

NAIGAON

Remarkable Value at a Serene Location
Possessing Good Infrastructure



An Overview

EVOLUTION

With Mumbai and Thane reaching saturation due to paucity of land parcels and soaring property prices, newer areas have emerged on the peripheries.

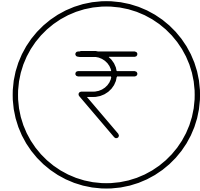
Strategically located between Mira-Bhayandar and Vasai-Virar, Naigaon is one such micro-market that offers a massive end-use and investment opportunity for homebuyers and investors alike.

From a quaint suburb with pristine beaches to an emerging real estate hotspot, the metamorphosis of Naigaon is nothing short of remarkable.

KEY GROWTH DRIVERS



Good Connectivity
& Infrastructure



Impressive
Property



Serene
Atmosphere



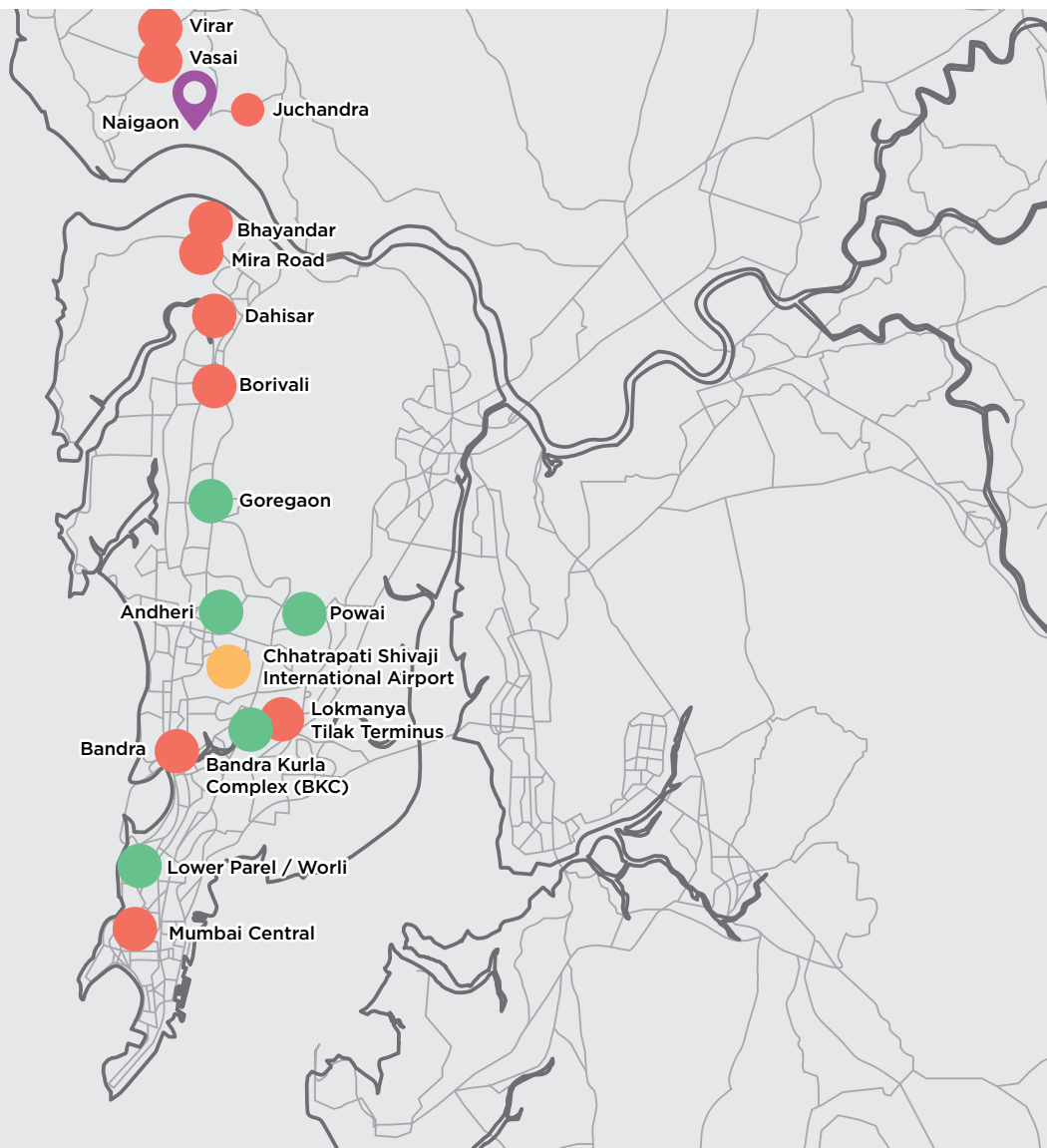
Railway Station



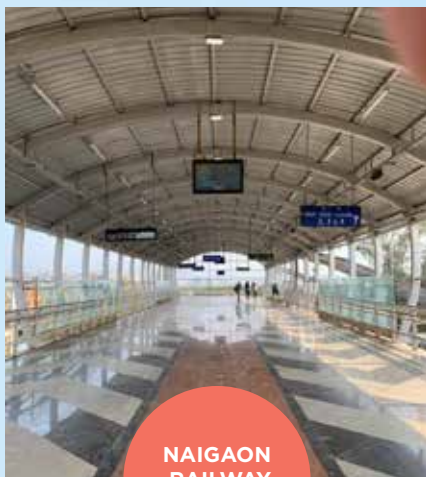
Airport



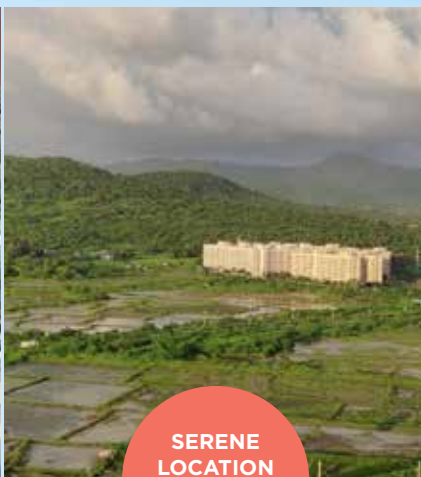
Employment Hub



Location Mapping (ACTUAL IMAGES)



NAIGAON
RAILWAY
STATION



SERENE
LOCATION
WITH GREEN
COVER

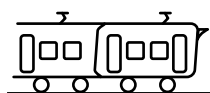


WIDE
ROADS

Excellent Connectivity & Living Conditions

- Naigaon is served not only by the Western suburban rail network but also by a large fleet of buses operated by Vasai-Virar Municipal Transport (VVMT).
- Autos and cabs (including aggregators) are also easily available.
- Naigaon **does not face any major water and electricity issues.** However, to further improve the water supply, the MMRDA allocated INR 700 Crore as a part of the Surya Regional Water Supply Scheme in Budget 2019-20.

Time taken from Naigaon (By rail)



19 min

34 min

38 min

50 min*

61 min

Naigaon

Borivali

Goregaon

Andheri

Bandra Kurla
Complex (BKC)

Lower Parel/
Worli

Road Distance from Naigaon



25 km

29 km

36 km

43 km

50 km

Naigaon

Borivali

Goregaon

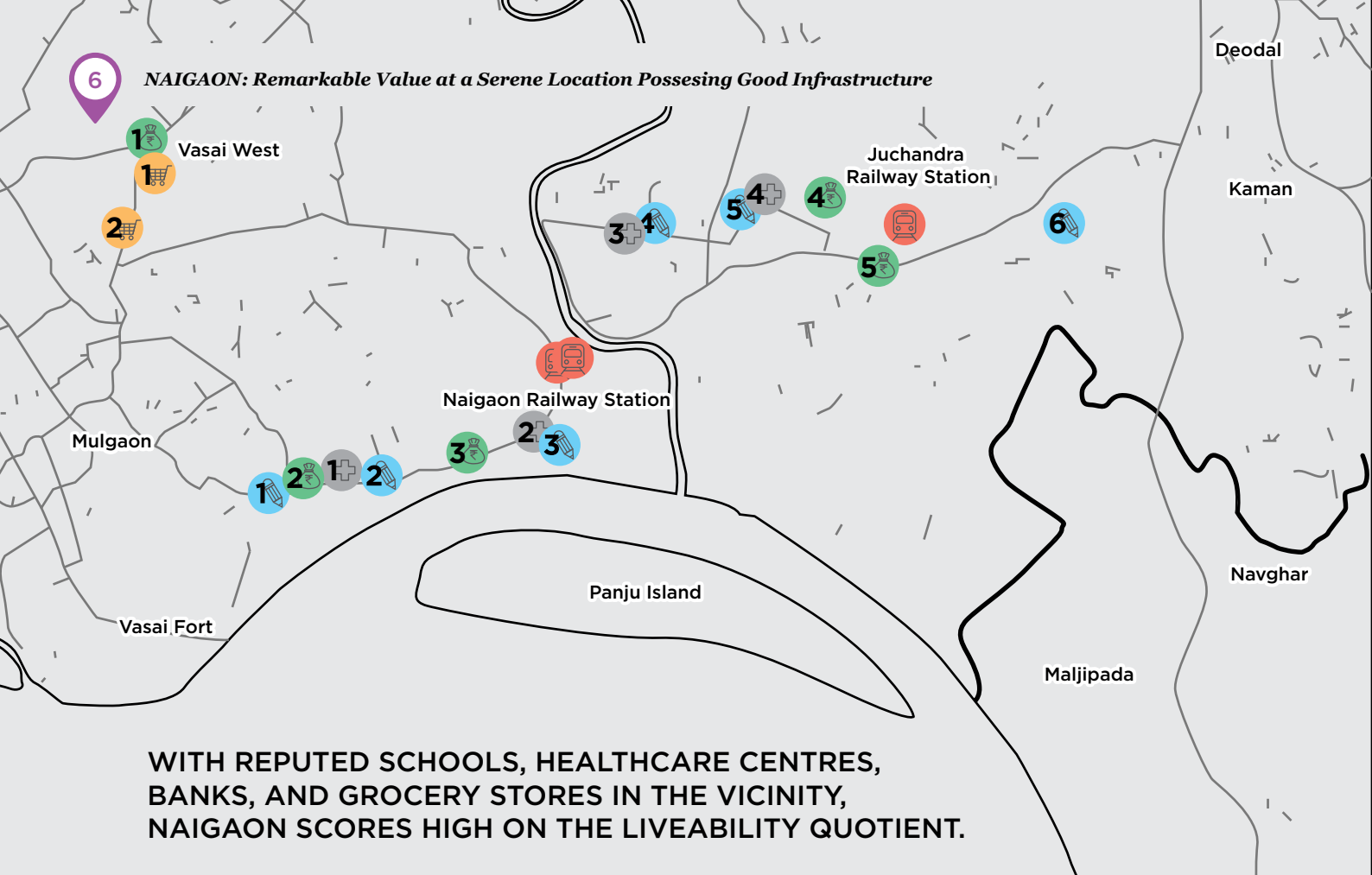
Andheri

Bandra Kurla
Complex (BKC)

Lower Parel/
Worli

Note: * time till Bandra station





Good & Improving Social Infrastructure



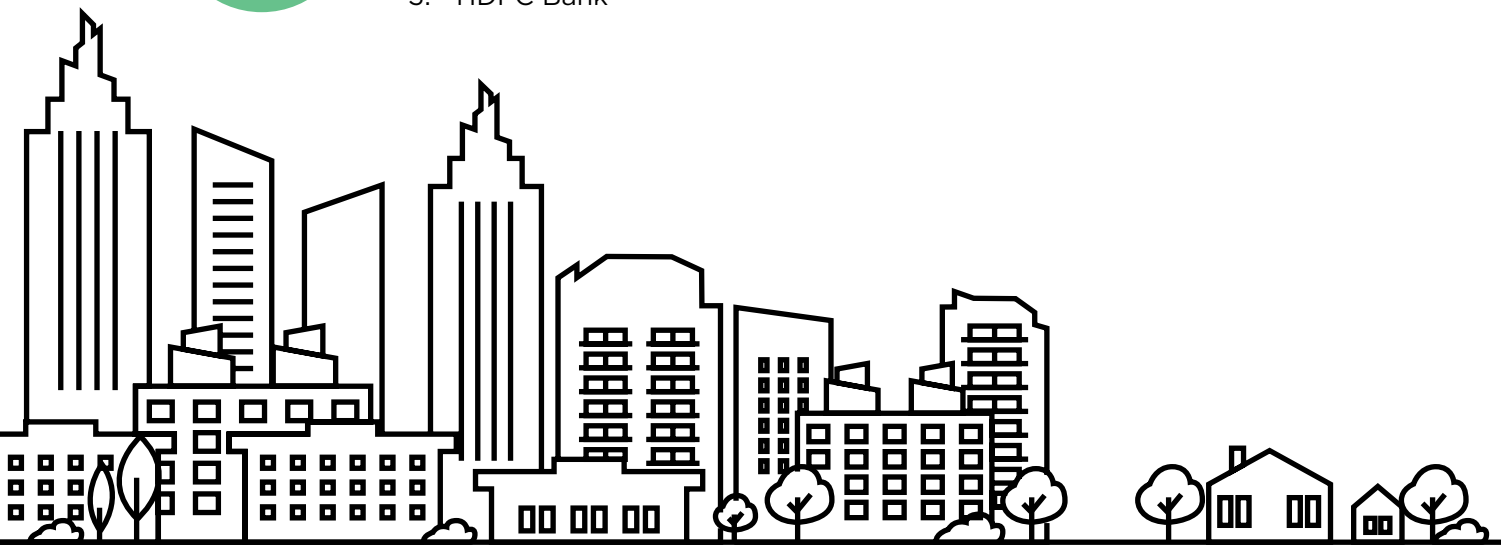
SCHOOLS

1. St. John English High School
2. Convent of Jesus & Mary High School
3. St Xavier High School
4. Don Bosco High School & Junior College
5. Seven Square Academy School
6. R D Memorial High School



BANKS

1. Axis Bank
2. ICICI Bank Naigaon - Branch & ATM
3. HDFC Bank
4. Bank of Baroda
5. Bank of India



Social Infrastructure in and around Naigaon (ACTUAL IMAGES)



DMART



BIG
BAZAAR



RELIANCE
SMART &
TRENDS
(PLANNED)



HOSPITALS

1. Dr. Raut Hospital, The Fertility Clinic and Maternity Home
2. Naigaon Hospital
3. Siddharth Hospital
4. Neo Life Hospital Naigaon

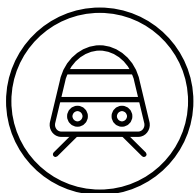


SHOPPING

1. DMart
2. Big Bazaar



Major Upcoming Infrastructure Projects



METRO RAIL

- To expand the metro rail network, MMRDA has decided to extend the network to Virar (Metro-9).
- With this corridor, the travel to commercial hubs (Goregaon and BKC) and to Navi Mumbai and Central suburbs is likely to improve.



COASTAL ROAD

- Touted as one of the largest infrastructure projects in MMR, the Coastal Road is a **proposed 29.2 km freeway** that would run along Mumbai's western coastline connecting Marine Lines in the south to Kandivali in the north.
- The project is likely to enhance Naigaon's road connectivity to other parts of the city.

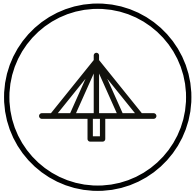


VIRAR-ALIBAUG MULTIMODAL CORRIDOR

- This ambitious project envisages to provide connectivity to Palghar, Thane, and Raigad districts. To be built in phases, the 128 km road **project is expected to significantly cut down travel time between Virar and Alibaug.**
- Additionally, it is also expected to provide an easy access to Navi Mumbai International Airport, JNPT, and Mumbai Trans Harbour Link. Once completed, **the project will also improve Naigaon's connectivity.**



Major Upcoming Infrastructure Projects (CONTD.)



BHAYANDAR-NAIGAON SEA LINK PROJECT

- Proposed in 2013, Bhayandar-Naigaon Sea Link project will be second cable-stayed bridge after Bandra-Worli Sea Link. **The 5 km-long sea link with six lanes will run parallel to the Western railway bridge between Bhayandar and Naigaon;** and will eventually connect with the Mumbai-Ahmedabad National Highway 8.
- Currently, people travelling to Naigaon, Vasai, and Virar from Bhayandar take the Mumbai-Ahmedabad National Highway 8, but after the new sea link is constructed, the travel distance will become significantly shorter. **The project is expected to be completed by 2022.**



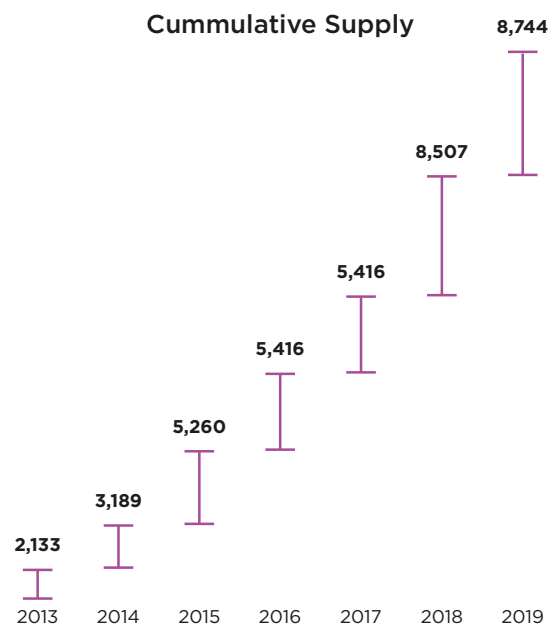
NAIGAON RAIL OVERBRIDGE (ROB)

- The 1.3 km rail overbridge will provide **direct connectivity from Naigaon East to West** and vice versa.
- Additionally, it will also improve connectivity to Vasai.
- The ROB will be constructed at a cost of INR 85 Crore.



Continuous Residential Supply Addition Keeps The Market Active

- Nearly **8,750 units launched** in Naigaon during the past 6 years.
 - 5,720 units already sold in the last 6 years.
- Naigaon **accounted for around 16% of the supply additions** in the **Peripheral Western Suburbs of Mumbai**.
- Despite the changing market conditions, **Naigaon witnessed a continuous new supply addition** with **reputed developers** tapping into the market with **excellent projects**.
- Considering that the **unsold inventory** in Naigaon is **only around 35% of overall launches**, there seems to be a good demand for projects being developed here.

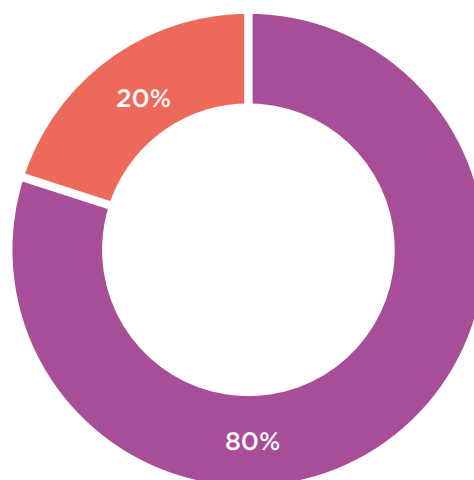


Source: ANAROCK Research

Transforming From A Pure Affordable To An Up-scale Market

With realistic property prices, Naigaon has created a niche for itself in the up-scale affordable market segment.

- Supply in the **affordable segment** (< INR 40 Lakh) **dominates** the residential housing spectrum with a significant **80% share**, followed by **mid-segment** (INR 40 Lakh - INR 80 Lakh) with **20%**.
- Naigaon offers a great home-buying opportunity as residential projects in the micro-market come with good lifestyle amenities and at affordable prices.
- Being located in a **serene location**, residential developments in Naigaon offer an opportunity to connect with nature and lead a peaceful life away from the hustle & bustle of the city.

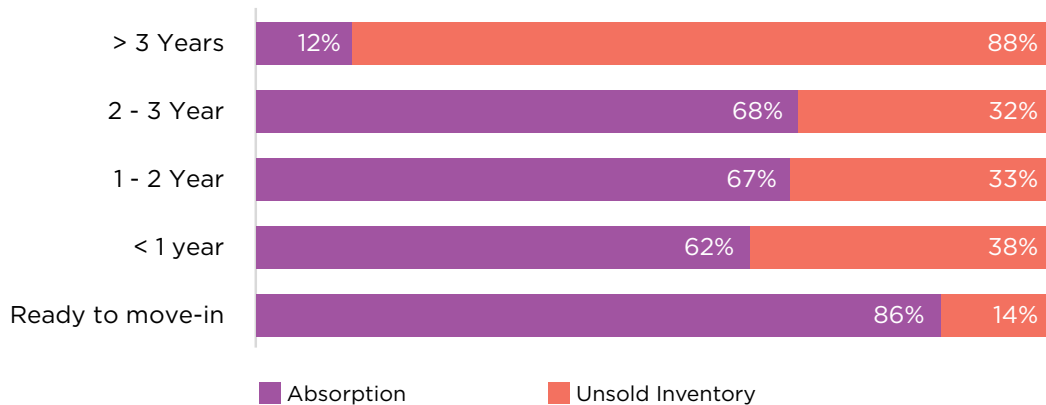


■ < INR 40 Lakh
■ INR 40 Lakh - INR 80 Lakh

Note: Data for 2017 to 2019

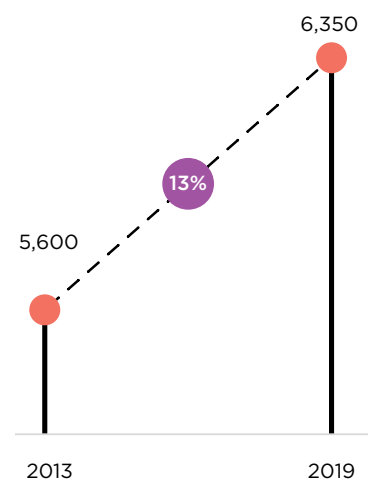
Sales Offtake Across Projects With Different Timelines

- Of the total new launch supply since 2013, about **1,950 units are completed of which only 273 units** today are unsold.
- On an average, **65% of the units which are expected to be completed in the next 3 years are already sold** clearly indicating the homebuyers confidence in the micromarket.
- Naigaon being **centrally located** within the peripheral region and offering **serene environment** is attracting buyers to be the early occupiers to reap the **maximum benefit** that this micro-market has to offer.
- With limited unsold inventory, Naigaon may witness a **rise in launches** in the coming years.



Attractive Prices With Significant Appreciation Potential

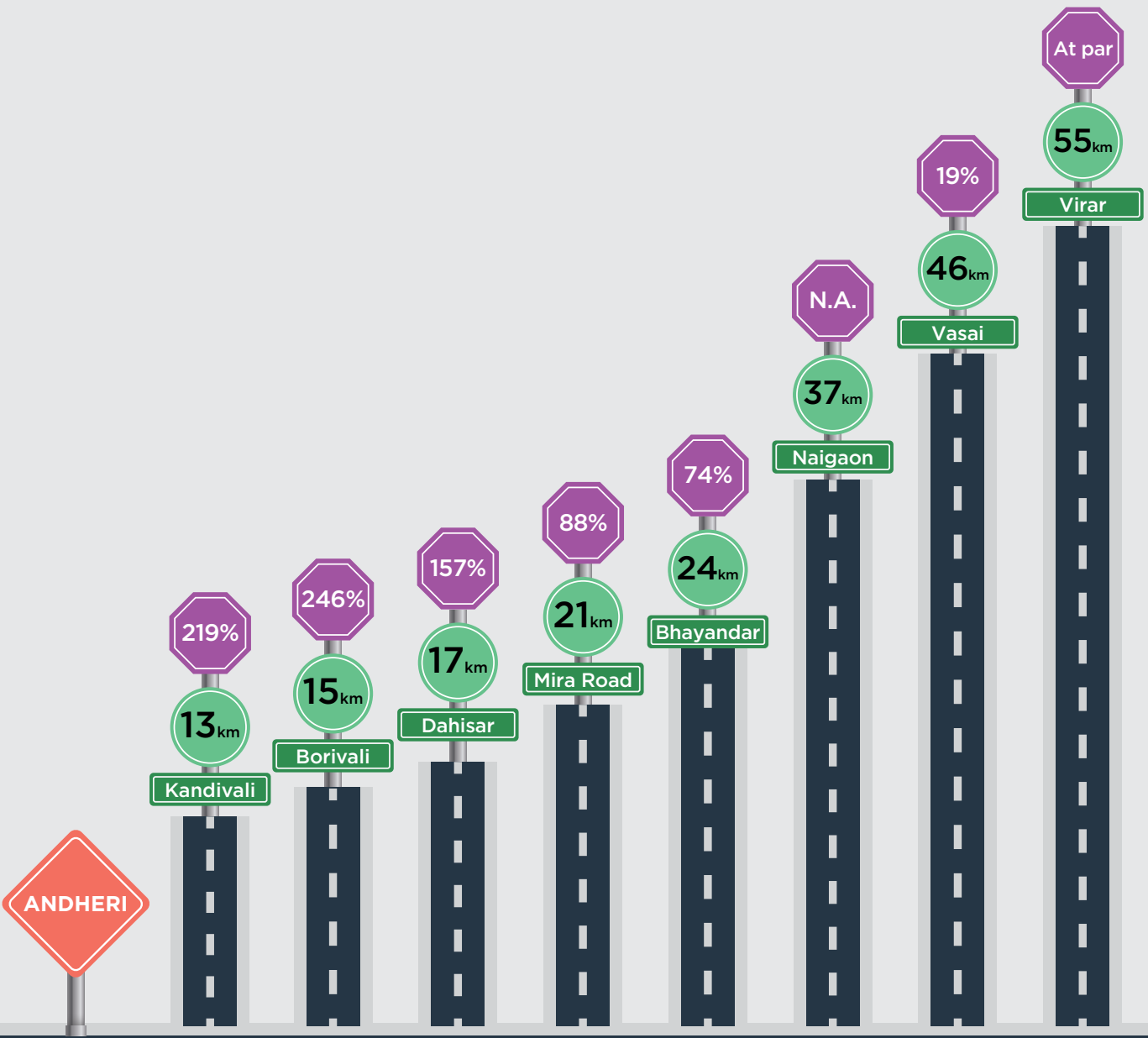
- **Capital values** in Naigaon **have been appreciating** since 2013.
- As of 2019, the average property price stood at **INR 6,350 /sqft.**
- The micro-market's average price appreciation has been higher than **MMR which witnessed only 11% growth** during the same period.



Note: Indicates only prices of new launches

What Makes Naigaon An Attractive Destination?

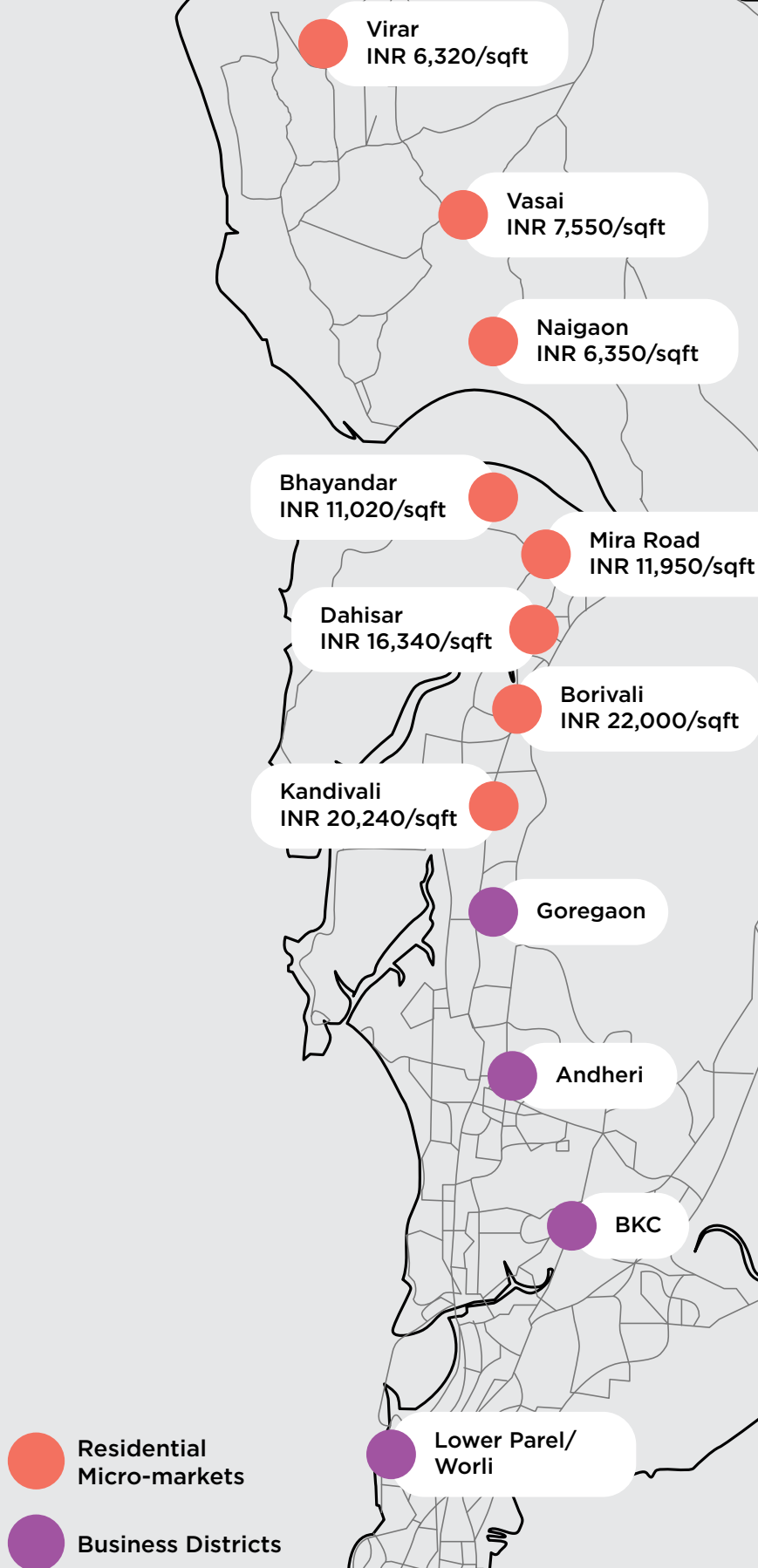
COST VS DISTANCE ADVANTAGE



Price difference from Naigaon



Distance from Andheri



PRESENCE OF RETAIL SPACES ENABLING GOOD LIVING CONDITIONS

- The nearest existing mall currently is 15 km away in Vasai or 28 km at Kandivali.
- New retail space development in Naigaon (E) will change the way its residents shop.
- With Sunteck World Township coming soon within 2.5 km distance from Naigaon station (E), the destination is set to uplift the existing lifestyle of its residents.
- Reliance (Smart and Trends) are expected to be the first takers of retail high-street being developed in the micro-market.
- Rapid residential developments and existing customer base in the vicinity provide immense growth potential for retail developments.



FUTURE GROWTH DRIVERS

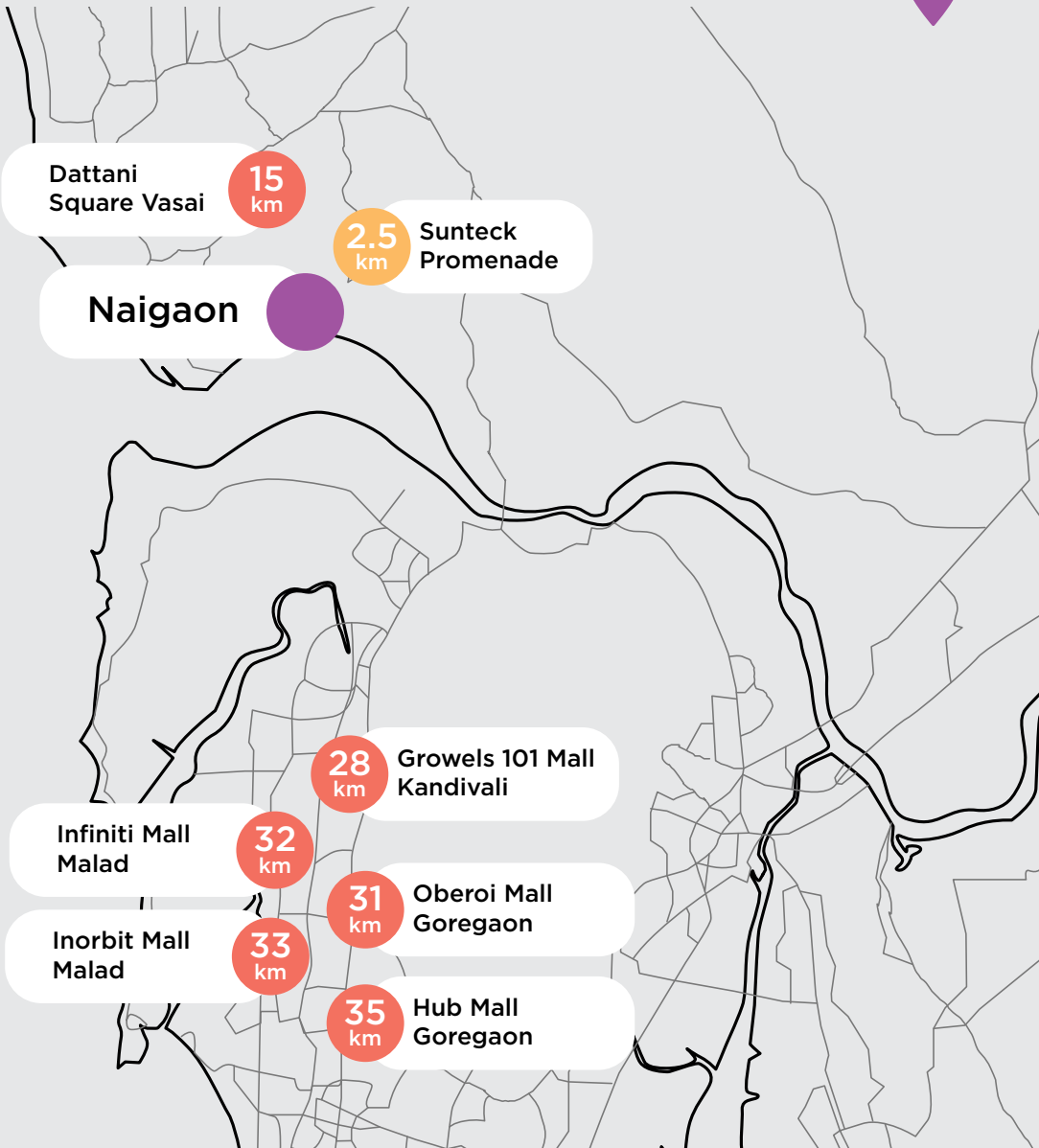
A nondescript village a decade ago, Naigaon has now created a niche for itself in the affordable housing market. Good accessibility to other parts of the city and incessant infrastructure upgrades have primarily contributed to its phenomenal growth.

- **Ample development potential** has attracted several leading developers to the micro-market, which has spiked up the residential housing supply in the recent periods.
- AQI 25 (as of 3 PM on 3rd March 2020) is one of the **greatest air quality** in the MMR region.
- To further strengthen the connectivity quotient, various **infrastructure projects** are on the anvil. These include metro rail, coastal road, Bhayandar-Naigaon sea link, to name a few.
- With several **upcoming retail establishments** in the vicinity, the social infrastructure in Naigaon is all set to get a facelift in the coming years.
- The micro-market also offers a **vast expanse of greenery** that fills one's senses with delight. And with sound infrastructure in place, it evolves as great location for those looking to stay away from the city's hustle and yet remain connected.
- Last but certainly not the least, **good value proposition** makes it a preferred housing destination for both end-users as well as investors.

All-in-all, Naigaon is certainly well-poised for the next level of growth

-  Residential Micro-market
-  Retail Malls
-  Upcoming supply

Note: Distances are marked with Naigaon (E) railway station as zero milestone



ANAROCK PROPERTY CONSULTANTS PVT LTD

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