



What makes Hyderabad an ideal destination for real estate investment, Also, according to you, what is the current scenario of the real estate market in South India?

Hyderabad continues to be one of the preferred destinations for the real estate investment in India owing to favourable policies, large scale infrastructure initiatives & highly skilled talent pool availability. The streamlined digitization of land records and approval processes has made it incredibly easy for developers to invest in Hyderabad. The government's policies that focus on the development of IT/ITES, life sciences, pharma, and electronics have further strengthened investment prospects in the city.

In terms of infra, the 150km long outer ring road continues to be the centre of connectivity & Real Estate Development. The proposed infrastructure projects, including the regional ring road, airport metro line, and extension to the existing metro line, will further boost the city's connectivity.

India Grade A office absorption is dominated by South India with Hyderabad, Chennai and Bangalore accounting for over 50% of the pan India annual absorption of 55 million sq.ft. In H1FY24, 15 out of the 18 Pan India sign-ups for global Capability Centres were in Bangalore and Hyderabad. Bangalore is the only market in India with a single-digit Grade-A office vacancy. As the office population increases, there will be a good demand for quality residences. Hyderabad, Bangalore, and Chennai have witnessed sales of around 70,000 units per year. Hyderabad has emerged as the clear winner with its impressive price appreciation of 8-10% levels this year. The robust demand is being complemented by good quality supply in Hyderabad, Bangalore and Chennai.

Our readers are based in different cities; can you still help them in making real estate investment in Hyderabad?

Over the past five years, Hyderabad's residential real estate market has demonstrated price appreciation of 8-10%. This would mean an Internal rate of return of 20-25% on home equity, assuming buyers will leverage the investment with home loan. However, while Hyderabad's office space market is currently experiencing an oversupply, investing in pre-leased assets, especially fractional ownership, could still be a viable option. Alternatively, investors could consider investing in the emerging asset class of warehousing. This asset class can provide a rental yield of 8-9%; including land price appreciation it could generate an IRR of 17-18% over a five year investment horizon.

What is your marketing strategy for the upcoming year and how do you plan on increasing your sales?

In the forthcoming year, our marketing objectives will comprise of a blend of augmenting brand awareness and a focus on lead generation and sales for our villa projects. We will continue to direct our efforts on both online and offline platforms while gradually increasing our allocation towards digital platforms. We will lay a significant emphasis on enhancing our brand advocacy from our existing customer pool by effectively leveraging our previous track record.

In the past two quarters, we have experienced a substantial boost in our site visits and closures. We expect this momentum to continue throughout the calendar year 2024. We are fully committed to achieving our marketing objectives, and we will leave no stone unturned to make it a resounding success.

What is your mantra to sell Real Estate?

At Elemental, we believe in setting new benchmarks in the real estate sector in Hyderabad. Our mission is to provide futuristic, sustainable, and personalized

"Tired of Hunting for a Dream Home with Unbeatable Amenities? Visit"



Elemental Village

Patancheru, Hyderabad,
ORR Facing (Exit-3&4)

Area: 5.5L Sqft

4BHK Triplex Premium Villas

30+ Amenities

Most Admired Floor Plans with Gazebo

Status: Under Construction

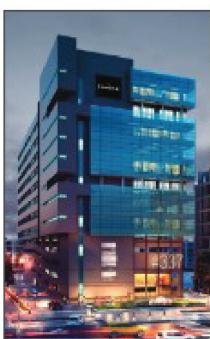


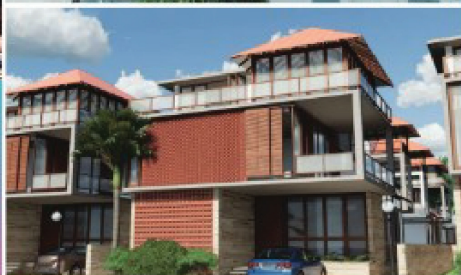
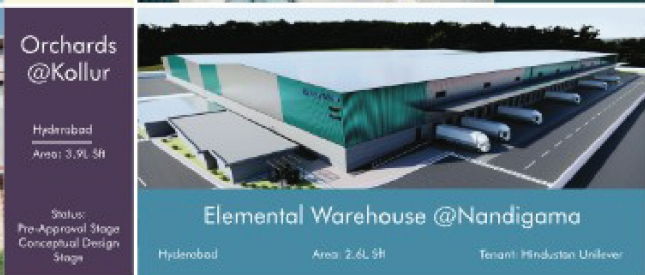
Bookings Open

solutions to redefine your living experience. We prioritize functionality, user-friendliness, and ensure the right location-product fit for our designs. Our homes are meticulously constructed with the rationale to maintain the natural flow of light and air. We add a personal touch to your home that goes with your lifestyle, giving you a sense of pride. Our homes offer longevity, withstand the test of time, and save replacements & resources. Moreover, they come with a higher undivided share, providing a heightened sense of security due to the continual increase in property value.

With our core promise to help you STAND APART from the crowd, you can be assured of receiving the best. We lay a lot of emphasis on transparency and continued technology adoption both on construction delivery as well as customer interactions. We are committed to

constructing your home with the best functional utility, design, layout, and security, ensures that you enjoy a unique and improved living experience. So why settle for anything less when you can redefine your living experience with Elemental?

Our extensive portfolio showcases our successful projects across different asset classes, including Residential, Commercial, and Warehousing. We take immense pride in delivering developments in prime locations with superior amenities and pleasant surroundings that exceed our clients' expectations. Our relationships are built on trust and integrity, allowing us to establish strong and long-lasting connections with our clients. As a team, we work together like a well-oiled machine, conquering any challenges that come our way.

 <p>Elemental #337 Nanakramguda, Hyderabad Area: 2.51 Sqft Status: Delivered</p>	 <p>Kokapuri, Hyderabad Area: 1.4L Sqft Status: Delivered</p>	 <p>Elemental Warehouse @ Bachupally Hyderabad Area: 25K Sqft Tenant: amazon</p>
 <p>Orchards @ Kollur Hyderabad Area: 3.9L Sqft Status: Pre-Approval Stage Conceptual Design Stage</p>	 <p>Elemental Warehouse @ Nandigama Hyderabad Area: 2.6L Sqft Tenant: Hindustan Unilever</p>	

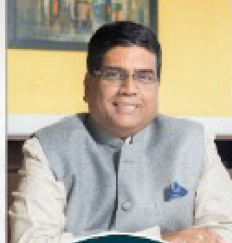
CONSTRUCTION & ARCHITECTURE UPDATE

December 2023 | ₹ 200

R.N.I. No. DELENG/2010/34527



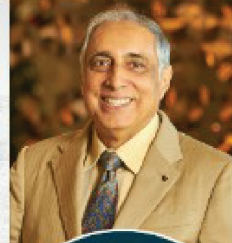
Pavitra Shankar
Managing Director
Brigade Group



Ramani Sastri
Chairman & MD,
Sterling Developers



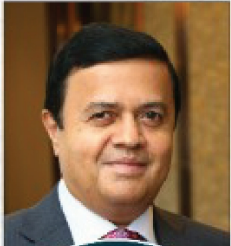
Sumcet Chunkhare
CMD,
SOBHA Limited



Irfan Razack
Chairman & MD
Prestige Group



Rakesh Reddy
Director,
Aparna Constructions
& Estates.



BM Jayeshankar
Chairman & MD
ADARSH Group



**Rajasekhar
Gowrineni**
Co-founder & CEO
Iconhomz



B S Nesara
Chairman
CONCORDE



Sarveshaa SB
Chairman & MD
BHADRA Group



D. Kishore Reddy
Chairman & MD
Mana Projects



Arun Aleti
CEO
Elemental Realty



Leading Real Estate Developers in SOUTH INDIA



Reeza Sebastian
Vice President
Embassy Group



M. Narsalah
CMD
Shantasriram
Constructions



Praveen Kumbala
Managing Director
Mahaveer Group



**A SPECTACULAR
EVENT AWAITS, PROMISING
AN IMMERSIVE EXPERIENCE
LIKE NEVER BEFORE.**

HYDERABAD
19.20.21 JAN. 2024
Hitex Exhibition Center

PUBLISHED IN
PRINT
ONLINE
SOCIAL MEDIA

