

‘No major impact seen on housing sales’

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NEW DELHI

Housing sales are expected to remain strong during this current quarter and there will not be any major impact on demand from the fresh wave of the covid pandemic, according to industry experts.

Many states imposed restrictions like weekend curfew to curb the spread of the Omicron variant of coronavirus, affecting visits of prospective customers to project sites.

However, real estate developers and consultants said despite a minor impact in the first two weeks, sales enquiries continue to remain strong.

“The impact of Omicron on housing sales is not expected to be significant as compared to the last two waves,” Anarock Chairman Anuj Puri said. Anarock is one of the leading housing brokerage firms in the country.

“Unlike the last two waves, we have not had a complete lockdown and mobility has not been severely impacted. The sentiments have remained broadly positive as the fatality rate has been very low and so has the hospitalization rate,” he said.

Puri said developers have maintained the sales momentum due to rapid adoption of digital technologies.

“Another notable factor is that the affordability is still attractive for homebuyers and this has kept the inquiry pipeline of the developers healthy,” he said.

Cushman & Wakefield India MD (Residential Services) Shalin Raina said sales have been marginally impacted by the new wave.