

5,088 NEW UNIT LAUNCHES (Q2 2024)

69% SHARE OF MID-SEGMENT UNIT LAUNCHES (Q2 2024)

48% SHARE OF SUBURBAN SOUTH I IN UNIT LAUNCHES (Q2 2024)

MARKET INDICATORS OVERALL Q2 2024

	Y-O-Y Change	12-Months Forecast
New Launches	▼	▲
Units Sold	▲	▲
Average Capital Values (INR/sf)	▲	▲


Slower launch Activity in Q2 2024

Chennai's residential market witnessed a cautious launch phase in Q2 2024, with 5,088 new units launches, a 7% decline QOQ and a 32% decrease YOY. Slower approval processes due to the recent elections, coupled with developers adopting a wait-and-see approach, have contributed to a temporary slowdown in launch activity.

The Suburban South I submarket emerged as the clear frontrunner, capturing a significant 48% share of the total launches in Q2 2024. Prominent residential areas like Sholinganallur within this submarket was the key contributor. Following closely was Suburban South II, accounting for 36% of the quarter's launches. Areas like Kundrathur and Medavakkam in this submarket witnessed notable activity. Leading developers like Casagrand Builder Pvt Ltd, Brigade Enterprises Ltd and Doshi Housing played a significant role in the launches, contributing a substantial share of the new project announcements.

Mid-Segment Dominates, Luxury Gains Traction

Chennai's residential market witnessed a further strengthening of the mid-segment in Q2 2024. This segment captured a commanding 69% market share, reflecting a significant increase from both the previous quarter (64% in Q1 2024) and YOY (53% in Q2 2023). Key suburban areas like Sholinganallur, Medavakkam, and Kundrathur emerged as preferred locations for these mid-segment developments. High-end and luxury segments accounted for 22% of the quarter's unit launches. Sholinganallur, along with Purasaiwakkam, stood out as preferred locations for these high-end and luxury offerings. Q2 luxury segment stood at 8% market share, increasing from 7% QoQ. It's worth noting the marked rise in the luxury market share, which jumped from 2% in H1 2023 to a significant 8% in H1 2024. This indicates a growing appetite for premium residences in the city. The affordable segment, contributed 9% to the quarterly launches, providing options for budget-conscious buyers. 3 BHK configurations capture over half (55%) of the market.

Modest Growth in Rents and Capital Values

Rise in average rental values during Q2 2024, with a YOY increase of up to 6%, primarily driven by the city's suburban regions. Within the mid-segment, submarkets like Off Central II, Suburban South I & II, Suburban North, and Suburban North witnessed a YoY capital value appreciation ranging from 2% to 6%.

Notably, strong end-user demand in residential hotspots within Suburban South I and II suggests the possibility of marginal price increases in the coming quarters.

SIGNIFICANT PROJECTS LAUNCHED IN Q2 2024

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	RATE*(INR/SF)
CasaGrand Hola Chennai	Sholinganallur	Casagrand Builder Pvt. Ltd.	1,818	4,900
CasaGrand French Town	Medavakkam	Casagrand Builder Pvt. Ltd.	639	5,849 - 5,949
DRA Beena Clover	East Tambaram	DRA Homes	217	4,800

RENTAL VALUES AS OF Q2 2024*

SUBMARKET	AVERAGE QUOTED RENT (INR/MONTH)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
High-end segment				
Central	100,000-250,000	0%	0%	▬
Off Central - I	90,000-150,000	0%	0%	▬
Off Central - II	50,000-130,000	0%	0%	▬
East Coast Road	90,000-2,48,000	0%	0%	▬
Mid segment				
Central	50,000-75,000	0%	0%	▬
Off Central- I	45,000-80,000	0%	0%	▬
Off Central- II	26,000-50,000	0%	1%	▬
Suburban South - I	23,000-31,000	0%	4%	▬
Suburban South - II	16,000-25,000	0%	6%	▬

SIGNIFICANT CONSTRUCTION COMPLETIONS IN Q2 2024

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	UNIT SIZE(SF)
Voora Ocean's 27	Tondiarpet	Voora Group	132	1,120 - 1,685
Brigade Xanadu (Block G,H,J & K)	Nolambur	Brigade Enterprises Ltd	388	1,062 - 1,978

SIGNIFICANT PROJECTS UNDER CONSTRUCTION – TO BE COMPLETED IN NEXT 12 MONTHS

BUILDING	LOCATION	DEVELOPER	UNITS LAUNCHED	EXPECTED COMPLETION
Prestige Windsor Park	Vanagaram	Prestige Group	637	Q2 2025
DRA Urbania	Avadi	DRA Homes	160	Q1 2025

Data collated from primary and secondary resources. Estimations are subject to change

* Rental and capital values have been depicted only for key submarkets

** Quoted capital value on carpet area based on agreement values which includes, Base Rate, Car Parking Charges, Internal Development Charges, etc.

The above values for high-end segment are for units typically of 1,500-2,000 sf

The above values for mid segment are for units typically of 1,000-1,400 sf

Affordable housing has been defined as units with a carpet area of 60 sq.mt in metros / 90 sq.mt in non-metros and value up to INR 45 lakh

KEY TO SUBMARKETS

High-end Segment

Central: Boat Club, Poes Garden, Nungambakkam
Off Central-I: R.A. Puram, Abhiramapuram, Alwarpet and Teynampet
Off Central -II: T.Nagar, Mylapore, Annanagar, Kilpauk, Thiruvanmiyur, Adyar, Kotturpuram, Besant Nagar, K.K.Nagar, Velachery, Vadapalani

Mid Segment

Central: Boat Club, Poes Garden, Nungambakkam
Off Central-I: R.A. Puram, Abhiramapuram, Alwarpet and Teynampet
Off Central -II: T.Nagar, Mylapore, Annanagar, Kilpauk, Thiruvanmiyur, Adyar, Kotturpuram, Besant Nagar, K.K.Nagar, Velachery, Vadapalani
Suburban North - Madhavaram, Perambur, Thondiarpet
Suburban West: Mogappair, Nolambur, Ambattur, Poonamallee High Road
Suburban South-I: Rajiv Gandhi Salai (Thiruvanmiyur to Kelambakkam)
Suburban South-II: GST Road (Alandur to Tambaram, Porur)

CAPITAL VALUES AS OF Q2 2024*

SUBMARKET	AVERAGE QUOTED CAPITAL VALUE** (INR/SF)	QoQ CHANGE (%)	YoY CHANGE (%)	SHORT TERM OUTLOOK
High-end segment				
Central	23,000-27,000	0%	0%	▬
Off Central - I	18,000-23,000	0%	0%	▬
Off Central - II	15,000-17,500	0%	3%	▬
East Coast Road	7,000-9,500	0%	0%	▬
Mid segment				
Central	14,000-18,000	0%	0%	▬
Off Central- I	15,000-17,000	0%	0%	▬
Off Central- II	10,000-11,500	0%	6%	▬
Suburban South - I	6,000-7,900	0%	4%	▬
Suburban South - II	5,000-7,800	0%	5%	▬
Suburban North	5,200-7,500	0%	6%	▬
Suburban West	5,700-8,000	0%	2%	▬
East Coast Road	5,000-6,500	0%	0%	▬

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