

CREDAI-MCHI Webinar: Key to the Lockdown – Episode 7

Date 11th April, 2020 (Saturday)

Time 04:00 PM

Topic: Navigating Through the Pandemic

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Key Points:

HOW THE WORLD IS CHANGING

- Whole world is connected through IT, Call Centre, etc. because of this we are sitting in house and doing webinar
- IT created jobs, it bust the economy that is why kick up Housing, Hospitality, Shopping.

REAL ESTATE INDUSTRY:

- Real Estate industry always has ups and downs
- Real Estate Industry required lot of fund
- Race was happening from last 2 decades – price rises, Land price went up, Tax went up some time it is unaffordable.
- Should target right people
- Entire world today is lockdown
- Biggest strength in our job is our product is not a perishable commodity
- There will be loss of job and uncertainty on job, buyers do not have trust on their jobs
- Today Mutual fund also huge beating
- Real Estate is the big option to invest
- If people got secure job, they can buy home and make a good assets

WHAT IS NEED TO DO

- Keep the spirit high
- Be with your family & Staff
- Be positive, keep moral impact
- Motivate your team
- Look after the needy, god give us this opportunity
- Pay salaries to staff in time
- Real Estate always has a problem, look for solution

WHAT IS HAPPENING IN RETAIL

- Retail business is the first to shut and will not open by end of April also
- It will take time to actual retail business to start but people will go for as they need it.
- We cannot ask them to pay rent as they have no business going on and inflows.

HOSPITALITY

- Zero occupancy
- Longest term to happen, 9-10 months needed to come

OFFICE LEASING:

- As the Offices and MNCs are concerned they have to pay rent because they are doing business, Work from Home
- MNCs are not asking about business thinking about safety

HOUSING:

- It is an opportunity to Real Estate Industry
- Everybody will create an Asset
- Complete current projects, don't start new projects
- Do not make new commitments
- If prices rise sales will not happen
- Enrich channel partner, offer 3-4% to channel partner
- Need to work in thin margin
- Start with fresh, our dream can be started, they grow with difficulties
- If no challenges, there is no success.
- Because of COVID, migration happened but it is temporary problem, they come back with on their own way after 3-4 months.
- If you are good in payment not an issue of supply

AFFORDABLE HOUSING/MID INCOME HOUSING :

- Across the country realized that people are buying homes. They need homes, should be made available in their budget.
- Those who want big houses, shift little further from the city but will buy definitely.

ISSUES TAKE WITH GOVERNMENT:

- **Central Government**
 - Postpone entire liability for 1 year
 - GST with ITC
- **State Government**
 - Labour Welfare collected, to be given labourers.
 - Electricity to be charged on real consumption.
 - To reduce Property Tax for 6 months
 - Premium to be reduce
 - Reduce charges bare minimum, (*Cost will come down so price of house also will come down*)
 - Bank interest to be differed for 1 year
 - Real Estate Industry is the biggest industry, many industries are dependent on it, if we survive they will survive.

CONCLUDED WITH :

- Liquidity crunch will be there for 12-18 months but we will come out of this, we will survive, the country will survive.
- Migration of labourers will happen, but they will be back as they need jobs for their living.
- COVID is matter of few months
- We shall do meditation
- Be confident, be positive
- We got a lot of time to think, reflect, let's start with fresh idea, we can do better deal