

Real Estate & Investments

**Group 8: Aayush, Arshia, Ayush,
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M3M Skywalk: Sector 74 Gurgaon

M3M Skywalk (Built-up Area)

2 BHK



Carpet Area

1,124.8 sq.ft.
(104.5 sq.m.)

Possession

Dec, 2022

Builder Price

₹ 95.63 L
+ Govt. Charges

3 BHK



Carpet Area

1,614.4 sq.ft.
(149.98 sq.m.)

Possession

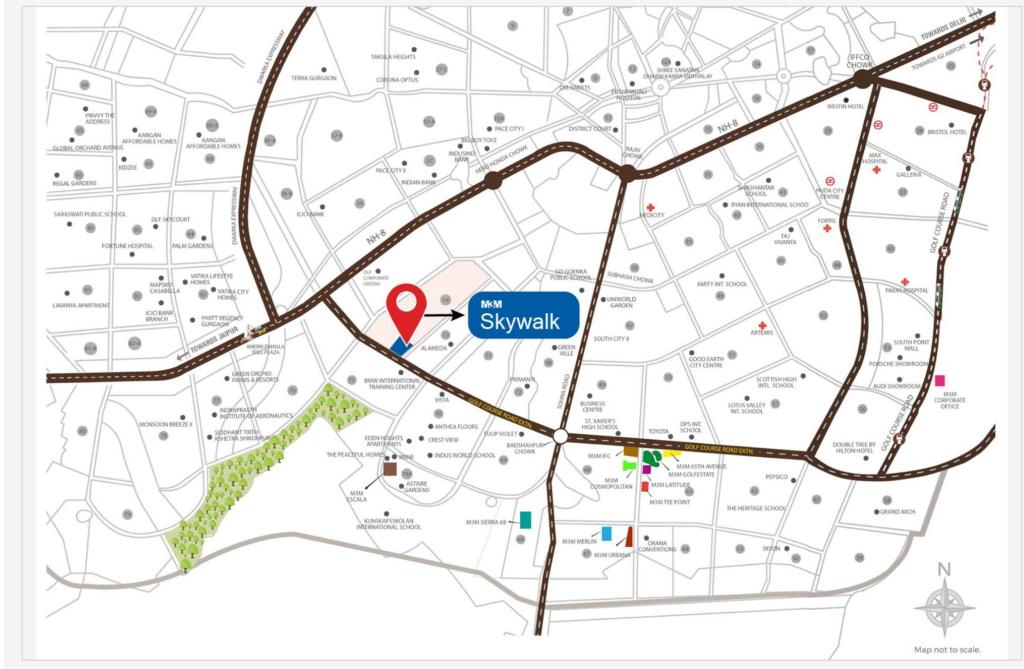
Dec, 2022

Builder Price

₹ 1.37 Cr
+ Govt. Charges

Location, Connectivity and Amenities: In the middle of nowhere?

- Located in an upcoming and developing area
- No Greenery
- Close to Sohna Road
- Nearest good hospital or school are 4-5 kms away
- Offices are not nearby
- M3M Cornerwalk has the potential of being a hub for retail outlets



Opportunities and Threats

Builder Reputation

- Has numerous residential and commercial properties
- Numerous lawsuits around non-deliverance of flats and migration of land

Captive Demand?

- The property is located far from office spaces
- Low connectivity and public transport options
- Low demand for projects in the vicinity

Project with better positioning

- Better located projects similar price points
- Fewer amenities than other project
- Potential of becoming a retail hub, which might degrade the quality of living

Target Customer

- With EMI expected to be around Rs. 70,000, the target customer segment may not exist.



Ashiana: The Center Court Sector 88 Gurgaon

🚩 RED FLAG! 🚨

- Property Under Litigation
- Complaints by multiple customers regarding delay in handover
- Project halted and locked by the state government
- Payment due by developer worth over 1 crore





Godrej Habitat: Green Luxury in Old Gurgaon

Godrej: Builder Profile & Brand Credibility

Godrej Properties Ltd. established in 1990

Major revenue model: Sale of Properties

Major Operation Segments: Residential and Commercial Real Estate

Ownership Status: Publicly Held

Credibility: Multiple Complete Projects with great customer feedback

Philanthropic Model: 23% of the promoter stake in the Godrej Group, is owned by philanthropic trusts that work on environmental, educational, and health issues in India

Brand Credibility

“National Brand Leaders”

- Track2Reality BrandXReport 2019-20

India’s Top Builders

- Construction World Architect and Builder CWAB AWARDS’18

Real Estate Company of the Year 2017

- APAC Insider

Best Developer of the Year’17

- Construction Times Builders Award’17
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Location, Amenities and Infrastructure



- **Right in the middle of Sadar Bazaar**
Nearby shopping centres, multiplexes, local stores, supermarkets
- **Connectivity**
Nearest to old railway road and station, bus stands, three main highways- NH8, Dwarka Expressway, KMP.
- **Multi-Storey Parking Space**
- Club House, **Community Centre**, Swimming Pools, Gym, Sport Courts
- USP: Multiple **Green Spaces**, Gardens, Yoga and Meditation Centers

Godrej : Built-up Area



3 BHK

Carpet Area: 2078 sq. ft.

Exclusive Area: 22.43 sq. mts.

Builder Price: 1.77 Cr



4 BHK

Carpet Area: 2650 sq. ft.

Exclusive Area: 32.08 sq. mts.

Builder Price: 2.25 Cr

Apartment Layout

- Spacious rooms with attached bathrooms and furnished wooden floors
- Master Bedroom with an impressive walk-in closet
- All rooms are accompanied with spacious balconies which ensures adequate indoor ventilation



Opportunities and Threats

Opportunities

- Present/ Upcoming Infrastructure
- Captive Demand

Threats

- Is there an oversupply?
- Are there projects with better positioning?

MAP LEGEND

Hospital
स्य हॉस्पिटल



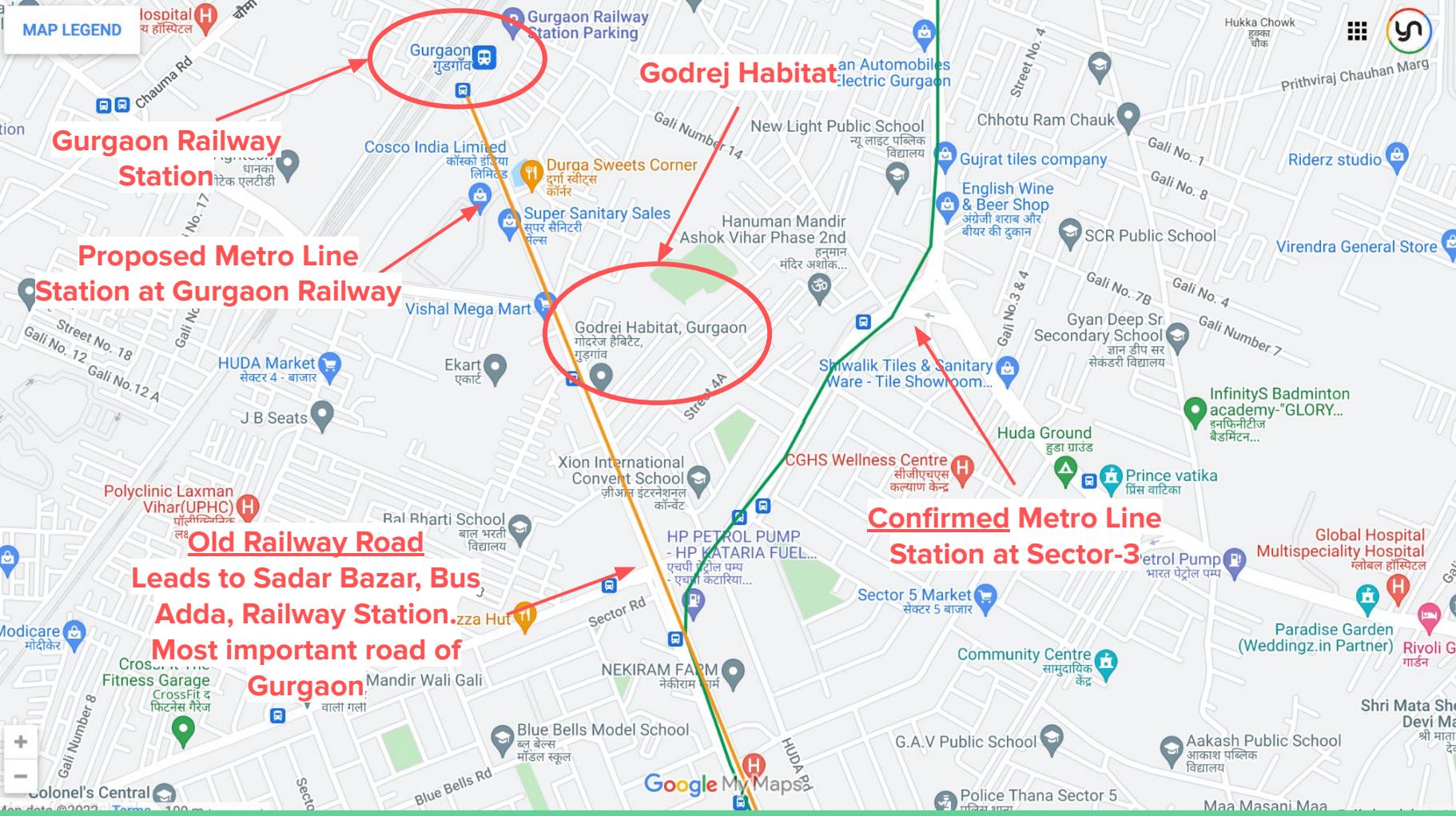
Chauma Rd

Gurgaon Railway Station

Gurgaon गुडगाव



Proposed Metro Line Station at Gurgaon Railway



Google My Maps

- **1 Lakh crore Delhi-Mumbai Expressway, passing through Rajiv Chowk, under-construction**

Proposed to be built on the banks of DME and Dwarka Expressway is a Global City Special Zone Township

- **9,000 crore Dwarka Expressway nearing completion before 2024 polls**

The 29km-long expressway will link Shiv Murti on NH-8 and Kherki Daula

- **1,700 crore Sohna Elevated Road to be completed by 2022-end**

Will connect Sohna Road & New Gurgaon to Rajiv Chowk & Old Gurgaon via Subhash Chowk

- **58 crore Atul Katariya Chowk underpass & 23 crore Mahavir Chowk revamp underway**

Will finally connect the neglected sectors of Old Gurgaon to Golf Course Road & New Gurgaon

- **2 x multi-level parking towers**

At Kamal Sarai and Sadar Bazaar under-construction for Rs. 101 crore and Rs. 45 crore. Will ease the entire traffic situation of Sadar and Old Railway Roads

- **Gurgaon Railway Station redevelopment**

It will become a major **Multi-Modal Hub**

The location premium of Godrej property will rise, but the inherent noise of train horns will remain

- **New Metro Lines (1 confirmed, 1 proposed)**

The New Gurgaon - Old Gurgaon link line, passing through Sec-3, has had its DPR proposed, created & approved by HMRTC and Haryana Cabinet in 2019 (pre-covid)

We are pitching
Godrej Habitat
as the property
to BUY in the
1.5-2cr budget

Salient Features:

1. Location
2. First (and maybe only) mover advantage
3. Good brand + solid value proposition

**Did we tell you that this was a FUN
assignment? :)**



M
3
M

Godrej



All smiles picture
after especially
travelling 30min to
Ashiana to find that
the property has
been sealed by court
:)

PS: thanks Varnit & group 4 for totally
informing us about this in advance 😊





and
topping
it off
with a
good
lunch
:P

Thank You!