

**Market Planning in the Real Estate Sector in India
(A cases of Arihant Group)**

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Abstract

The real estate industry is experiencing a growth and is one of the most recognized sectors. The real estate in India is the second largest sector in giving employment which is after agriculture sector. It is now expected to grow by 30 per cent over the next decade. As overseas funds accounted for more than 50 per cent of all investment activity in 2014 in India, being compared to 26 per cent in 2013 there after the India real estate market has become one of the most preferred destination in Asia Pacific. (Puri, 2016)

The real estate sector has been appreciated a lot in terms of being the backbone of the Indian economy and is a major contributor in the growth of the country. Being the very evident fact that the real estate sector in India contributes 8.53% of the total GDP and it was also witnessed that the growth rate tuned of at 30%. The real estate developers are being instrumental in changing the face of the country from being an under-developed country to a developed country by developing the art infrastructure, townships, buildings, commercial spaces and malls (Aggarwal, 2016). The Delhi NCR region is one of the most successful areas in India when it comes to real estate with government clearing obstacles for fluency in the market, Noida extension is a part of Delhi NCR where there has been an increase in the supply and demand of property with major companies doing construction in that area and government making sure that the projects run smoothly the area has gained a lot of traction from market(sharma,2015).As known that a wider choice of goods, technical innovation, low prices leads to high competition and all of it is done in the interest of consumers(Sumit 2006) the real estate companies are marketing there product in accordance to build a high brand equity so as to increase the sales.

Keywords: Market Planning; Real Estate Sector; Arihant Group; Case study.

1. Introduction

The booming real estate sector in India is gaining tough competition as there is an oversupply. As Delhi being a property hub of all kinds be it residential, commercial projects the ever-growing market is facing a stiff competition and Different companies are using different marketing techniques. For the success of the company the construction marketing plan and strategy planning is done critically for the success of the organization.(Moore,2010)The buyers are worried about pricing of projects and high interest rates, therefor the companies make a marketing plan considering a lot more factors (PEST analysis)before deciding the launch price of their product.(sell,2016)