

# Indian Affordable Housing Market Analysis- The Changing Paradigm

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## Abstracts

Few years back, the downturn and liquidity crunch had forced developers to adopt a strategy of coming up with smaller units at lesser prices. The focus of developers switched to affordable housing segment and now it has gained a prominent position in the real estate industry. In a country like India where population is second largest in the world and economy is in a growing phase, availability of affordable homes is a dire need. Our analysis says that the significant demand in affordable housing would be a key growth driver for the real estate sector.

According to our latest report, “Indian Affordable Housing Market Analysis- The Changing Paradigm”, the affordable housing demand is expected to surge at a CAGR of around 6.1% during 2015-2022. This growth is largely attributed to the wide population base, rising income level, increasing trend of nuclear families and rapid urbanization. Another factor which will prove to be a major driver is increasing involvement of private developers in affordable housing projects. In accordance to our research and analysis, the LIG households are exhibiting a rising trend and with increasing disposable income per household, the demand from low-income group is accelerating at a considerable pace.

In the State-wise analysis, Maharashtra, Gujarat, Haryana, Rajasthan and Karnataka are the five states which came up as the most promising states for the affordable housing industry. Factors like Gross State Domestic Production, Gross State Domestic Production per capita, state population, government initiatives, and urban belt, among others, were analyzed to identify these states. As per our interviews with various government authorities, private developers and real estate consultants across India, land availability and still awaited government policies on PPP model in real estate are the major reasons for hindering the growth of this segment.

In order to provide a complete understanding of the market to clients, our comprehensive study has analyzed the market drivers and challenges in the affordable housing industry in India. The report also provides a snapshot of major affordable housing projects being executed by government authorities, private developers and public-private partnerships. Seeing the lucrative potential, various players are expanding their operations in different cities. Moreover, initiatives undertaken and implemented by central and state government for promoting this industry would increase the prospects of establishing affordable housing projects in the country.

Synchronizing all the factors, we have presented a coherent analysis of the performance of the India affordable housing industry. Our report depicts a most unbiased picture of the Indian silicon industry that will prove decisive for the clients.

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