



PRESS RELEASE

For immediate release:

Property prices in the Bangalore region remained flat with a minor 4% increase in Q1-11 over Q1-10

Bangalore, xx July, 2011: A study by 99acres.com, India’s no 1 real estate portal revealed that the property price trends for the Bangalore region has seen some improvement if we compare per square feet prices(PSF) of Q1-11 over Q1-10.

Commenting on the same Vineet Singh, Business Head, 99acres.com said “Bangalore market continues to witness a slightly lacklustre trend with prices increase by just 4% over the last twelve months. However it looks to be a good end user as well as an investor market because prices have bottomed out. There are many new launches that are scheduled hence property will be available to users at an attractive price range. It is a good time for those investors who are looking at a four to five years time horizon “

A look at the property prices of key localities of Bangalore- East shows that Whitefield has seen 12% appreciation in prices if we compare Q1-11 prices over Q1-10. Indiranagar on the other hand saw prices drop by a normal 2%, while Marathalli witnessed a 10% dip in prices in Q1-11 when compared with Q1-10. The prices of properties prevailing around the localities of Whitefield are around 3354 psf.

Locality Name	Prices per square feet in Q1-10	Prices per square feet in Q1-11		
Indira Nagar	5249	5112	↓	-2.60%
Marathahalli	3662	3261	↓	-10.94%
Whitefield	2984	3354	↑	12.41%

Key localities of Bangalore South like HSR Layout, JP Nagar and Kanakpura road witnessed an uptrend in property prices with prices per square feet moving up by 23%, 15% and 25% respectively in Q1-11 over Q1-10. The property prices of Banerghatta, Electronic City and Kormangala dipped by around 5% over the same time period. . The prices of properties in Bannerghatta are around Rs. 3265 psf while properties in Electronic City and JP Nagar are priced around Rs. 2499/- and Rs. 2405/- psf.

Locality Name	Prices per square feet in Q1-10	Prices per square feet in Q1-11		
Bannerghatta	3460	3265	↓	-5.64%
Electronic City	2591	2449	↓	-5.51%
Hosur Road	2681	2405	↓	-10.30%
HSR Layout	3266	4030	↑	23.39%
JP Nagar	3144	3620	↑	15.15%
Kanakpura Road	2580	3216	↑	24.65%
Koramangla	4577	4349	↓	-4.99%

*psf: per square feet

Yelahanka in Bangalore North saw prices appreciate by 14% in Q1-11 over Q1-10. The prices of properties around Yelankha are 3290 psq. RT Nagar saw prices appreciate by 5% , while Hebbal saw depreciation of around 5% during the same time period.

Locality Name	Prices per square feet in Q1-10	Prices per square feet in Q1-11		
Hebbal	3150	2968	↓	-5.81%
R.T. Nagar	2535	2667	↑	5.21%
Yelahanka	2875	3290	↑	14.43%

About 99acres.com: 99acres.com, India's no. 1 property portal, was launched by Info Edge, in September 2005, as a gateway to the country's property bazaar. It is an information 'exchange' for buying, renting and selling of all types of residential and commercial properties anywhere in the country. The website enables easy access to a huge property bank for netizens and allows for direct connect with brokers/builders in cities in urban and remote parts of India. With properties of almost 5000 builders, 20,000 brokers and 1,00,000 individuals, the portal lists over 2,00,000 Residential & Commercial Properties for Sale & more than 350 New Projects. The website has a registered database of 15,00,000 and generates over 12,000 leads everyday. The site has received over 50% traffic share in Apr'11 as per the comScore data and recently emerged as the most sought after property portal of NRIS(Juxt Consult). The site generates over 18% NRI Traffic mainly from US, UK, Australia, Canada, Middle-East and Singapore. Also it has above 100% more international traffic than nearest competitor (source www.quantcast.com) To sum it up it is a platform for buying, selling or leasing any type of residential and commercial property all across the country. Backed by a strong team of over 150 employees and a network across 17 cities in India, 99acres.com has garnered faith and support of the real estate community in India within a short span, it has been ranked India's number 1 property site as per Alexa, Comscore, Juxtconsult.