

The Great Indian Housing Standoff (2025)



Why Prices Are High, Sales Are Low, & What You Can Do?

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SWIPE



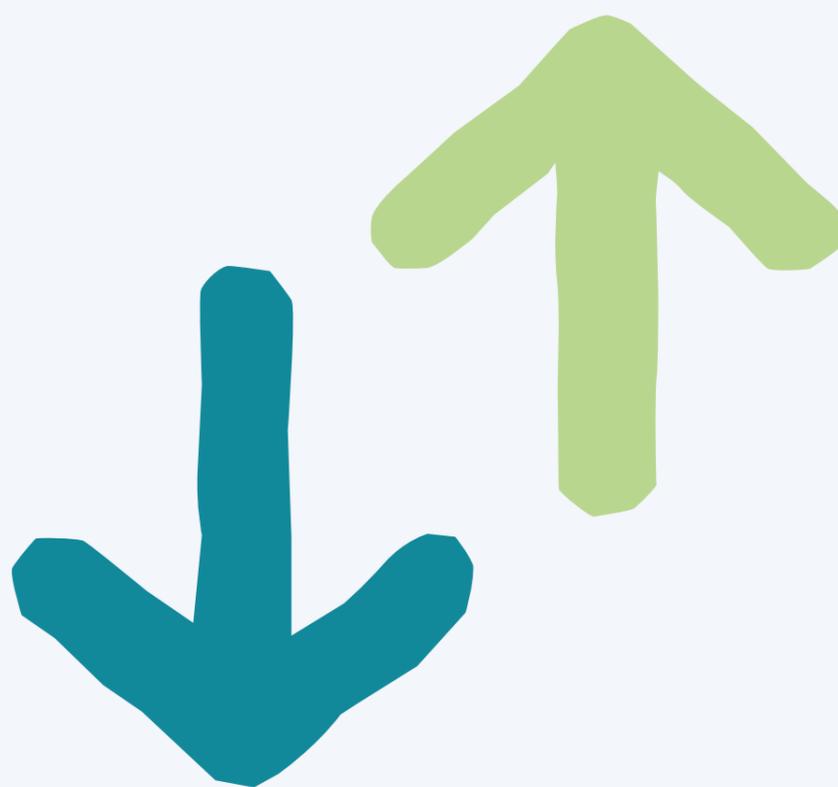


The "Impossible" Housing Market

Too Expensive to Buy. Too Risky to Wait?

The Big Question:

If no one can afford a home, why aren't prices crashing?



Prices are UP

10% YoY

Sales are DOWN 11-28%

in key metros



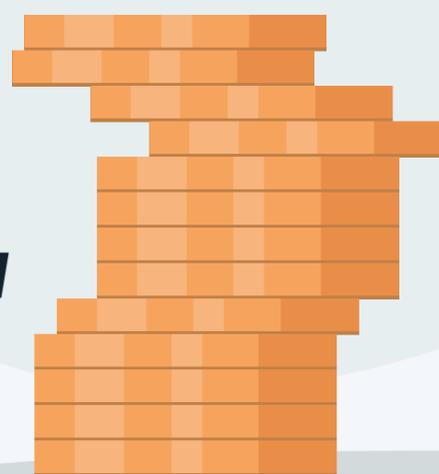
The Affordability Crisis is Real

Your Salary vs. Property Prices

The GAP:

Since 2020, housing prices rose ~10% p.a., while average incomes grew only ~5% p.a.

*An average Mumbaikar needs **14+ years of GROSS income** to buy a home.*



The "Common Man" has been priced out of the Tier-1 city center.



"Luxury Trap"

Most Builders Are Building for the Top 1%

The SHIFT:

Developers stopped building affordable homes because margins are thin.

50%

Mumbai

Affordable Housing Inventory

DROP

60%

Delhi

36%

**Increase in Unsold
luxury stock in
Mumbai**

**The market is flooded with ₹3Cr+ apartments, while ₹50L
apartments are vanishing**



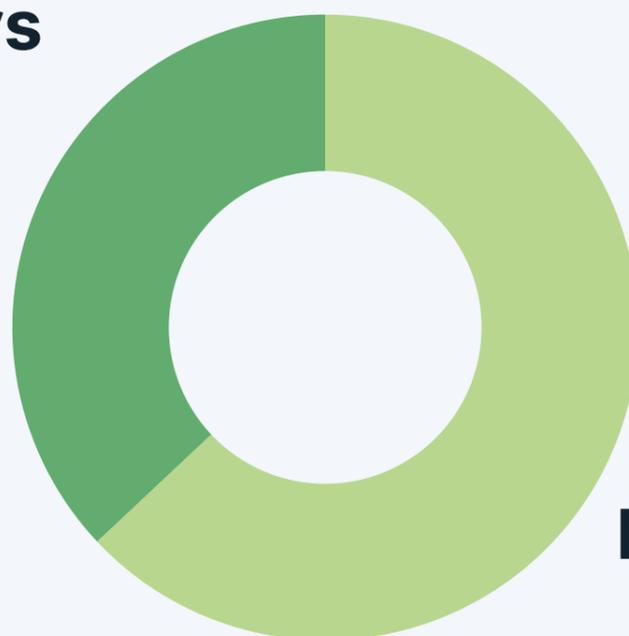
Who is Funding This Madness?

"Big Money" by Institutional Investors

Key STAT:

Institutional Investment hit \$8.9 Billion in 2024

Domestic Investors
37%



Foreign Investors
63%

The Investment Split

Developers with billions in institutional backing have holding power. They aren't desperate to sell at a loss...

YET !!



The "Stagnation" Signal

The Trend

Prices are holding, but Sales Volume is crashing

↓ **28%**

Sales in top 7 Cities

↓ **10%**

New Launches

Buyers are waiting for a crash. Sellers are waiting for a boom.

Result: Volume drying up.

Why Prices Won't "Crash"



But won't SOAR either



Holding Power

Owners are NRIs, UHNIs, or Institutionally-backed developers. They don't need liquid cash urgently.



History

Indian residential prices historically stagnate (time correction) rather than crash (price correction).



Shortage

India faces a 10M+ unit housing shortage. Long-term demand is intact.



Prediction

Expect 2-3 years of Time Correction (prices stay flat while inflation catches up).

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Opportunity The "Sales Target"

You Have The Upper Hand Now



The Leverage

Developers are missing sales targets.



Your Move

This is the best time in 3 years to Negotiate



The Verdict Buy or Wait?

2026 Buyer's Playbook



Don't Buy

If You are an investor looking for quick flips



Buy

If you are an end-user & plan to live for 10+ years



The Strategy

- Ignore the "**Headline Price**"
- Look for "**Ready-to-Move**" (where GST is saved)
- Negotiate hard with developers sitting on completed, unsold luxury towers

Summarize



Market In A Nutshell



Affordability is at a decade low



Sales have dropped sharply (~28%)



Prices are stable but stagnant.



Leverage has shifted from Seller to Buyer.



Panic Buying is over.
Smart Negotiation is in.

Thank you

for reading

My insights are shaped by my work as **Executive Director – Office Services at Colliers**, drawing on my Commercial Real Estate transaction & advisory experiences.

For this post I have used inputs from my experience of the residential market & meeting so many industry experts during my course of work, the Residential market experts who are also my colleagues & various research reports by industry peers.



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