



Bangalore has always been a unique real estate market. Driven by IT/ITeS industries, it is a city where the majority of the residential demand comes from end-users. This is why the city continued to see steady growth in housing sales in Q1 2021, QoQ. Given the good sales, Bangalore's realty is likely to revive sooner than the other major metros of India.



Led by the massive shift in population, Bangalore witnessed increased land and property values over the last decade. The city has now become the home to a diverse population, comprising students, bachelors, working professionals and families. Standard living, along with the presence of ample career and education facilities, makes Bangalore a perfect destination for living. To add, property prices in Bangalore are comparatively lower than in other metropolitan cities, such as Mumbai and Delhi. This is the reason why the city is a popular real estate investment destination too.

Due to the lockdown last year, several potential homebuyers revisited the importance of owning a home. The demand witnessed by residential real estate in 2020 and the increased adoption of technology served as catalysts in paving the way for the revival of [Bangalore real estate in 2021](#). Today, the majority of property-related transactions are being conducted online. From site visits to registrations, the developers are increasingly using innovative technological tools in various stages of business operations. Along with the change in the mode of conducting business, the city has also witnessed a change in consumer preferences since the last year.

**Change of preferences**

Homebuyers in Bangalore have started to attest their affinity for well-designed projects offering uncluttered spaces and a wide range of recreational options. Areas surrounding the technology parks have emerged as a popular choice amongst the working professionals in Bangalore.

West Bangalore is one of the largest industrial hubs of the city, particularly the Peenya Industrial Area, which is home to prominent industries such as Parle G, ABB Limited, Bosch, Jindal and Volvo Construction Equipment. The region is undergoing immense infrastructure development, which in future will lead to improved connectivity and a hike in residential values. Upcoming residential projects in this area are likely to attract buyers from across the city.

While the city has reported renewed interest for ready-to-move-in properties, several under-construction projects in Koramangala, Hebbal and Bannerghatta Road have also gained prominence, especially post the outburst of COVID-19 in 2020. With proximity to offices no longer being a determining factor, [homebuyer preferences](#) have changed post the pandemic. Resultantly, the peripheral areas of the city offering quality residential projects and amenities at competitive rates are high on demand.

The new-gen customer is now looking at upgrading the home. The idea of walk-to-work is no longer a priority while finalising home-buying decisions. Instead, spacious homes in greener, less polluted areas are being preferred. Given the current times, the outskirts of North Bangalore and areas such as Bidadi and Kanakpura are gaining prominence. These areas are further likely to gain prominence due to the development of the smart city.

To conclude, the pandemic has changed the dynamics of the residential real estate market in Bangalore. Instead of the prominent areas of the city, several emerging locales are witnessing high demand. This demand has multiplied even further post the measures taken by the government, such as the reduction in stamp duty rates.

Attractive discounts offered by the developers and low home loan interest rates have also helped enhance the residential demand in the city. These trends have created a sense of optimism in the sector and opened new doors of opportunities.

Given the increased demand from buyers and robust housing sales reported across the city in Q1 2021, we can expect that the city will revive sooner than expected. Also, real estate players are likely to profit from the improved sentiment in the near future.

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