

**UMIYA BUILDCON LIMITED**

(Formerly known as MRO-TEK Realty Limited) CIN:  
L28112KA1984PLC005873

August 9, 2025

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Listing Department  
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The Manager  
Listing Department  
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Dear Sir,

**Sub: - Disclosure of Media Coverage – Article Published in The Times of India**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the copy of a news article titled “Festive season drives home buying” published in The Times of India, which features a quote from Mr. Aniruddha Mehta, Chairman and Managing Director of Umiya Buildcon Limited, highlighting the positive market sentiment and increased buyer confidence during the festive season.

The article reflects general industry trends and sentiments that support residential property purchases, particularly during auspicious times such as festivals. We believe this recognition reinforces our brand presence in the market and is for the information of stakeholders.

A copy of the published article is enclosed herewith for your reference and records.

We request you to kindly take the same on record.

Thanking you,

**For Umiya Buildcon Limited**  
**(Formerly known as MRO-TEK Realty Limited)**

**Vairavan Vanniarajan**  
**Authorized Signatory**

<b>Scrip Code:</b>	
<b>NSE</b>	<b>: UMIYA-MRO</b>
<b>BSE</b>	<b>: 532376</b>
<b>Demat ISIN</b>	<b>: INE398B01018</b>



# Festive season drives home buying

**Driven by the buyers' sentiment of an auspicious period and attracting prosperity, Bengaluru's residential real estate witnesses a spike in homebuying during the festive season**

Ranita.Ray  
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The city's hoardings are flashing irresistible offers and deals, most of them claiming discounted prices. They are indicating that the most awaited period of the year is here. The great Indian festive season spanning over three months at a stretch. While Bengaluru has new real estate projects popping up almost in every direction, how does this phase impact the buyers and sellers?

T Madhu, a property dealer, says, "Many Indian home buyers are sentiment-driven when they invest during an auspicious time. Owning an asset around this phase is believed to draw abundance."

## FESTIVE SEASON EQUATES TO NEW BEGINNINGS

Anjana Sastri, director, marketing, Sterling Developers, agrees with it and adds, festivals such as Ganesh Chaturthi, Dussehra, and Diwali are considered to be auspicious times for making important life choices. "Purchasing a home at this time of year is said to be lucky. Home buyer confidence is at an all-time high." It offers a supportive environment for consumers to purchase their dream homes. "In Bengaluru, where the real estate market remains end-user mainly driven, the festive season has consistently triggered a sharp rise in inquiries and site visits. With the months leading up to Diwali, the market is witnessing a spike in serious buyers closing sales," she informs.

Aniruddha Mehta, chairman and managing director, Umiya Buildcon Ltd, also echoes similar thought. "In India, the festive season equates to a crucial time to make life-changing decisions, like buying a home. Festivals such as Navratri, Dussehra, and Diwali are deeply rooted in traditions of prosperity, renewal, and new beginnings," he shares. Add to that the attractive offers and favourable market conditions accompany the season. That's why many invest in a home during this time. This decision reflects financial intent and a long-term vision for security, growth, and stability.



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## MILLENNIALS ARE DRIVING THE BOOM

The buyer base of the Bengaluru real estate market is gender and age-neutral, but this phase sees slightly different buying patterns. Sastri notices that there is an increasing desire for homeownership amongst millennials. It is further supported by favourable regulatory policies, higher disposable incomes, and a willingness to upgrade to larger, luxurious spaces equipped with better amenities. Such developments have been witnessing a sharp growth in the recent past.

"Young professionals and nuclear families gravitate towards compact configurations such as 2-3 bedrooms, in line with the fast-developing metropolitan growth of the city," Mehta informs. He also highlights that plotted developments and super luxury villas follow in development momentum—partly, because of the growing presence of non-resident Indians and sometimes long-term investors.

## BENGALURU'S RESPONSE TO THE FESTIVE SEASON VS REGULAR TIME

Mehta reflects on the past years'

market trend. "Between October 16 and November 15 last year, housing demand rose by nearly 6% compared to the preceding month, highlighting a clear boost in buyer confidence and the positive sentiment typically associated with this period," he articulates.

It isn't just the uptick in activity, but the depth of engagement. Prospective buyers arrive better prepared, as their financing plans are already in place. It leads to quicker and more decisive conversions.

"Flexible payment plans and upfront discounts are commonly offered to drive conversions, particularly in the ₹2.5 crore and above apartment segment. Because in such categories the purchasing decisions often depend on perceived long-term value," Mehta underlines. However, rather than flashy freebies, Bengaluru's market tends to favour thoughtful, value-driven offers such as flexible payment plans or early possession benefits that genuinely enhance the buyer's experience. Developers also focus on upgrades that enhance livability, such as modular kitchens, premium fixtures, or smart home integrations, as these align more closely with the expectations of the city's discerning buyer base.

This seasonal momentum strengthens immediate market performance and reinforces real estate's position as a dependable, long-term asset class. "While Bengaluru remains a key focus, we have

observed a parallel trend toward lifestyle-led investments. There is also a growing interest in second homes and aspirational purchases beyond the urban core," Mehta concludes.

## FAST MOVING PROPERTIES

Bengaluru has every kind of inventory for each type of buyer according to their budget, preferred location, and desired amenities. But what moves faster during a sentiment-driven phase like this? "There is widespread interest in mid-to-premium well-located properties. These variants combine modern amenities with excellent connectivity and provide a robust community living ecosystem," observes Sastri.

Mehta has been closely monitoring the trends and says Bengaluru sees a significant increase in demand in select residential types during the festive season. "Ready-to-move-in flats, especially in the new and well-connected micro-markets, are often the first to go." Most buyers prefer ventures without the need to wait for project completion. It lowers price anticipation and increases the likelihood of a swifter ownership transition.

Sastri cautions, however, that while investing in a property, buyers should not only look at the attractive deals. They must consider the reputation of the developer and other factors like location, execution capability, and amenities.