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# EXPLORING OPPORTUNITIES; CREATING NEW BUSINESS LINKS

# THANE

SECOND EDITION

THANE'S REAL ESTATE PRESENTS
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# THE FUTURE IS BRIGHT.....



#### Mr. Jitendra Mehta, President, CREDAI MCHI Thane

The growth story of Thane's real estate has been a success story which few real estate hubs can match. The past fiscal year saw the positive situation further improve, as new

project launches and new phases in existing projects found a steady stream of buyers.

The price points of property in Thane have steadily appreciated, and the property expo held by CREDAI MCHI Thane saw home seekers evaluate different options before selecting their 'dream homes'.

In terms of Commercial real estate too, demand has seen growth trends across the past fiscal on steady demand for commercial real estate that saw lease rentals post growth trends and high occupancy levels.

As a city, Thane is a cultural centre which offers peaceful and tranquil spaces. Nestled amidst Mother Nature's benevolence in form of

Thane Creek, Ulhas River and the National Park, Thane is a city that is 'future ready' for home seekers with the ongoing infrastructure projects making it truly Global.

The new growth area in Thane is Shilphata, and we are

seeing high growth potential

The important

thing this month

is 'BizNet Thane

2.0', which is

important for the

growth of

Thane's

real estate

For this upcoming property hub. It reflects the trends that a high-growth property hub shows, and we look forward to it becoming the next 'hot and happening' property hub of Thane.

The important thing this month is 'BizNet Thane 2.0', which is important for the growth of Thane's real estate. Over the years, Thane has been at the forefront when it comes to adopting and assimilating new, cutting-edge technologies and product ranges/ service options which have ensured that the real estate created is done using Global Best Practices.

The economic changes and new age buyers have changed the paradigm, and home buyers are looking for Next-Gen homes — and Thane's real estate development has aspirations of meeting these requirements. This was also reflected in the success of the PROPERTY 2023-THANE expo. BizNet Thane 2.0 will see service providers and product manufacturers co-ordinate and participate, and share what's new in their specialized areas.

We have seen the Central and State governments provide a push for growth through revamped and upgraded

infrastructure. To ramp up the virtuous cycle of investment and job creation, the Union Budget 2023-24 took a lead by steeply increasing the capital expenditure outlay by 33 per cent in 2023-24 to whooping Rs 10 lakh crore over Rs 7.5 lakh crore in 2022-23. The new outlay will amount to 3.3 per cent of the gross domestic product (GDP).

Strong credit growth, resilient financial markets, more stability, reasonable pricing expectations, improved access to credit and the government's continued thrust on capital spending and infrastructure creates a congenial environment for investment.

It is this positive sentiment which will help India and Thane's real estate

grow along the path to success. Thane seen positive growth in the past fiscal, this one should be even better – the future is bright!







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Content Curated by A Media Inc.(www.amedia.co.in) Executive Editor, Kamlesh Pandya



## THANE'S SKYLINE IS CHANGING



## Mr. Manish Khandelwal, Hon. Secretary, CREDAI-MCHI Thane

Thane city is developing at a faster rate as compared to Mumbai or any other city. This is largely because planning and development of the city supported by various authorities is extraordinary. If the city has many reasons which make it the property hub of the Mumbai Metropolitan Region (MMR), its citizens are also achievers in their own right. Given the salary growth of individuals, purchasing power of the average Thaneite has gone up.

This has resulted in Thane becoming a growth-oriented city; it has resulted in new companies entering Thane. For example, Amazon has been upgrading its warehouses in Thane – from big to bigger.

When we look at such events, it reflects on higher purchasing power of residents; this also translates into rising demand for new homes. What makes Thane the first choice for home seekers in the MMR? Consider Thane is a safe and secure city, which some of the best hospitals, schools, prayer spaces including temples; shopping malls; hotels; events where festivals and cultural programs are celebrated – these are issues that make Thane the first choice for a home seeker.

Job opportunities are increasing day by day. As a result, new job opportunities and a better standard of living are available within Thane city. Those who live and work in Thane save commute time, which is spent along the family, relatives and friends. As a result, one sees the city as 'always smiling'.

Connectivity is excellent; and this makes Thane a central place to stay in. Redevelopment in Thane city is ongoing at a very speedy pace; this will ensure Thane's development will be at a very quick pace, as compared to any other city. The city's skyline is changing; we see skyscrapers touching the sky.

When it comes to price points, Thane also offers convenient property prices - every type of customer fits in and are able to find accommodation as per his or her wishes. Thane is a city which does not send away a home seeker dissatisfied.

The young crowd in the city are well educated and talented. They enjoy their life and find Thane the perfect place to stay in. As a city, Thane is very safe for families. CREDAI MCHI Thane has been playing its role to perfection, and will continue to do so over the years.

## **REAL ESTATE GROWTH STORY**



Mr. Gaurav Sharma, Hon.Treasurer, CREDAI-MCHI Thane

Thane, India's leading Urban Conglomeration, offers a wide array of real estate options across segments and price-points. Mumbai's 'Sister City' has grown to become a Global City in its own right; offering a wide array of property options for investment as also end—use. With some of India's leading real estate developers creating masterpieces which become landmarks, Thane's real estate reflects creation by following global best practices.

Stunning architecture and structural stability come together in a city whose safe and secure environment offers the verdant greenery of Yeoor Hills and the Sanjay Gandhi National Park. Thane's real estate also reflects the azure Blue of Thane creek and the Ulhas River. The City has grown in sync with its infrastructure, which makes it ideal as a real estate hub poised for future growth.

For Corporate entities having office spaces spread all over India's Commercial Capital Mumbai, its suburbs and across the Mumbai Metropolitan Region (MMR), Thane is ideal for consolidation and relocation. Centrally located in the MMR, Thane offers excellent connectivity through road, rail and the upcoming Metro lines as also water-based transport. These multi-modal links connect all major hubs across Mumbai and the MMR to one central point: Thane.

A growing commercial hub, in sync with its excellent connectivity, it offers logistics hubs in its periphery. On the InfoTech Highway, it has proven to be the ideal location for IT and ITeS, catering to BFSI while also offering excellent office and work spaces to suit requirements of the small entrepreneur as also large floor plates to meet the requirements of large corporates. Retail Therapy leads the trend in Thane, with Shopping Centres, Malls and High Street Retail jostling with shops which fulfil daily needs.

Medical Tourism Hotels, F&B Outlets. Entertainment spaces, including theatres, multiplexes and open air auditoriums, sports complexes, gardens - the City of Lakes is a platter of different real estate offerings. Integrated townships and stand-alone buildings. Skyscrapers and low rise structures — this is a poetry written in cement and steel. Scripted by architecture, created safe and secure through structural stability.

Thane's vast array and range of real estate goes beyond being just residences or commercial spaces – as a wide array of asset classes, Thane's real estate offer options for investment, to create wealth and to grow wealth. In a well-regulated real estate market

governed by RERA, thane's real estate is created by developers who are creators of prime property – the ideal investment option for the smart investor.



## YOUTH WING PLAYS AN IMPORTANT ROLE THANE AS A GROWING REAL ESTATE HUB



Mr. Jay Vora, President, Youth Wing, CREDAI-MCHI Thane

For those of us who are second generation real estate developers, we youngsters are usually seen in supportive roles in association-based activities. CREDAI MCHI Thane has seen a seachange of sorts, for me and my fellow second generation real estate developers of Thane, who are slowly and gradually 'making it big' in activities related to the association. As an industry body, we, the Youth Wing are playing our role, carrying out responsibilities and making a mark during the activities over the past couple of years.

I remember how then President of CREDAI-MCHI Thane Shri Ajay Ashar, at the meeting of all Gen-Next of Thane real estate developers, proposed the idea of a youth wing. Obviously, we were excited, and what added to the excitement was the suggestion that the youth wing would have to properly nurture and grow.

The Youth Wing plays an important role in most activities carried out; we are at the forefront of new marketing initiatives targeting the new-age customer as also cutting edge, new technologies that are making their presence felt in real estate. From Knowledge Events to Experts' Sessions, we have been shouldering our responsibilities – and going by the response of our seniors; our mentors – we seem to be doing pretty good!

The attitude of my fellow members in the Youth Wing is: 'give it our best'; this has been the attitude with which we have taken up various tasks. With my fellow team members, among the first tasks taken up was improving the online presence of CREDAI-MCHI Thane. This has been a good success. We have tied up with knowledge partners, and held seminars on different topics, such as Income Tax, GST, MahaRERA, Sales and Marketing aspects, to name a few. Among other positives, we have started an online knowledge series.

The Youth Wing has played a vital role in marketing activities for Thane's real estate. We have also conducted activities with channel partners. The Youth Wing Thane, has been well represented in all meetings and study tours organised by CREDAI-MCHI Youth Wing.

I would take this opportunity to thank all my youth wing members for their support and also our Mentors, including President Jltendra Mehta and IPP Ajay Ashar, for giving us this opportunity, placing trust on me and my team as also the unflinching support I have always received.



Mr. Nimit Mehta,
Treasurer, Youth Wing, CREDAI-MCHI Thane

Thane is a vibrant real estate market, with a wide range of options across price-points and budgets. Commercial real estate in Thane also offers a wide array of options. For the investor as also the end-user, Thane's real estate offers good Rol and price-wise, a secure market. New phases in existing projects as also new launches have been consistent over the recent past.

Connectivity is the lifeline of any property hub's growth story; and Thane's real estate is a success story co-scripted by infrastructure projects over the years as also those under way. It is these infrastructure projects which have underlined the growth of Thane as a real estate hub. Among on-going projects, the Metro, water transport and the tunnels linking Thane with Borivali in the western suburbs are easily the three leading infrastructure projects which will make Thane a "future-ready" real estate destination.

Across Thane, investment options abound over different locations and across different segments. It is difficult to single out any one location; I would say that the entire city offers investment opportunities which vary on price-points. The Rol across Thane is among the best across the Mumbai Metropolitan Region (MMR). I would like to add here that Thane offers not just residential but also commercial real estate as investment opportunities.

There is equal response from home buyers to project launches in affordable, mid-priced range and luxury homes. This is because Thane, across different locations, offers housing to suit all budgets. Compared to other property hubs, Thane sees larger than expected sales in luxury hones, as also in s uniquely Thane based segment, 'affordable luxury'.

As a city, it is located just right, so you can connect across the MMR, Maharashtra and India. Secondly, it is a safe and secure city, with a rich cultural background. Thirdly, it is a teal estate hub whose success is ci-scripted by infrastructure growth.

Last, real estate developers well organised, especially members of CREDAI-MCHI Thane, who follow norms and offer transparent transactions - all of these add up to being a win-win for home seekers who opt to make Thane their home.



## INCULCATING THE TEAM SPIRIT WHERE GROWTH IS THE WAY AHEAD

As an Office Bearer in both, CREDAI MCHI as also CREDAI MCHI Thane, Mukesh Patel has seen the growth of the industry association to its present situation. He shares his thoughts on what makes the industry body important for all stakeholders



Mr. Mukesh Patel

As an industry body, one that represents interests of not just business but all stakeholders – this includes home buyers too – CREDAI MCHI and CREDAI MCHI Thane have been the leading body representing real estate. It has been a pleasure and a privilege to not just be part of the association; I have also had the opportunity of experiencing the single most important aspect, which adds value to members: Fellowship.

There are any number of widely documented benefits of being a part of Business Associations, no matter whichever the industry. Business networking opportunities, Business related issues and participation like coming on the same page with respect to issues like hikes in GST or Stamp Duty etc., personal & social advantage whereby people would be able to get one's references or connections relatively easily, and most importantly participation in an improved business climate – these are some of the most obvious benefits observed as gains.

Speaking about Real Estate Development industry particularly, even our own Thane Unit would show that it brings together all developer members on a level playing field. The Managing committee itself comprises of industry biggies or behemoths and mid-size to smaller developers as well who all contribute as with inputs necessary.

As developers get to know one another they find ways to share resources, unite on important issues and develop new tools for securing their profitability in the community and creating an atmosphere that encourages competition and attracts customers.

For e.g. the Real Estate Exhibitions were started in Mumbai and I am proud to say that the very first Housing Exhibition was held in

our Neelkanth-Gammon-Reliance development titled Fortune 2000 situated at Bandra-Kurla Complex.

The property exhibition which was started by MCHI Mumbai at BKC in the year 2000 was quickly picked up by CREDAI MCHI Thane in the year 2002. The Exhibition was even taken to a greater height by adding various events and activities introduced by CREDAI MCHI Thane from time to time. These exhibitions are magnets that attract potential buyers from a wide spectrum and geography as there is huge participation from developers too who exhibit their projects in these exhibitions. It is amazing for potential buyers to check out multiple options under one roof and vice versa good for developers too as it's a concentrated space dedicated to catering to multiple options and visits which culminates in potential business over a period of next few weeks.

There is so much time saving for a potential buyer that thousands of visitors throng these exhibitions.

These exhibitions are also a space where not just developers & amp; end users participate, but even the intermediaries and allied partners are given an opportunity to attract buyers with excellent offers. Home Loan providers, Channel Partners, Furniture & interior works' firms, insurance companies, basically any business that has products for end users in a home buying/making cycle get a platform to showcase their wares and this in turn also benefits the buyers immensely as most come up with lucrative one-time offers that buyers would otherwise be unable to get.

Imagine, if this is the level of excitement drummed up in bringing the entire set of participants under one roof annually or biannually, the events that are held for the association members are way more and address not just the current issues but also knowledge sessions for the employees in a builders'/developers' offices.Be it RERA, Banking, Sales, Purchase, Technical construction site visits or even welfare of the site labourers – every aspect of the Real Estate Development business is looked into for such knowledge sessions.

There are instances where we even have shared resources on non-compete basis which is beneficial to all parties involved in such sharing. While all developers may not be developing 70-80 storey buildings or mammoth Tech Parks and campuses, the association organizes visits to such developments for members to visit, learn, and interact with those Developers and their teams thereby keeping everyone abreast of the latest technical advances in the field.

With effective leadership and adequate participation, a business association can make it easier for its members to make money and also enjoy the process.

And our associations have been blessed with some very good members who are not just trail-blazers but all so make it possible for fellow developers to benefit from their expertise, connections and experiences.



# PAVING THE WAY TO A PROGRESSIVE FUTURE

Immediate Past President CREDAI MCHI Thane Ajay Ashar addressed the 5th Edition CII Real Estate Confluence held in Mumbai recently. The Knowledge Event had the theme: Paving the Way to a Progressive Future, and Ajay Ashar shared his thoughts on the same



Ajay Ashar, IPP, CREDAI MCHI Thane

Even as the world feels the impact of economic and political pressures, the bright spark is India, which is better placed and largely, has been protected from global headwinds.

Among the star performers in the Indian economy has been real estate. Through the pandemic, it performed well, and in the following period of economic stagnation, real estate has able to breathe easier. The fiscal year just gone by has seen some of the best performances by real estate.

After the past few years, when we experienced pandemic-related lockdowns and subsequent economic turmoil, real estate has witnessed good quantum of sales and fresh project launches during the fiscal through Tier I, II, and III cities.

We are seeing inflationary pressures in India as being less intense than the rest of the world. Strong domestic consumption demand led by rising per capita income and favourable demographic dividend has kept the economy buoyant. This has been

reflected in redefining the global economic order, with India becoming the 5th largest economy and forecasted to be the 3rd largest in half a decade from now.

"Desire for home ownership has become stronger ever since the pandemic and has continued to remain strong"

In the Mumbai Metropolitan Region (MMR), like it has across India, demand for residential properties has surged as a result of increased urbanisation and rising household income. Apart from actual users, residential properties have always been one of the most attractive investment options for potential investors led by stability and potential for growth with India being one of the top 10 price appreciating housing markets internationally.

Indian real estate has leveraged innovation, technology, thoughtful design, and a deep commitment to sustainability. This has added value to real estate offerings. Premiums, development, and approval charges accruing from real estate related activity have been and will continue to be a major revenue source for local government bodies and state governments, facilitating further socioeconomic development across the length and breadth of the country.

Let us keep in mind that real estate is also the second-highest employment generator, after the agriculture sector in India. It is expected that this sector will witness more non-resident Indian (NRI) investment, both in the short term and the long term.

As we have seen, desire for home ownership has become stronger ever since the pandemic and has continued to remain strong. Pandemic-induced trends such as remote and hybrid working have resulted in home buyers opt for larger, sustainable spaces with value-added services and amenities which enhance their well-being. With this evolution of buying preference,

customers are also gravitating towards peripheral areas with good connectivity to city centres.

As India's economic growth story continues, global investors and corporates are also considering opportunities to best leverage the situation, catalysing the demand for the entire spectrum of real estate. This will lay open new opportunities for commercial, retail, residential, hospitality, industrial, warehousing, logistics, and several other sectors.

The real estate market outlook is positive as the demand is expected to be resilient with pricing trends projected to be stable. Strong credit growth, resilient financial markets, more stability, reasonable pricing expectations, improved access to credit and the government's continued thrust on capital spending and infrastructure has created a congenial environ

ment for investment. It is an opportune time to strategize and formulate the path that the sector needs to follow.



## "THANE'S REAL ESTATE PRESENTS A SIGNIFICANT OPPORTUNITY"

CREDAI MCHI President Domnic Romell shares his thoughts on the industry scenario, the way ahead for Thane's real estate and about the good work being carried out by CREDAI MCHI



**Domnic Romell, President, CREDAI MCHI** 

# Your take on how CREDAI MCHI can help members grow the right way?

CREDAI MCHI provides its members a platform for knowledge sharing and collaboration. It facilitates the exchange of best practices, industry insights, and regulatory updates enabling its members to make informed decisions, adopt sustainable practices, and maintain transparency and high ethical standards, ultimately leading to responsible and sustainable growth in the real estate sector

Your assessment on how the next fiscal will be vis-a-vis real estate growth in India and in Mumbai and the MMR?

It is important to note that while the Mumbai Metropolitan Region (MMR) is a significant contributor to India's real estate sector. The next fiscal year is likely to witness continued growth in the Indian real estate sector, including in Mumbai and the Mumbai Metropolitan Region (MMR).

Factors such as infrastructure development are expected to contribute to the expansion of the real

estate market. The decision of the Reserve Bank of India (RBI) to maintain the repo rate unchanged will have a positive impact on the real estate sector by keeping borrowing costs low for home buyers. However, government initiatives and policy changes can

"The next fiscal year is likely to witness continued growth in the Indian real estate sector, including in Mumbai and the MMR"

influence the pace and scale of growth, so it's important to closely monitor these variables.

# How do you foresee the future of Thane as a real estate hub?

Thane has emerged as a promising real estate hub, and its future looks bright. With its strategic location, improving infrastructure support quality residential and commercial developments, Thane has attracted the attention of homebuyers and investors. In contrast to Mumbai, where land availability is limited and greenfield development is scarce, The presence of large land parcels which support various amenities make it an attractive destination for real estate development. Notably Thane stands out for its affordability which contributes to its potential to thrive as a real estate hub.

Thane is fast becoming the retail hub of the MMR. How do you foresee growth in Thane's organised retail; and what aspects will Thane's real estate business need to incorporate in their work/ projects to remain competitive in this segment?

The growth of Thane as a retail hub in the MMR presents exciting opportunities for the city's real estate business. To remain competitive in this segment, Thane's real estate developers need to focus on several aspects. Firstly, they should create retail spaces that offer a unique and immersive shopping experience to attract customers. Incorporating modern design elements, advanced technology, and a diverse mix of brands can help create a vibrant retail environment.

Additionally, developers should prioritize the integration of adequate parking facilities, convenient transportation options, and strong infrastructure to support the growing retail sector.

BPOs, IT and ITeS is among the growth segments in Thane's real estate. Your advice on how this segment can become the growth drivers of Thane's commercial real estate?

Airoli and Turbhe have emerged as competitive locations with affordable rental rates and have successfully transformed into IT hubs. However, when considering commuting convenience and the soaring prices in Mumbai, Thane becomes a more attractive choice. Thane's commercial real estate market has experienced significant growth in BPOs, IT, and ITeS segments. To further propel this growth it is crucial to establish an ecosyst em that caters to

the specific needs of these industries. This can be done by providing flexible office spaces, incorporating modern amenities, and





ensuring robust technological infrastructure.

Warehousing and Logistics is among the sunrise sectors. Thane's periphery was initially seen to be a warehousing hub; how do you see the future- will residential overtake the growth trends in commercial? What future do you see for Thane in terms of growth potential in warehousing?

Bhivandi has emerged as the largest Warehousing hub in the region. While Thane's periphery initially showed potential as a warehousing hub, the growth trends could shift in the future. As the city develops and the demand for residential spaces increases, residential real estate may take precedence over commercial warehousing. However, this doesn't mean that the

### As an investment opportunity, how do you see Thane's real estate? Your take on the future and how can members ensure they attract investors in the future also?

Thane's real estate present a significant potential opportunity. The property prices in Thane range from 9000 to 20000, providing an attractive investment proposition. The affordability of properties in Thane makes it a favourable destination for investors looking to capitalize on the market potential. To attract investors in the future, members should emphasize transparency, adherence to legal and regulatory norms, and efficient project management. Providing comprehensive information about projects, showcasing past successes, and maintaining a strong track record can instil confidence in potential investors. Additionally, staying abreast of market



The growth of Thane as a retail hub in the MMR presents exciting opportunities for the city's real estate business. Thane's future as a luxury housing hub appears promising. The city's strategic location, scenic surroundings, air quality and improving infrastructure make it an attractive destination for luxury homebuyers

growth potential for warehousing in Thane diminishes. The continued expansion of e-commerce, the need for last-mile connectivity, and the development of logistics parks can still drive the demand for warehouses in Thane. Real estate developers should carefully assess market dynamics and adapt their projects to align with the evolving needs of the warehousing sector

# As a luxury housing hub, how do you see Thane's future growth? Your advice to member-developers on how best to "ride the wave" and ensure future growth?

Thane's future as a luxury housing hub appears promising. The city's strategic location, scenic surroundings, air quality and improving infrastructure make it an attractive destination for luxury homebuyers. To ride the wave of future growth, memberdevelopers should focus on delivering high-quality, luxurious residential with an attention to detail, premium amenities, sustainable design practices, leveraging smart technologies. It's also essential to stay updated with evolving consumer preferences and market trends to cater to the changing demands of luxury homebuyers.

trends, offering competitive pricing, and demonstrating a commitment to sustainable development can further enhance Thane's appeal as an investment opportunity.

# As an industry body, how do you see CREDAI MCHI Thane's future?

CREDAI MCHI Thane can strengthen its position as a trusted industry body by continuing t provide a platform for knowledge sharing. It should also focus on engaging with policymakers, addressing key industry challenges, and adapting to the evolving needs of its members to ensure continued relevance and effectiveness.

#### Your message for members of The Youth Wing

My message for members of The Youth Wing is to embrace Innovation, Creativity, and Sustainability in their approach to real estate. As the future leaders of the industry, they should emphasize the importance of sustainable development and transparent practices to create a positive impact on society and the environment.



# COWORKING SHARE IN OFFICE REAL ESTATE AT 27% IN Q1 2023 It has risen up from 14% in Q1 2019

Demand for flexible office spaces has hit a new high after the pandemic, with major companies and businesses including start-ups now increasingly opting for coworking spaces



# Utkarsh Kawatra, Senior Director - myHQ (ANAROCK Group)

The data shared by ANAROCK in media reports reveals that out of a net absorption of approx. 8.2 Mn sq. ft. across the top 7 cities in Q1 2023, coworking spaces had a 27% share.

together saw approx. 0.52 Mn sq. ft. of coworking spaces absorbed in the same period. In terms of overall growth in coworking demand, the top 7 cities witnessed a 90% growth in net absorption in this period – from 1.3 Mn sq. ft. in Q1 2019 to approx. 2.18 Mn sq. ft. in Q1 2023.

Besides start-ups and other businesses, many IT/ITeS companies also prefer flexible spaces over regular office spaces today, with a strong emphasis on workspace flexibility for employees.

Utkarsh Kawatra, Senior Director - myHQ (ANAROCK Group), says, "Coworking spaces demand weakened considerably after Covid-19 disrupted the workplaces equation across the country. We're seeing a decisive reversal of this negative trend now, with coworking particularly attractive because of the disrupted IT/ITeS employment scenario."

What works very well for coworking now is the fact that such spaces are not concentrated in the city centres, like regular office spaces tend to be. Rather, they're mushrooming across different locations, including residential hubs. Coworking spaces now even operate out of malls and hotels, and many large office parks also have coworking quadrants. This helps companies to remain closer to their employees and thus offer them flexibility.

Flexible office spaces allow firms to deploy instantly rather than



Back in pre-pandemic Q1 2019, its share was just 14% of a net office absorption of approx. 9.3 Mn sq. ft. Among the top 7 cities, Bengaluru and NCR together accounted for 66% (approx. 1.43 Mn sq. ft.) of net coworking absorption in Q1 2023. Pune and Chennai

having to contend with office layouts and fit-outs, comparable to regular office spaces which also involve long lock-in periods.

Coworking spaces are

at costs



- Of over 8.2 Mn sq. ft. net office space in Q1 2023 across the top 7 cities, coworking comprised approx. 2.18 Mn sq. ft.; in pre-Covid Q1 2019, approx. 1.3 Mn sq. ft. net absorption of 9.3 Mn sq. ft. net absorption was by coworking
- Overall, the top 7 cities saw 90% growth in net coworking space absorption in this period – from 1.3 Mn sq. ft. in Q1 2019 to 2.18 Mn sq. ft. in Q1 2023
- Bengaluru & NCR accounted for 66% of net coworking absorption in Q1 2023 (approx. 1.43 Mn sq. ft.)
- Of 8.2 Mn sq. ft. net office absorption in Q1 2023, Bengaluru & NCR together dominated with a 51% share

shooting up in major cities with low Grade A offices vacancy levels and a higher demand from start-ups, freelancers and corporates looking to expand.

In IT/ITeS-driven cities like Bengaluru, Chennai, and Pune, the relatively low vacancy levels in Grade A offices have spurred the demand for coworking spaces.

"This is also the case with Delhi NCR, where low commercial space vacancy levels have fostered a rich growth environment for coworking setups in areas such as Gurugram and Noida," says Utkarsh Kawatra. "In MMR, corporates looking to expand

in Q1 2023. Of this, 26% (or approx. 1.19 Mn sq. ft.) was by coworking players

The western markets of MMR and Pune saw net absorption of approx. 1.48 Mn sq. ft. office space in Q1 2023. Of this, 24% (or approx. 0.35 Mn sq. ft.) was by coworking players

In NCR, 32% (approx. 0.61 Mn sq. ft.) of approx. 1.89 Mn sq. ft. absorbed office spaces were by coworking players

Kolkata saw a mere 0.25 Mn sq. ft. office space absorbed in Q1 2023, of which 12% (approx. 0.03 Mn sq. ft.) was by coworking players.

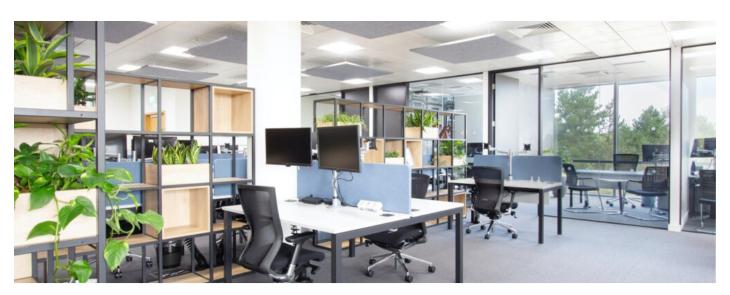
#### **Advantage Coworking Spaces**

"The perception of offices has undergone a profound change since the pandemic - the workplace is now perceived as an environment that must be optimally managed," says Utkarsh Kawatra. "This necessitates an element of specialisation, in which the flexible space operators fill the niche as specialist workplace management firms.

We are increasingly seeing the desire to cultivate an environment of collaborative enterprise that yields tangible benefits to the occupier, both in terms of cost and layout."

Many companies continue to follow a hybrid working culture, which involves setting up smaller satellite offices or remote teams using neighbourhood on-demand coworking spaces. All these use cases bode well for the coworking industry.

Going forward, we are likely to see developers of commercial office assets across the country align with such operators and



aggressively and shift their operational divisions to smaller distributed locations are focusing on coworking spaces."

#### **South Cities Top Coworking Demand**

Bengaluru, Hyderabad and Chennai - the key southern cities - together witnessed net office absorption of approx. 4.6 Mn sq. ft.

carve out specialised coworking spaces for them.

The expansion plans of major players and the ng appetite for this format from occupiers, property owners, and coworking operators will fuel growth.

increasi



# PRAISE FOR CREDAI MCHI THANE'S CSR ACTIVITIES



Shri. Jitendra Mehta President CREDAI MCHI THANE received CSR Award for 1000 Bedded Covid Hospital and many other CSR Activities by CREDAI MCHI Thane and their Members by worthy hands of Shri. Rameshji Bais Governor of Maharashtra, Shri. Devendraji Fadnavis DCM Maharashtra, Shri. Rahul Narvekarji Speaker Vidhan Sabha @ Navbharat CSR Awards 2023



Down Memory Lane - Visual of the Handing Over of the Covid Hospital by CREDAI MCHI Thane in August Presence of Shri Eknathji Shinde



Thane's Covid Hospital is among the multiple CSR Activities carried out by CREDAI MCHI Thane and Members



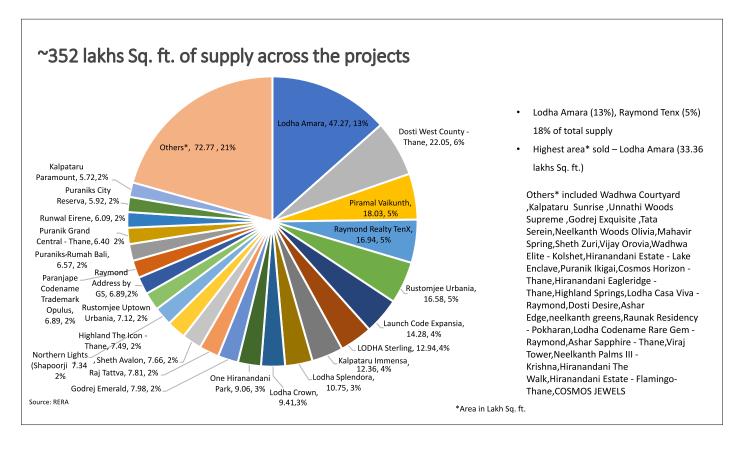
Not just CSR Activity, but an effort from the Heart: the Covid Hospital by CREDAI MCHI Thane

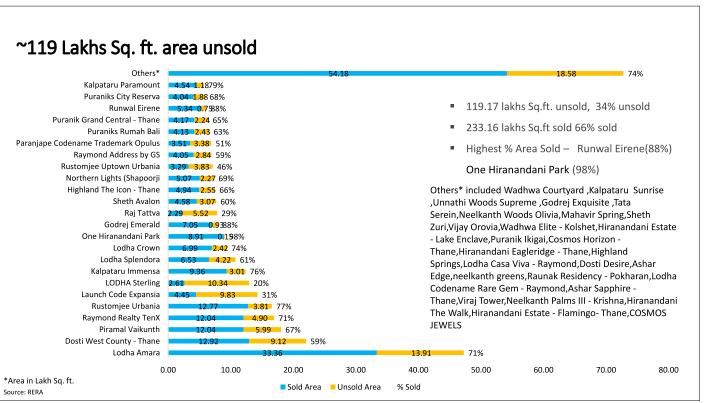


Visual of Shri Eknathji Shinde visiting the Covid Hospital set up as a result of efforts by CREDAI MCHI Thane



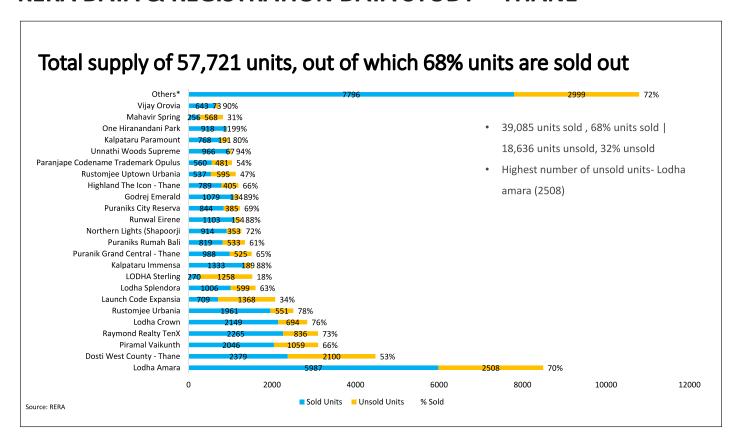


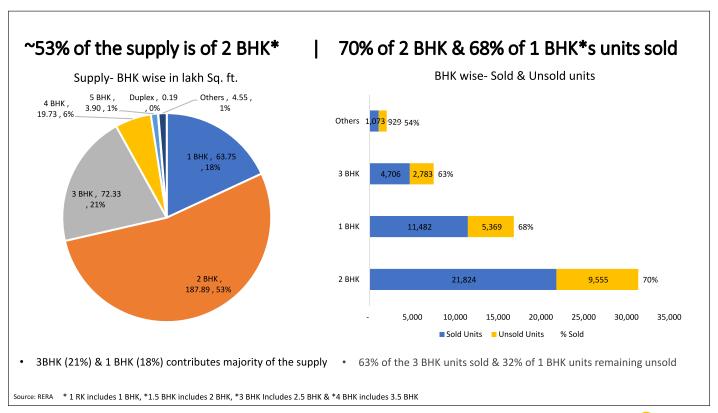








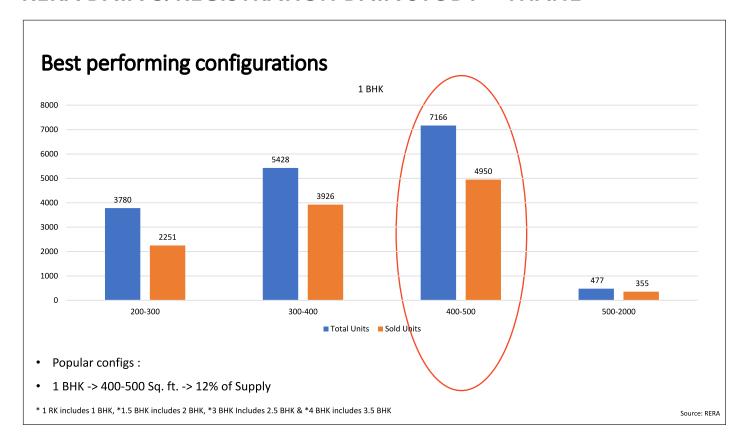


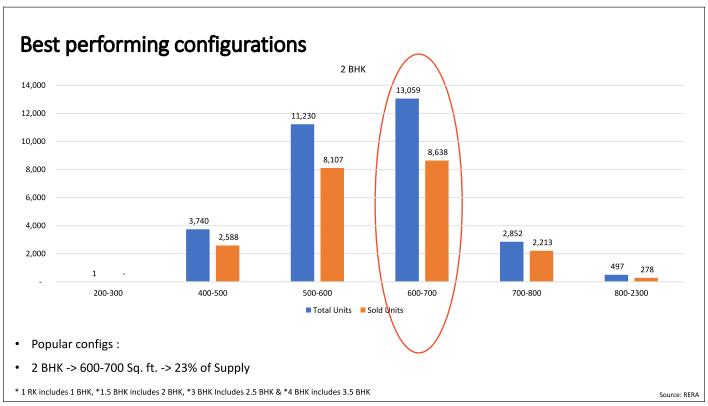








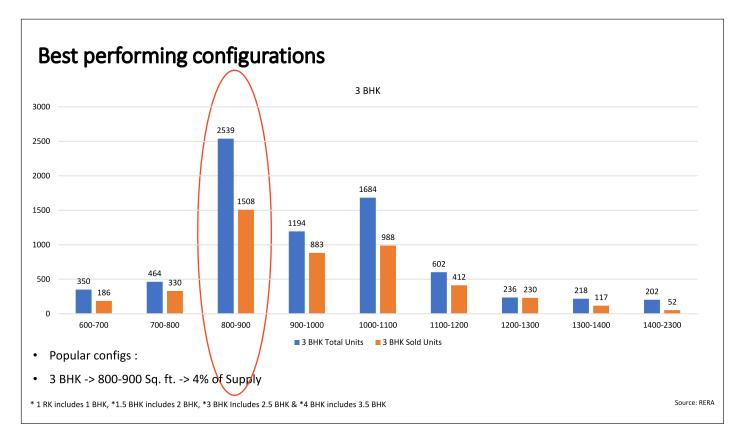


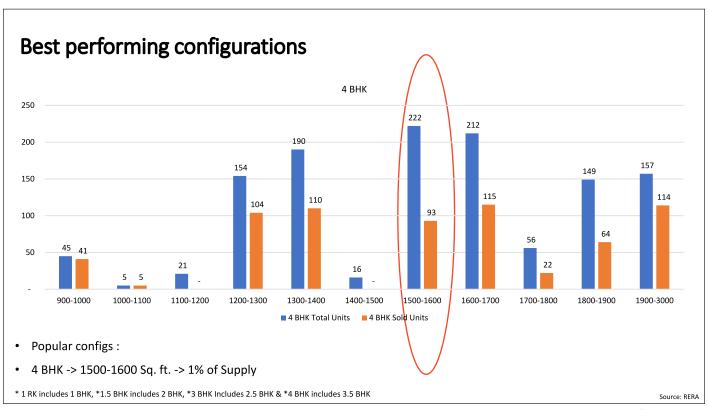








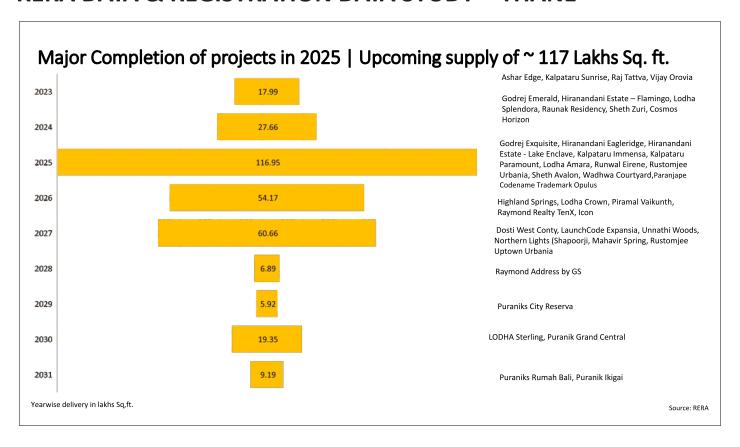




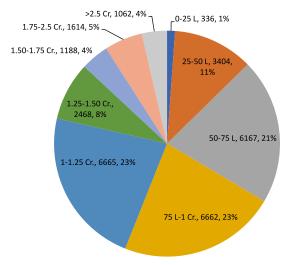












• Based on 29,566 registrations since 2019.

Source: IGR Maharashtra, \*Registration values are excluding stamp duty/registration





## "THANE CITY IS GETTING NEW LANDMARKS IN INFRA AND TALL BUILDINGS"

Among the important aspects for a family evaluating real estate projects to buy their new home is education. Getting the right home is about buying the right home - and ensuring easy access to good schools

"Aesthetics and

dimension of tall

buildings and their

impact on urban

skylines are quite

evident"



Architect Nitesh R Kedare, Alpine Architects

Thane has shown tremendous growth over the years in fulfilling the requirement of every income group. It primarily gains its

benefit from being strategically located with the best road network and public transport. Now the metro is also getting added. Thane is the fastest growing city today with large-scale housing which includes modern infrastructure and amenities. With the increase of housing demand, concretization has increased, even though then Thane has managed to have an ecological balance with nature like Sanjay Gandhi national park providing the peripheral forest boundary and numerous largescale recreational parks like grand central park, public gardens, and lakes, creek.

Thane City is getting new

landmarks in the form of infrastructure and tall buildings. It is witnessing significantly with some of the largest township projects on the outskirts of the city, redevelopment of old and dilapidated buildings, cluster schemes in the unorganized sector,

After the pandemic, the city has managed to overcome the crisis in real estate and achieved stability, in which the implementation of certain government schemes and MCHI efforts played an important role.

We see that Skyline is changing and emerging at a rapid pace. Currently, UDCPR (Unified building regulation bye-laws) is the key factor in redefining the city skyline. And also, there are certain provisions for housing schemes like EWS which have boosted the low-cost housing.

Redevelopment schemes for dilapidated buildings are gaining momentum. Thus, the core of the city is getting rejuvenated, giving a new look to the evoked cityscape. Also, multiple reservations are getting developed across the city and modern facilities are being added. Earlier Thane had also been known for its firm hold on industrial estate. But in recent times shifting of these industries has given new direction and boost to the IT sector and commercial spaces forming a new business hub. At this point, Architects play an important role in crafting a balance between form and function.

Today, Spread architecture is evolving in a vertical habitat, increasing the density which is the need for urbanization. While fulfilling the new need for housing quantum, one should also focus on maintaining the balance of breathing spaces such as greenspaces, amenities like fitness Centres, sports arenas, etc. Being an Architect, one should consider that building is a key component of urban fabric so it should be crafted/ oriented and zoned properly because it will be adding value to the cityscape.

In Thane, the urban fabric is getting developed with the rapidly growing infrastructure. The physical characteristic of the city such as buildings, streetscapes, soft and hard landscapes, signage, lighting, roads, and other infrastructure revamp the city

horizon.

Nowadays the aesthetics and dimension rendering to reality.

Thane is becoming a more liveable city with growing infrastructure. It is going to be the kind of best liveable city in India in

terms of modern facilities. We have been blessed with the great reservations around us. Well distributed greenery. It is going to be the best place for children to grow in, the best place to live in work in, and the best place for students who are seeking education. It is going to be the next international city.

Thane MCHI is working for the betterment of lifestyle and livability of the city making them a more affordable yet desirable destination to be in. MCHI understands the complexity of the Real estate Business. It interacts with the government and other fraternal bodies. It develops better product s for the masses.

Architect Nitesh R Kedare,

of tall buildings and their impact on urban skylines are quite evident especially in metropolitan cities like Thane for those who intend to upgrade their universal position of growth and identification. In the city, this has led to increased attention towards the creation of iconic architecture. Well-designed spaces are more than aesthetic and functionality, their balance is the key in creating a good architecture that brings dignity. We, Architects, hold the capacity to make any infrastructure from



## THE IMPORTANCE OF GOOD SCHOOLS IN CREATING INDIA'S FUTURE

Among the important aspects for a family evaluating real estate projects to buy their new home is education. Getting the right home is about buying the right home – and ensuring easy access to good schools



### Anahita Paghdiwalla Sarnaik

Education is among the important requirements for a family planning to shift to a new home. Your thoughts on this important aspect while selecting a new home?

Yes, very true. School is the first avenue of socialising for a child. Up till then, parents and immediate family members are the only people the child has human interactions with.

In schools, children are exposed not only to new ideas but also to same aged compatriots. This instils sociable practices such as empathy, friendship, participation, assistance which turn out to be important in their adulthood.

The most important point is which school you pick — and, the house, too. One important factor is the distance from your house to the school might be an issue. For example, can the kids walk to school? If not, where's the bus stop? Are you really willing - and are able - to drive your kids to school every day?

Considering all above things, a parent can find a home close to a school that will be ideal for their kids.

Thane has been the fastest growing conglomeration in the Mumbai Metropolitan Region, and good schools have been an important factor. Your thoughts on this?

Thane has become an affordable and preferred realty market, owing to the continuous improvement in infrastructure, seamless connectivity to Mumbai, emergence of new business hubs and the opening up of new land parcels, which are encouraging home buyers and investors to buy property in Thane.

Schools in Thane, create a structured learning programme for all grade levels and include sports and extracurricular activities to

help students develop their skills, interest and overall personality. Good schools play a vital role in shaping the personality, intellectual development and career goals of children.

As the "new age" home buyers make their choice for a new home, with the change in factors that define the new age home comes the changed paradigm of the "new age" school. How do you see this translate in actual life?

Yes, it is true. The modern-day scenario has changed the narrative of housing, it now evolves around three major aspects - Health, Wealth, and Happiness.

New-age kids demand contemporary learning. Holistic learning is a new-age approach to knowledge that takes care of children's physical, emotional, and psychological well-being, particularly in early childhood. Instead of restricting teaching school subjects, the holistic approach aims to empower children to use their academic learning as a groundwork for their emotional and social development.

# How will the new age Thaneite experience education and academics?

As of the present, there is focus on skill-based/practical learning over conventional methods, which is important as they help prepare a future ready workforce.

Thane schools stress on the development of Students by empowering them in both scholastic and co-scholastic domains.

Academically students are benefitted in multiple ways as it is more engaging, leads to increased retention and offers practice in problem-solving and critical thinking.

Hands-on learning helps children put their knowledge to the test. So instead of just passively consuming knowledge, they can create it with kinaesthetic learning.

# How will Thane's schools for the next generation offer a different approach to education?

Thane schools are going to offer a lot to the education. The new teaching method which we called the modern teaching method is more activity-based and centres the learner's mind which involves them entirely into the process of learning. Thane school will offer different pedagogical approaches.

This will teach the learners to create their own understanding of the world around them, and this understanding is based on experience through their everyday lives as they grow. Also the new inquiry-based approach is unique in the sense that it encourages learners to engage in exploration, investigation, research and study.

Anahita Paghdiwalla Sarnaik is Managing Trustee - Pratap Sarnaik International School



# **SELLING PROPERTY IS STILL AT A NASCENT STAGE...**

CRM captures leads, and then eventually gives you exact figure of how many of these are qualified, how many of them actually visited site, how many of them gave offer and finally, how many you were able to close



#### Rajesh Gadgil

A couple of decades in the past, a salesperson was more of a facilitator rather than someone who 'sold' real estate. The tide started turning after 2010. The first change was: more efforts required to sell the property and second the platform, be it media or other options, and with it, ways of getting across to the potential buyer changed drastically.

In the earlier years, a print advertisement was largely the medium which use to serve basic purpose of informing people about the project. Lead generation was never the purpose. Now, technology has disrupted the process so much that not only basic information, but entire details of the projects need to be online, as the purpose is not spreading awareness, but to capture leads.

The leads come in plenty and hence it is required to qualify them, chase them for site visits, give them an offer and eventually try to close those leads. This involves lot of data crunching, and doing it manually or even with help of excel sheets is increasingly difficult. That's where the automated CRM systems come in the picture and now are integral part of sales process.

#### What does CRM do for you?

It captures leads, and then eventually gives you exact figure of how many of these are qualified, how many of them actually visited site, how many of them gave offer and finally, how many you were able to close.

The entire sales funnel with multiple parameters is now at your fingertips. So now the real estate developer or project sales team can judge the ratio of cost per lead to cost per closing easily.

This helps us understand the effectiveness of the campaign as well as the medium through which the campaign was run; the best sales months of the year as also the individual sales funnel for every salesperson, which helps understanding how efficient each individual is, what are his/her strong points as well as weak

Hence, we can easily determine if there is a (a) will deficiency or (b) skill deficiency in that sales person and hence take a decision on how to improve that person.

One more important thing that CRM does: it gives us vital data of the leads. It can be about age group, income group, mother tongue, geographical location etc. All this information helps us in determining the persona to be targeted for future campaigns. This effectively makes our focus to target right audience lazor sharp.

#### What are we lacking right now?

We all know that Channel Partners (CPs) contribute a large chunk of sales. However, every developer can only be reactive to walkin done through a CP. What we really need is a way by which a developer can be pro-active in reaching ouy to CPs. This is not about organising CP meets or appointing a CP Manager, rather it is about a technological tool which will make Developers' CP team proactively reach out to a CP having a lead suitable for the project. This can be easily achieved by a tool called MLS. MLS can be a win-win tool for both, the CP and the Developer.

#### What is MLS?

This is a data driven service which begins with real estate brokers. When brokers come together and create a database of the properties available for sale, this database is called a multiple listing service (MLS).

The MLS enables brokers to see properties listed for sale in each of their localities. However, a technological twist to MLS is reverse prospecting for Developers. The moment any CP enters his requirement in MLS, if it's good for a particular project of a developer. The developer can get information about it and then can call the CP and ask him to bring that lead to that particular project.

So whether the CP is in touch with the project's Developer or not, regardless of whether a CP Meet has been conducted or not, or even whether the Developer's team is in touch with that CP or not; it will open up the chance to connect with that CP when it matters most (as he got a lead for the Developer's project).

This is something that can work successfully in Thane, and given the rapport between TEAA and CREDAI MCHI Thane; is something that should be a win-win for both, and I hope this new option will get a positive response from Thane's real estate.

#### **CREDITLINE:**

Rajesh Gadgil is a Technology Guru and has been in charge of committees on IT and ITeS related solutions for real estate sales in TEAA and NAR-INDIA





# MAHARASHTRA CHIEF MINISTER EKNATH SHINDE LAUNCHES CLUSTER DEVELOPMENT SCHEME IN THANE

Actual implementation will finally fulfil the dreams of Thaneites who stay in dilapidated and unauthorised buildings. CIDCO will be the executing agency



The much-talked cluster development scheme was launched on Monday, June 5 in the presence of Maharashtra Chief Minister

#### Life-changer Cluster Development Scheme

A cluster redevelopment office has been set up at Kashish Park near Teen Hath Naka in Thane, to manage the operations of the cluster development scheme. A TMC Official said the integrated redevelopment project will be done on the lines of townships. The scheme provides for occupants getting a 323 Sq Ft ownership house.

The Maharashtra chief minister has also said that the state government is committed to rapid development of industrial corridors across the state. It needs to be kept in focus that the central committee on the National Industrial Corridor has praised the infrastructure development work being carried out in Maharashtra, during a recent review.

#### Redevelopment of dilapidated buildings

TMC officials quoted in media reports mentioned that the cluster scheme would be implemented for the redevelopment of dilapidated dangerous unauthorised and official buildings in Thane city with well-planned and complete civic infrastructure.



Eknath Shinde and Deputy Chief Minister Devendra Fadnavis. The Thane Municipal Corporation (TMC) announced that this would be one of the biggest projects in the continent, and it is an ambitious project conceived by the Maharashtra Chief Minister. The proposal has been on paper for many years, but its actual implementation will finally fulfil the dreams of Thaneites who stay in dilapidated and unauthorised buildings. The CM and the deputy CM inaugurated the Kisan Nagar cluster, which is seen to be an area close to the Maharashtra CM. The executing agency will be CIDCO, according to an official from TMC.

The media reports said a total of 45 urban regeneration schemes had been prepared, with a total area of 1500 hectares.

This follows the regulation which has been prepared from the concept created by the Maharashtra CM for the collective redevelopment of unauthorized and official dangerous buildings. The redeveloped township plan includes well-equipped health, educational, sports, recreational, parking, mandi (markets) and civic facilities.



# BIZNET THANE: EXPLORING OPPORTUNITIES; CREATING NEW BUSINESS LINKS

Jitendra Mehta, President, CREDAI-MCHI Thane shares his thoughts on BizNet Thane



#### Your thoughts on BizNet Thane?

Thane is an urban conglomeration, whose success story has been co-scripted by real estate development. Arguably one of the fastest growing cities in India, Thane's real estate development and growth has been properly structured, governed by the association of real estate developers, CREDAI-MCHI Thane. As a progressive association, CREDAI-MCHI Thane has been coming up with initiatives and new ideas which enhance the growth story of Thane's real estate; the newest one being 'BizNet Thane'.

### Tell us something more about this platform?

BizNet has been conceived of as a platform, where stakeholders in real estate – the entire gamut, from manufacturers and service providers – get an opportunity to share the latest developments in their sector/ segment with their target audience i.e. the real estate developers, it will create an exciting opportunity for all stake holders in Thane's real estate.

## Importance for members of CREDAI MCHI Thane?

CREDAI-MCHI Thane has done much work in the recent past, keeping its members updated about what's new in real estate construction. For members of CREDAI-MCHI Thane, these interactions with "what's new" help us achieve the goal of being market leaders. Going ahead, we have planned out activities — including BizNet Thane 2.0 - and will be creating such platforms which are knowledge events as also business opportunities.

#### In your opinion, this will be a success?

Any business proposition which is supported by end-user demand tends to be a win-win scenario, and 'BizNet Thane' promises to be precisely that. CREDAI-MCHI Thane is an organisation of real estate developers, which has consistently strived to ensure proper growth of real estate development done the right way. CREDAI-MCHI Thane has consistently innovated to

create the right environment in which business opportunities can flourish. Among the new initiatives, we came up with a platform which repositioned the B2B marketplace by making it simple and easy to share new product details and service specifications. The first edition in 2021 was a success, we are looking forward to this year's edition in June 2023 doing even better.

# Why is 'BizNet Thane' important to the growth of Thane's real estate development?

Over the years, Thane has been at the forefront when it comes to adopting and assimilating new, cutting-edge technologies and product ranges/ service options which have ensured that the real estate created is done using Global Best Practices. The economic changes and new age buyers have changed the paradigm, and home buyers are looking for Next-Gen homes — and Thane's real estate development has aspirations of meeting these requirements. This was also reflected in the success of the



PROPERTY 2023-THANE expo.

# Your thoughts on how this adds value to Thane's real estate?

Whether it is the PROPERTY 2023-THANE expo or BizNet Thane; these are aspects which will translate into constructive work done during my tenure as President. These go a long way in ensuring that Thane's real estate developers are abreast of all that is new in construction technologies and products which power the amenities and facilities offered to the end-customer: the new age home buyer.

#### Last word on BizNet Thane?

During BizNet Thane 2.0, we look forward to service providers and product suppliers to co-ordinate and ate, and share what's new in their specialized areas, sharing of knowledge as also an excellent business opportunity.

An Initiative by CREDAÎ MCHI

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# **CREDAI MCHI EVENTS**







CREDAI MCHI THANE 9th SPORTS DAY 14th MARCH 2023



**RUNNER UP TEAM WITH TROPHY** 



SEMINAR NO 16 ON LATEST SALES & MARKETING TECHNIQUES LISA FUNNEL WORK SHOP





CREDAI-MCHI EXCHANGED THE MOU WITH L&T FOR AN ONLINE PROCUREMENT PORTAL (L&T SUFIN)





**LOKMAT SAHITYA PURASKAR 2023** 

# **CREDAI MCHI EVENTS**





**POST DIWALI CELEBRATION** 





**LAUNCH OF 4TH BI MONTHLY ISSUE** 



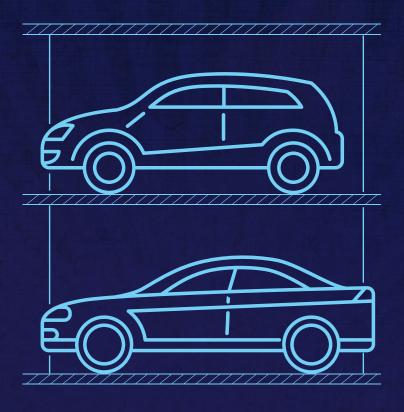
SEMINAR NO 13.- TALK ON TRENDS 2022 DIGITAL MARKETING PROCESS





PRESS CONFERENCE TO ANNOUNCE CREDAI MCHI THANE 20TH REAL ESTATE AND HOUSING FINANCE EXPO 2023





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Thane India's leading Urban Conglomeration offers a wide array of real estate options across segments and price-points. Mumbai's 'Sister City' has grown to become a Global City in its own right; offering a wide array of property options for investment as also end - use.

There's never been a better time to invest in your new dream property in Thane.

Fastest Growing Metro City Maximum Property Options

Low Interest Rate Most Livable City

Thane's Real Estate: Residential - Affordable, Mid-segment, Luxury, Second Homes; Villas

Commercial - Retail, Office and Work Spaces, IT & ITeS; Logistics; Data Centres; Entertainment and F&B; Hospitality, Medical Tourism



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