

# MONTHLY REALTY WATCH

## Chennai

March 2017



PROPTIGER  
DATA LABS

### KEY PERFORMANCE INDICATORS

UP DOWN No change



#### Launches

M-o-M (% change)

89%



#### Sales

Y-o-Y (% change)

7%



#### Inventory

0%



#### Prices

0%



### SECTORWISE

M-o-M (% change)



#### Affordable

75%



18%

2%



1%\*



#### Mid End

402%



2%

1%



3%\*



#### Luxury

98%



34%

5%



3%\*

\*Y-o-Y (% change)

### KEY TRENDS

Chennai continued to outperform the southern cities with 89 per cent increase in new launches in the month of February. Majority of the new launches witnessed during the month were in the mid-segment projects

Sales remained subdued during the month. Maximum increase in sales was witnessed in high-end projects; this segment also saw 3 per cent annual price appreciation

Perambur, Navallur and Sholiganallur together accounted for around one-fourth of the total absorption witnessed in the city in February



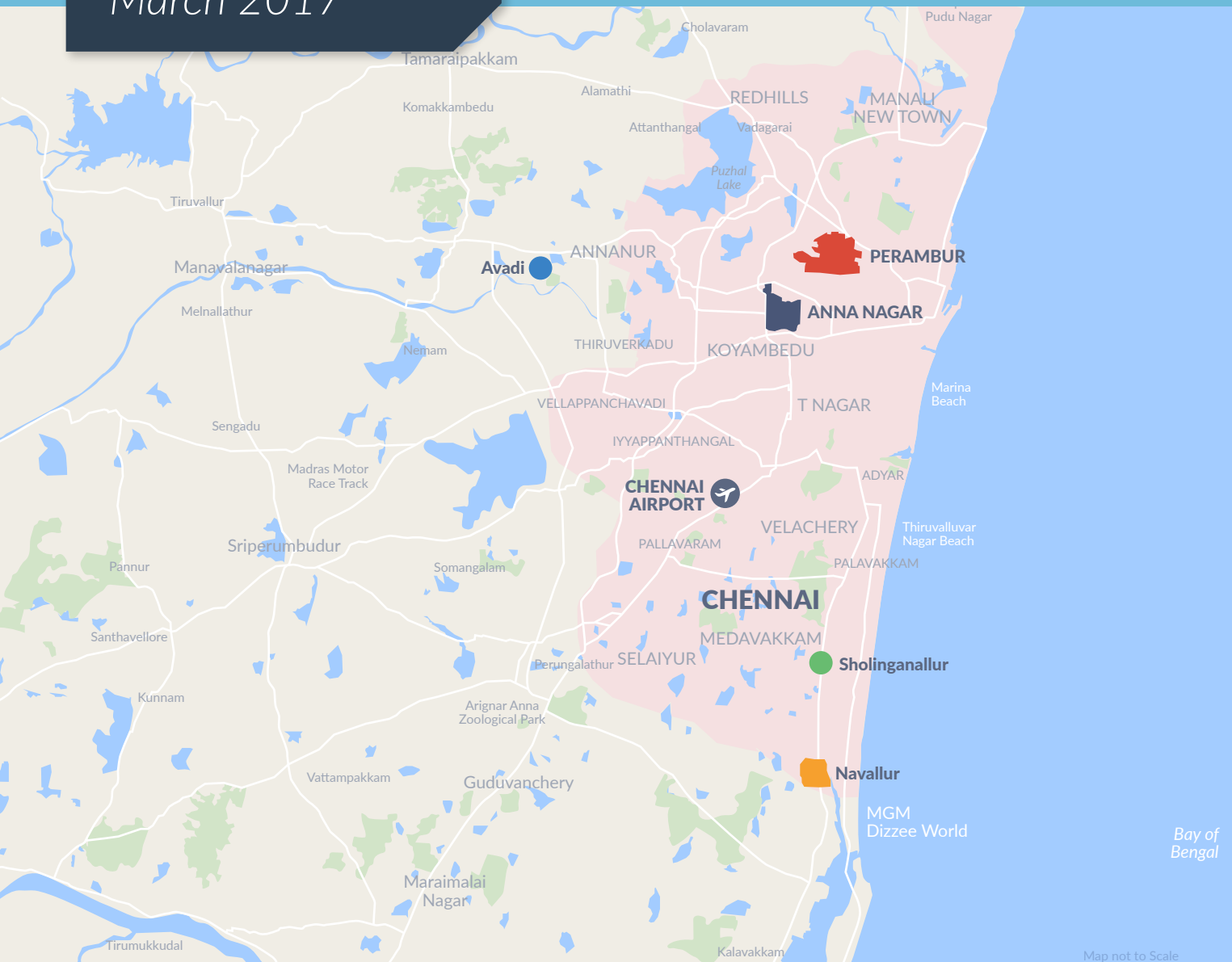
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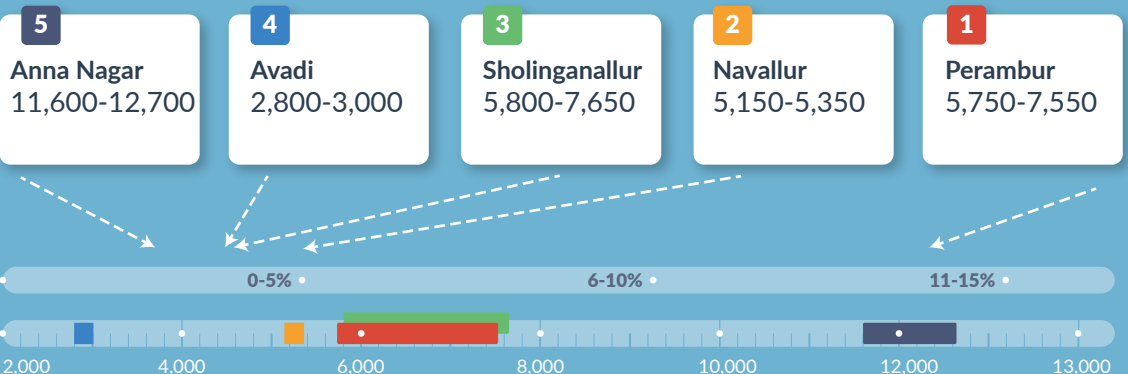
## TOP PERFORMING LOCALITIES



### TOP FIVE LOCALITIES

(% Contribution to  
total sales in range  
during Feb '17)

Price Range  
(Rs. per sq. ft.)





## NEWS & DEALS CORNER

Xander Group has invested around Rs.120 Crore in a plotted development project of VGN Property Developers in Ambattur, West Chennai



## KEY NEW LAUNCHES

February 2017

Project Name	Developer	Micro Market	Type	Launch Units	Quoted Price (in Rs per sq ft)
Codename City	SPR Group	Perambur	A	630	6,250
Xanadu	Brigade	Mogappair	A	475	5,590
Elite Acres	Plaza Group	Thalambur	A	320	2,957
Marina 100	Allied Investment	Navallur	A	106	4,000
The Sanctuary	Allied Investment	Thoraipakkam OMR	A	56	5,899

A Apartment P Plot V Villa

## CONTACT PROPTIGER FOR REAL ESTATE INSIGHTS

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sensitivity analysis |  
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