

LUXURY SURGES. AFFORDABLE HOUSING STALLS.

Premium and luxury housing continue to dominate launches and sales while affordability pressures, financing gaps, and rising costs reshape buyer demand.



India's premium housing cycle continues to deepen across major metros

India's housing market is entering a clear value-led phase. Sales in the ₹2 Crore+ segment continue to outperform, while affordable housing faces structural pressure from rising land, compliance and financing costs.

Developers are pivoting toward premium launches in metros like Mumbai, Delhi-NCR, Bengaluru and Hyderabad. Buyers, in turn, are becoming far more selective — prioritising trust, location, and long-term value over price-led decisions.

MARKET SNAPSHOT

India's housing market is shifting from a volume-led cycle to a value-led one. Luxury continues to outperform, while affordability is under structural pressure.

₹50 LCr

Capital required for Indian real estate over the next decade

90,000+

New homes launched across top metros in Q1 2026

81%

Hyderabad office leases above 1 lakh sq ft in Q1 2026

40%

NCR buyers now prefer homes with dedicated workspaces

32%

South Delhi luxury price growth, defying broader slowdown

LUXURY RISING



Homebuyers are nervous about the economy. But they're still stretching for bigger homes

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LOWER MID SEGMENT SLOWING



Delhi-NCR home buying becomes difficult as EMI burden rises

PAGE 07

BUYER BEHAVIOUR



Senior living and second homes drive the next demand wave

PAGE 06

EXPERT TAKE

“ This is not a slowdown — this is a correction in behaviour. India's housing market is moving from a volume-led cycle to a value-led one. ”

India's real estate engine needs ₹50 lakh crore to scale.

Massive capital requirement signals sustained growth and deeper institutional participation across the sector.



01

DECCAN CHRONICLE 23 May 2026

India's real estate sector needs ₹50 lakh crore in 10 years

Industry estimates suggest Indian real estate will require ₹50 lakh crore in capital over the next decade to fund residential, commercial and logistics growth. The scale reflects deepening institutionalisation, with REITs, private credit and global capital playing increasingly central roles.

SIGNAL

Massive capital requirement reflects long-term growth and institutionalisation of the sector.

02

ECONOMIC TIMES 24 May 2026

Retail investors and REITs to drive India's next real estate cycle

REITs and InvITs are emerging as the next major growth engines for Indian real estate, drawing both retail and institutional capital. Yield-generating assets continue to attract participation amid muted IPO momentum and growing investor preference for stable income.

SIGNAL

Retail participation and REITs may emerge as the next capital growth engine.

03

MSN INDIA 22 May 2026

Domestic capital emerges as Indian real estate's growth engine

Domestic institutional and HNI capital is increasingly replacing external dependency in Indian real estate financing. Family offices, AIFs and private credit funds are now leading large-ticket transactions across grade-A commercial, warehousing and premium residential assets.

SIGNAL

Domestic money is replacing external capital dependency.

04

Construction Week 23 May 2026

CREDAI raises housing finance concerns

Industry stakeholders have flagged housing finance accessibility as a major concern, particularly for affordable and mid-income housing. Financing constraints, rising costs and slower approvals continue affecting housing viability.

SIGNAL

Affordable and mid-income housing financing remains a major bottleneck, reinforcing the growing premiumisation trend in Indian housing.

Smart offices, GCC growth & the new workspace economy.

AI-led ecosystems, sustainability mandates and GCC expansion are reshaping India's commercial real estate.



01

ECONOMIC TIMES

24 May 2026

[Offices gear up for a green makeover](#)

Sustainability is rapidly transitioning from a leasing differentiator to a baseline requirement. Grade-A occupiers are demanding LEED, WELL and net-zero certified buildings, pushing developers to retrofit older stock and design new assets around energy efficiency and wellness.

SIGNAL

Sustainability becoming a leasing necessity, not a premium feature.

02

ECONOMIC TIMES

18 May 2026

[Inside India's next-gen workspaces: the rise of intelligent commercial ecosystems](#)

AI-enabled workplaces, smart building systems and integrated tenant experience platforms are redefining commercial real estate. Tech-led infrastructure is becoming a key differentiator for institutional landlords competing for high-value enterprise occupiers.

SIGNAL

AI-led workplaces and intelligent office ecosystems are redefining commercial real estate.

03

HINDUSTAN TIMES

24 May 2026

[81% of Hyderabad office leases above 1 lakh sq ft in Q1 2026](#)

Hyderabad continues to lead India's office absorption, powered by Global Capability Centre (GCC) expansion. Large-format leases dominate the market, with technology, BFSI and engineering occupiers anchoring demand across HITEC City, Gachibowli and Madhapur.

SIGNAL

GCCs continue to power large-format office absorption in tier-1 cities.

04

HINDUSTAN TIMES

22 May 2026

[Smartworks leases 2 lakh sq ft office space in Bengaluru's Sarjapura](#)

Large occupiers continue expanding flexible workspace footprints in Bengaluru amid GCC expansion and enterprise demand for premium office ecosystems.

SIGNAL

Enterprise occupiers continue expanding premium workspace demand amid GCC growth and flexible office adoption.

Infrastructure is redrawing India's real estate map.

Metros, expressways and integrated townships are creating entirely new demand corridors across the country.



01

TIMES OF INDIA

23 May 2026

Pune township to house country's first 'environment lab' for private housing project

Pune's township ecosystem is increasingly integrating sustainability and environmental monitoring into project planning. Rapid urban expansion is creating planning and infrastructure stress in India's fastest-growing real estate corridors.

SIGNAL

ESG-led township planning is becoming a long-term differentiator.

02

HANS INDIA

20 May 2026

Hyderabad's infrastructure has pre-built the future

Hyderabad's early investment in elevated corridors, ORR connectivity and metro expansion is now delivering compounding returns. The city's structured infra-led growth is enabling planned office, residential and retail absorption far ahead of other metros.

SIGNAL

Pre-built infrastructure is a long-term differentiator for city growth.

03

HINDUSTAN TIMES

23 May 2026

Gurugram's growth story has its pains

Rapid urban expansion is creating planning and infrastructure stress in India's fastest-growing real estate corridors.

SIGNAL

Hyper-growth markets increasingly require integrated urban planning.

04

BIZZ BUZZ

19 May 2026

Bengaluru, Hyderabad & Chennai absorb half of all office space in Q1 2026

Southern metros now command nearly 50% of India's grade-A office absorption, fuelled by GCC growth, talent depth and infrastructure investment. Outer Ring Roads in Bengaluru and Hyderabad have emerged as the country's most active commercial corridors.

SIGNAL

Southern metros are India's most active commercial growth corridors.

Real estate is entering its AI era.

From construction to sales, AI and proptech are becoming the defining differentiators for organised players.



01

BUSINESS STANDARD 19 May 2026

Realty firms turn to AI to build faster and cheaper

Leading developers are deploying AI across design, procurement, scheduling and quality control. Early adopters report 15-25% reductions in project timelines and material wastage, making AI a near-term competitive differentiator rather than a long-horizon bet.

SIGNAL

AI is shifting from optional to operationally essential for organised players.

02

OUTLOOK 19 May 2026

How Flipspaces Is Redefining Design & Build Through AI, AR and Integrated Execution

Integrated execution models powered by AI, AR and digital workflows are reshaping design and delivery efficiency.

SIGNAL

Tech-enabled execution is becoming a competitive differentiator.

03

ET REALTY 22 May 2026

India's proptech intelligence layer: Aurum Analytica's AI-first bet starts paying off, reports strong growth in FY26

From listing platforms to construction tech, IoT and tenant experience apps, proptech is touching every layer of the real estate value chain. Indian proptech funding has rebounded sharply, with execution-focused B2B platforms attracting the bulk of institutional capital.

SIGNAL

Proptech is now a value-chain wide opportunity, not a niche category.

04

TIMES OF INDIA 23 May 2026

What exactly is going to be the driving factor in the next wave of growth in Bengaluru real estate?

Administrative continuity and operational efficiency remain essential to sustaining transaction momentum in high-volume markets like Pune. Digital governance, faster approvals and integrated registration workflows are emerging as critical sector enablers.

SIGNAL

Office ecosystems, infrastructure and talent concentration continue driving city-level real estate growth.

The new homebuyer is more selective than ever.

Lifestyle, workspaces and long-term value are reshaping how Indians choose where — and how — they live.



01

MSN INDIA

19 May 2026

40% of NCR buyers prefer homes with dedicated workspaces

Hybrid work has hardwired itself into homebuyer expectations. Nearly 4 in 10 NCR buyers now actively seek dedicated workspace rooms or work-ready layouts, pushing developers to redesign floor plans and amenities around the work-from-home reality.

SIGNAL

Lifestyle-led planning is reshaping home buying decisions.

02

NDTV PROFIT

23 May 2026

Homebuyers are nervous about the economy. But they're still stretching for bigger homes

Despite macro uncertainty, buyers continue upgrading to larger homes and lifestyle-led formats.

SIGNAL

Lifestyle aspiration continues outweighing macro uncertainty among homebuyers.

03

TIMES OF INDIA

16 May 2026

Why Buyers Are Suddenly Ditching 1BHK, 2BHK Flats in Noida

Demand is shifting toward larger homes as hybrid work, family needs and future utility influence decision-making.

SIGNAL

Future-ready layouts are reshaping buyer preferences.

04

ECONOMIC TIMES

23 May 2026

Senior living and second homes drive the next demand wave

Senior living, wellness-led residences and managed second homes are emerging as major demand drivers. Demographic shifts, longer retirement horizons and rising disposable incomes are unlocking entirely new residential categories beyond the traditional primary home.

SIGNAL

Senior living and second homes are India's next residential demand wave.



India's affordability challenge is growing.

Rising costs, EMI pressure and tighter due diligence are reshaping the affordable and mid-income segments.

01

INDIA TODAY

24 May 2026

[India's affordable housing dream hits a luxury roadblock](#)

Industry leaders warn that rising land, compliance and construction costs are creating structural pressure on affordable housing viability. Without targeted policy support — including land subsidies and faster approvals — the sub-₹50 lakh segment risks long-term contraction.

SIGNAL

Affordable housing supply constraints continue widening India's premiumisation gap.

02

TIMES OF INDIA

19 May 2026

[Delhi-NCR home buying becomes difficult as EMI burden rises](#)

The move reflects growing emphasis on domestic growth, execution discipline and localisation amid evolving economic and geopolitical conditions. It also signals the industry's intent to centre conversations around India's own structural opportunities and policy needs.

SIGNAL

Industry priorities are increasingly anchored in India's domestic growth story.

03

MINT

20 May 2026

[Is it the best time to buy a home?](#)

Despite stable interest rates, rising property prices have pushed effective EMI burdens to multi-year highs in major metros. First-time buyers — particularly in the ₹50 lakh to ₹1 Cr bracket — are extending tenures, reducing ticket sizes and migrating to peripheries.

SIGNAL

EMI burden is reshaping where and how first-time buyers purchase.

04

MEDIABRIEF

23 May 2026

[Affordable housing faces massive funding gap despite real estate boom, says ANAROCK Capital](#)

Affordable housing continues facing structural capital shortages despite broader real estate momentum.

SIGNAL

Funding imbalance may accelerate premiumisation across housing.

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JUSTO VIEW

This Week's Verdict on India's Real Estate

01

EXECUTION

is the defining differentiator across all segments.

02

INFRASTRUCTURE

is reshaping regional demand and growth corridors.

03

CAPITAL

is institutional, organised, and increasingly domestic.

04

DEMAND

remains resilient — but selective — across segments.

05

STRUCTURED PLAYERS

are best positioned to win the next cycle.

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