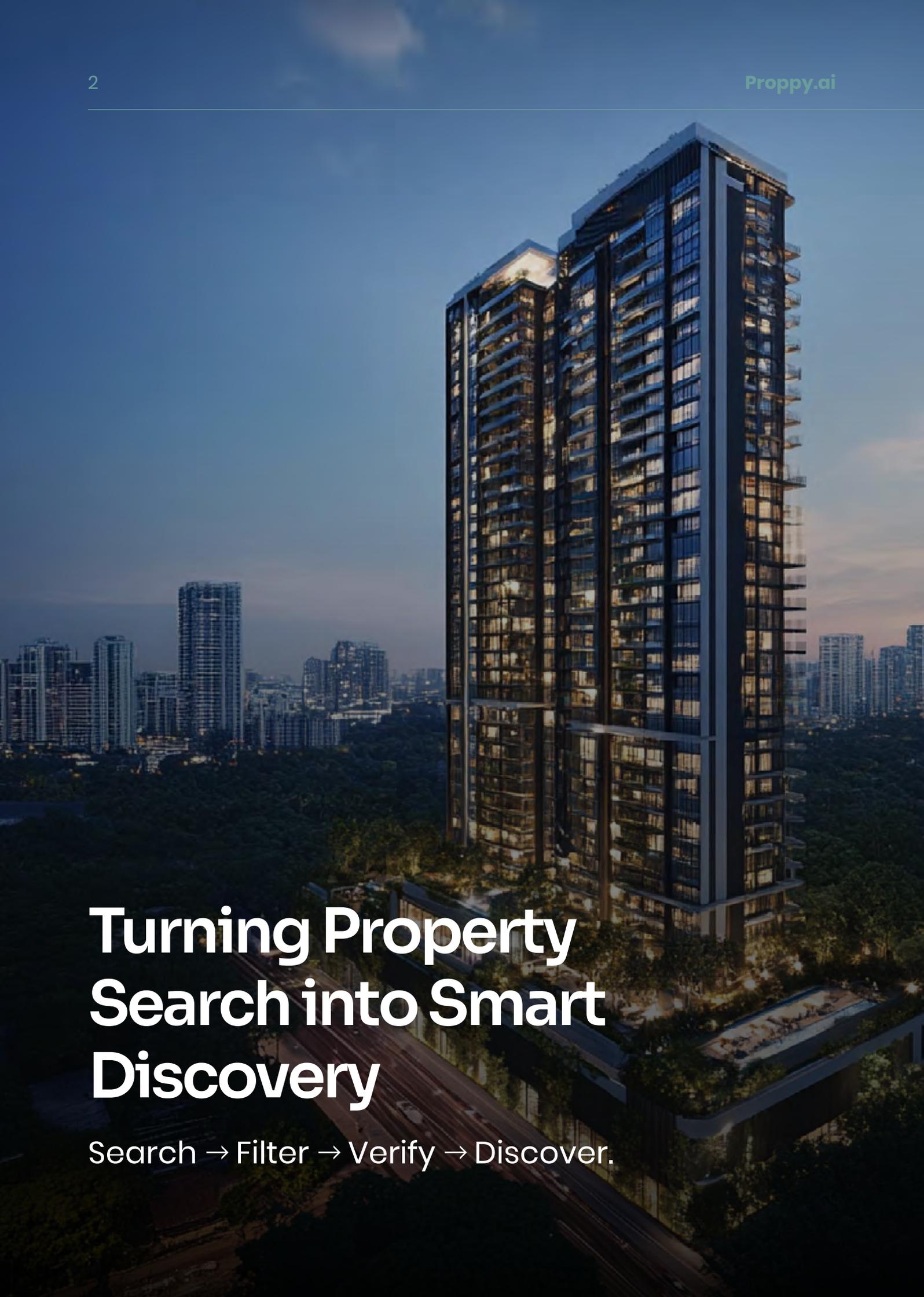


2025-2026

# Proppy Playbook

Bengaluru  
Real Estate  
Outlook -  
2026



# Turning Property Search into Smart Discovery

Search → Filter → Verify → Discover.

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# Message from CEO



Message from the Founder & CEO

**Niranjan Rao Reddyshetty**

**“Bengaluru is the city where innovation comes alive—and now, Proppy.ai is transforming property search for homebuyers across the city.”**

We’re committed to making your Bangalore home search effortless and accurate: every listing on Proppy.ai is verified, updated regularly, and free from fake or outdated information. Unlike other platforms, you won’t see ads, sponsored listings, or get unsolicited calls from builders or brokers. We believe you deserve a platform that respects your choices and protects your privacy.

For the first time in India, homebuyers get access to never-before-seen, in-depth property details—clear specifications, neighborhood insights, transparent pricing, and all the critical information you actually need to make the right decision.

Proppy.ai is live in Bangalore and will soon expand to redefine property search in other cities of India.

We invite Homebuyers, Builders, and Partners to join us in shaping a smarter, cleaner, and genuinely user-focused discovery platform.

# Message from CTO



Message from the Co-Founder & CTO  
**Giriappa Pujar**

**“When we began building Proppy.ai, we weren’t just creating another property platform – we were re-engineering how real estate intelligence works.**

**Behind every home you see on Proppy is an AI-driven architecture that learns from hundreds of data points – location trends, commute times, builder reputation, pricing patterns, and sustainability markers.”**

Our technology doesn’t just list homes; it curates possibilities.

We’ve designed algorithms that understand buyer intent, anticipate search behaviour, and deliver hyper-personalized property recommendations that save time and reduce uncertainty.

As PropTech in India continues to evolve, our focus is on three things: User Experience (UX), Precision, and Personalization.

We’re building tools that make buying or selling property not only seamless but also deeply insightful – bridging the gap between data and human emotion.

For us, innovation isn’t a feature; it’s a promise – to keep improving, learning, and pushing the boundaries of what’s possible in Indian real estate technology. For the first time in India, homebuyers get access to never-before-seen, in-depth property details—clear specifications, neighborhood insights, transparent pricing, and all the critical information you actually need to make the right decision.

# About Proppy.ai



Proppy.ai is India's first AI-powered property discovery platform with offline handholding, thereby offering end-to-end support when customers buy properties.

We go beyond listings — delivering data-backed insights, verified projects, and seamless collaboration between homebuyers, developers, and partners.

Our platform is designed to remove clutter, build trust, and make property discovery transparent, intelligent, and human-centric.

Every interaction on Proppy.ai — from project discovery to final booking — is powered by AI precision and verified data integrity, ensuring confidence for both buyers and sellers.

## Vision

To become India's most trusted real estate intelligence ecosystem, transforming how people search, compare, and collaborate in property discovery — one city at a time.

## Mission

To empower every Homebuyer & Builder with truthful data, verified listings, and AI-driven insights that enable informed, confident, and ethical real estate decisions.

# Executive Note

## **Bengaluru's real estate market in 2025 stands at an interesting crossroads – strong, dynamic, and full of opportunity.**

While home prices have been rising sharply, the demand for quality homes in Bengaluru continues to grow, especially in the premium and luxury housing segments. At the same time, affordability challenges have made it harder for first-time buyers to enter the market.

Through this Proppy Playbook, we simplify complex trends into clear insights that help homebuyers, investors, and builders make informed decisions. The data and analysis presented here are drawn from market research, industry reports, and

Proppy's own AI-driven property insights.

Our goal is to give every reader – whether you are buying your first home or planning your next investment – a practical understanding of how Bengaluru's property market is evolving and what lies ahead in 2026.

The city's housing sector is showing strong capital appreciation, improved infrastructure, and a gradual shift toward sustainable, technology-driven living. With the Peripheral Ring Road, Namma Metro expansion, and new commercial hubs coming up across East and South Bengaluru, real estate here continues to be one of India's most resilient and attractive markets.

## **This playbook will help you:**

- ✓ Understand the current real estate trends in Bangalore (2025)
- ✓ Identify high-potential micro-markets and price movement patterns
- ✓ Explore the impact of PropTech, AI, and sustainability on housing decisions
- ✓ Learn what builders, buyers, and investors can do to stay ahead in 2026

# Bengaluru Real Estate Market Overview 2025



# The Big Picture

**“Bengaluru’s housing market in 2025 continues to be one of India’s most stable and attractive.”**

Even as other cities show signs of slowdown, Bangalore real estate remains strong because of its tech-driven economy, constant migration of professionals, and steady infrastructure growth.

Demand for quality homes in Bengaluru is mainly led by working professionals, returning NRIs, and long-term investors. With the city’s expanding metro network and road infrastructure, areas once considered “far” are now becoming convenient places to live.

The city saw a 14% rise in property prices

during the first half of 2025, making it a top-performing housing market in India. However, this also means that affordable housing has taken a hit, with fewer options available for middle-income buyers.

Key Takeaway: Bengaluru’s residential market is now split into two worlds – premium housing growing fast, and affordable homes in short supply.



**14%**

Price Rise in 2025



# Key Market Numbers (H1 2025)

Metric	Figure / Trend	What It Means
Average Property Price (YoY)	₹7,881 per sq. ft. (↑ 14%)	Indicates strong capital appreciation and investor confidence
Residential Units Sold	26,599 units (↓ 2.9% YoY)	Slight decline suggests selective buying and focus on quality
New Units Launched	33,498 units (↑ 31% YoY)	Developers are bullish, especially in high-growth corridors
Luxury Homes Share (₹1 Cr+)	41% of all sales	Demand for premium homes has reached record highs
Affordable Homes (<₹1 Cr)	Sales down 15% YoY	Affordability gap widening for first-time buyers

# SWOT Analysis:

## Bengaluru Residential Real Estate 2025

Strengths	Weaknesses
Strong IT and tech job base driving steady demand	Housing affordability is shrinking for first-time buyers
Expanding metro and road connectivity improving access	Unsold inventory is rising in some micro-markets
Increasing demand for premium and branded residences	Focus on high-end projects leading to fewer mid-range options
Opportunities	Threats
Growing interest in eco-friendly and green buildings	Economic uncertainty or rate hikes may affect sentiment
Rising attention to Tier-2 satellite markets near Bengaluru	Over-dependence on luxury segment may risk long-term balance
PropTech adoption improving transparency and buyer trust	Changes in tax or real-estate policy could affect costs



# Proppy's Insight

At Proppy.ai, we've seen that buyers today aren't just looking for a home — they're looking for trust, transparency, and data-backed decisions.

Our AI-powered property search in Bangalore helps users filter homes based on connectivity, safety, builder reputation, and budget, ensuring that every recommendation is smart, relevant, and verified.

With Proppy's ecosystem, homebuyers gain access to curated listings, updated prices, and reliable project data — bridging the gap between technology and trust.

# 2

## Demand Drivers & Consumer Sentiment

The Bangalore real estate market in 2025 is being shaped by new-age lifestyle choices, infrastructure improvements, and evolving buyer priorities. Homebuyers are no longer just looking for four walls — they're seeking quality homes in Bengaluru that offer better design, connectivity, and community living.

## The Premiumization Wave

“The biggest trend in 2025 is the surge in demand for luxury homes in Bengaluru.”

# 41%

Premiumization

**Properties priced above ₹1 crore now make up nearly 41% of total sales,** showing how the city’s homebuyers are shifting from affordability to aspiration.

This growing preference for premium

apartments in Bangalore is driven by high-earning IT professionals, entrepreneurs, and NRIs who value lifestyle, branded residences, and exclusive amenities.

According to Proppy.ai’s property insights, buyers searching for high-end apartments in Bangalore often shortlist projects that come with sustainability features, green certifications, and security systems — elements that add long-term value and comfort.

## Hybrid Work and Spacious Living

“The hybrid work culture in Bangalore has permanently changed what homebuyers want.”

With professionals spending more time at home, there’s a growing interest in larger homes with study areas, balconies, and flexible spaces.

Areas such as Sarjapur Road, Whitefield, and Electronic City have become hotspots because they offer spacious homes in Bangalore with green surroundings at a better price compared to the city centre.

The Proppy AI property search platform shows that more than half of users now apply filters like work-from-home friendly, outdoor space, and community living

while exploring homes online — a clear reflection of changing preferences.



# Infrastructure-Led Home Buying

**“Infrastructure has become a powerful decision-maker in Bangalore property investment.”**

The ongoing Namma Metro expansion and Peripheral Ring Road (PRR) are connecting emerging localities to employment hubs, reducing travel time, and increasing liveability.

Homebuyers are aligning their choices with infrastructure-led housing growth in Bengaluru, focusing on micro - markets that will benefit from improved

connectivity in the next 2 – 3 years.

For example, localities such as Thanisandra, Hebbal, and Hosur Road have witnessed rising interest due to their proximity to metro lines and major highways. Buyers see these as future - ready investment zones in Bangalore real estate.

## Emotion Meets Analytics

**“Today’s buyer is smarter.”**

Before making a purchase, they use digital tools to compare property prices in Bengaluru, track reviews, and verify legal status.

At Proppy.ai, we’ve seen how AI is helping buyers make data backed real estate decisions in Bangalore – by combining verified listings with filters for builder reputation, location rating, and ROI potential.

This shift from emotional buying to analytical homebuying in Bengaluru is making the market more transparent and stable, ensuring that only credible builders and projects sustain in the long run.

## Key Insight from Proppy

**“Consumers are more research-driven, digitally active, and location-conscious than ever before.”**

Platforms like Proppy.ai simplify this journey by offering AI driven home discovery in Bangalore, giving buyers personalized recommendations based on data instead of ads.

Whether you’re looking for luxury flats near Sarjapur Road or affordable apartments in North Bangalore, Proppy ensures every option shown is verified, transparent, and trustworthy – helping users make smart real estate decisions without endless scrolling.

# Supply & Inventory Trends in Bengaluru (2025)



3

## Shift Toward Premium Housing Supply

“In 2025, developers in Bangalore real estate are clearly focusing on the premium and luxury housing segments.”

**The majority of new launches are happening in projects priced above ₹1 crore**, showing a strong move away from mid-income and affordable categories.

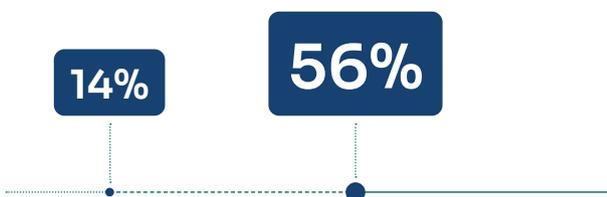
Compared to a few years ago, the share of high-end homes in Bangalore new project launches has doubled — from just 14% in 2018 to nearly 56% in 2025. This trend highlights how builders are chasing profit

margins in luxury apartments in Bengaluru, even though there’s still a large unmet need for affordable housing in Bangalore.

Proppy’s analysis shows that this imbalance in supply creates a clear opportunity for developers who want to focus on mid-segment residential projects in Bengaluru, where buyer demand remains high but options are limited.

## New Launches and Market Activity

“The Bangalore housing supply in 2025 is growing faster than ever.”



**Around 33,498 new units were launched in just the first half of the year — a 31% jump compared to 2024.**

This shows that developers are confident in Bengaluru’s real estate growth despite minor sales slowdowns.

Localities leading the supply boom include Sarjapur Road, Outer Ring Road, Hebbal, Thanisandra, and Kanakapura Road — all areas where infrastructure and job growth are creating consistent end-user demand.

According to Proppy.ai’s AI-driven housing data, these corridors have become the top choices for both homebuyers and investors in Bengaluru, thanks to their connectivity to major IT parks and metro networks.

# 33,498

Launches

# 26,599

Sales

## Unsold Inventory and Market Balance

**“While new launches are booming, the city’s unsold housing inventory in Bengaluru has slightly increased – showing a 4.49% year-on-year rise.**

This means that although premium projects are selling well, some sub-markets are seeing a slower absorption rate, especially where prices have risen too quickly.

However, the good news is that the Quarters to Sell (QTS) ratio – which measures how long it takes for unsold

homes to be sold – has improved slightly, indicating that overall sales are still stable.

Buyers are being selective and focusing more on RERA-approved projects and trustworthy developers in Bangalore, ensuring their investment is safe and transparent.

## Supply Gaps and Opportunities

**“There is a growing supply-demand mismatch in Bengaluru’s real estate market.”**

Builders are focusing heavily on luxury projects, while the demand for affordable homes under ₹1 crore continues to rise among young professionals and families.

For developers, this is the right time to diversify – by offering affordable flats in

Bengaluru with smart design and modern amenities in well-connected suburbs.

Such projects not only fill a critical market gap but also align with the city’s need for inclusive urban growth in Bangalore real estate.

### ₹1 Cr homes

Shortage

### ₹1 Cr+ luxury

Oversupply

## Proppy’s Market View

**“At Proppy.ai, our AI property analytics for Bangalore shows that even though the luxury market is thriving, there’s a strong, underserved audience looking for budget-friendly apartments near metro routes and mid-range homes close to IT corridors.**

By using Proppy’s verified listings and AI search filters, buyers can now easily compare new launches, project amenities, and builder reputations in real time.

This shift toward data-driven discovery is improving transparency and helping both developers and buyers make smarter real estate decisions in Bengaluru.

# 4

## Pricing & Affordability in Bengaluru Real Estate (2025)



## Rising Property Prices Across the City

**“The average property price in Bangalore has touched ₹7,881 per sq. ft. in 2025, marking a 14% year-on-year increase.”**

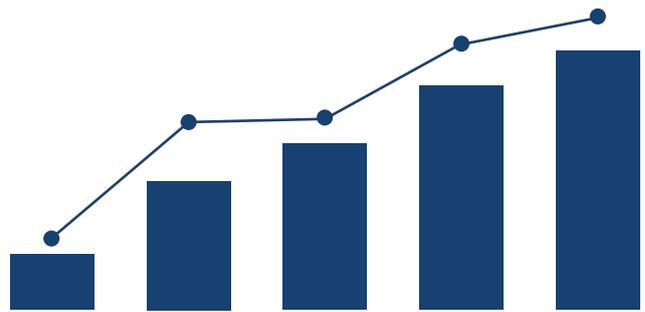
his growth rate places Bengaluru’s housing market among the fastest-appreciating in India.

While this rise shows strong investor confidence, it also highlights how real estate prices in Bangalore are now stretching the limits of affordability for many first-time buyers.

Experts believe this price surge is being fuelled by a short supply of premium homes, strong employment in the tech industry, and better connectivity due to metro and road developments. Localities like Whitefield, Sarjapur Road, and Thanisandra have seen some of the highest property price growth in

Bangalore, making them hotspots for both investors and end-users.

According to Proppy.ai’s AI property insights, nearly **65%** of users searching for apartments in **Bengaluru filter projects between ₹80 lakh and ₹1.5 crore** — proving that mid to upper-mid housing in Bangalore is where the strongest demand lies.



## The Affordability Challenge

**“As Bangalore property prices continue to climb, the gap between buyer budgets and market rates has widened significantly.”**

The number of affordable homes in Bengaluru under **₹1 crore sold** dropped by almost **15% in the first half of 2025**, indicating that many salaried professionals are being priced out of the market.

Even though developers are launching more luxury projects, the affordability challenge in Bengaluru’s housing market is creating unmet demand for budget friendly homes in Bengaluru. For a family

**earning around ₹1 lakh per month, buying a 2BHK apartment** within the city limits has become nearly impossible without substantial loans.

This trend is driving buyers to explore emerging suburbs near Bangalore like Hosur, Hoskote, and Devanahalli, where affordable housing projects near Bengaluru still offer good value and future appreciation potential.

## Buyer Behavior in Response to Price Growth

**“Buyers today are becoming smarter and more strategic.”**

Instead of rushing, they are comparing property prices across Bangalore using platforms like Proppy.ai, which offer real-time data and verified listings.

Many are choosing ready-to-move-in homes in Bengaluru rather than waiting for under-construction properties that may face delays or cost escalations.

The typical homebuyer in 2025 is looking for maximum value per square foot, prioritizing location, connectivity, and brand reliability over just size. This means developers who focus on functional design and energy-efficient homes in Bengaluru can still attract a large base of mid-segment buyers.

## Premium Segment Resilience

**“Despite high prices, the luxury home market in Bangalore continues to perform exceptionally well.”**

**Properties priced above ₹1 crore make up over 40% of total residential sales**, proving that premium buyers remain unaffected by rising rates.

In fact, many high-net-worth individuals are choosing branded luxury apartments in Bengaluru as long-term investments, especially in prime zones like Indiranagar, Koramangala, and Yelahanka. These

buyers view real estate not just as property, but as a lifestyle upgrade.

At Proppy.ai, our platform’s data shows that most premium homebuyers now filter for smart homes with modern amenities, green certifications, and AI-powered security systems — highlighting how luxury in 2025 is defined by technology and sustainability.

## Proppy’s Perspective

Proppy’s analysis of Bangalore’s real estate price trends shows that while prices may continue to rise moderately in 2026, the real opportunity lies in data-driven property discovery.

With Proppy’s AI real estate platform, buyers can compare average flat prices

in Bengaluru by locality, check builder credibility, and assess long-term return potential — all in one place.

This transparency helps users identify the best time to buy a home in Bangalore based on their budget and goals, whether it’s for living or investment.

An aerial photograph of a residential area in Bengaluru, India, featuring a large river and a bridge in the background. The foreground shows a dense cluster of multi-story apartment buildings with grey roofs and balconies, interspersed with green trees. The scene is captured during the golden hour, with warm sunlight reflecting off the water and the buildings.

# 5

## The Bengaluru Real Estate Outlook 2026

What's Next for India's Tech Capital

## A Year of Stabilization and Smart Growth

After the whirlwind of 2025, when Bangalore property prices surged by double digits, 2026 is shaping up to be a year of balanced growth and consolidation.

Industry experts predict that the average property price in Bengaluru will continue to rise, but at a more sustainable pace – around 6–7 percent annually.

This moderation isn't a slowdown; it's a sign of a maturing market. Builders are becoming more strategic, buyers more

informed, and investors more data-driven. With AI in real estate Bangalore now a mainstream tool, decisions are guided less by impulse and more by intelligent property insights.

According to Proppy.ai's AI housing forecast, the coming year will see steady appreciation in micro-markets aligned with upcoming infrastructure – especially those connected to the Peripheral Ring Road (PRR) and Phase 3 of Namma Metro. These pockets are poised to be the growth engines of Bangalore real estate in 2026.

## PropTech Becomes the New Normal

**“Technology has moved from being a trend to a necessity.”**

Virtual tours, instant loan calculators, digital agreements – what was once “nice to have” is now standard. The rise of AI-powered property discovery in Bangalore has completely changed how people search, shortlist, and buy homes.

Platforms like Proppy.ai are leading this digital revolution, blending machine-learning algorithms with verified project data to offer a personalized home-buying

experience. For example, buyers can now filter for “best apartments near upcoming metro stations in Bengaluru” or “**energy - efficient homes under ₹1 crore**” within seconds – all powered by AI.

This digital shift means PropTech in Bangalore's real estate is no longer optional; it's the baseline for trust and convenience.

## Green Is the New Gold

The green building movement in India is gaining incredible momentum, and Bengaluru — long known as the “Garden City” — is at its heart.

Developers are racing to secure IGBC and EDGE certifications, integrating solar energy, rainwater harvesting, and zero-waste systems into project designs.

Buyers, too, are actively searching for eco-friendly apartments in Bengaluru that align with sustainable living.

This isn't just an environmental choice; it's also financial wisdom. Studies show

that green buildings in Bangalore can command up to **8–10 percent higher resale value** and lower monthly maintenance costs.

At Proppy.ai, searches for sustainable homes in Bengaluru have increased by nearly 40 percent since 2024 — clear proof that tomorrow's homebuyers are thinking about the planet as much as their property.

## The Affordability Challenge

“As Bangalore property prices continue to climb, the gap between buyer budgets and market rates has widened significantly.”

The number of affordable homes in **Bengaluru under ₹1 crore sold dropped by almost 15% in the first half of 2025**, indicating that many salaried professionals are being priced out of the market.

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This trend is driving buyers to explore emerging suburbs near Bangalore like Hosur, Hoskote, and Devanahalli, where affordable housing projects near Bengaluru still offer good value and future appreciation potential.

# The Democratization of Real Estate

**“Not long ago, investing in premium property required massive capital.”**

That’s changing fast with the rise of fractional ownership in Indian real estate and REITs for retail investors.

These models allow individuals to co-own a portion of high-value properties, earning rental income and appreciation without buying an entire unit.

This trend is particularly popular among young working professionals in Bengaluru, who prefer digital assets and flexible investments.

As fractional property investment in Bangalore grows, platforms like Proppy.ai are enabling users to explore such opportunities transparently – complete with data on yield, risk, and resale potential.

It’s safe to say that Bangalore’s real estate investment landscape is becoming more inclusive and tech-savvy than ever before.

## Micro – Markets to Watch in 2026

Micro-Market	Why It’s Hot	Outlook 2026
Sarjapur Road & Dommasandra	Metro access + tech-park proximity	Expected 7–8 % price growth
North Bengaluru (Thanisandra / Yelahanka)	Airport corridor + new PRR	Strong investor interest
Whitefield & Varthur Road	IT hub + Namma Metro Phase 2	Continued premium demand
Kanakapura & Bannerghatta Road	Affordable + green zones	Stable appreciation ~5 %

**Each of these zones represents a different buyer mindset – from the luxury seeker in Whitefield to the first-time homebuyer exploring Kanakapura Road – showing how diverse and layered the Bengaluru housing market forecast 2026 truly is.**

# Proppy's Prediction: Smart, Green, and Data – Driven

**As we look ahead, three forces will define Bangalore real estate 2026 — Technology, Sustainability, and Trust.**

Platforms like Proppy.ai are not just showcasing listings but enabling AI-powered property matchmaking that connects buyers to homes perfectly aligned with their lifestyle, commute, and budget.

With growing awareness, smarter tools, and better regulation, 2026 could be the year when real estate in Bengaluru finally balances growth, transparency, and affordability — setting an example for every major city in India.





# 6

## The Strategic Playbook for Stakeholders

The Bengaluru real estate market in 2026 is no longer about who builds or buys the most – it's about who builds or buys the smartest.

From developers to homebuyers and agents, every stakeholder now plays a role in shaping a transparent, data-driven, and sustainable property ecosystem.

This section breaks down Proppy.ai's strategic guide for the three key players of the market: Builders & Developers, Homebuyers, and the Real Estate Fraternity.

# For Builders & Developers: Building for the New-Age Buyer

## a) Redefine the Product Mix

The 2026 buyer is not looking for the biggest home – they're looking for the most efficient home.

Developers must move beyond cookie-cutter designs and understand evolving lifestyles. The demand is rising for mid-segment residential projects in Bengaluru that combine compact design, eco-efficiency, and digital amenities.

Projects that offer smart home automation in Bangalore, energy-efficient lighting, and community living spaces are seeing higher absorption rates.

Builders who balance luxury and practicality will dominate the Bengaluru real estate market 2026.

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## b) Prioritize Financial Discipline

In a rising-cost environment, maintaining financial health in construction projects is crucial.

Developers should focus on pre-sales-driven funding models, transparent pricing, and zero-delay delivery commitments.

According to Proppy.ai's project analysis, buyers are 2x more likely to shortlist developers with a track record of timely delivery in Bengaluru – proof that reputation now drives revenue.

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## c) Embrace Technology End-to-End

PropTech isn't a buzzword anymore – it's a builder's backbone.

Using tools like AI for project site selection in Bengaluru, CRM automation for sales, and data analytics for customer insights can drastically cut costs and improve decision-making.

At Proppy.ai, developers are using AI-powered dashboards to understand micro-market trends, buyer intent, and pricing shifts – helping them launch smarter and sell faster.

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## d) Commit to Green Construction

Bengaluru is leading India's eco-friendly real estate movement. Developers who adopt green building practices – from solar panels to rainwater harvesting – not only help the planet but also attract the city's eco-conscious buyers.

By offering IGBC-certified sustainable homes in Bangalore, developers can command premium pricing and long-term brand loyalty.

# For Homebuyers: Smart, Safe, and Strategic Buying

## a) Do Your Homework – Digitally

The era of impulse buying is over.

Homebuyers must use AI-based property platforms in Bangalore like Proppy.ai to research, compare, and verify properties before committing.

From checking RERA registration numbers to comparing average flat prices by locality in Bengaluru, digital tools can save both time and risk.

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## b) Focus on Long-Term Value, Not Short-Term Discounts

The best investment isn't the cheapest – it's the one that grows in value.

Buyers should prioritize properties near upcoming metro lines, IT corridors, and infrastructure zones that guarantee appreciation over time.

Investing in upcoming housing corridors in Bangalore 2026, such as Yelahanka, Sarjapur Road, and Whitefield, can deliver long-term gains while ensuring lifestyle convenience.

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## c) Choose Trust Over Trends

In 2026, credibility matters more than branding. Always opt for trusted developers in Bengaluru with transparent communication and a solid record of project delivery.

Avoid “too-good-to-be-true” deals that may hide risks.

Proppy's verified property listings in Bangalore ensure that every home you see online is legally clear, physically verified, and accurately priced.

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## d) Be Financially Prepared

Rising rates and GST costs mean it's crucial to plan your finances well.

Get home loan pre-approvals, understand total property cost including registration and taxes, and check EMI-to-income ratio before finalizing.

With Proppy.ai's affordability calculator, buyers can simulate real-time EMI projections and compare multiple financing options with ease.

# For Real Estate Agents & Investors: From Transactional to Transformational

## a) Become an Advisor, Not Just a Broker

Agents must evolve from deal-makers to market advisors. Clients today expect insights — not just options.

Stay updated on Bangalore's housing micro-markets, metro expansions, and policy changes to build trust and long-term client relationships.

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## b) Use Data as Your Superpower

With AI-backed market data for Bengaluru real estate, agents can now track price per sq. ft. variations, inventory levels, and buyer preferences in real time.

This enables better pricing recommendations and faster closings.

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## c) Diversify with Fractional Investments

The rise of fractional property investment in Bengaluru and REITs for retail investors opens new income avenues for agents and small investors alike.

By co-owning high-value assets, you can build a diversified property portfolio without heavy capital involvement.

# Proppy's Final Advice

**In 2026, success in Bengaluru's real estate ecosystem will depend on three abilities:**

- » To Predict: using data and market insights
- » To Personalize: every buyer's journey through AI
- » To Protect: through transparency and ethical practices

With Proppy.ai, these aren't distant goals — they're already happening. From AI-powered property matchmaking to verified builder dashboards, the future of real estate is smart, inclusive, and sustainable.



7

# Conclusion & About Proppy

# A New Chapter for Bengaluru's Real Estate

**The story of Bengaluru real estate is not just about skyscrapers and sales numbers – it's about people, innovation, and trust.**

As the city evolves into India's smart housing capital, the lines between technology and real estate are blurring faster than ever.

From AI-powered property discovery in Bangalore to green-certified sustainable housing, the market is entering a phase where digital empowerment and ethical growth go hand in hand.

Bengaluru's homebuyers are becoming more informed, developers are becoming more data-conscious, and investors are diversifying smarter.

Amid all this transformation, one platform is helping bring everyone together – Proppy.ai.

## What Exactly Is Proppy.ai?

Proppy.ai is India's first AI-driven real estate platform built to simplify how people discover, evaluate, and invest in properties – especially in fast-moving markets like Bangalore. Unlike traditional portals that flood users with endless listings, Proppy's technology filters noise with intelligence.

It connects homebuyers and builders on one transparent platform where every listing is verified, data-backed, and insight-driven.

Here's what makes Proppy.ai different: AI-Powered Property Discovery

Proppy uses artificial intelligence and predictive analytics to match buyers with properties that truly fit their lifestyle – whether it's affordable apartments near metro lines, luxury flats in Whitefield, or ready-to-move homes in North Bengaluru.

The algorithm goes beyond price and location – it studies connectivity, commute time, builder credibility, amenities, ROI potential, and even future infrastructure plans.

This means users spend less time scrolling and more time finding the right home faster.

Every listing goes through a strict verification process – ensuring no duplicate listings, false pricing, or fake promises. This has made Proppy.ai a reliable bridge between homebuyers and developers, ensuring trust in every transaction.

Real-Time Market Intelligence with its Proppy Insights Dashboard, make smarter launch and pricing decisions easy for builders. For buyers, it's like having a personal real estate advisor powered by AI.

### Sustainable, Transparent, and Future-Ready

Proppy isn't just a platform — it's a movement towards responsible real estate.

By encouraging green-certified projects, ethical marketing, and data transparency,

Proppy is helping shape a housing market where sustainability and accountability are just as important as sales.

Whether you're searching, selling, or strategizing, Proppy.ai is redefining how Bengaluru buys and builds homes.

## Final Thoughts

As we step into 2026, the Bangalore property market stands as a symbol of resilience and reinvention.

The combination of AI innovation, sustainability, and community-focused living will define the next decade of urban growth.

For homebuyers, the message is simple — buy smart, not fast.

For developers, the opportunity is clear — build intelligently, not just expansively.

And for the industry as a whole, platforms like Proppy.ai are proving that trust and technology can co-exist, making the process of finding a home easier, safer, and more human.

## Disclaimer

This Proppy Playbook is based on a compilation of data from public and proprietary sources as of October 2025.

It is intended for informational purposes only and should not be construed as financial, legal, or investment advice.

All figures are approximate and subject to change depending on market dynamics, policy shifts, and macroeconomic conditions.

Readers are encouraged to verify critical details independently before making purchase or investment decisions.

# Citations & Sources

## 1. Market size, launches & sales (Bengaluru, 2025)

- » H1 2025 sales ~26,599 units; launches ~33,498 units; launches up ~31% YoY; sales down ~3% YoY. Source: NDTV Profit summary of top-city data. [NDTV Profit](#) (Supportive secondary coverage referencing Knight Frank H1 2025: book new property explainer.) [BookNewProperty](#)

## 2. Average price level & price growth

- » Average price in Bengaluru ~₹7,881 per sq ft (2025). Moneycontrol market round-up. [Moneycontrol](#)
- » ~14–16% YoY price growth in early-2025.
  - Knight Frank (Q1 2025) press note: ~16% YoY. [CXOToday.com](#)
  - JLL Homes (Bengaluru Q2 2025 blog): ~14.9% YoY; avg price reference for Q2. [jllhomes.co.in](#)

## 3. Ticket-size / premiumization (≥₹1 Cr share)

- » Homes ≥₹1 Cr now dominate sales nationally in H1 2025 (~62%). JLL newsroom + HT coverage. [jll.com+1](#)
- » Bengaluru specific (Q1 2025) ~61% of sales ≥₹1 Cr. JLL Homes city blog. [jllhomes.co.in](#)

## 4. Affordable segment softness

- » Sub-₹1 Cr share declining nationally in Q1 2025 (context for affordability pressure). JLL newsroom ticket-size table. [jll.com](#)
- » “Affordable sales down ~15% YoY (homes <₹1 Cr)” – Client/Proppy internal (from your uploaded sample playbook). Bengaluru Residential Real Esta...

## 5. Inventory / absorption

- » “Unsold inventory up ~4.49% YoY; QTS improving” – Client/Proppy internal (from your uploaded sample playbook). Bengaluru Residential Real Esta...

## 6. Supply mix shift toward premium

- » Higher share of luxury launches / premium skew (Bengaluru & India context). Economic Times & JLL. [The Economic Times+1](#)

- » Local launch hotspots (Whitefield / Hosur Rd / Bellary Rd etc.) JLL Homes blog (Q&A and locality list). [jllhomes.co.in](https://jllhomes.co.in)

## 7. Micro-market momentum (illustrative)

- » City leading share in national launches/sales (select quarters). Deccan Herald (Q1 2025 Bengaluru ~25% share). [Deccan Herald](https://deccanherald.com)

## 8. 2026 Outlook (moderation, ~6–7% growth)

- » Forward-looking growth band (6–7%) – Proppy.ai internal forecast, framed off 2025 high base and moderation commentary in broker research. (Use alongside Knight Frank/JLL trend context above.) No public point estimate cited.

## 9. PropTech adoption, premium demand trends (context)

- » National premium demand rising; ≥₹1 Cr segment momentum. JLL newsroom (Q1 & H1 2025). [jll.com+1](https://jll.com+1)
- » Bengaluru price & demand commentary (city blog recapping Q2 2025). [jllhomes.co.in](https://jllhomes.co.in)

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- » Knight Frank – India Real Estate: Office & Residential (Jan–Mar 2025) (PDF). [CXOToday.com](https://cxotoday.com)
- » Knight Frank – India Real Estate: H1 2025 (report page + download). [jll.com](https://jll.com)
- » JLL India – Bengaluru Residential Market Dynamics (city insights page). [jllhomes.co.in](https://jllhomes.co.in)
- » Moneycontrol (Bengaluru avg price ₹7,881/sq ft reference). [Moneycontrol](https://moneycontrol.com)
- » NDTV Profit (H1 2025: sales 26,599; launches 33,498). [NDTV Profit](https://ndtvprofit.com)
- » Deccan Herald (Bengaluru ~25% share of Q1 2025 launches/sales). [Deccan Herald](https://deccanherald.com)
- » Hindustan Times (≥₹1 Cr = 62% of H1 2025 sales – JLL). [Hindustan Times](https://hindustantimes.com)



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