



Chembur

WHITE PAPER

MAY 2024

Chembur, Mumbai's new Epicenter

Mumbai's vibrant and competitive real estate market evolved significantly over the past few decades influenced by factors such as population density, infrastructure development, government policy initiatives and positive investor sentiments. As the development spread rapidly from the core areas to the peripheral areas, it changed the face of the existing real estate within the city. Chembur, located on the eastern part of Mumbai, is one such noteworthy example of rapid evolution in recent times.

Traditionally, Chembur evolved as an organic extension of the Island Mumbai with affluent population looking at individual Bungalows, large tracts of green pockets with easy connectivity to main Island city and other parts of Mumbai. Today, the completion of recent infrastructure initiatives augmenting its connectivity and burgeoning real estate demand has led to Chembur becoming a most sought-after destination for residential projects. The advantage of having relatively affordable price points compared to other established residential destinations has added to its attractiveness

Key Features:



Strategic Location
with proximity to
commercial centers



Evolving profile &
Availability of ample
development
opportunities



Expanding Infrastructure
& improving regional
connectivity



Connectivity

Road Travel Time from Chembur to major commercial & industrial hubs:-

	BKC	CSMIA	Lower Parel	Powai	Vashi	Andheri	Nariman Point	Airoli	Malad-Goregaon	Thane	NMIA	Belapur	Bhiwandi	JNPT
Travel Time (mins)	10-12	40-44	20-25	30-35	20-25	40-45	20-25	35-40	45-50	40-45	35-40	30-35	80-90	60-70
Distance (kms)	4.5	9.6	10.2	10.4	12.3	10.8	20	20.5	18.6	22.1	25.5	28	35	45

Note: Estimated travel time considered on the peak congestion hours of morning and evening
All distances mentioned above considered from Diamond Garden (Chembur)

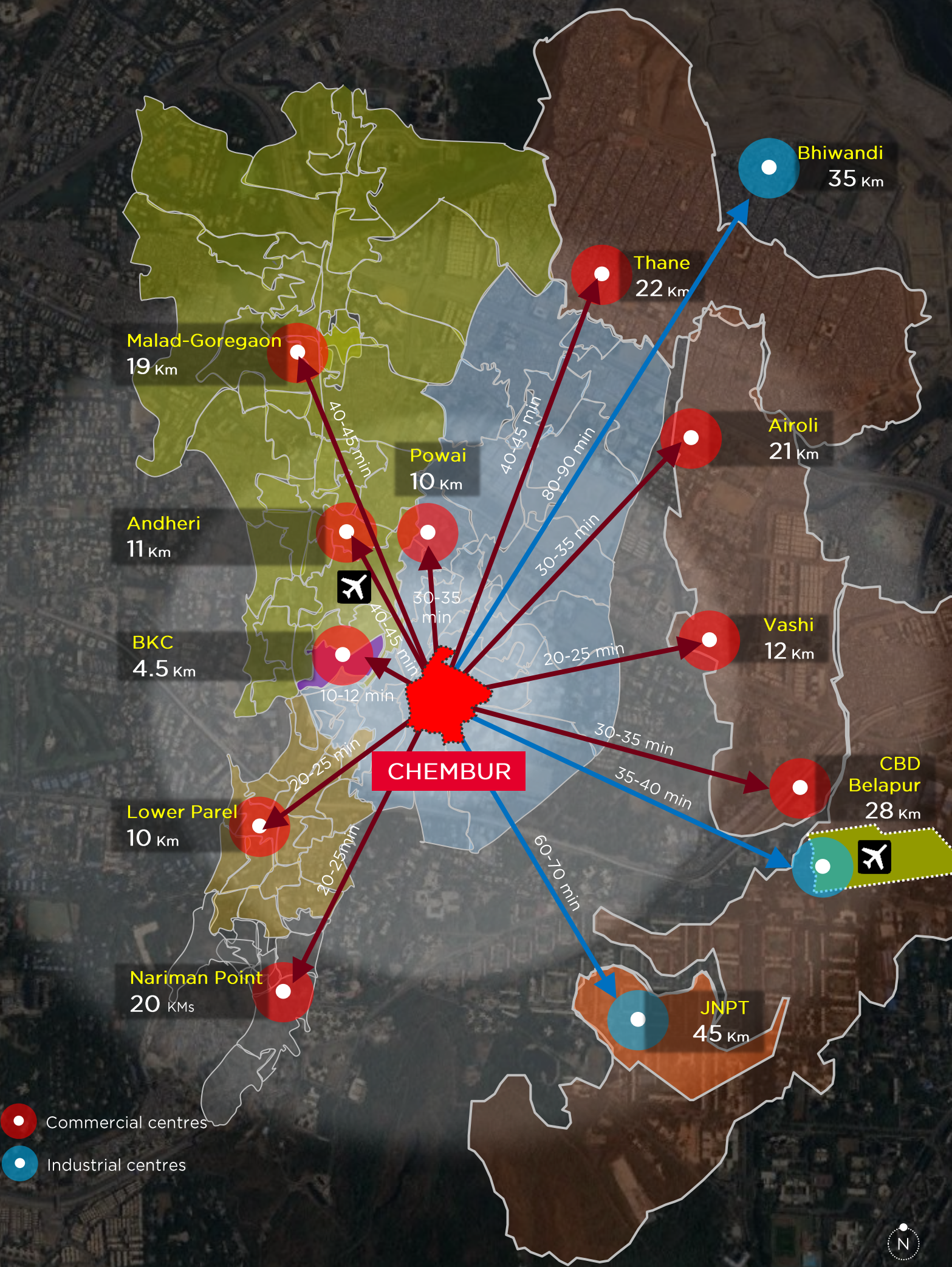
- Chembur is strategically located within Mumbai and enjoys good connectivity to Mumbai's business districts like Bandra Kurla Complex (BKC), Lower Parel, Nariman Point, Andheri, Powai, and Vikhroli.
 - The completion of infrastructure initiatives such as The Eastern Express Highway (EEH), BKC Connector (Chunabhatti flyover) and the Santacruz-Chembur Link Road (SCLR) have augmented seamless connectivity to these business districts
- Chembur is also well connected to the major industrial hubs, key transportation nodes and ports.
 - Furthermore, development of key transportation infrastructure projects such as the Mumbai Metro Lines and MTHL, etc. has improved Chembur's connectivity to other parts of Mumbai and Navi Mumbai



Connected to **Major Employment Centers** via multiple modes of transport

- Chembur's proximity to key business districts and transport nodes, as well as improved connectivity via major arterial roads has made it an attractive residential and investment destination

NMIA - Navi Mumbai International Airport, BKC - Bandra Kurla Complex, MTHL - Mumbai Trans harbour Link



Existing Infrastructure

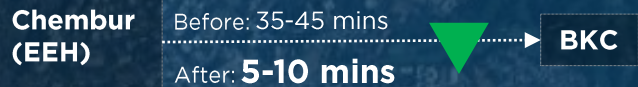
1 Eastern Freeway
Four lane access-controlled highway connecting P D' Mellow road in South Mumbai to Chembur.

This development uplifted the residential market of Chembur and increased the investment opportunity due to its direct non-stop connectivity to Fort (South Mumbai)

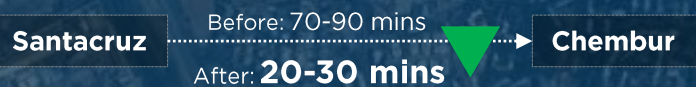


3 BKC Connector
Connects Mumbai's new central business district - BKC to Eastern Express Highway near Chunabhatti.

Improved daily commute to BKC which is major commercial hub of Mumbai



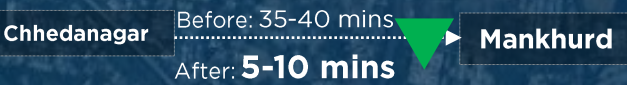
5 Santacruz Chembur Link Road (SCLR)
Crucial link between Western and Eastern suburbs (WEH to EEH), reduced load on JVLR and Sion-Dharavi Link Road



2 Monorail
The route connected Chembur to other micro markets in central eastern suburbs which were not earlier connected by any suburban rail network. Also provides alternate option to office goers travelling between Chembur and Lower Parel.

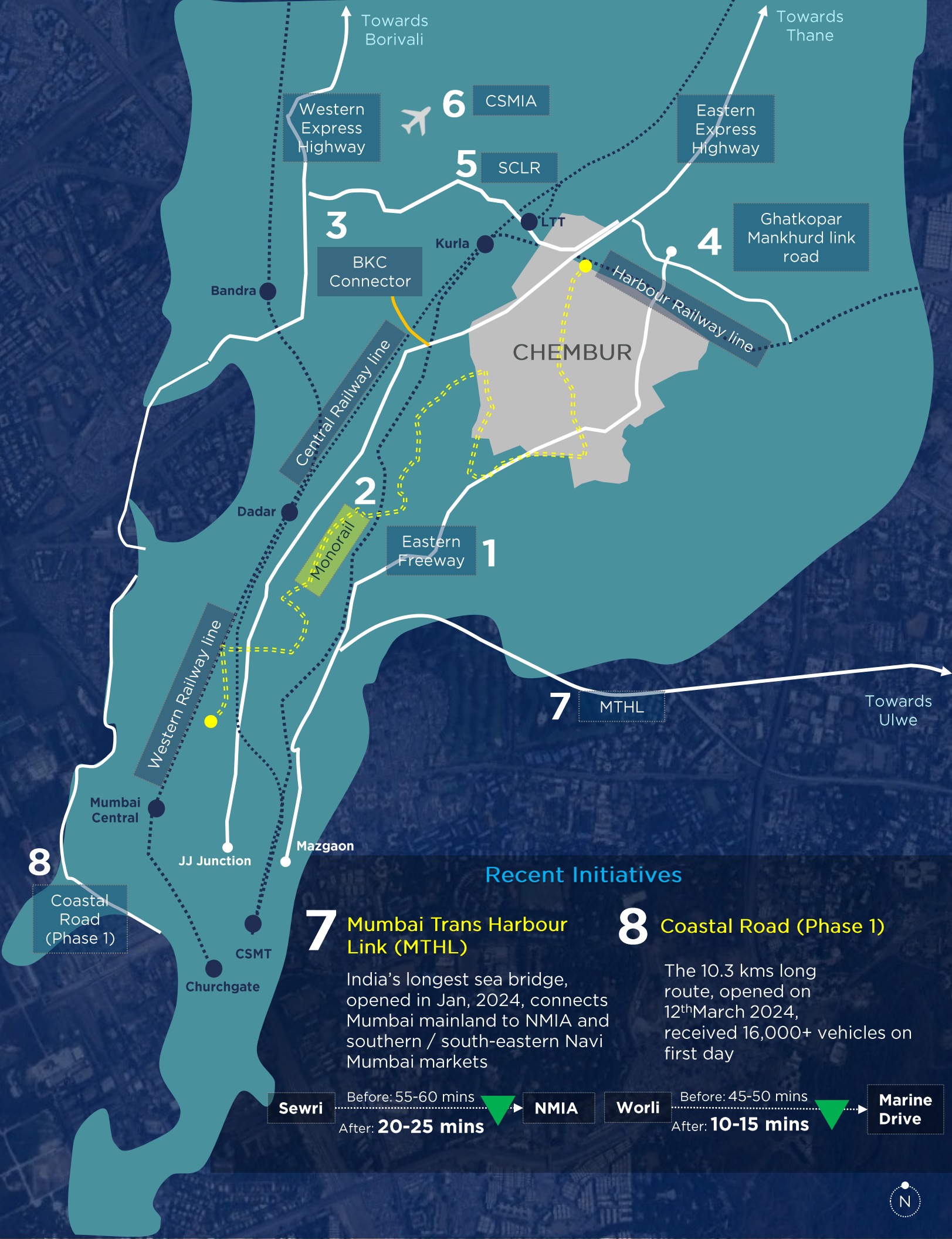


4 Ghatkopar - Mankhurd Link Road
Connects Eastern Express highway and Sion Panvel highway, bypassing four busy junctions of Shivaji Nagar, Baiganwadi, Deonar Dumping ground and Mohite Patil Nagar.



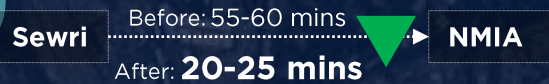
6 Chhatrapati Shivaji Maharaj International Airport (CSMIA)
Mumbai's international airport, spread across 750 hectares, handled over 51.58 Mn passengers in 2023.

This augmented the residential market demand of the neighboring markets including Chembur which falls in 5kms radius from CSMIA

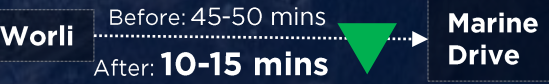


Recent Initiatives

7 Mumbai Trans Harbour Link (MTHL)
India's longest sea bridge, opened in Jan, 2024, connects Mumbai mainland to NMIA and southern / south-eastern Navi Mumbai markets



8 Coastal Road (Phase 1)
The 10.3 kms long route, opened on 12th March 2024, received 16,000+ vehicles on first day



Addition of **major infrastructure developments** have augmented its local and regional accessibility & connectivity

Rapid **real estate growth** supported by infrastructure developments



Impact of Infrastructure Developments on the Real Estate Growth



- SCLR became the first major arterial road project to propose connection of eastern markets with the western markets, thus acting as a catalyst for the growth of residential developments in the region.



- Improvement in connectivity through SCLR, EF to the central and southern parts of Mumbai resulted in increase of consumer interest for locations such as Chembur and other eastern suburban micro markets like Kurla, Ghatkopar and Sion
- Witnessed launch of first premium residential tower projects by Hiranandani (Maitri Park) & Raheja (Acropolis)



- The completion of 3 major projects (Monorail, Eastern Freeway and SCLR) helped augment its connectivity to key commercial hubs of Mumbai, in turn enhancing the overall residential market attractiveness for the location
- This resulted in the advent of many standalone residential redevelopment projects



- This period saw construction of BKC Chunabhatti corridor and construction of Metro lines, GMLR, and MTHL, thus reducing the travel time to key hubs by large margins. As a result, redevelopment of standalone buildings picked pace
- Launch of residential projects by prominent developers such as Purvankara and Hubtown



- Proposed multiple metro lines passing via Chembur or through neighbouring areas acted as major driver for rise in property prices. The market saw the successful launch of premium projects such as Godrej RKS etc. marking renewed interest from consumers

	Year																											
	2000	'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22	'23	'24	'25	'26	'27
Major Infrastructure Projects																												
Santacruz Chembur Link road				S											C													
Eastern Freeway (EF)				• Development potential of areas near the access points of SCLR and Eastern Freeway improved. Many residential, retail and commercial projects were launched during this period				S							C													
Monorail Phase 1										S						C												
BKC Chunabhatti Connector																	S					C						
Ghatkopar Mankhurd Link road (GMLR)																		S					C					
Mumbai Trans Harbour Link																			S									
Monorail Phase II																						C						
Metro Line 4																					S							
Metro Line 2B																					S							
Metro Line 8																						S						
											</																	

Upcoming Infrastructure

	Metro Line 8	Metro Line 2B	Metro Line 4
	Airport Express Line	Yellow Line Extension	Green Line
Const. Year	2023 – 2027(E)	2026(E)	2026(E)
Origin – Destination	CSMIA – NMIA	DN Nagar – Mankhurd	Wadala – Kasarvadavali
No. of Total Stations	07	22	30
Stations in Chembur	01	05	06
Impact	- It will connect Terminal 2 of CSMIA with the new airport - NMIA . - Residential development along this line will get an easy connectivity to both the international airport.	- Direct metro connectivity to BKC and western / extended western suburbs 5 stations dedicated for Chembur markets - Property prices are expected to rise along the line / around the stations	- Will connect all eastern suburban markets. - Will help ease congestion on LBS, Eastern Express Highway and Central Railway.

Ease of connectivity within MMR via multiple metro routes and other modes of transport are expected to drive an upward movement in prices



Pod Taxi:
8.8 km long pod taxi service planned between Bandra Railway Station, BKC and Kurla Railway Station. It will have 38 stations along the route.



Water Taxi:
Ferries planned for four routes:
▪ Phase 1 - Gateway of India to Belapur jetty
▪ Later Phases - Gateway of India to:
✓ JNPT
✓ Elephanta Island
✓ Mandwa

Worli Sewri Elevated Connector (SWEC):
A 4.5 km long, four lane access-controlled urban highway with a route alignment connecting Worli & Parel with Sewri. The project’s construction work started in 2021 and is expected to be completed by early 2025

Mumbai Travelator
The traveller is an automated conveyor belt-like mechanism that will transport people between the monorail station at Sant Gadge Maharaj Chowk and Mahalaxmi railway station and the underground Metro station. The project was expected to be operational till Feb 2024



Social Infrastructure

EDUCATION



Municipal Schools

Private-Aided Schools

Schools in Ward M (E&W)

No. of schools: 64
No. of students: 11,870

No. of schools: 22
No. of students: 42,497

Apart from private and municipal school Chembur has easy accessibility to prominent International schools as wells as colleges such as KJ Somiya Medical College, TATA Institute of Medical Science etc. in surrounding micro markets.

Source: MCGM ward level school data

HEALTHCARE



Hospitals in Chembur



Hospitals within 15kms radius from Chembur

Hospitals in Chembur		Beds
Zen Multi Speciality Hospital		115
Surana Sethi Hospital		100
Sushrut Hospital		32
Apollo Spectra Hospital		13

Public Hospital in Mumbai	Beds	Market
King Edward Memorial Hospital	1,800	Parel
TATA Memorial Hospital	564	Parel
Holy Family Hospital	268	Bandra (W)

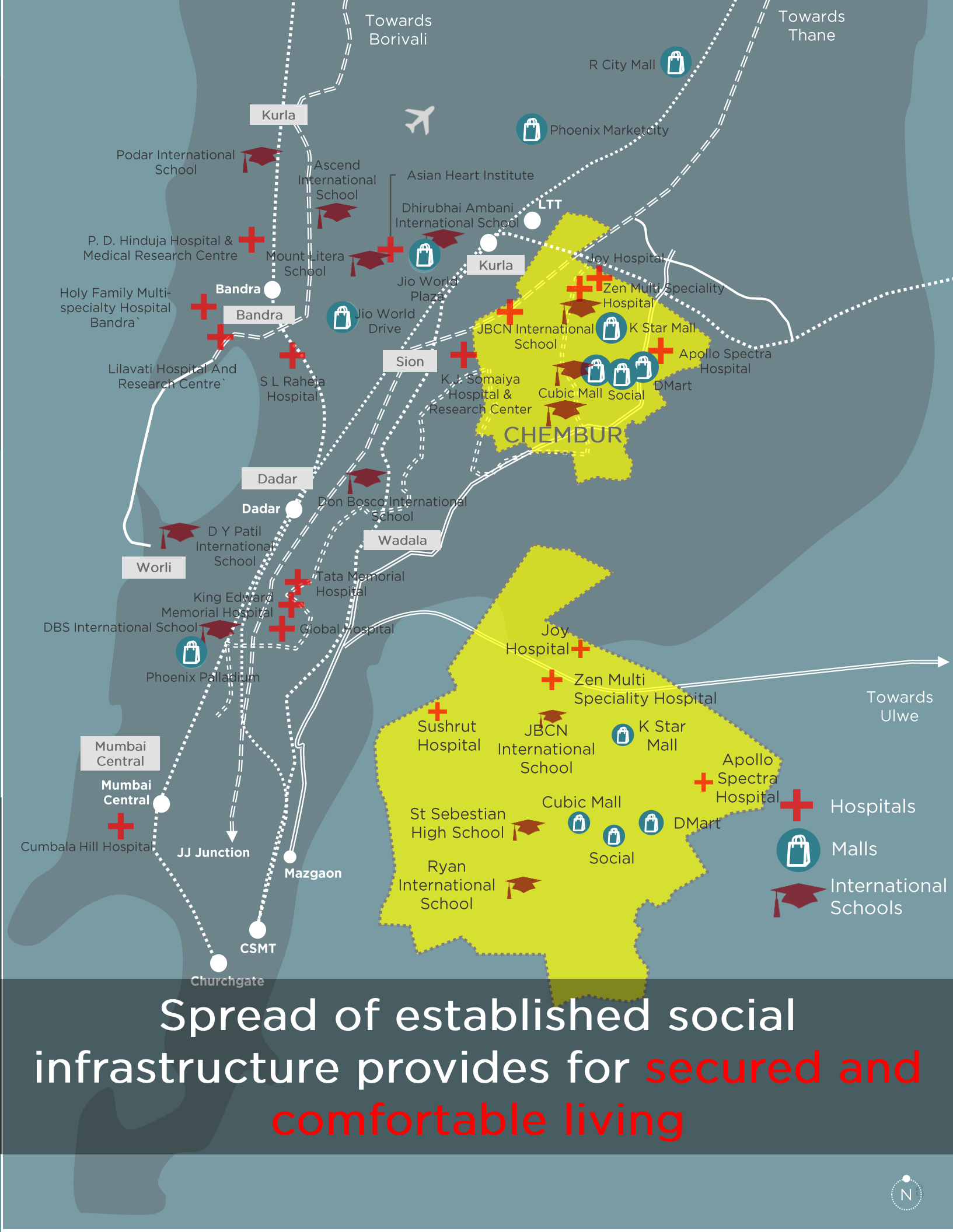
Private Hospital in Mumbai	Beds	Market
K.J. Somaiya Hospital	556	Sion (E)
Lilavati Hospital and Research Centre	323	Bandra (W)
Asian Heart Hospital	250	BKC

RETAIL



Retail

Chembur's bustling high street caters to the needs of the local residents and surrounding markets, offering a diverse array of retail and dining options. Here, you'll find well-known brands like Jockey, Croma, DMart and Bata alongside popular food and beverage choices including Chembur Social, Theobroma, Smoking Joe's.



Spread of established social infrastructure provides for **secured and comfortable living**



Club Landscape

Chembur boasts of presence of the largest **Golf Course** in Mumbai

The Bombay Presidency Golf Club

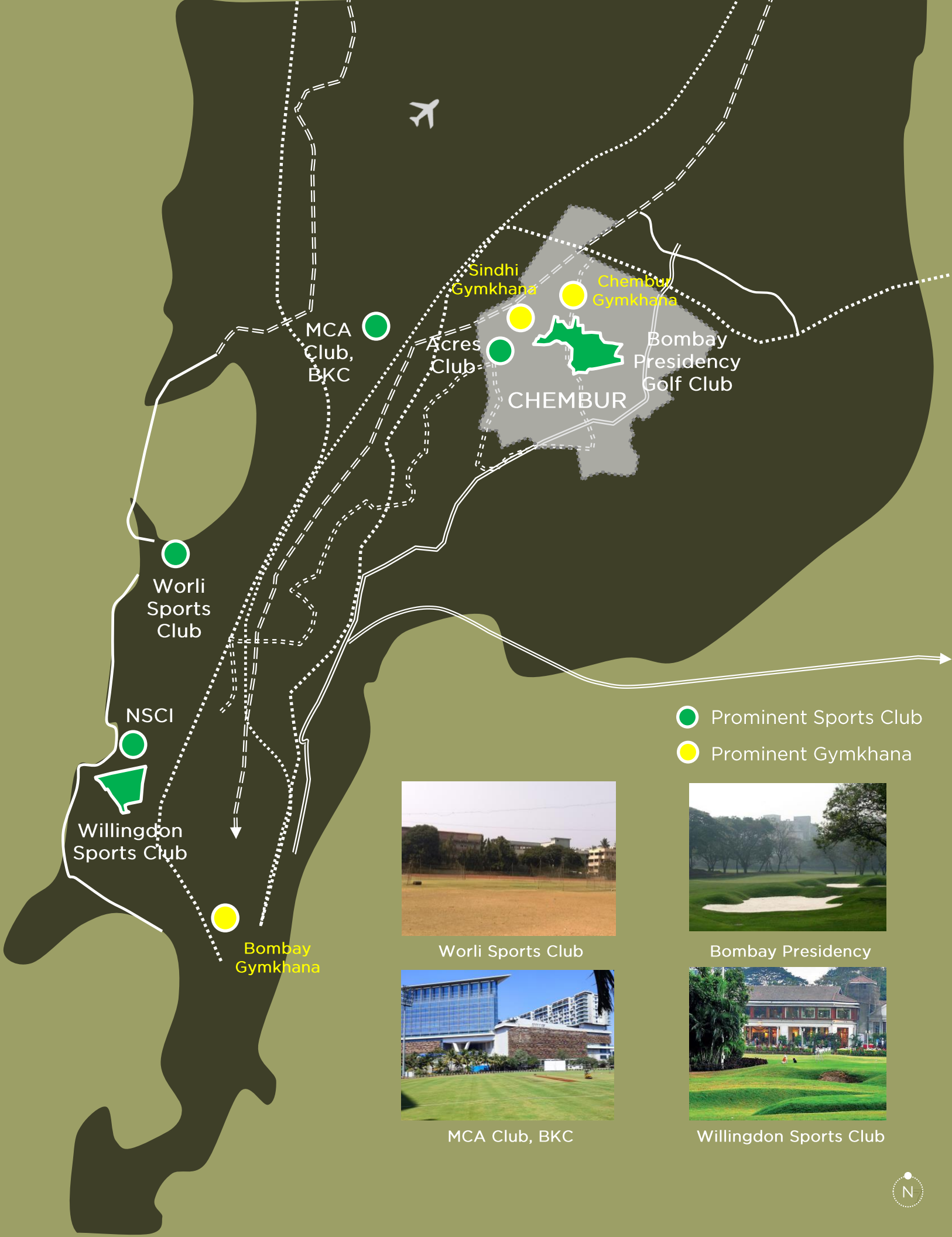
■ Built on a reclaimed land belonging to Port Trust in 1927, **The Bombay Presidency Golf Club**, is located at the center of Chembur. It is one of the most prestigious and the biggest 18-hole golf club in Mumbai, spread over 90 acres.

No. of members		Pricing details:	
2023	3,477	B Membership: (lifetime) INR 85 Lacs	Short term membership:
	6% ↑		
2019	3,280	Corporate Membership: INR 25 Lacs for 5 years	1 year- INR 6 Lacs 2 years- INR 10 Lacs 3 years- INR 15 Lacs

Membership of other prominent clubs & gymkhana's

MCA Club, BKC (lifetime) INR 21 Lacs	Acres Club 10 years - INR 2.5 Lacs 40 years - INR 4.5 Lacs
Sindhi Gymkhana (per year) INR 0.05-0.07 Lacs	Chembur Gymkhana (per year) INR 0.02-0.08 Lacs

Note: The price range mentioned above for Chembur Gymkhana shows the range in annual membership fees for individual sport's (e.g., Highest fees - Badminton annual membership is INR 8,000; lowest fees - Table Tennis annual membership is INR 2,000)



Worli Sports Club



Bombay Presidency

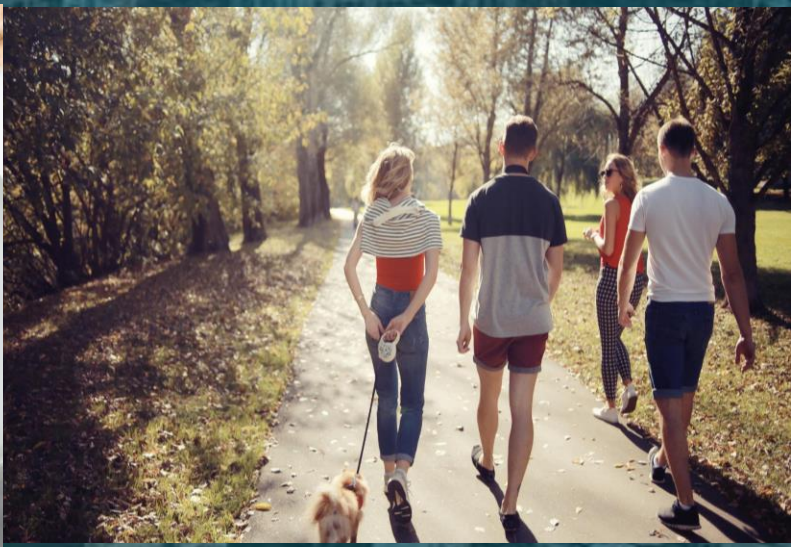
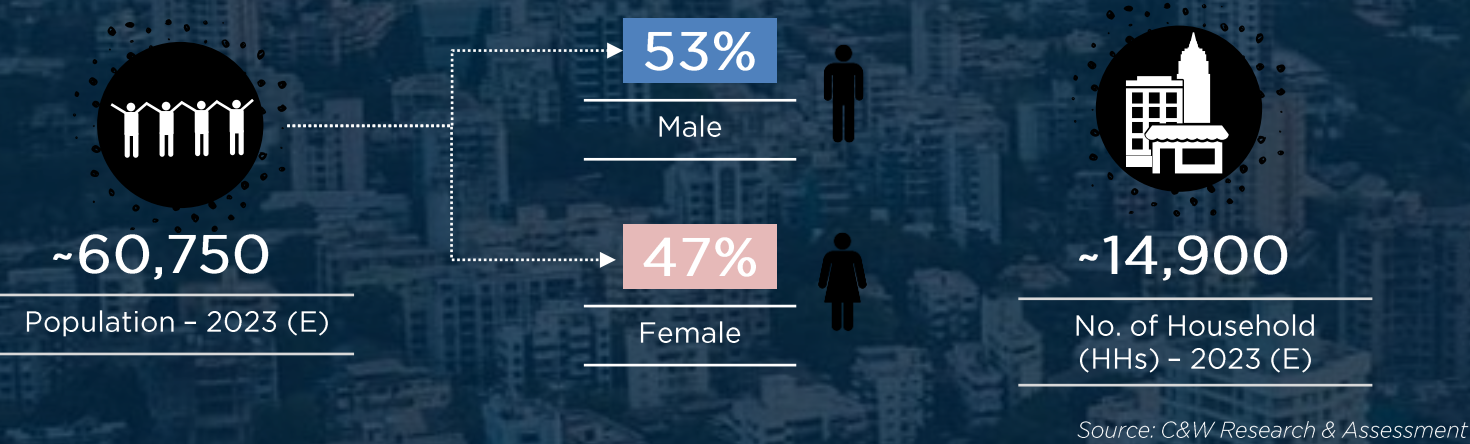


MCA Club, BKC



Willingdon Sports Club

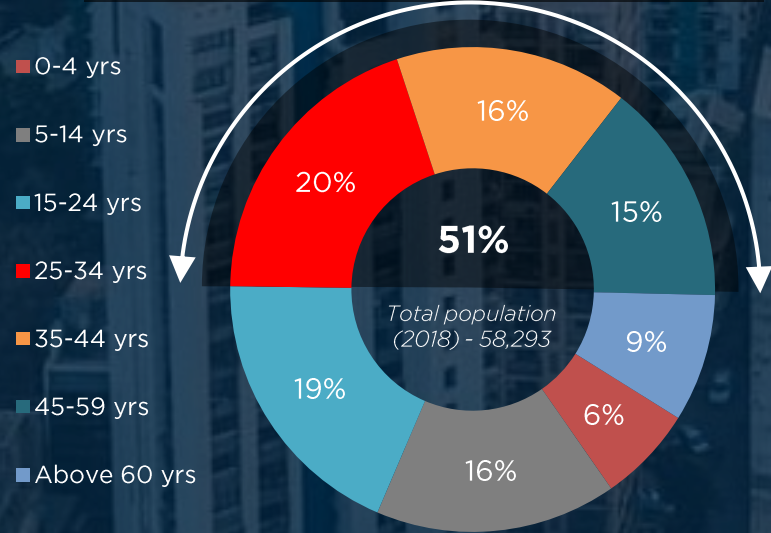
Demographics



Presence of a large trading community and thriving population shaped **an ably supported self-sustained eco-system**

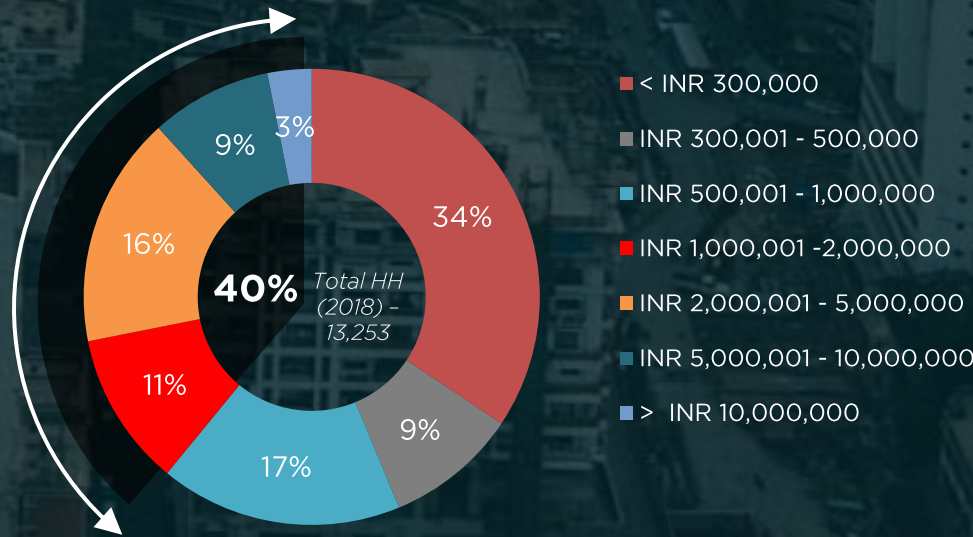
- Majority of the working population (51%) is in the age group of 25-59, which is also the age range of in which most home buyers fall into
- Student and university going population (age 5-24 years) forms 1/3rd share (35%) of the total population

Population Distribution basis age group



Source: Nielsen Data 2018

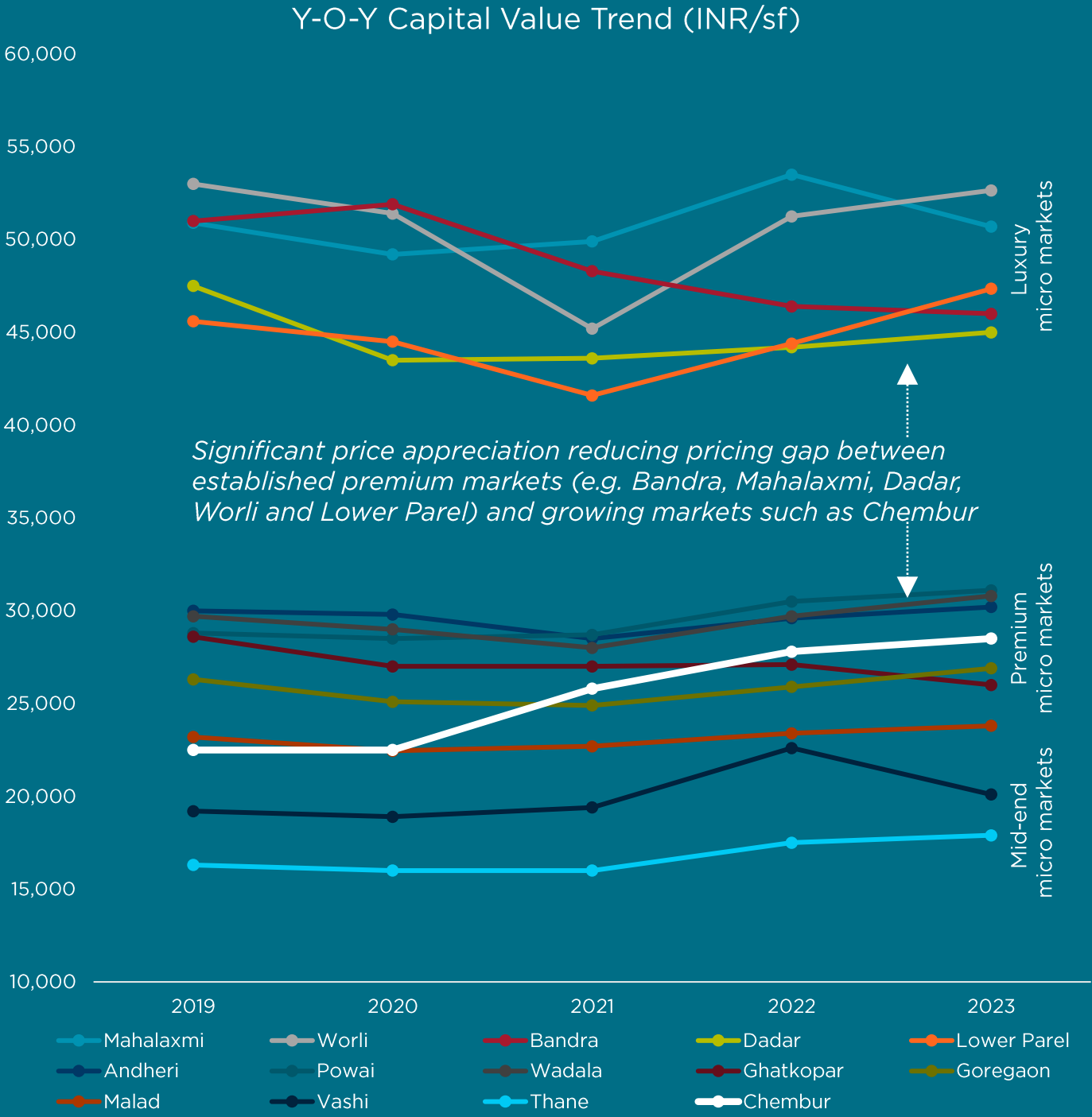
Annual HH Income Distribution



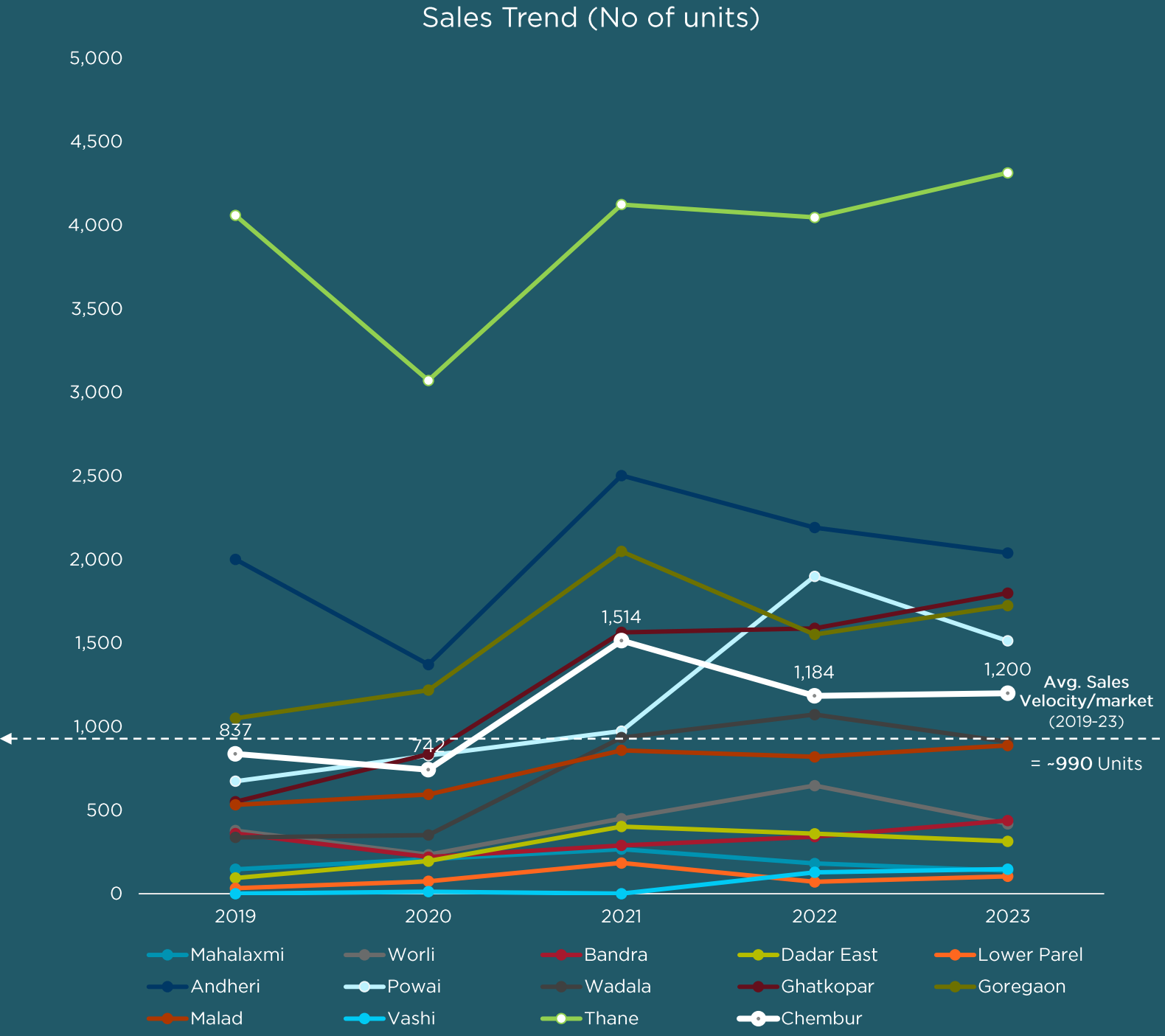
- ~40% of the HHs fall under high income levels of more than 10 lac (similar share seen across Mumbai, i.e., 39%) which depicts potential demand for mid to high-end residential developments
- 3% of HHs over 1 Cr , similar share observed across Mumbai

Source: Nielsen Data 2018

Chembur's price movement shifting from mid-end to premium micro market

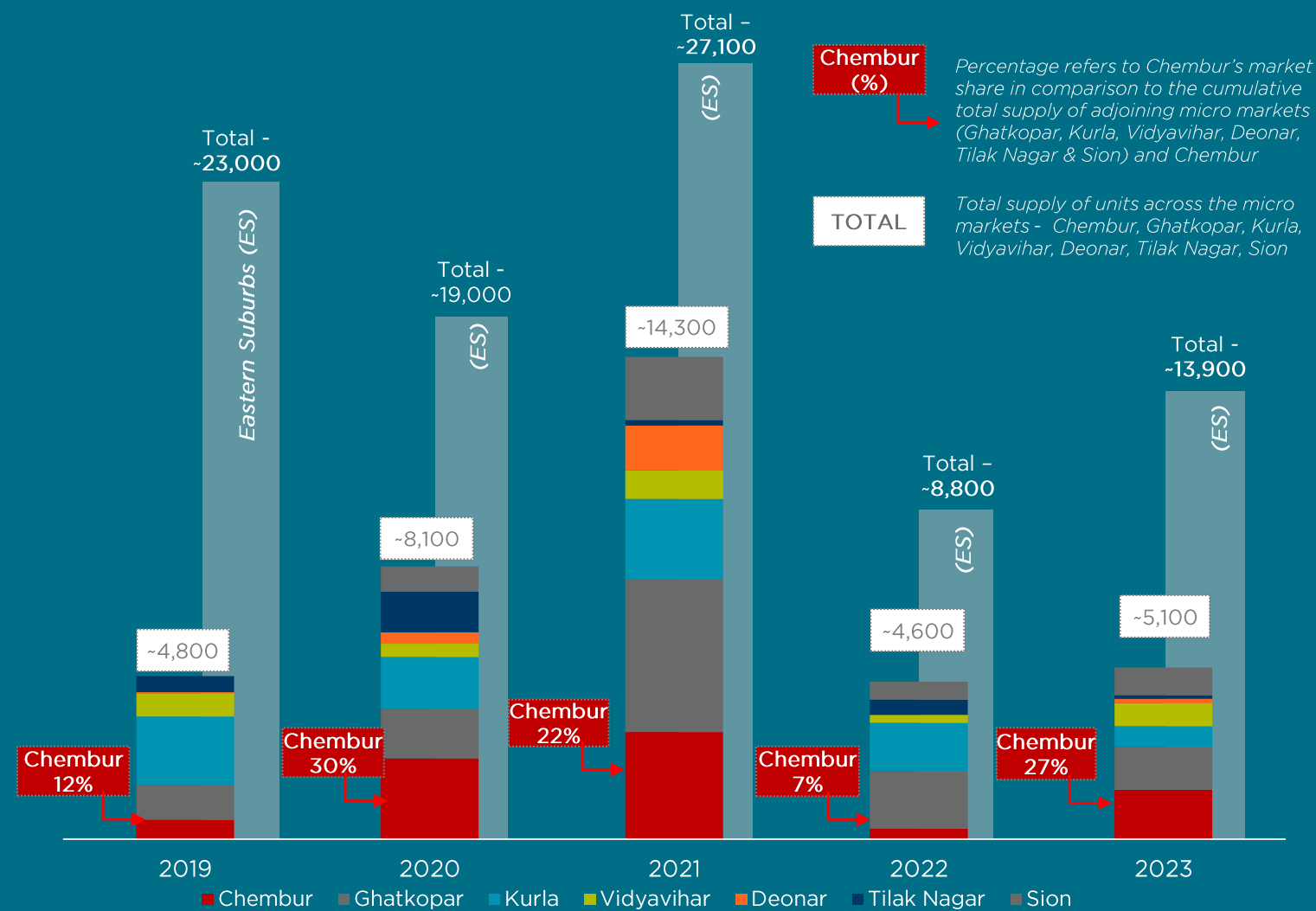


Intensification in absorption as compared to other micro markets

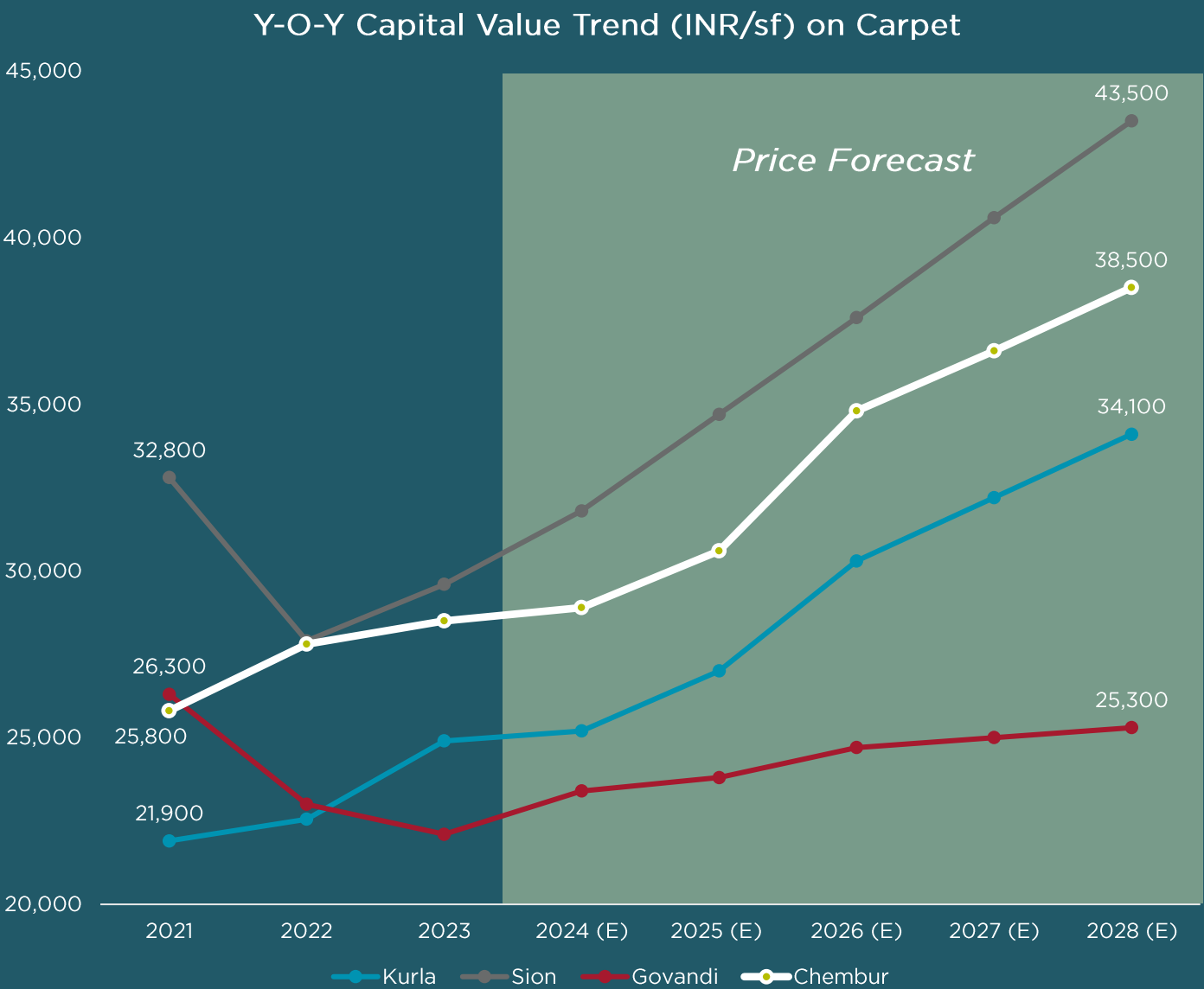


Uninterrupted supply & escalating prices in Chembur not only fortified its presence but has also supported the growth of the neighboring markets

- In recent years, Chembur's contribution to new supply has been persistent. During 2020 and 2021, Chembur witnessed the highest supply of approx. 5,600 units, with well-known developers launching notable projects during the period, providing an impetus to the market.
- Given the inherent locational advantage, Chembur has emerged as the epicentre for the growth within the eastern region, leading to the development spreading to the surrounding micro-markets of Kurla Tilak Nagar, Nehru Nagar, etc which have since evolved.
- Eastern Suburbs includes Bhandup, Ghatkopar, Vikroli, Vidyavihar, Mulund, Chembur, Kurla, Deonar, Mankhurd



- Historical trend, expected impact of infra projects based on their completion timelines, overall Mumbai RE growth, etc.



Glossary

NMIA – Navi Mumbai International Airport

CSMIA – Chhatrapati Shivaji Maharaj International Airport

EH – Eastern Express Highway

BKC – Bandra Kurla Complex

JNPT – Jawaharlal Nehru Port Trust

MTHL – Mumbai Trans Harbour Link

SCLR – Santacruz Chembur Link Road

EF – Eastern Freeway

GMLR – Ghatkopar Mankhurd Link road

ES – Eastern Suburb

LBS – Lal Bahadur Shastri Marg

E – Estimated

CBD – Central Business District

FOR FURTHER DETAILS PLEASE CONTACT

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