



INDIA'S REAL ESTATE MARKET IS GETTING SHARPER, MORE SELECTIVE AND MORE EXECUTION-LED

From a temporary dip in housing sales and stronger institutional inflows to NCR's luxury boom, redevelopment momentum, GCC-led office demand and rising regulatory accountability, India's real estate sector is moving into a more disciplined phase.

This week's developments show a market that is not slowing uniformly, but becoming more selective. Buyers are cautious, but not absent. Capital is still flowing, but towards quality assets. Large developers are expanding into new geographies, redevelopment is becoming more institutional, and regulators are tightening the framework around homebuyer protection, transparency and project accountability.

MARKET SNAPSHOT

6%

Housing sales decline across India's top seven cities in Q2 CY2026 amid West Asia uncertainty.

\$2.9 Bn

Institutional real estate investment in Q2 CY2026, up 70% year-on-year.

₹8,109 Cr

Luxury homes sold by Oberoi Realty at its first Delhi-NCR project.

13,413

Mumbai property registrations in June 2026, up 16% year-on-year.

₹38,000 Cr

Value of 51 real estate projects approved by Gurugram RERA in H1 2026.

2.4 Mn sq ft

Retail leasing across India's top eight cities in Q2 CY2026, up 17.6% year-on-year.

BREAKING NEWS

BUSINESS STANDARD | 6 JULY 2026

Oberoi Realty Sells Luxury Homes Worth ₹8,109 Cr In First Delhi-NCR Project

JUSTO VIEW: *The NCR luxury market is no longer a regional opportunity. It is now attracting national developers, premium capital and high-ticket demand. Execution, brand trust and micro-market sales strategy will decide who wins.*

MEDIA COVERAGE

JUSTO IN THE NEWS

BusinessWorld | July 2026

BUSINESSWORLD

REAL ESTATE • NCR MARKET OUTLOOK

As National Players Expand, NCR Realty Faces A New Competitive Era

Featuring Pushpamitra Das • Chairman & Managing Director, Justo RealFintech Ltd.

Pushpamitra Das, Chairman & Managing Director, Justo RealFintech Ltd., shares his perspective on NCR's next phase of real estate competition, where infrastructure expansion, premium housing demand and strong local market intelligence are reshaping the residential landscape.

The article highlights that as national developers enter NCR more aggressively, brand strength alone will not be enough. Execution depth, pricing discipline, micro-market understanding and sales productivity will become critical differentiators.

Key takeaway: NCR's next phase will reward developers who pair national scale with deep local market intelligence and disciplined on-ground execution.

JUSTO SIGNAL

NCR is moving into a more competitive and institutional phase. For developers, the opportunity is large, but winning will depend on the ability to convert demand into velocity with the right mandate strategy, channel mix and on-ground execution.



Institutional Capital Is Returning To Quality Real Estate

01

THE ECONOMIC TIMES 3 Jul 2026

India Real Estate Attracts USD 2.9 Billion In Q2 CY2026; Chennai, Bengaluru Drive 27% Inflows

JUSTO SIGNAL

Capital is backing quality assets and institutional-grade markets. Office, mixed-use and residential platforms with clear cash-flow visibility will continue to attract investor interest.

02

ET REALTY 30 Jun 2026

Institutional Investments In Indian Real Estate Rise 37% To \$1.7 Billion In Q1 2026: Report

JUSTO SIGNAL

Investor confidence remains intact despite global uncertainty. The preference is shifting towards income-generating assets, credible platforms and projects with strong governance.

03

THE ECONOMIC TIMES 6 Jul 2026

Prestige Estates To Invest ₹15,000 Cr This Fiscal In Housing, Commercial Projects

JUSTO SIGNAL

Large developers are doubling down on execution. The next phase of growth will be driven not just by launch pipelines, but by construction velocity and delivery discipline.



Office, GCC And Retail Demand Continue To Anchor Real Estate Growth

01

BUSINESS STANDARD 30 Jun 2026

[Built-To-Suit On The Rise For Want Of Grade A+ Office Spaces](#)

JUSTO SIGNAL

Commercial demand is not weak; it is supply-constrained. GCCs and MNCs are increasingly willing to commit to built-to-suit and forward-leased assets where ready Grade A+ stock is limited.

02

FINANCIAL EXPRESS 3 Jul 2026

[From \\$68 Billion To \\$199 Billion By FY30: How GCCs Are Becoming India's Next Big Economic Engine](#)

JUSTO SIGNAL

GCCs are becoming a structural real estate demand driver. Their expansion will continue to support office absorption, rental growth and residential demand around employment corridors.

03

ET RETAIL 1 Jul 2026

[India's Retail Leasing Rises 17.6% YoY To 2.4 Million Sq Ft In Q2 2026](#)

JUSTO SIGNAL

Retail real estate is seeing strong occupier confidence despite tight supply. High-quality malls and strong high-street locations will continue to attract brands.

Redevelopment And Urban Regeneration Are Becoming A Mainstream Growth Strategy



01

THE ECONOMIC TIMES 30 Jun 2026

[Corporate Giants Turn To Urban Regeneration As Redevelopment Race Intensifies](#)

JUSTO SIGNAL

Redevelopment is no longer a fragmented, society-led opportunity. It is becoming a serious institutional play for large developers and corporate groups with capital and execution capability.

02

BUSINESS STANDARD 30 Jun 2026

[Rustomjee Buys 8,800 Sq M FSI In Mumbai For ₹143 Cr To Expand Project](#)

JUSTO SIGNAL

In land-starved urban markets, value creation is increasingly happening through FSI, TDR, SRA-linked transactions and smart redevelopment structuring.

03

THE FREE PRESS JOURNAL 1 Jul 2026

[Mumbai 4.0 Takes Shape In Palghar As Mega Airport, Vadhavan Port, Bullet Train And Expressways Transform MMR's Growth Map](#)

JUSTO SIGNAL

MMR's next growth phase is moving beyond traditional city limits. Palghar and the northern MMR belt could become a major infrastructure-led real estate opportunity.



Premium Demand And PropTech-Led Scale Are Reshaping Sales Strategy

01

BUSINESS STANDARD 6 Jul 2026

[Oberoi Realty Sells Luxury Homes Worth ₹8,109 Cr In First Delhi-NCR Project](#)

JUSTO SIGNAL

NCR's premium housing market is attracting serious national capital. The demand is real, but conversion will depend on pricing, positioning and execution strength.

02

ET REALTY 4 Jul 2026

[Sobha Records Sales Value Of ₹3,656 Crore In Q1 FY27](#)

JUSTO SIGNAL

Strong pre-sales from branded developers show that demand is still active for credible supply. The market is rewarding trust, product quality and delivery confidence.

03

BUSINESS STANDARD 6 Jul 2026

[Square Yards Targets 40–50% Revenue Growth In FY27 As Fintech Biz Scales](#)

JUSTO SIGNAL

The real estate services ecosystem is becoming more technology-led. Platforms that combine sales, fintech, data and execution will have an advantage in the next cycle.

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BUILT FOR *REAL* GROWTH

T H E J U S T O L E N S

A proprietary editorial perspective on the week's developments

The Market Is Not Slowing. It Is Separating.

This week reinforced five clear shifts shaping Indian real estate.

- Housing demand is becoming more selective, with buyers weighing price, location, developer credibility and delivery certainty more carefully.
- Capital remains available, but it is moving towards quality assets, income visibility, redevelopment potential and institutional-grade platforms.
- Commercial real estate continues to be supported by GCCs, built-to-suit demand and retail expansion, but quality supply remains a constraint.
- Redevelopment is becoming one of the most strategic urban growth opportunities, especially in land-starved markets like Mumbai.
- Regulation is moving closer to the homebuyer, with insolvency reforms, RERA orders and consumer rulings strengthening trust and accountability.

W H A T T H I S M E A N S

India's real estate story is not weakening; it is becoming more disciplined. The next phase of growth will not be driven only by launches, land banks or brand names. It will be driven by execution, capital access, compliance, pricing intelligence and the ability to convert interest into predictable sales velocity.

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