



## The Tier 2 buzz - Opportunity at the centre of the pyramid

### **TREND**

The overall real estate growth in India was quite sporadic until Gurugram, Bangalore and Hyderabad emerged as organised hub of IT/Ites and BFSI activities providing scalable development. While this cost advantage sustained through a decade, the availability of quality manpower became scarce due to the numerous job opportunities.

### **OPPORTUNITY**

Amidst this, the emergence of the start up boom, increasing consumerism and the GST regime there was an opportunity sensed by the matured market players to explore the Tier 2 cities in the likes of Chandigarh, Indore, Jaipur and Lucknow. While the SME and MSME boomed there was also an arrival of satellite offices and captive campuses in these cities.

### **ACTION**

We at our firm, with our industry experience and insights work with clients on their expansion strategies taking into consideration the trends and local market intelligence. These inputs in turn help them ascertain their requirements, phasing and resource planning keeping in mind the city dynamics and real estate availability.

### **WHAT WE DO - COMMERCIAL ASPECT**

Leasing and consulting services in Rajasthan, Madhya Pradesh and Lucknow