ZyFin Research

Real Estate Sentiment Index

June 2014

Real Estate Sentiment Index : June 2014
Highlights

- As with all components of the Spending Sentiment Index, the Real Estate Purchase Sentiment Index improved for the second consecutive month in June 2014.

- Consumers in the North most likely to purchase homes.

- Plans to purchase homes markedly higher in metro cities.

- Of the metros, only consumers in Hyderabad and Delhi are optimistic about purchasing real estate.

- Single consumers are more likely to purchase homes than married consumers.
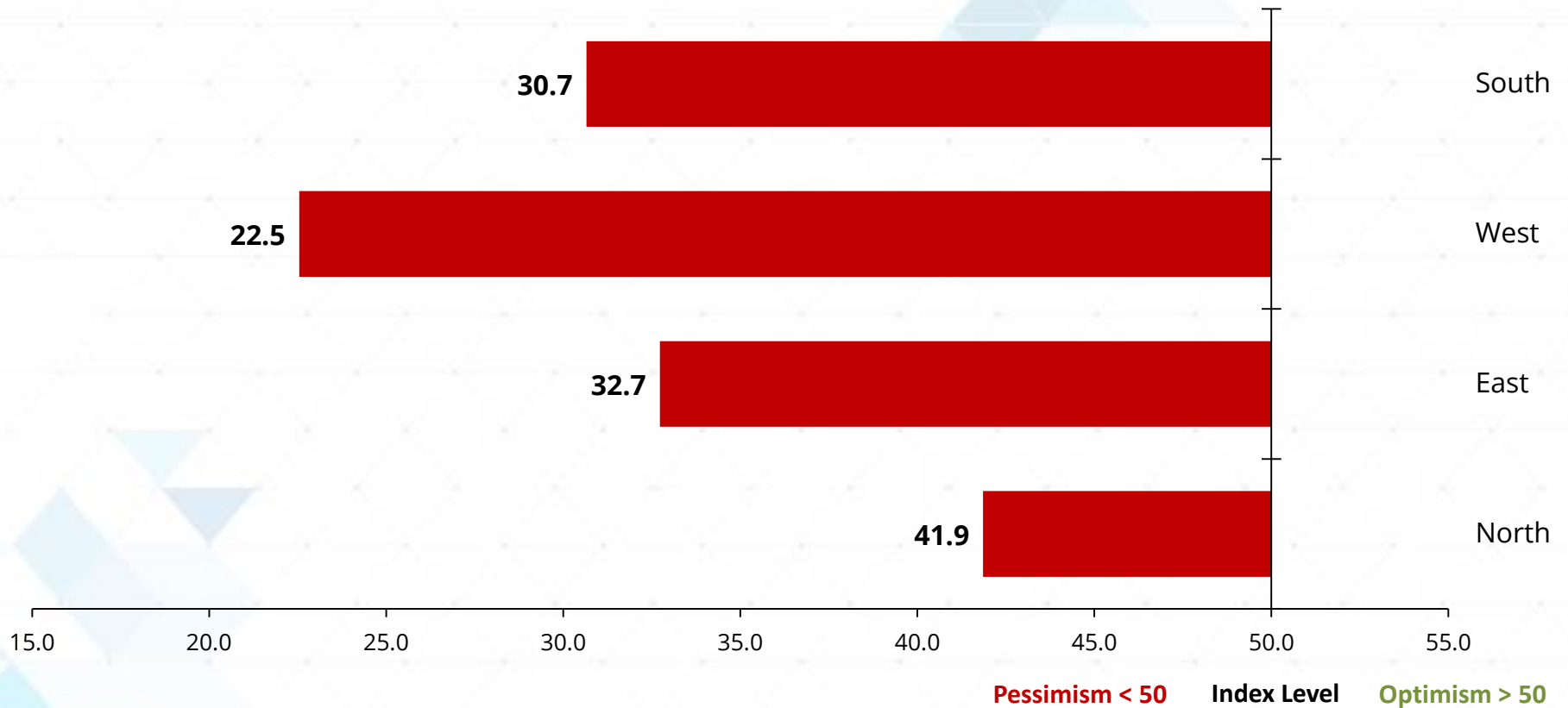
Real Estate Sentiment Index

As with all components of the Spending Sentiment Index, the Real Estate Purchase Sentiment Index improved for the second consecutive month in June 2014
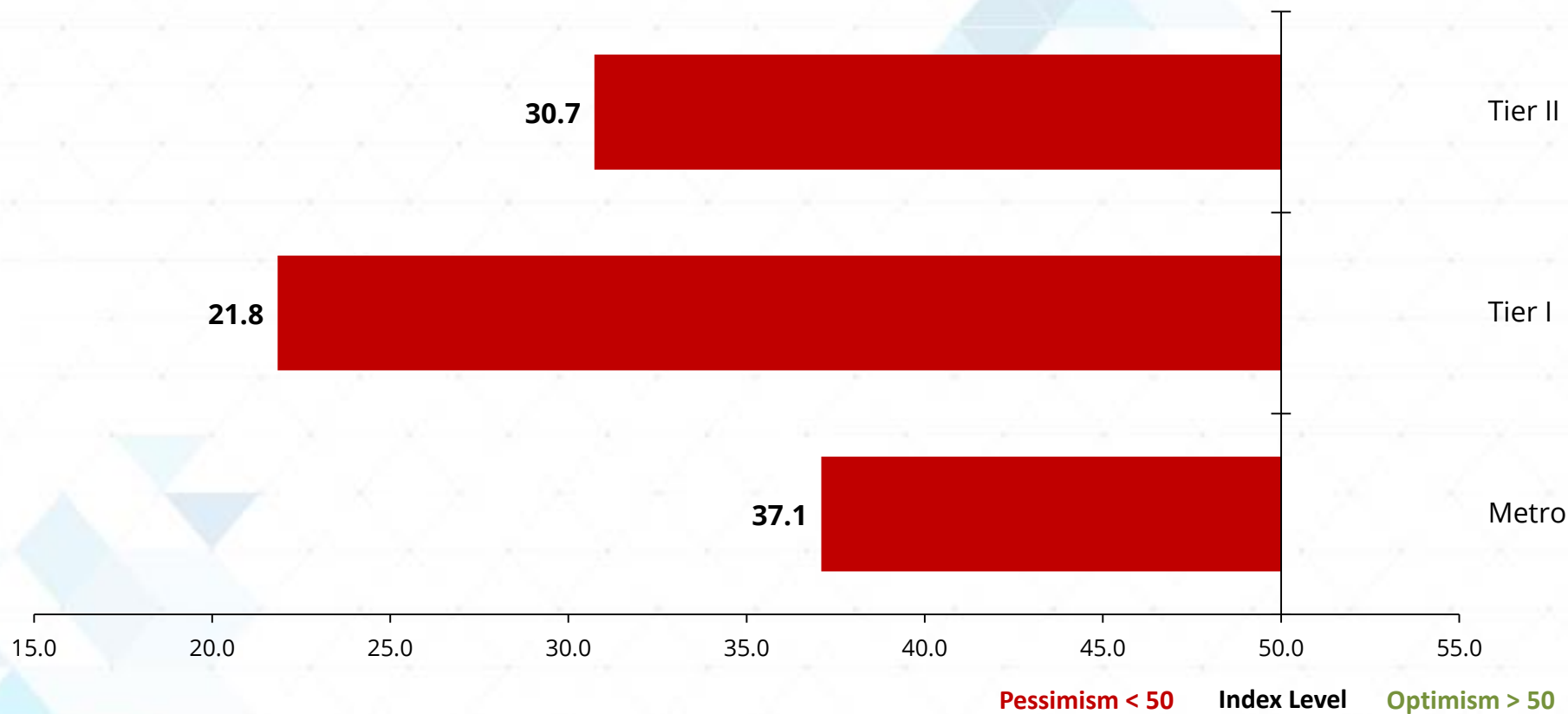

●●● **3-month trend (Home Purchase Sentiment)**

Optimism > 50

Pessimism < 50

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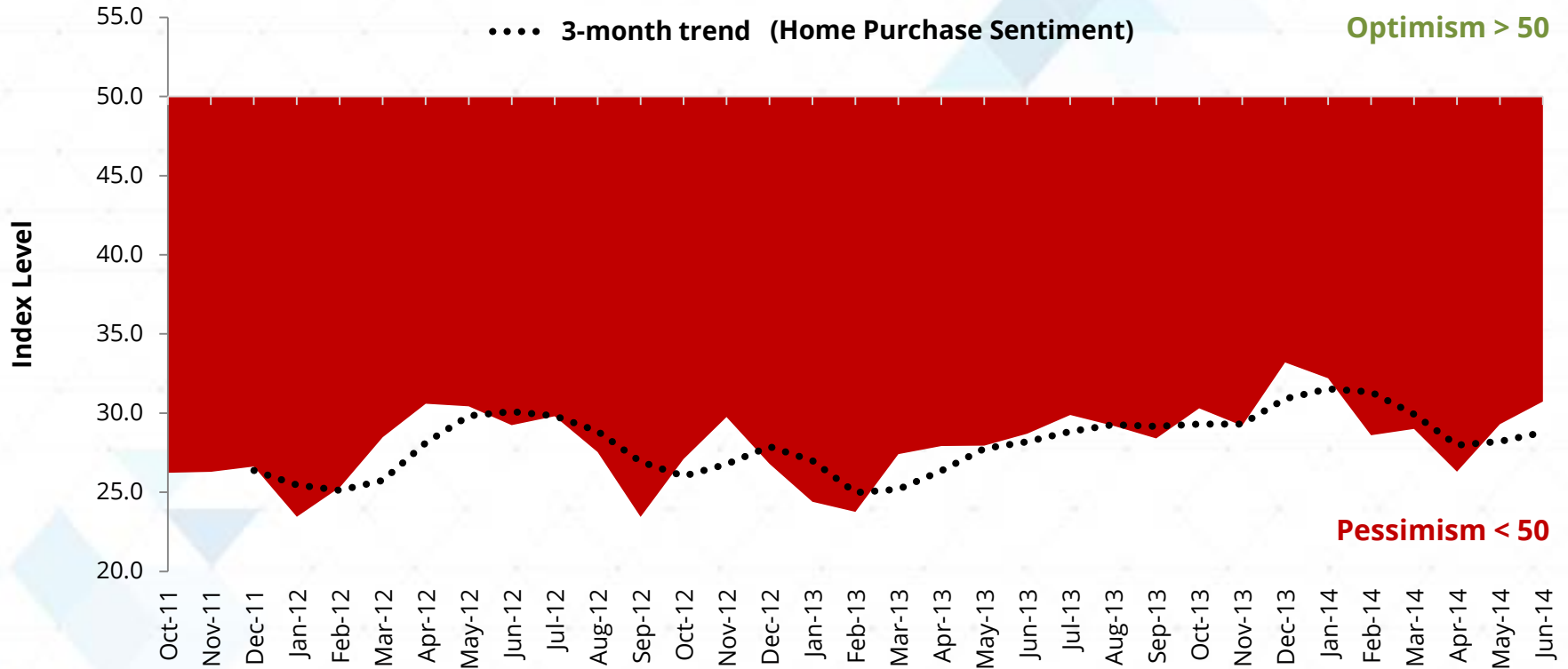
Real Estate Sentiment Index within Regions

Consumers in the North most likely to purchase homes

South — 30.7
West — 22.5
East — 32.7
North — 41.9

15.0 20.0 25.0 30.0 35.0 40.0 45.0 50.0 55.0

Pessimism < 50   Index Level   Optimism > 50

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Real Estate Sentiment Index within Tiers

Plans to purchase homes markedly higher in metro cities

Tier II — 30.7

Tier I — 21.8

Metro — 37.1

Pessimism < 50   Index Level   Optimism > 50

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Real Estate Sentiment Index within Metros

Of the metros, only consumers in Hyderabad and Delhi are optimistic about purchasing real estate

City	Index Level
Ahmedabad	6.2
Bengaluru	16.4
Hyderbad	65.9
Chennai	14.3
Mumbai	47.8
Kolkata	32.1
Delhi	63.5

Pessimism < 50   Index Level   Optimism > 50
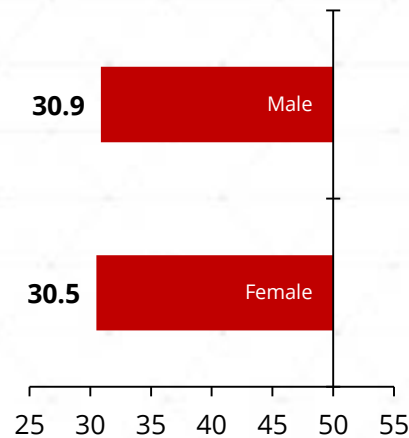
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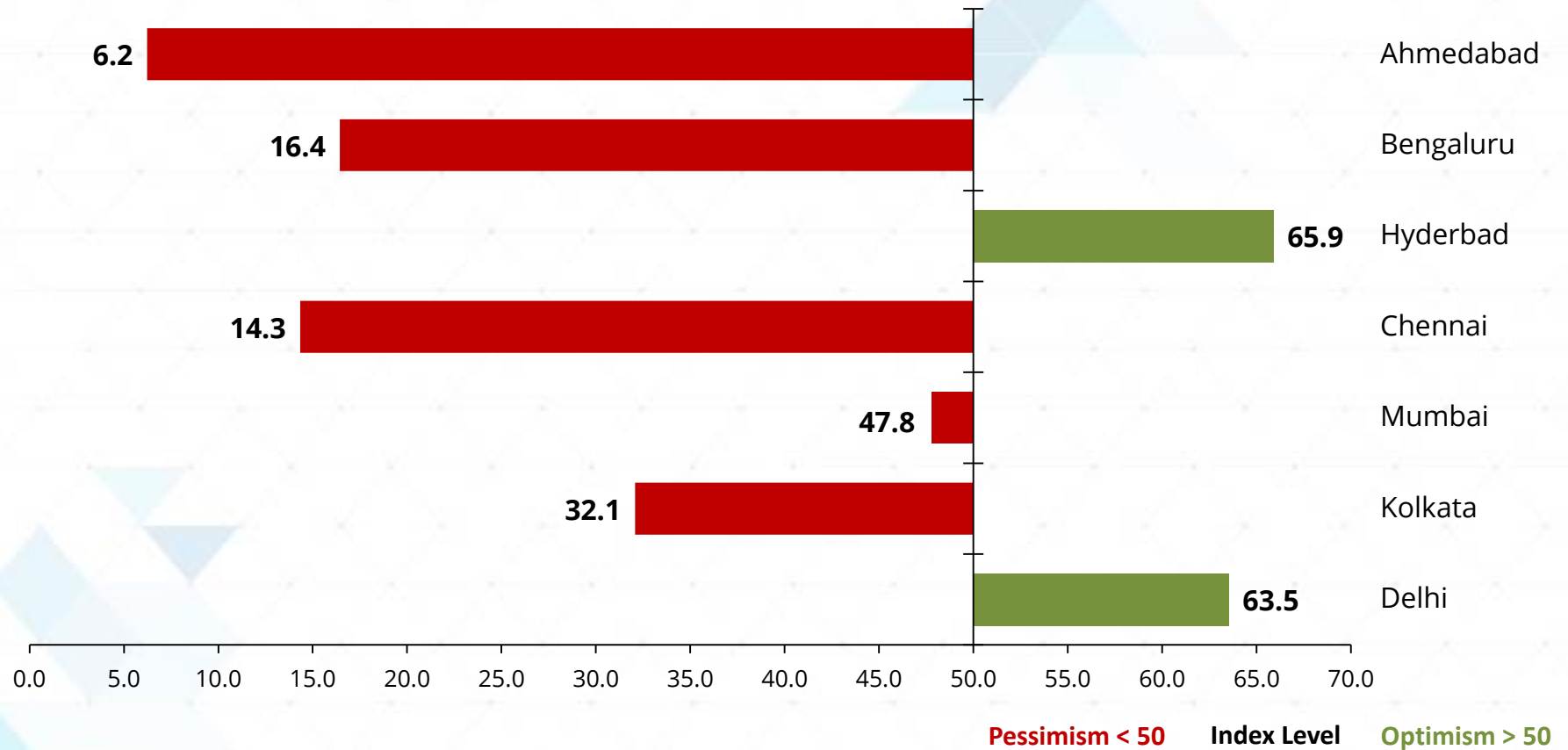
Real Estate Sentiment Index within Demographic Groups

Single consumers are more likely to purchase homes than married consumers

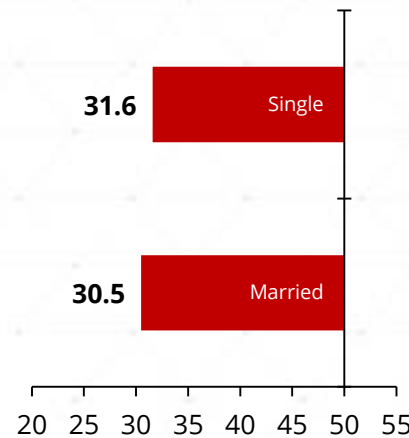### Home Index Jun'14 across age groups

Value	Group
29.4	55 years+
29.6	45-54 years
32.2	35-44 years
30.0	25-34 years
32.8	18-24 years

Axis: 20 25 30 35 40 45 50 55
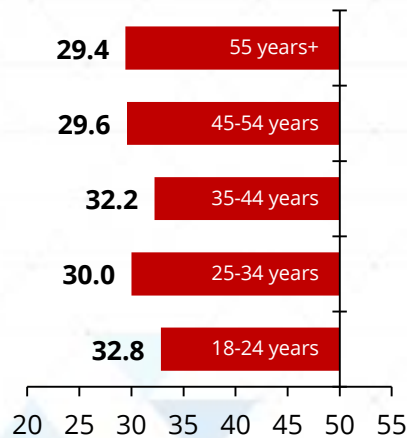
Home Index Jun'14 across gender groups

Value	Group
30.9	Male
30.5	Female

Axis: 25 30 35 40 45 50 55

Home Index Jun'14 across marital status

Value	Group
31.6	Single
30.5	Married

Axis: 20 25 30 35 40 45 50 55

Home Index Jun'14 across profession groups*

Value	Group
31.2	Self Employed
30.3	Salaried

Axis: 20 25 30 35 40 45 50 55

*Profession Groups include Self-Employed, Salaried, Housewife, Students and Unemployed.
For the sake of simplicity we have only included data for the first two categories in the chart

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About ZyFin

ZyFin Research is India's first and foremost Macro Analytics firm. We provide unique insights and forecasts on the Indian economy and convert them into actionable strategies for market participants.

Our unique insights are derived from an exclusive, monthly survey of 4,000 Indian consumers across 18 key Indian cities. This first-of-its-kind survey provides us with a real-time view on consumption, employment and inflation in India. Our team of economists, strategy and market analysts use these, along with over 100 real economy elements, to forecast a range of macro-economic variables, and create actionable strategies for market participants.

Our clients comprise strategy, research teams and traders at buy-side and sell-side firms, commercial and retail banks, manufacturing and services firms, multilaterals, government and academic institutions. Regulators and industry bodies use our insights as part of their policy making activities.

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Email : info@zyfin.com

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