


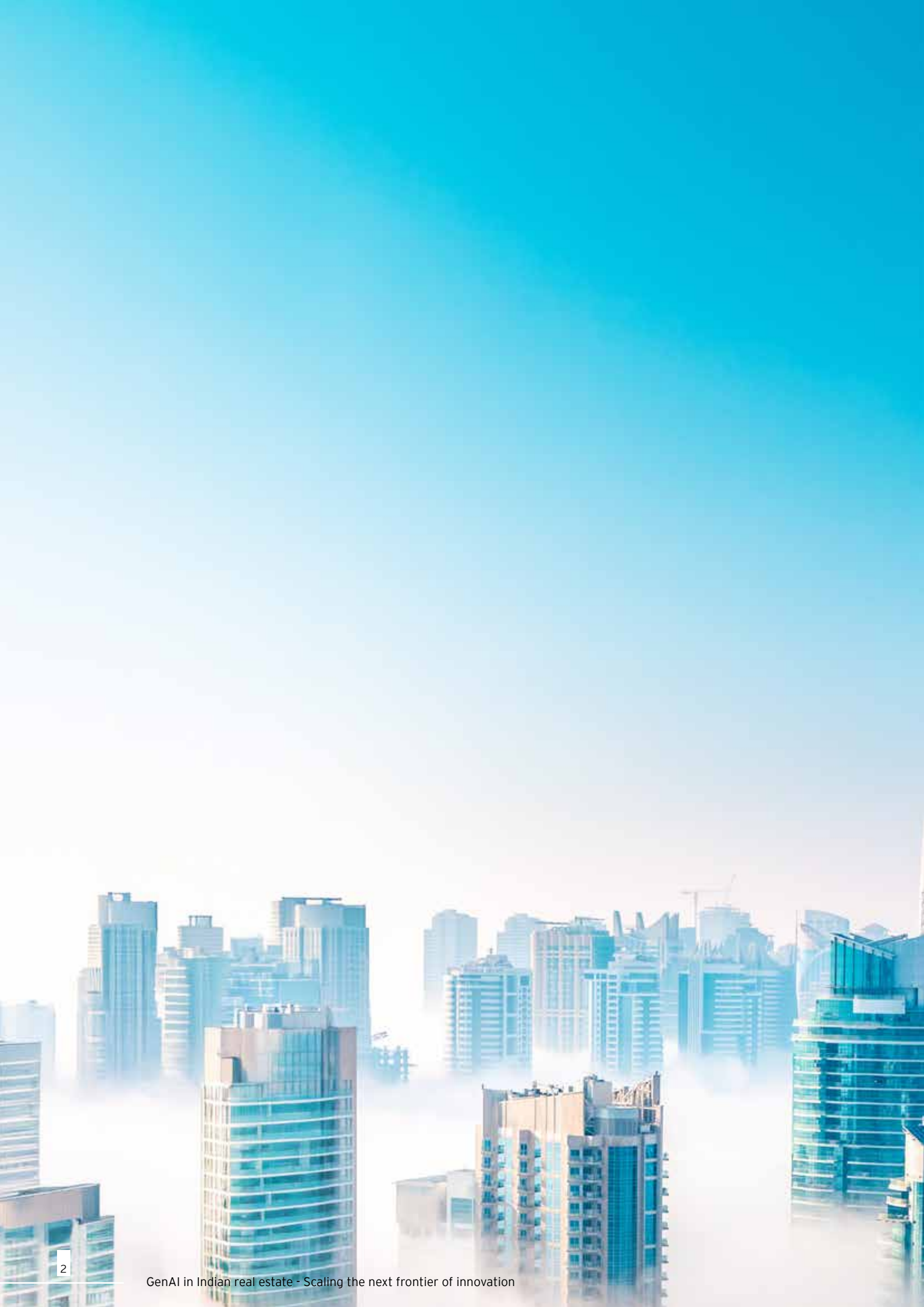
# GenAI in Indian real estate - Scaling the next frontier of innovation

Powering breakthrough value for  
operations and customers at speed

18 June 2026



The better the question.  
The better the answer.  
The better the world works.



# CREDAI Foreword

The real estate sector is undergoing a profound shift—from being defined by physical assets to being shaped by experiences, intelligence, and innovation. As customer expectations evolve and digital adoption accelerates, the industry finds itself at a critical inflection point.

This report, “GenAI in Indian Real Estate - Scaling the Next Frontier of Innovation,” comes at a time when Generative AI is rapidly transitioning from a promising concept to a business imperative. It is not only enhancing efficiency but also redefining how developers engage with customers, design products, and make decisions across the value chain.

What makes this moment particularly significant is the scale of opportunity. As highlighted in the report, GenAI has the potential to unlock meaningful gains in productivity, accelerate project lifecycles, and deliver more personalized and seamless customer experiences. At the same time, it offers the ability to transform how organizations operate—moving from intuition-led processes to data-driven, intelligent decision-making.

However, the transition is not without its challenges. Building strong data foundations, ensuring system readiness, and driving adoption across teams will be critical to realizing the full value of this transformation. The organizations that succeed will be those that move beyond experimentation and embed GenAI into their core operating models.

As we look ahead, it is clear that the future of real estate will be defined not just by scale or location, but by the ability to harness intelligence, adapt quickly, and continuously innovate. This report aims to provide a perspective on that journey and the opportunities that lie ahead.



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# EY-Parthenon Foreword

The real estate industry is no longer just about building spaces; it is about building experiences.

We are at a defining moment for the sector. Customer expectations are evolving and digital-first engagement, combined with customer centricity is becoming the norm. At the same time, increased public sector investment, rising private equity interest and regulatory reforms such as the formation of the Real Estate Regulatory Authority (RERA), a focus on digitizing land records, and infrastructure catalysts like the Pradhan Mantri Awas Yojana (PMAY), and Smart Cities are raising the bar on transparency, accountability and accessibility. With this shift comes the need to evaluate traditional levers of growth and assess whether they suffice. The industry is currently standing at a point of transformation, embracing new technologies that can unlock a new era of speed, comprehensiveness, accuracy and experience.

GenAI is one such catalyst. What was once an emerging trend has quickly become a business imperative. GenAI is already helping developers accelerate customer acquisition via myriad ways. More importantly, it is creating opportunities to reimagine how we engage with homebuyers, offering personalized, intelligent and seamless experiences. GenAI is not the future of real estate, it is the present. Those who adopt early will set the standard for the next coming decades.

Every time innovative new technology becomes mainstream, businesses are faced with the innovator's dilemma: should they move first and reap the most benefits as a virtue of early evolution, or should they wait for someone else to test, try and prove the concept so that it becomes reality and they are safer? As of this moment, the era of early adoption is quickly passing us by. We are now moving into a phase where boutique solutions and use cases are making their way into solving specific business problems. Returns on these bets are exceeding expectations in many cases.

Transformation is not without its challenges. Data quality, current systems and adoption readiness remain real hurdles. Yet, these should not deter progress but in fact be collateral outcomes of implementing innovative technology. The leaders who act with intent today will define the shape of tomorrow's real estate ecosystem.

As real estate moves into this new era, Gen AI offers significant potential to enhance enterprise value by enabling faster and more strategic product launches, accelerating sales through innovative approaches, elevating customer experience with personalization, boosting productivity to achieve more with less, strengthening brand narratives and driving cost optimization through excellence in execution.



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## Executive Summary

Real estate is beginning to shift from a business defined by capital and land access to one defined by intelligence. Markets show signs of tightening competition, rising customer sophistication, and greater pressure on timelines, margins and IRR assumptions. In this environment, intelligent enterprises will separate from incumbents who rely on traditional, manual and relationship-led operating models. The sector is defined as capital-intensive, people-dependent and reliant on non-standardized processes, with digital islands and an absence of a single source of truth, leading to reactive decision making, loss of productivity, time to market and impact on the bottom line. Developers take months to translate ideas into launches and launches into value. The feedback loops are slow because information is fragmented, decisions are mostly negotiated rather than data-informed. In such a scenario, Generative and Agentic AI are poised to give developers the ability to redesign how projects are conceived, sold, financed and executed, with material implications.

Over the next decade, GenAI will equip the industry to unlock significant enterprise value by systematically unlocking latent efficiency and growth across the value chain, particularly at its most persistent pain points. A path forward exists in which product decisions become sharper, pricing becomes more adaptive and internal alignment becomes faster. Shorter cycles can do more than just pull revenue forward; they will reduce uncertainty and allow developers to operate with shorter planning horizons, which has historically been rare in the sector. This means with the right level of enterprise action and implementation, the efficient usage of **GenAI can contribute anywhere from 3% to 10%\* of cost and schedule optimization.** Operational efficiency can be doubled, with workforce productivity seeing a significant uptick across operations, pre-sales, post-sales, finance and procurement teams. The sales engine can learn from its pre-existing ecosystems, provide actionable insights, enrich itself with higher yielding

prospects and advise the team on the next best course of action unlocking, **unlocking a 30% to 50%\* uplift in sales performance and delivering up to 15%\* better CX, contributing to faster conversions, better pricing and fewer leaks along the funnel.** GenAI-integrated developers can convert organizational scale into an advantage because, economically, the logic is straightforward: GenAI expands revenue, protects margin, accelerates working capital and lifts productivity. Collectively, these improvements create the possibility of multiplying enterprise value significantly over a full development cycle. This is not a claim about technology hype; it is an observation about how much value sits within inefficiencies that have been structurally accepted as "how the sector works."

Winning, however, requires translation into a new operating model - a translation of ambition into clean, structured data, a foundation so strong that talent in the organization can co-create, build, develop and deploy like never before. Developers must convert business ambition into digital ambition, build a data foundation that eliminates internal contradiction, and train teams to adopt new workflows rather than revert to old ones. GenAI works best when it behaves like the promoter's office by aligning priorities, enforcing discipline, and making the enterprise run faster and more coherently. But the window to lead is not open-ended. Adjacent sectors like Financial Services have already demonstrated how quickly intelligence compounds and how fast performance gaps widen once workflows modernize. Customers are moving faster than developers, and capital is beginning to reward operational sophistication. In the coming cycle, a market leader will not be the one with the most sophisticated tech stack but the one who reimagines the operating model and makes it more efficient, moving away from manual ways of working to automated workflows, gut-based decision making to data- and technology-enabled operations.

\*EYP estimates basis end-to-end GenAI transformation across the value chain



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01

## Introduction to GenAI

# GenAI is set to revolutionize how we acquire, build, sell, lease and manage real estate

## Redefine:

GenAI will redefine how real estate players compete – moving from scale advantage to **intelligence advantage**.

## Accelerate:

It will **compress decision cycles** – what once took quarters get resolved in weeks, even days.

## Relationship:

The developer-customer relationship shifts from **transactional to continuous**, powered by always-on AI interfaces.

## Differentiation:

Differentiation moves beyond product and location – **towards data, experience and personalization at scale**.

## Innovation:

The winners will be those who **embed GenAI into the fabric of strategy** and operations, not treat it as a tool.

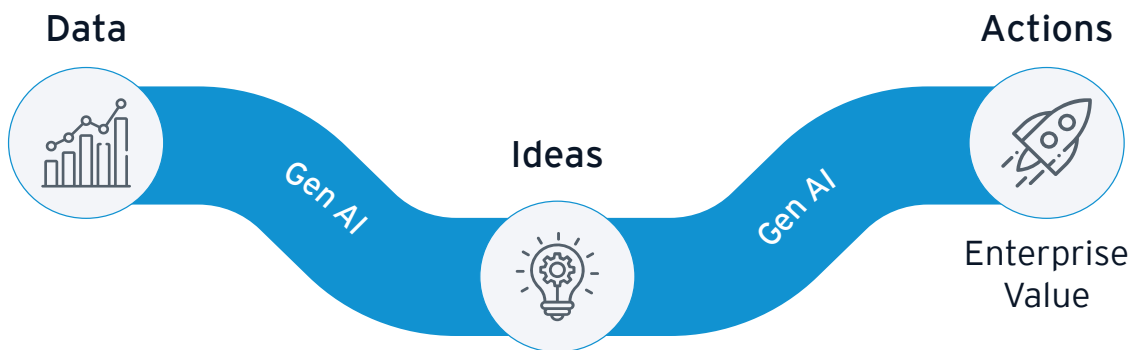
GenAI has the capability to increase sales velocity by **~30-50%** converting leads into bookings faster than ever before.

Generative design, smart scheduling and time to market can reduce land-to-launch cycle times by **~20-30%**

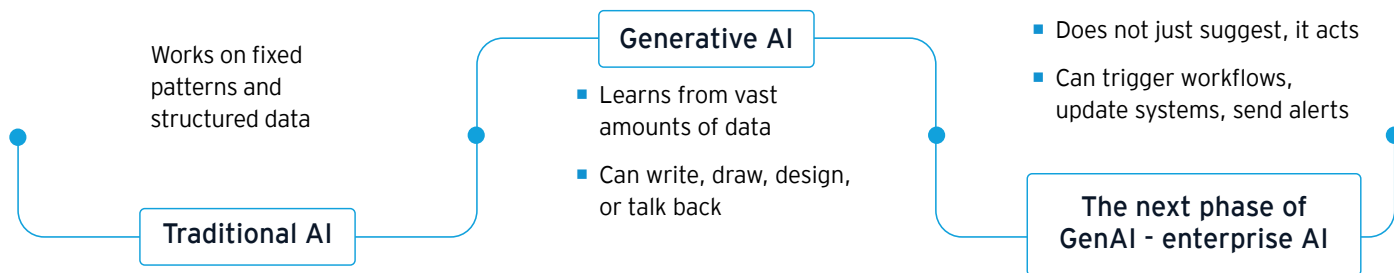
GenAI-powered project monitoring and predictive control can reduce project overruns (time and cost) by **~10-20%**

**GenAI is a breakthrough technology that transforms data into ideas, ideas into actions and actions into enterprise value.**

- GenAI is **not just smarter automation** – it is a force multiplier that augments human judgment, accelerates decision-making and unlocks new value and efficiencies.
- GenAI is a technology that **scales creativity and problem-solving**, making it as core to business as capital and talent.



## How has GenAI evolved in the last couple of decades?



# GenAI is not mere automation – it is intelligence at scale.

In real estate, this is the edge that separates industry leaders from the rest

## Agentic AI



Voice Bot



Conversational Chatbot



Project Monitoring and Control

## External Party Intelligence



Voice of customer/ vendor and sentiment analysis



Hyper-personalization workflows



Complaint management

## Insight acceleration



Document analysis and summarization



Vendor comparatives and summarization

## Human enablement



Prompt-based knowledge analysis/retrieval



Workflow assistants

## Content creation



Long/short form content generation



Automated design drawing/rendering



Document/form auto-fill

# Let us demystify GenAI: What it is and what it is not?

## GenAI will replace my trusted workforce

GenAI is not a replacement, but an amplifier. It automates the routine, freeing teams to focus on what humans do best: complex thinking, emotional intelligence and nuanced problem-solving.

It **redefines roles** to drive greater value – not reduce them.

## GenAI will be too complex and expensive to apply

Yes, the technology is advanced, but the deployment is not. GenAI platforms are increasingly **accessible, cloud-based and subscription-driven**, making them both scalable and affordable.

The real investment lies not in infrastructure, but in **identifying the right use cases, enabling data readiness and integrating GenAI strategically.**

## GenAI is a magic bullet that solves all problems

GenAI is powerful – but not infallible. Its output depends heavily on the quality of data it is trained on and can sometimes “hallucinate” or produce inaccurate responses.

**Human oversight, validation and ethical safeguards** are essential to enable reliable and responsible use.

## Data privacy and security concerns are not worth the risk

These challenges are real – but increasingly manageable. Tech providers and regulators are actively addressing them through **secure platforms, strong data governance, anonymization** and evolving compliance standards.

**Responsible deployment** hinges on embedding these safeguards from the start.





02

## GenAI in real estate

# Unlocking the next wave of transformation: How an added layer of GenAI is set to reshape India's landscape



India has the potential to add **US\$359 billion to US\$438 billion to its GDP** on account of GenAI adoption in 2029-30 over and above its baseline estimates



This represents an additional **5.9% - 7.2% of GDP in 2029-30**



Over a period of seven years (2023-2030), GenAI's contribution would translate to **US\$1,200-1,500 billion** (Cumulative GDP)



Achieving this potential would provide the Indian economy with an additional **CAGR of 0.9% to 1.1%**

India's booming economy, recognized as the world's fastest growing, stands tall amidst global challenges.

**The country is projected to become the third-largest economy by 2027 and its path to a US\$26 trillion future hinges on GenAI. This transformative technology, with its ability to boost productivity and efficiency, holds the key to accelerating India's growth and achieving its ambitious goals.**

To unlock this potential, increased investment in AI research, education and upskilling is crucial, enabling inclusivity and propelling India and its economic prowess towards a prosperous, equitable, AI-first future.



Real estate developers are increasingly recognizing the strategic value of GenAI in unlocking operational efficiency, customer insights and competitive differentiation when deployed effectively.



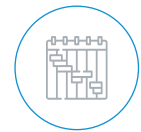
Unlock operational efficiency and productivity jumps



Optimize land to launch cycle



Maximize revenue and collections



Optimize project costs and schedule

Target buyers with personalized marketing strategies

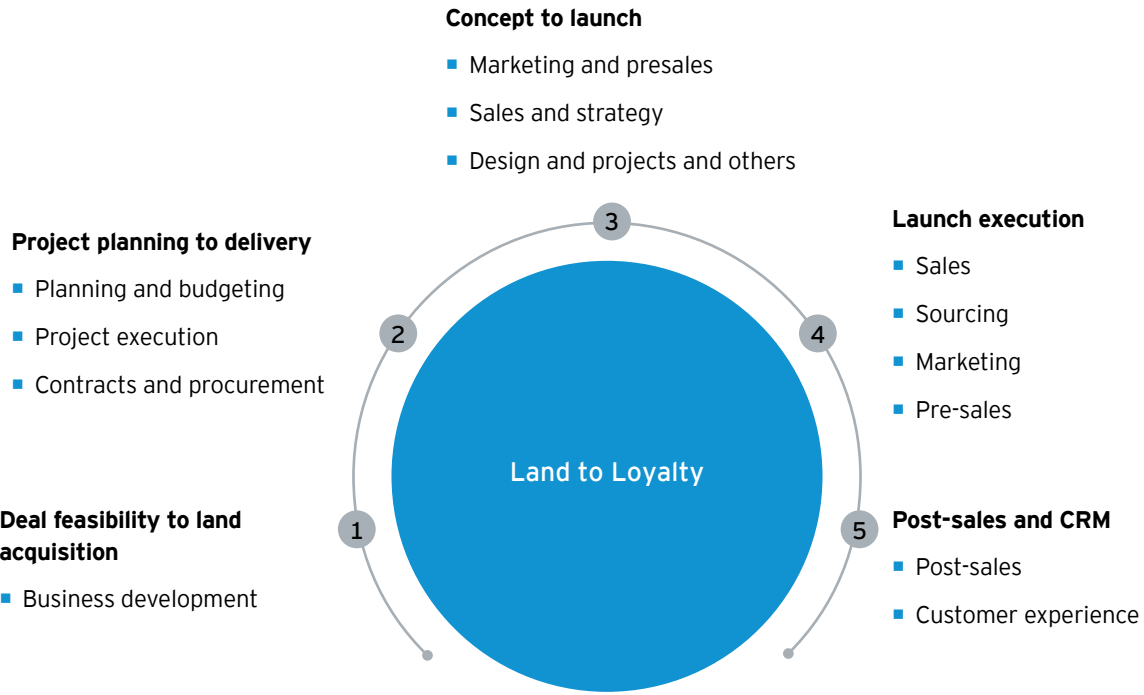
Adopt AI-powered sustainable practises and smart building technologies

Make property management operations feasible and efficient

Improve project management and project feasibility

With the addition of GenAI in the business landscape of Indian real estate, the impact on the sector's gross value added in the next seven years is estimated to be 3%-4%, in absolute value, which is indicative of US\$14-US\$17 billion.

Gen AI canvas as a capability can play across the land-to loyalty spectrum to power scale, speed and outcomes across the value chain. The document aims to give a view on how GenAI can unlock the potential across the value chain and drive value for the business.



## Land acquisition: From feasibility to closure

### 01 Financial modeling and scenario planning

GenAI can integrate quantitative and qualitative metrics (supplemented by data and reports from Market Scan Bot), including:

- Cost
- Pricing and sensitivity
- Absorption rate
- Upcoming projects
- Sales velocity

It then turns these into financial models - running multiple ROI/IRR scenarios that help evaluate deals better and faster.

### 02 Risk profile

With seller data shared with the developer, GenAI can analyze the information, syncing it with public and organizational sources (emails, messages, past performance) to:

- Evaluate seller credibility
- Assess financial health
- Review of prior track record
- Identify deal sellers/land parcel

#### IMPACT

- Reduction in deal evaluation time by **~50%**
- Reduction in deal closure TAT by **~30%-35%**
- **~ 2.5x** increase in number of deals evaluated

## Project planning to delivery lifecycle

### 01 Generative design

GenAI can generate and iterate architectural, structural and Mechanical, Electrical, Plumbing (MEP) designs through natural language prompts, automatically optimizing for cost, material efficiency, energy performance and regulatory compliance- accelerating the entire design process from concept to approval.

### 02 Quality control management

Using drones, fixed and helmet cameras, GenAI compares real-time site footage with 3D model to detect deviations (e.g., misaligned beams, faulty installs) and utilize customized text from safety in quality.

#### IMPACT

**~20-50%** increase in workforce productivity

### 03 Schedule and cost overrun forecasting

GenAI models can be trained on historical project data extracted from project management software. This model can be used to analyze real-time progress data and generate daily / weekly alerts, such as: "Based on the current progress and weather forecast, there is a 75% chance of a 5-day delay in the terrace slab casting of Tower A."

### 04 Smart RFP/RFQ/contract drafting

GenAI can generate RFPs and RFQs by analyzing project requirements and past bids, accelerating vendor engagement and improving response quality.

05

### Dynamic contractor and supplier evaluation for pre-qualification

GenAI models can take a the supplier/contractor bid, their history, legal and financial documents to generate a risk assessment score and a narrative summary, such as: "This contractor has a proved track record on luxury projects but a 10% higher than average change order rate on similar projects in the last 12 months, indicating potential scope creep risk."

06

### Dynamic performance evaluation

GenAI models trained on project reports, meeting minutes, quality control logs, change order history, news articles, financial reports can generate a dynamic scorecard for each supplier and contractor and create a risk profile.

07

### Material substitution and specification

GenAI models trained on a materials database can generate a list of all possible alternatives for a specific material requirement with the cost-benefit analysis for each of the alternate options. The model can also generate a revised set of material specifications to be included in the request of proposal (RFP).

08

### Material planning and demand forecasting

By learning from past procurement cycles and real-time project schedules, GenAI can forecast material requirements, auto-generate procurement plans and flag potential shortages – reducing stockouts, waste and carrying costs.

#### IMPACT

- ~18% - 20% reduction in cost by eliminating last-minute purchases.
- ~3% - 10% saving in cost through saleable area optimization.

## From planning the project to a timely and successful go-to-market

01

### Integrated launch planner

AI-driven milestone tracker aligning all stakeholders from all functions like marketing, construction, liaising, planning and other functions in one execution blueprint. GenAI can:

- Summarize complex and interconnected launch activities into prioritized buckets for each stakeholder
- Provide a holistic view on launch status
- Flag upcoming approvals
- Highlight construction delays
- Recommend prescriptive countermeasures to reduce delay based on past learnings and how previous launch delays were tackled

02

### Launch milestone dashboard

GenAI continuously simulates timely GTM model with a quick access dashboard, supplemented by prompts to:

- Set up meetings between concerned stakeholders if activities are delayed beyond defined SLA
- Nudge and follow-up with respective stakeholders to drive accountability

#### IMPACT

Accelerate launch timelines by **20%-30%**

## Launch to scale: Accelerating and sustaining sales velocity

### 01 Hyper-personalization engine

GenAI crafts brochures, emails, posts and video scripts by analyzing past interactions.

- If a customer says they are heading toward gym, the next collateral can highlight gym amenities first
- It can also optimize timing and channels, e.g., sending at peak engagement hours and preferring email over WhatsApp for better response

### 02 Creativity engine

A prompt-based GenAI solution that can instantly create renders, briefs, opportunity documents, CP communications and kits and collateral in line with pre-defined brand guidelines, cutting down operational inefficiency.

#### IMPACT

- Optimise collateral time to market by **~35%**
- Reduce cost of customer acquisition by **~20%**

### 03 Smart sales voice analytics

When the presales, sales, or even sourcing executive interacts with the customer, GenAI sales bot can analyze the conversations and drive real-time improvements in:

- Sales pitch
- Coaching opportunities
- Negotiation tactics
- Tonality and enthusiasm
- Language and speech (phonetics)
- Next best action and follow-up/reminder nudges
- Maintaining higher conversion rates at an executive level

#### IMPACT

- Improve sales velocity by **30% - 50%**

## Post-sales customer relationship management to drive lifetime value

### 01 Defaulter scoring

Based on:

- Historical payment behavior
- Transaction records
- External data (e.g., credit bureau, market signals)
- GenAI predicts the likelihood of default. With dynamic risk scores, it can recommend:
  - Tailored interventions such as revised payment plans
  - Targeted engagement (tickets/incentives for customers to pay on time)

### 02 Complaint management

From queries to complaints, all customer-facing inquiries can be automated via any medium (chat/text/call), enabling timely, effective and impactful customer resolutions. With a well-defined matrix, GenAI can resolve and escalate issues as per the organization's needs and focus on delivering meaningful customer experience.

#### IMPACT

- Increase customer satisfaction by **~15% - 20%**
- Increase referral and loyalty by **~10%**

# Chatbots usage across the value chain

01

## Chatbots for supplier and contractor Q&A

GenAI model-based chatbots trained on project documents, RFPs (Requests for Proposal), tender specifications and approved make lists can be integrated with vendor portals to provide instant automated responses to bidder queries like “approved brands,” “payment terms,” etc.

02

## Chatbots for requisition to order

Site engineers and project managers can use the chatbots to place frequent orders for materials under rate contracts. The chatbot can check the project BOQ and schedule for alignment, pick the pre-approved supplier and draft the purchase order for final confirmation.

03

## Smart chatbot

- Holds natural, human-like conversations
- Remember past interactions for continuity
- Personalizes responses and recommendations
- Learn and improve with every interaction

04

## CRM executive chatbot

By compiling CRM data and customers’ existing interactions, GenAI can send out:

- Automated project updates (personalized for the customer to engage deeply)
- Snag checklist
- Payment/demand reminders
- Possession and handover timelines
- Changing customer details in CRM/ERP
- Sending out documents (receipts, SDR, etc.)
- Updates on snags raised
- Raising complaints post-possession and resolution updates







03

Road  
Ahead

# How can the existing operating fabric be supplemented by the transforming lever of GenAI?

In our view, there are three structural factors that will drive a faster GenAI adoption:

- Asset class + market / micro-market diversification – Large formats across cities / micro-markets enable a rich data pool
- Digital ecosystem – As operations mature, standard, organized and consumable data can be leveraged through platforms like ERP, CRM, BIM, drones and IoT
- Margin pressure – Rising land, material and approval costs, labor shortage and cost of capital make operational efficiency a non-negotiable essential

But before scaling GenAI, every organization must reset its operating model, clean its data, upskill its people and lock in governance. Without these eight foundations, GenAI may stay a lab experiment – rather than becoming a business advantage.

## GenAI in the enterprise fabric



### Vision and strategy

- Undertake a holistic journey & not only piecemeal use-cases
- Identify business imperatives
- Align with business goals
- Identify the new target operating model facilitating GenAI.
- Form a cross-functional task-force



### Prepare organizational readiness

- Have a signed off business case
- Assess existing data and quality
- Establish data governance
- Identify and address any data gaps



### Choose the right technology and partner

- Evaluate platforms
- Focus on integration



### Data foundation

- Clean & structured enterprise data
- Iterate & learn while building internal capacities
- Pilot proof of concepts across the whole journey before scaling



### AI-savvy talent

- Reskill & upskill the existing talent
- Hire new AI-focussed talent



### Redevelop AI -supported process

- Determine the new operating model
- Set ownership
- Set standards of work & access protocols



### Risk and compliance

- Maintain privacy of the foundational data
- Manage bias & hallucinations with stringent QA/QC



### Technology infrastructure

- Scalable with volume
- Integration at all touchpoints with ERP & CRM



**Guiding tenets:** Responsible | Ethical | Innovation

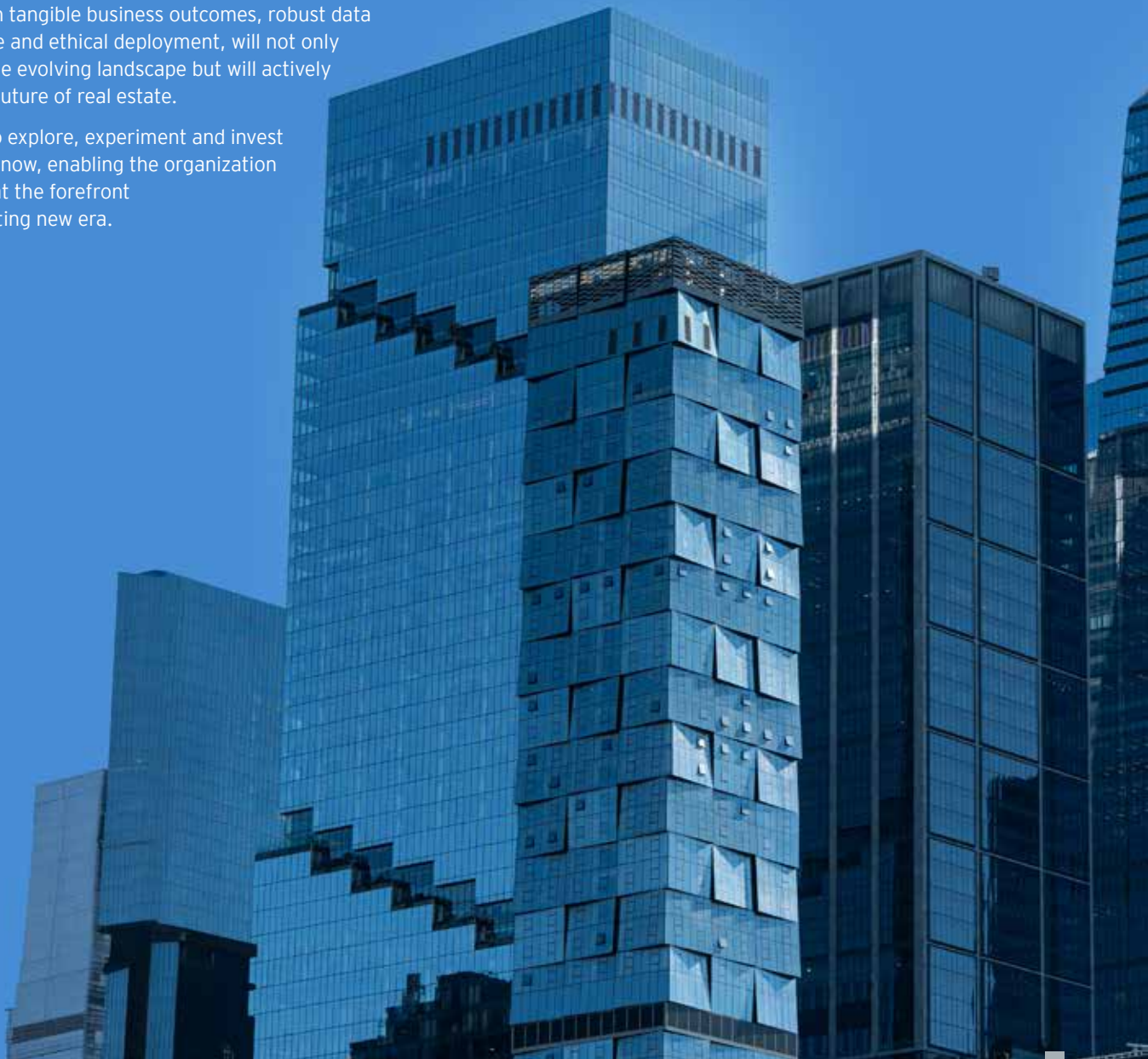


GenAI operates within the reality it is given. At its core, it is a trained system that depends on the quality of the underlying data foundation to shape its outputs. It draws on this foundation to deliver relevant insights to users within seconds. This will enable accurate data consumption and presentation, consistent across the journey, contextual, and trustworthy for decision-making. Because without this, GenAI might end up amplifying noise instead of intelligence.

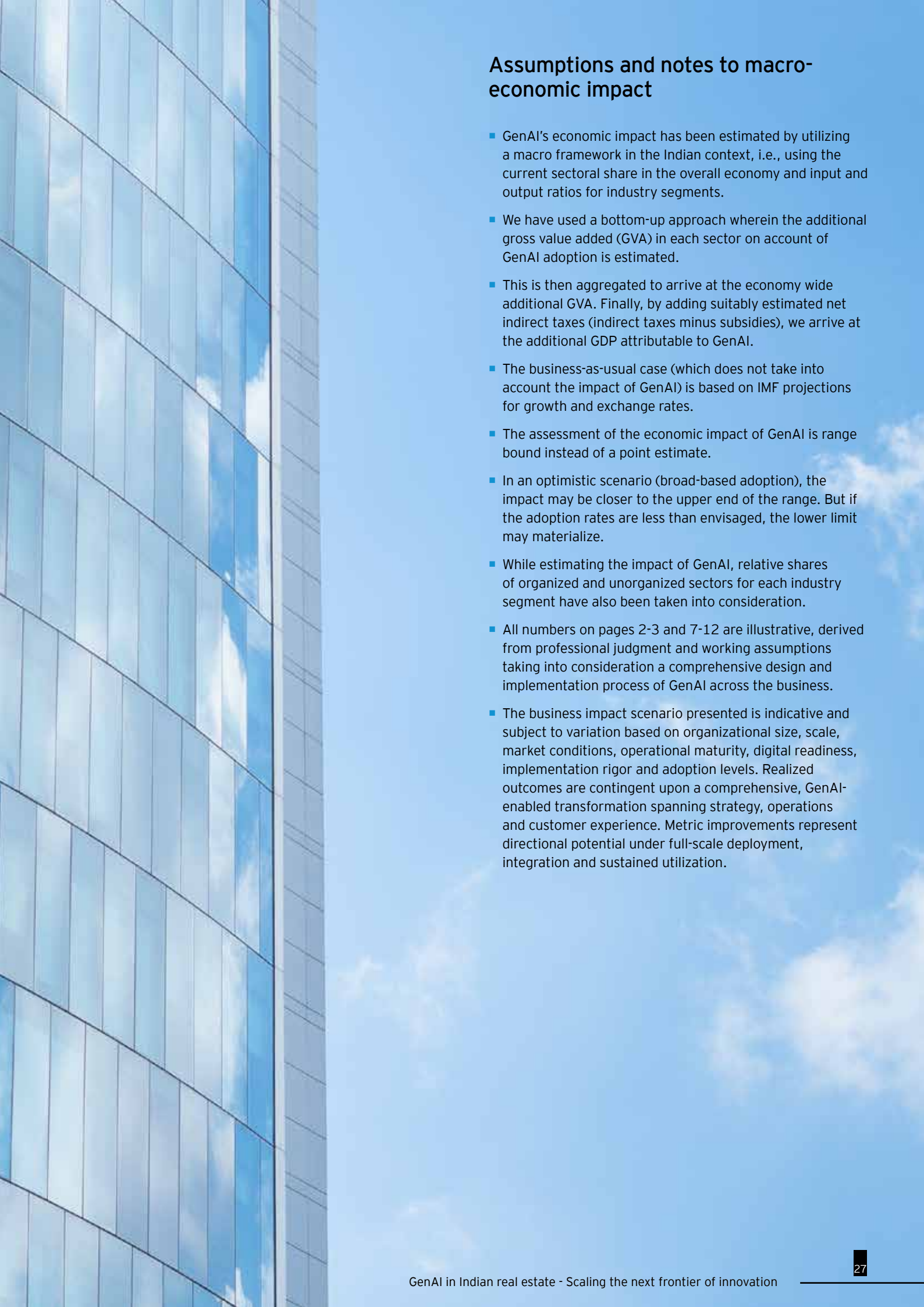
A single source of truth must be established for all important components, such as customer, projects, transactions, financing and channels. The entire operating model of the enterprise must support this reality to enable data-driven decision-making instead of hallucination- or noise-based decision making. Avoid contradictions and mismatch within the foundation.

# A fundamental shift in creating value

- GenAI is not just another technological upgrade; it represents a fundamental shift in how businesses can create value.
- For the real estate sector, it offers an unprecedented opportunity to enhance efficiency, drive innovation and deliver personalized experiences.
- Leaders who embrace this technology strategically, focusing on tangible business outcomes, robust data governance and ethical deployment, will not only navigate the evolving landscape but will actively shape the future of real estate.
- The time to explore, experiment and invest in GenAI is now, enabling the organization to remain at the forefront of this exciting new era.







## Assumptions and notes to macro-economic impact

- GenAI's economic impact has been estimated by utilizing a macro framework in the Indian context, i.e., using the current sectoral share in the overall economy and input and output ratios for industry segments.
- We have used a bottom-up approach wherein the additional gross value added (GVA) in each sector on account of GenAI adoption is estimated.
- This is then aggregated to arrive at the economy wide additional GVA. Finally, by adding suitably estimated net indirect taxes (indirect taxes minus subsidies), we arrive at the additional GDP attributable to GenAI.
- The business-as-usual case (which does not take into account the impact of GenAI) is based on IMF projections for growth and exchange rates.
- The assessment of the economic impact of GenAI is range bound instead of a point estimate.
- In an optimistic scenario (broad-based adoption), the impact may be closer to the upper end of the range. But if the adoption rates are less than envisaged, the lower limit may materialize.
- While estimating the impact of GenAI, relative shares of organized and unorganized sectors for each industry segment have also been taken into consideration.
- All numbers on pages 2-3 and 7-12 are illustrative, derived from professional judgment and working assumptions taking into consideration a comprehensive design and implementation process of GenAI across the business.
- The business impact scenario presented is indicative and subject to variation based on organizational size, scale, market conditions, operational maturity, digital readiness, implementation rigor and adoption levels. Realized outcomes are contingent upon a comprehensive, GenAI-enabled transformation spanning strategy, operations and customer experience. Metric improvements represent directional potential under full-scale deployment, integration and sustained utilization.

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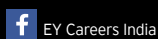
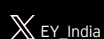
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