

Bindu Gopal Rao

The festive home-buying rush is changing shape in Bangalore. This year, it is less about flashy offers and more about asking a harder question. What exactly are buyers getting for their money? From retirees to tech-savvy homebuyers, the focus is shifting towards quality, purposeful design, usable space and long-term liveability. Bigger is no longer automatically better, while a festive discount alone is hardly enough to seal the deal. Developer credibility, construction quality, connectivity, maintenance and the ability to deliver on promises are increasingly under the scanner. Premiumisation is also gathering pace, but buyers are willing to pay more only when the premium translates into better planning, privacy, open spaces, stronger specifications and a richer living experience. And when festive offers do enter the picture, practical payment flexibility is increasingly proving more tempting than the traditional gold coin or gadget. As Bangalore's real estate market enters another festive season, experts weigh in on a buyer who is more informed, more discerning and decidedly harder to impress.

More to better

Festive buying in the city has fundamentally matured. Today's homebuyer prioritises purposeful architecture, spatial efficiency and authentic liveability over decorative perks. They want homes designed for long-term comfort, well-ventilated, sustainable and structurally sound. "We see this festive season as a celebration of enduring value, where superior construction and thoughtful design outweigh sheer square footage. The city's tech-savvy homebuyers view real estate as a multi-generational asset rather than a quick festive purchase," says Anuj Sanjay Jain, Director, SNN Raj Corp. Driven by remote-working dynamics and higher financial awareness, buyers conduct extensive due diligence on developer credibility, layout usability and project maintenance. "One-time discount offers no longer override quality; buyers choose security, execution track record and long-term asset appreciation," he adds.

Better-informed buyers

With greater access to information and AI-enabled knowledge, today's buyers are more informed and conscious of optimising their resources and meeting their actual needs. The decision to buy is therefore increasingly driven by need and long-term value rather than incentives alone. Experts observe that with rising economic levels and greater independence in making investment decisions, buyers today have higher aspirations and are willing to invest in products that offer lasting value and meet their evolving needs. "Buyers now view homes as generational investments, not impulse purchases. Digital literacy, access to RERA data and lessons from older housing cycles drive deep evaluation of structural specifications and developer reliability. Festive seasons serve as an auspicious deadline to finalise decisions after months of research, rather than a trigger for discount-led buying," says Suresh Hari S, Past Chairman, CREDAI Bengaluru.

Premium with purpose

There is premiumisation in the residential market, but buyers are not paying a premium simply for a larger home. They are willing to spend more when that premium translates into better planning, stronger specifications, meaningful open spaces, quality amenities, greater privacy and a well-connected location. "A home purchase is increasingly being viewed in terms of long-term comfort, lifestyle and value rather than just square footage. The wider choice in the market has also made buyers more comparative, evaluating projects across location, design, construction quality, developer credibility and the overall living experience before committing to a higher-value purchase," says D. Kishore Reddy, CMD, Mana Project. Sarveshaa SB, CMD, Bhadra Group, adds that usable space has become especially important. Buyers value larger bedrooms, dedicated work areas and generous balconies. Storage is important too. So is a thoughtful separation between private and social spaces. "Buyers are also willing to invest in superior specifications, security and wellness facilities. Landscaped open spaces and professionally managed communities add further value," the CMD adds.

Deals, but with sense

The festive season is usually a good time to buy real estate, as developers are more open to offering better prices and flexible payment plans. It may not always be a direct discount. Developers could offer stamp-duty support, free car parking, a waiver of floor-rise or maintenance charges, or even an interior package. "So, if someone has already shortlisted the right project, this can be a good time to negotiate and close the purchase. However, today's buyers have become more discerning and are looking beyond short-term incentives. They prefer practical financial benefits over traditional freebies," says Rayan Munawer, Founder & CEO, Terray Realty. Experts opine that buyers would rather choose a lower booking amount or more time to pay than receive a gold coin or a gadget. "Plans like 10:90, 20:80, construction-linked payments or no EMI for a certain period can make the purchase easier on their cash flow. The simplest way is to compare the final all-inclusive price before and during the offer," he says. There is widespread interest in mid-to-premium, well-located properties that combine modern amenities with excellent connectivity and provide a robust community-living ecosystem. However, while investing in a property during the festive season, buyers should not only look at the attractive deals but also consider the reputation of the developer and other factors like location, execution capability, flexible payment terms, amenities, rental potential and long-term value. "We certainly believe that residential real estate will continue to see steady growth in the years to come, presenting good prospects for first-time purchasers as well as seasoned investors. The festive season will solidify the sector's upward trajectory well into 2027, cementing the Indian real estate market as a key driver of economic growth," says Anjana Sastri, Director, Mar-

keting, Sterling Developers.

Offices on the rise

As festive demand signals stronger business confidence, modern occupiers are simultaneously seeking workplaces that offer speed, scalability, customisation and lower operational complexity, making managed spaces increasingly relevant for the next phase of growth. At the same time, companies are placing greater value on well-designed, technology-enabled spaces, while flex operators are delivering bespoke environments. According to market records, office leasing across the top cities grew significantly in the recent past, driven by demand from global capability centres (GCCs), flexible workspace operators and IT service firms. This growth in flex leasing underscores the segment's growing relevance within India's occupier landscape, with global firms increasingly integrating flexible workspace solutions into their broader real estate and expansion strategies. "India's flexible workspace sector continued its robust growth trajectory in the first half of 2026, and we expect this momentum to continue as companies prepare for expansion, hiring and new-market launches. As enterprises seek greater agility and efficiency, flex and managed office solutions are becoming an integral part of long-term workplace planning to support expansion and evolving workforce requirements," says Manas Mehrotra, Founder, 315Work Avenue, one of India's leading coworking and managed office space providers. The city continues to have strong demand across price points, making thoughtful design relevant throughout the market. Premium and higher-value housing, however, is playing an increasingly prominent role in the city's growth story. Bangalore's festive real estate story, then, is no longer simply about festive offers or bigger homes. It



is about a buyer who has learnt to look beyond the brochure. From premium residences to flexible workplaces, value is becoming the new currency, with quality, usability and long-term relevance carrying greater weight. The larger shift is towards value creation. Developers are focusing on better planning and stronger execution, while sustainability and long-term liveability are also gaining importance. As the city expands, the real differentiator may not be who builds the biggest, but who builds better, and delivers what was promised.



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THE REAL DEAL!

From festive freebies to flexible payments, Bangalore's property buyers are getting sharper about what makes a home worth buying

