

Feasibility and Viability Study Service(s) for Commercial Real Estate Projects in India



By The India Watch

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SUMMARY

India's commercial real estate sector is undergoing robust growth. The market is driven by increased office leasing and hike in GCCs & flexible workspaces. Office leasing is projected to reach 85 million sq. ft in 2024, fueled by economic activity, FDI, and REITs.

In India's commercial real estate sector Global Capability Centers (GCCs) are emerging as a major demand driver, with projections indicating they will occupy 30-35% of total office space. This expansion is expected to boost GCC employment to 4.6 million by 2030.

Flexible workspaces are also booming, predicted to reach 126 million sq. ft by 2028, driven by startups, MNCs, and the hub-and-spoke model. This growth is expanding beyond tier-1 cities to tier-2 locations.

HIGHLIGHTS



Office leasing is projected to reach 85 million sq. ft in 2024.



It is estimated that currently there are around ~ 1800 GCCs active in India which will rise to 2400 by 2030.



Around ~ 50% of the demand will be concentrated in markets such as Hyderabad, Bengaluru, and Chennai.



Flexible workspace(s) market is slated to reach 126 million sq. ft. by 2028, growing at a CAGR of 15.6%.



The co-working culture is also picking up in tier-2 cities such as Vizag, Patna, Lucknow, Bhopal, Nagpur, Ahmedabad, etc.



MARKET INSIGHTS

OFFICE LEASING IN TOP 8 CITIES

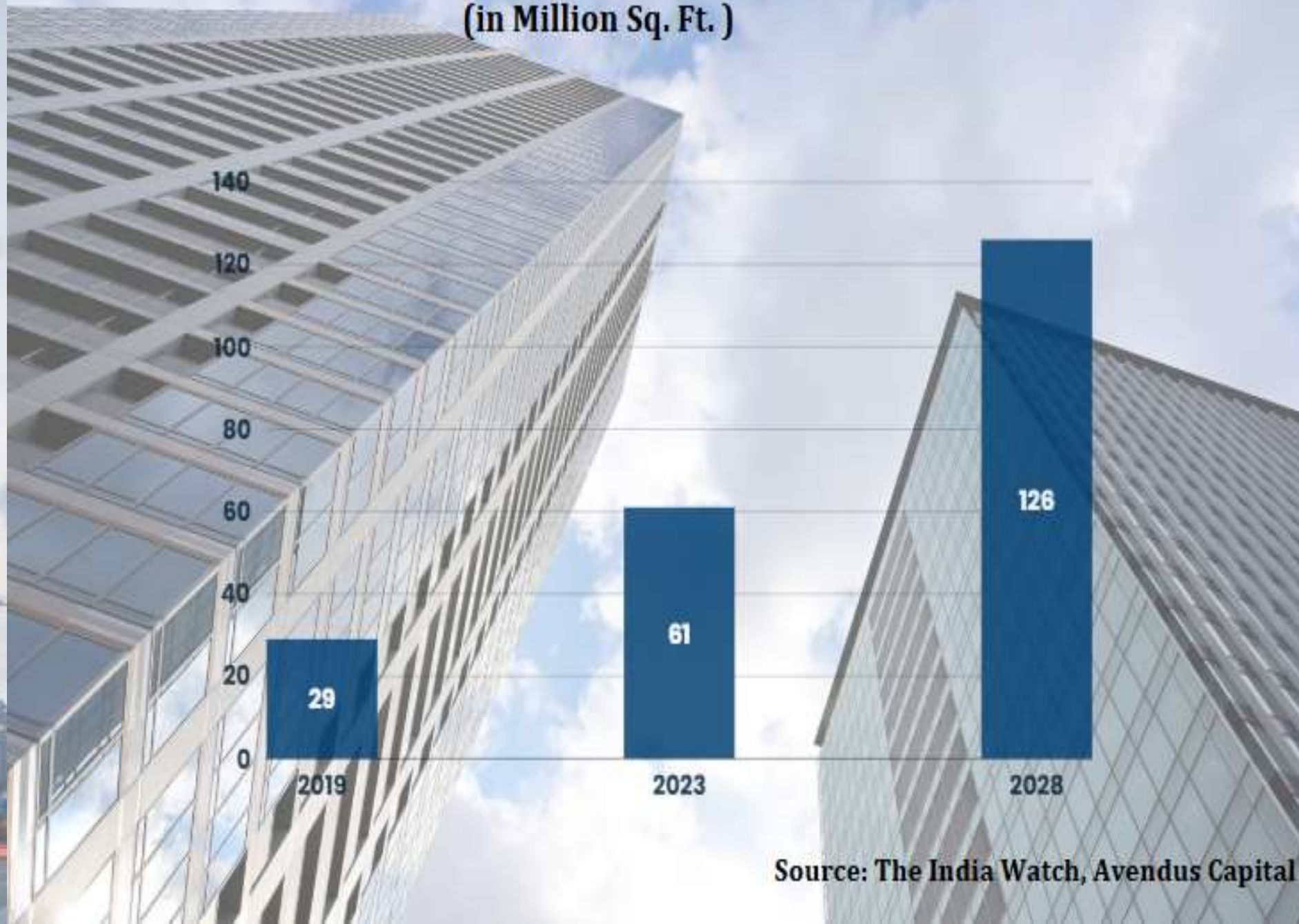
(in Million Sq. Ft.)



Source: The India Watch, Cushman & Wakefield

FLEXIBLE WORKING SPACE MARKET IN INDIA

(in Million Sq. Ft.)



Source: The India Watch, Aventus Capital

MARKET GROWTH ENABLERS



Increased Office Leasing

The growth in the office leasing is rooted in multiple factors such as surge in economic activities, increased FDI inflow, growth in REITs, rise of co-working spaces and much more



GCC Expansion

Global Capability Centres will be a key growth enabler in India's office demand. In future around 30-35% of the office transaction will be led by GCCs.



Flexible Workspace Growth

India's flexible workspace market is rapidly expanding, projected to hit 126 million sq. ft. by 2028 (15.6% CAGR). Driven by startups, MNCs, and freelancers, this growth, makes India the second-fastest-growing market globally, boosting demand for commercial real estate.



Tier-2 City Expansion

The growth in both traditional and flexible workspaces is extending beyond major metropolitan areas to tier-2 cities, fueled by migration, remote work trends, and local entrepreneurial activity.

KEY INDUSTRY TRENDS



- The ICT sector drives a significant portion (around 25%) of commercial real estate leasing in India, alongside key sectors like BFSI, GCCs, manufacturing, and flexible workspaces, indicating diverse demand.
- GCCs in India is evolving beyond IT and customer support incorporating functions like R&D, analytics and digital transformation driving demand for diverse commercial estate spaces.
- The hub-and-spoke model is emerging as a key trend, with MNCs establishing central hubs in CBDs and utilizing smaller, flexible co-working spaces as satellite offices across the city.
- Bangalore and Mumbai are some of the biggest markets in the segment. Meanwhile the co-working culture is also picking up in tier-2 cities such as Vizag, Patna, Lucknow, Bhopal, Nagpur, Ahmedabad, etc.

Steps to conduct a Feasibility & Viability Study for Commercial Real Estate Project

Mentioned below are the broader blueprint of a feasibility study of a commercial real estate project in India

- Market overview, sizing and insights
- Detailed location analysis (social, economic, logistics, infrastructure-based, etc.)
- Existing and future supply lines, market break-up,
- Commercial leasing trends and pricing trends including future growth
- Insights on key categories of occupiers
- Growth drivers and challenges
- Future evolution of the market
- Insights on major competition and supply side information
- Customer assessment, demand, and market gaps
- Financial planning, projections, and ROI estimation
- Break even analysis, sensitivity analysis, financial recommendations, etc
- Growth roadmap and key success factors.

If you are a developer, investor, or any other business entity looking for a similar study, feel free to connect with us. Drop us a mail at info@theindiawatch.com or WhatsApp/ Call at +91 8076 704267. Someone from our team will get in touch shortly to discuss further.





🔍 Benefits of Conducting a **Feasibility Study** ✕

- Evaluate the viability of the business idea
- Gain deeper insights about the market
- Make informed business & strategic decision(s)
- Feasibility report is a must-have in case of fund raise
- Helps in engaging better with stakeholders

WHO ALL SHOULD OPT FOR FEASIBILITY STUDY ?



- Real estate property developers
- PE players, funds, & investment houses planning to invest in commercial real estate
- Managed & flexi office space providers
- Industry bodies, trade promotion agencies, & think tanks
- Urban planners & design firms
- Land owners & HNIs planning real estate development in future
- Property advisories and consulting house

What Other Service(s) The India Watch Offers?



Market research & studies

Custom insights

Market surveys & consumer
research

Pitch decks & corporate
presentation

Quantitative surveys

White papers & thematic
reports

Qualitative studies

Company valuations

Market intelligence reports

THANK YOU!



About Us

The India Watch is an independent Market Research and Feasibility Study advisory. Through our customized research solutions, we help Corporates, Entrepreneurs, Sovereign Agencies, Family Offices, and institutional investors to make informed business decisions. We have in-depth expertise across a range of sectors such as Manufacturing, Infrastructure & Real Estate, Consumer Retail, Technology, E-commerce, F&B, Hospitality & Wellness, Lifestyle, Agribusiness, Shipping & Logistics, etc.

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