

THIS SMALL IS BIG

Flourishing micro markets catering to various socio-economic groups make Pune an attractive investment destination

Ravi Sinha

If various pockets of affluence are indicators of the success of a real estate market, Pune can well be defined as a city that has in its DNA all the attributes of a global city. The economy of the city in general and its real estate in particular stands uniquely positioned with many micro markets catering to various socio-economic groups within the Pune market and collectively this makes Pune an attractive investment destination. In terms of investment and property landscape, Pune till very recently, was referred through its

central business district (CBD) of MG Road, Koregaon Park, Bund Garden, Kalyani Nagar, Dhole Patil, Fergusson College Road and Jangli Majaraj Road. Today, there are many markets that can easily be touted as thriving economic destinations, if not CBD in the traditional sense of the term.

Consequently, the growth trajectory of Pune real estate market has been thoroughly even. Localities like Hinjewadi, Aundh, Wakad and Hadapar are well known for huge SEZs as well as IT and ITeS companies that have come up in the city and today there are multiple demand drivers of Pune prop-

erty market. This has been a catalyst to the growth of many micro markets with varying affordability index within the city. The encouraging aspect of this growth of the city is that amid this evolving pattern various budget segments have also surfaced within Pune real estate. And it is no more about just the developments in the commercial segment; rather the growth trajectory does have a co-relation with the residential projects, too, in the vicinity.

Kruti Jain, Director of Kumar Urban Developments, makes it a point when she says that unlike many other major cities Pune is circular

and has beautiful growth spread out in each direction. Due to this, a lot of township developers in Pune have been able to create a sustainable place. This is unlike other metros where land for such development is not available. Asserting that Pune is growing at a rapid pace she says that initially the development of the city was focused around its business districts, but due to rapid influx of people coming into the city there has been a huge residential and commercial development boom across the city.

"Pune is an economic powerhouse in its own right, being home to a wealth of

multinational companies and industries. These organisations have ensured that Pune has emerged as one of the most important employment centres in the country. This influx has boosted infrastructure development including road connectivity, parking facilities, public transport and electricity and water supply. Though the market was earlier dominated by commercial real estate; with increased affordability, growing income levels and the inflow of immigrants and the working population, residential housing projects have also increased tremendously now," says Kruti.

Abhay Kumar, CMD of Grih Pravesh Buildteck, however, does not find anything unusual in this many cities within Pune city syndrome. According to him, it is not only Pune but every city has many micro markets within its geographical boundary. In a highly diverse country like India, every city has various segments of population with different socio-economic characteristics living in different parts of the same city. Naturally they form many micro markets within the same city. Apart from it, there are many triggers for the growth in real estate like schools, government offices and IT parks. These institutions, when come up in a particular part of city, trigger economic activities of varying characteristics which add demand in realty sector.

"If I have to identify the locations for high-end, mid-segment and affordable housing respectively, I would say Boat Club Road, Koregaon Park, and Kalyani Nagar are considered to be high-end localities from real estate point of view. Baner, Pashan, Aundh and other areas closer to the Mumbai-Pune Highway are mid-segment locations whereas Undri, NIBM Road and other locations

QUICK BYTE

■ UNLIKE MANY OTHER MAJOR CITIES, PUNE IS CIRCULAR AND HAS A BEAUTIFUL GROWTH SPREAD OUT IN EACH DIRECTION

■ A VISIBLE PATTERN IS, PEOPLE RELATED TO IT COMPANIES, MANUFACTURING UNITS AND EDUCATIONAL INSTITUTES OCCUPY A MAJOR CHUNK OF HOUSES ACROSS THESE MARKETS

■ VARIOUS SEGMENTS IN PUNE REAL ESTATE ARE BENEFICIAL NOT ONLY FOR THE OVERALL PROPERTY MARKET BUT ALSO FOR ACTUAL BUYERS AND END-USERS

■ THERE STILL ARE LAND PARCELS AVAILABLE FOR FUTURE DEVELOPMENT

IMAGING: PRASHANT LOHAR



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