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BUILT FOR *REAL* GROWTH

Week of 14th to 20th April

REALTY PULSE

5 KEY TAKEAWAYS OF THE WEEK

01

MUMBAI

Mumbai entering a redevelopment-driven supply phase

02

DEMAND

Demand shifting toward value and affordability-led segments

03

PUNE

Pune continues as a stable, end-user market

04

CAPITAL

Capital remains selective and performance-driven

05

EXECUTION

Execution speed is becoming the ultimate differentiator

JUSTO IN THE NEWS

Youngsters Grab the Keys - Evolving Homebuyer Trends

Feature on shifting demographics with insights from Justo leadership

The Times of India highlights the surge of first-time young homebuyers in Indian metros, featuring commentary from Justo leadership on ticket-size trends, digital-first purchase journeys and lifestyle-driven product preferences.

The Times of India | 17 Apr 2026

Global Conflicts Impact India's Real Estate Sector

Industry perspective featuring Justo commentary on macro-economic impact

A regional Marathi publication carried Justo's perspective on how geopolitical tensions, oil prices and supply-chain disruptions are filtering through to Indian construction costs, capital flows and buyer sentiment.

Punya Nagari | 15 Apr 2026

Chestertons Brings Global Network into India

Justo-backed launch expands 220-year-old UK advisory brand into India

Today's Traveller profiles the India launch of Chestertons - powered by Justo Realfintech - and how the global advisory network brings premium residential, institutional and cross-border capabilities to Indian clients.

Today's Traveller | 15 Apr 2026

Mumbai Redevelopment: Developers Go Beyond Square Feet to Attract Buyers

ACs, TVs, lifestyle sweeteners redefining redevelopment offers

Hindustan Times reports on how Mumbai redevelopment projects are moving past area-only propositions - bundling appliances, club benefits and lifestyle upgrades - with Justo insights on shifting buyer expectations.

Hindustan Times | 20 Apr 2026

MUMBAI — REDEVELOPMENT & SUPPLY SHIFT

1

Mumbai Redevelopment: Developers Offering Amenities Beyond Core Housing

Hindustan Times | 15 Apr 2026

→ **Narrative:** Shift from price-led to value + lifestyle-led selling.

2

Self-Redevelopment Gains Momentum; 1,600+ Proposals in Pipeline

Hindustan Times | 16 Apr 2026

→ **Narrative:** A massive society-led supply pipeline is emerging across Mumbai.

3

BMC e-TDR Platform to Improve Transparency in Redevelopment

Mid-Day | 17 Apr 2026

→ **Narrative:** Faster approvals mean execution becomes the key differentiator.

DEMAND TRENDS

1

Young Buyers Entering Earlier in the Housing Cycle

The Times of India | 14 Apr 2026

→ **Impact:** *Faster decision cycles and strong mid-income demand.*

2

Mumbai Affordability Pressure Continues

Mumbai Mirror | 16 Apr 2026

→ **Impact:** *Demand shifting to peripheral MMR belts and value-led segments.*

3

Senior Housing Demand Rising Structurally

Mint | 14 Apr 2026

→ **Impact:** *A new niche segment emerging as a long-term play.*

CAPITAL & COMMERCIAL SIGNALS

1

Mindspace REIT Acquires Rs 1,500 Cr Chennai IT Park Stake

The Economic Times | 14 Apr 2026

→ **Signal:** *Institutional capital remains active in income-generating assets.*

2

Office Vacancy Drops to ~13.85% — a Post-Pandemic Low

The Economic Times | 15 Apr 2026

→ **Signal:** *Office recovery supports residential demand in IT corridors.*

3

Warehouse Leasing Demand Driven by E-Commerce & 3PL

The Economic Times | 16 Apr 2026

→ **Signal:** *Logistics continues to hold as a high-growth asset class.*

POLICY & REGULATORY ENVIRONMENT

1

Jan Vishwas Act Pushes Compliance-Driven Framework

Financial Express | 15 Apr 2026

→ **Impact:** *Reduced friction translates to faster project execution.*

2

CREDAI-MCHI Engages Maharashtra Govt on Policy Issues

ANI News | 17 Apr 2026

→ **Impact:** *Direct implications for Mumbai and Pune project pipelines.*

3

IBC Amendment 2026 — Implications for Real Estate Resolution

The Times of India | 18 Apr 2026

→ **Impact:** *Faster resolution of stressed assets translates to cleaner supply.*

TECH, SALES & EXECUTION

1

Luxury Real Estate Moving Toward AI-Led Sales Models

ANI News | 15 Apr 2026

→ **Signal:** *Conversion efficiency is becoming critical at the top end.*

2

AI-Led CRM Transforming Real Estate Sales Execution

Open Magazine | 15 Apr 2026

→ **Signal:** *Structured sales drive higher velocity — the core Justo thesis.*

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