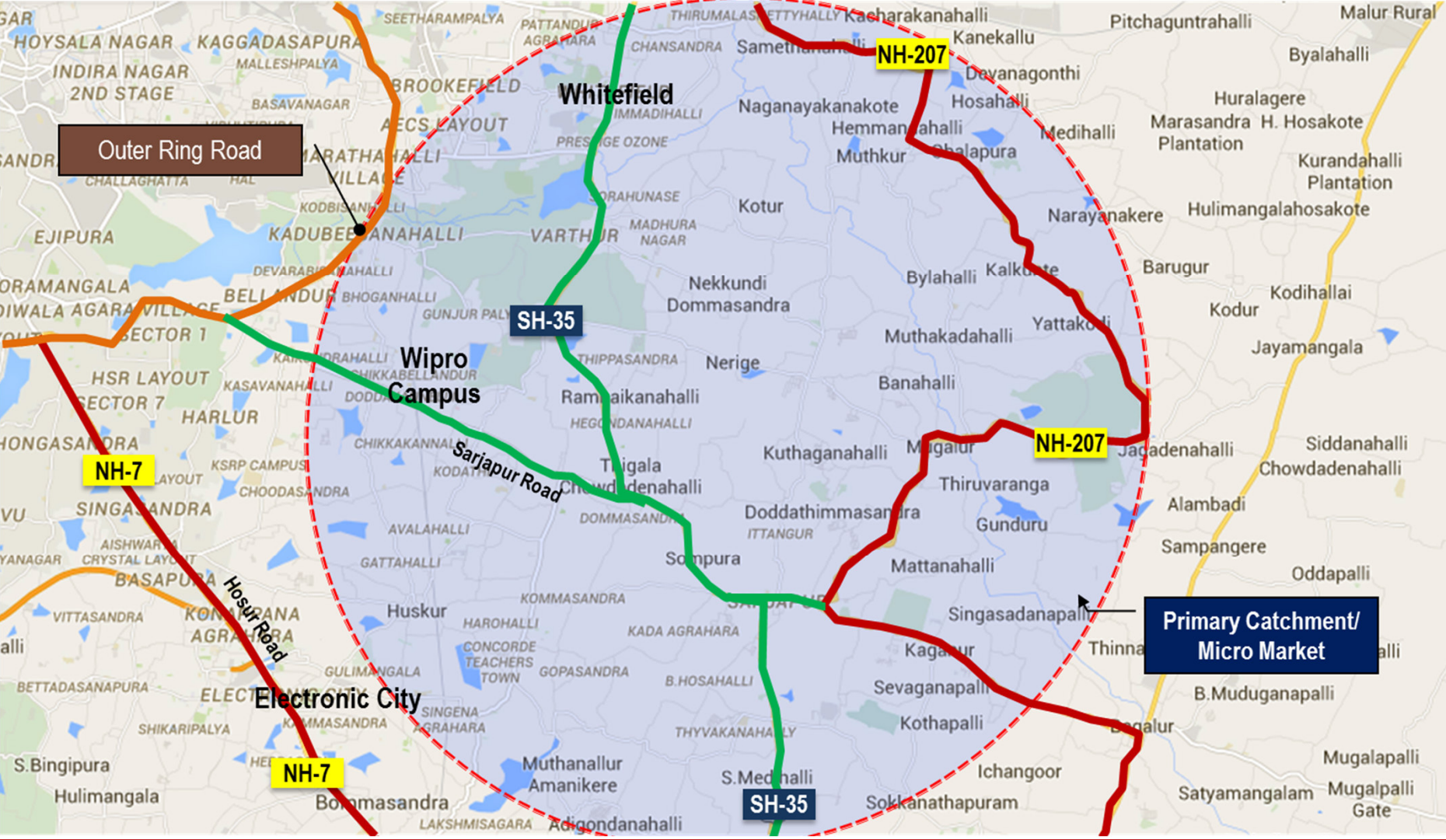
ITM Institute of Hotel Management



Oakwood Project

Catchment Delineation

Geographic Spread of Catchment Area for Project Site



Micro-Market Summary - Plotted Development

Present Inventory	<ul style="list-style-type: none"> 17 projects with total supply of about 3,494 plots. 3 projects are completed and fully sold 11 ongoing projects have inventory of 2,593 plots with average plot size of 1,900 sq. ft. Initial launches during the year 2011. About 63% inventory was launched during the year 2012 & 2013
Sales Performance	<ul style="list-style-type: none"> Average price is about INR 1,722 per sq. ft. with price ranging between INR 975-3,300 per sq. ft. Over 40% annual appreciation during last 1 year Impressive 52% absorption till date with unsold inventory of 1,232 plots About 55-70 plots per project are sold every year within the micro-market, growing at about 22% every year
Revenue Upside Potential	<ul style="list-style-type: none"> Plots located near Parks command a premium of INR 50 per sq. ft. Corner Plot commands a premium of 10% Few projects have Clubhouse and membership charge is about INR 100,000 per unit

Inventory of Existing Projects

Project Name	Developer Name	Plots (Nos.)	Price (INR per sq. ft.)	Absorption (%)
Urban Habitat	Indes Projects	313	1500	100.00%
Adithya Homes	Escon Developers	288	1750	100.00%
BRV Paradise	Mathusree Properties	86	975	75.00%
Gregion Park Dale	Veteran's homes and properties	370	1300	99.00%
Malhar	Shriram Lands	300	2000	100.00%
Ferns Gardenia	Ferns Estates & Developers	250	2800	70.00%
Pebble Creek	SRR Homes	198	1450	45.00%
Golden Serenity	Golden Gate Properties	304	3300	50.00%
PSR Icon Coral	Icon Homz	198	1500	25.00%
Brundavan	Pavan Builders and Developers	187	1400	30.00%
Blossom winds	DHIO Group	40	1200	25.00%
Oceanus Meadows	Oceanus	139	1200	30.00%
Xotic Anthea	Xotic Ventures	350	1500	45.00%
Marqland Mayflower	Marqland	106	950	50.00%
Sai Metro City	DHIO Group	365	1400	40.00%

Competitive Projects considered for Price Benchmarking

Mapping of Existing Projects - Plotted Development



Benchmarking and Price Recommendation

Attributes	Project Site	Golden Serenity	Pavan Brundavan	Sai Metro City
Accessibility & Connectivity	Located along NH-207 and accessible through a 20 m wide road	Located along Sarjapur Main Road and accessible through a 20 m wide road	1 km off NH-207 and accessible through a 15 m wide road	5 km off NH-207 and accessible through a 15 m wide road
Size of Development	Proposed to have about 600 plots spread over 50 acres development	304 plots spread over 31 acres development	187 plots spread over 13 acres development	365 plots spread over 45 acres development
Project Status	Pre-launch Stage	Under construction and sold about 50% inventory	Under construction and sold about 30% inventory	Under construction and sold about 40% inventory
Unit Options	Four unit options with size ranging between 1200 to 4000 sq. ft.	Four unit options with size ranging between 1200 to 4000 sq. ft.	Three unit options with size ranging between 1200 to 2400 sq. ft.	Two unit options with size ranging between 1200 to 1500 sq. ft.
Amenities & Facilities	Good amenities and facilities	Same as Project Site	Lesser amenities and facilities compared to Project Development	Lesser amenities and facilities compared to Project Development
Present Base Selling Price		INR 3,300 per sq. ft.	INR 1,400 per sq. ft.	INR 1,400 per sq. ft.

Premium Factor

Discount Factor

Notes

- Other charges like Club Membership Charges, Location Preference Charges and Premium for Corner Plots are additional to base selling price
- Base selling price is exclusive of statutory charges like stamp duty, registration charges and service tax & VAT

Recommended Base Selling Price Range for the Upcoming Plotted Development Project is
INR 1,650-1,750 per sq. ft. of Plot Area



Thank you

Disclaimer

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