

## MARKET OVERVIEW: HYDERABAD

Hyderabad city is spread over 625 sq km with a population of 7.75 million (as per Census of India 2011). The city's economy is mainly driven by the IT/ITeS sector.

### COMMERCIAL

The city's main commercial office areas include the following:

Micro-location	Key Locations	Rental Value (INR/sqft/month)
		Grade A
CBD	Begumpet, Somajiguda, Raj Bhavan Road and SP Road	45 - 55
SBD	Banjara Hills, Jubilee Hills	55 - 65
PBD (West)	Madhapur, Gachibowli, Raidurgam, Manikonda, Hi-Tech City	50 - 65
PBD	Pocharam, Uppal, Shamshabad	30 - 35

Hyderabad accounts for approximately 60 million sqft of office stock. Second half of 2017 recorded a total absorption of 3.34 million sqft. CBD locations mostly comprise of corporate office and financial institutions while micro-locations of PBD (West) and PBD mainly comprise of IT/ITeS occupiers.

### RETAIL

Hyderabad currently has 7 malls with around 2.71 million sqft of operational mall space. The city also has established high street retail. Main retail locations include the following:

High Street	Rental Value (INR/sqft/month)	Mall Spaces	Rental Value (INR/sqft/month)
M.G. Road	150	NTR Gardens	230
Begumpet	130		
Banjara Hills Rd. 1	160		
Banjara Hills Rd. 2	160	Banjara Hills	270
Panjagutta	120		
Jubilee Hills Rd. 36	140		
AS Rao Nagar	110	Madhapur	280
Madhapur	150		
Kukatpally	130		

Established retail markets in the city include Banjara Hills, Panjagutta, MG Road and Jubilee Hills Road. Madhapur and Kukatpally are witnessing increased retail activity and are emerging as retail destinations. Banjara Hills Road No. 1 & 2, Jubilee Hills Road No. 36 and Panjagutta continued to witness reduced retailer interest on account of ongoing metro rail work, traffic disruptions and lower footfalls.

### RESIDENTIAL

Residential market in the city is end-user driven. Key markets include:

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Micro-location	Mid Segment (INR/sqft)	Premium Segment (INR/sqft)	Luxury Segment (INR/sqft)
Banjara Hills	-	7,500 - 10,000	11,000 - 13,500
Jubilee Hills	-	6,500 - 10,000	-
Himayath Nagar	4,500 - 6,000	-	-
Maredpally	3,800 - 5,500	-	-
Begumpet, Somajiguda	3,500 - 5,000	5,500 - 6,700	-
Madhapur, Gachibowli	3,700 - 4,750	5,000 - 6,000	-
Kukatpally	3,300 - 4,000	4,500 - 6,000	-

Banjara Hills, Jubilee Hills, Himayatnagar, Somajiguda are key residential locations. With the IT industry strengthening in Madhapur and Gachibowli, both the locations have emerged as key residential hubs.

## INDUSTRIAL

Key industrial areas of Hyderabad include Jeedimetla, Kattedan, Ajamabad. Medchal, Shamirpet, Fab City, Kothur, Oulali, Nacharam, Uppal & Patanchery are emerging as new industrial growth corridors.