

magicbricks

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magicbricks

#PataBadloLifeBadlo

A special report by **mb Research**
Actionable Insights

HOW MIGRATION IMPACTS REAL ESTATE



A LOT CAN CHANGE WITH A CHANGE OF ADDRESS



Step towards a new life, one address at a time

Why We Move
A Note from the Editor

#LifeBadloMoment
How Tier 1 Moves Lead to Salary Surges

Before We Dive In
Key Terms & Concepts You Should Know

India on the Move
Drivers, Trends & the Big Picture

Big City, Bigger Dreams
Growth Trajectories of India's Urban Hubs

Life Chapters
Real Stories from India's Fastest-Moving Cities

Bangalore
Code, Coffee & Career Climbs

Delhi NCR:
Ambition Meets Power

Mumbai
Maximum City, Maximum Hustle

Hyderabad
Heritage, Homes & High Growth

Reverse Migration
Not a Step Back, But a Smarter Step Forward

The Final Word
Insights & Reflections

The Tier Leap
Why Moving Up Makes Sense (Even to AI)

MB Research
Your Window into India's Real Estate Market



WHY WE MOVE

A NOTE FROM CEO'S DESK

SUDHIR PAI, CEO, MAGICBRICKS



#PataBadloLifeBadlo

"Pata Badlo. Life Badlo." isn't just a tagline, it's a truth we've seen play out in the lives of millions of home seekers. Where you live impacts far more than your commute or rent, it shapes your income, lifestyle, aspirations, and future.

In today's India, mobility is both economic and aspirational. People are moving across cities and housing types to unlock better opportunities. With each address change, they move closer to better jobs, schools, safety, and dreams.

At Magicbricks, we've always believed in the life-changing power of the right address. From first-time buyers to seasoned investors, we simplify every step — with tools like Magicbricks SiteVisit, MagicHomes, PropWorth, MagicLoans, and more.

Our latest campaign brings this idea to life through an evocative core film narrated in shayari, capturing the emotional milestones of homebuying. Supporting films spotlight our unique offerings — from guided property visits to expert-verified project listings.

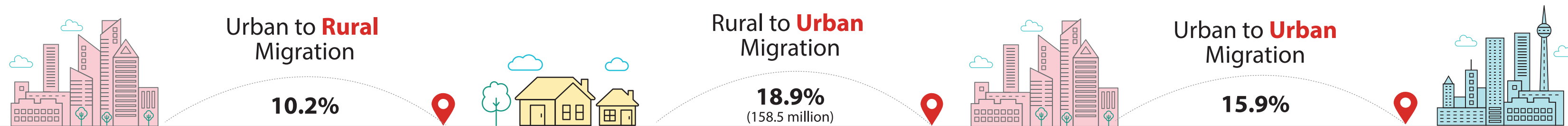
This accompanying report highlights India's Top 7 migratory cities — NCR (Delhi, Noida, Gurgaon, Greater Noida) Mumbai, and Bangalore — and explores how strategic location choices are transforming lives. It also reflects a growing shift as Tier 1 residents explore Tier 2 and 3 cities for a better quality of life.

If you're planning your next move — this campaign and report are your guide.

Because sometimes, all it takes is a new pin code to change your life.

INDIA ON THE MOVE

DRIVERS, TRENDS & THE BIG PICTURE



I. THE SCALE OF MOVEMENT: A SNAPSHOT

A special report by
mb Research
Actionable Insights

 **28.9%**
TOTAL MIGRATION OUT
OF INDIAN POPULATION

 **34.9%**
URBAN MIGRATION

 **10.7%**
MALE MIGRATION

 **47.9%**
FEMALE MIGRATION

II. WHY PEOPLE MOVE: KEY DRIVERS

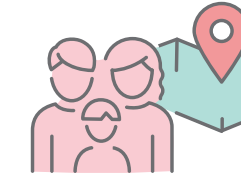
A. ECONOMIC PULL

Opportunities & Growth: Cities like Gurgaon, Hyderabad, Delhi, and Mumbai offer higher average salaries and diverse job markets.

B. SOCIAL & FAMILIAL TIES



MARRIAGE
Leads 86.8% of
female migration.



**FAMILY
RELOCATION**
Often follows
primary earners.



EDUCATION
Over 61% of students move
to Delhi NCR for undergraduate studies;
18% for exam preparation.

C. PUSH FACTORS: RURAL CHALLENGES

While cities pull, villages often push. Agricultural distress, job scarcity, and poor rural infrastructure force many to migrate. States like Bihar and Uttar Pradesh see high outbound migration due to limited non-farm work and shrinking land. Climate shocks-like floods and droughts are increasingly driving families to seek safety and stability in urban areas.

#LifeBadloMoment

HOW TIER 1 MOVES LEAD TO SALARY SURGES

Relocating to Tier-1 cities like **Mumbai, Bengaluru, Delhi NCR, Hyderabad, Gurugram, and Noida** can be a turning point in an individual's financial journey. These metros not only offer **significantly higher average salaries**, often 30–60% more than Tier-2 cities but also provide access to **industries that pay good money** for talent, such as IT, finance, consulting, biotech, and media.

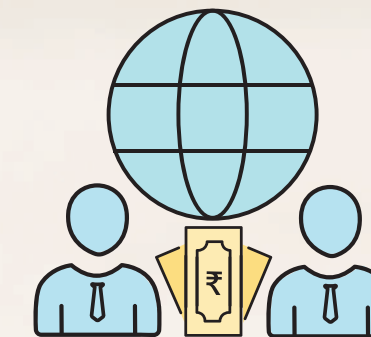


**FOR MANY
PROFESSIONALS,
ESPECIALLY IN EARLY
OR MID-CAREER STAGES,
THIS MOVE
TRANSLATES INTO**

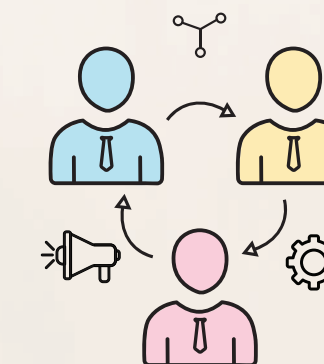
Faster Salary Growth



**Exposure to global employers
and high-paying roles**



**Opportunities for upskilling,
networking, career growth**



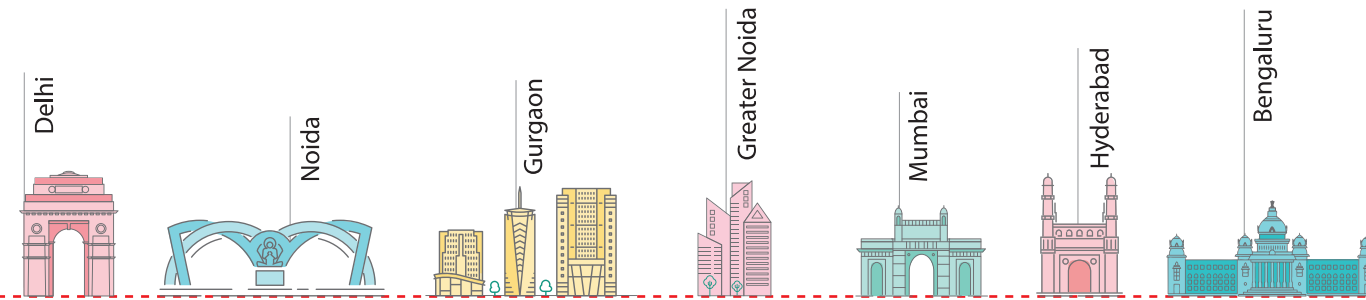


FINANCIAL TRANSFORMATION OF INDIVIDUAL

CITY COMPARISON	JOB TYPE	TYPE	TIER 2 SALARY AS BASELINE	TIER 1 SALARY AS HORIZON	UPGRADE IN TIER 1 (1X, 2X ETC.)
Delhi vs. Jaipur	Public Sector	White Collar	₹ 35,000	₹ 60,000	1.7x
Delhi vs. Jaipur	Musician	Blue Collar	₹ 20,000	₹ 40,000	2x
Mumbai vs. Goa	Housemaid	Blue Collar	₹ 12,000	₹ 20,000	1.7x
Mumbai vs. Goa	Finance	White Collar	₹ 45,000	₹ 1,00,000	2.2x
Noida vs. Lucknow	IT	White Collar	₹ 35,000	₹ 70,000	2x
Noida vs. Lucknow	Garment Factory Worker	Blue Collar	₹ 10,000	₹ 16,000	1.6x
Gurgaon vs. Chandigarh	IT	White Collar	₹ 38,000	₹ 80,000	2.1x
Gurgaon vs. Chandigarh	Manufacturing	Blue Collar	₹ 15,000	₹ 28,000	1.9x
Greater Noida vs. Vellore	Professor	White Collar	₹ 50,000	₹ 90,000	1.8x
Greater Noida vs. Vellore	Electrician/Plumber	Blue Collar	₹ 15,000	₹ 25,000	1.7x
Hyderabad vs. Visakhapatnam (Vizag)	Doctor	White Collar	₹ 60,000	₹ 1,20,000	2x
Hyderabad vs. Visakhapatnam (Vizag)	Fishery Worker	Blue Collar	₹ 12,000	₹ 20,000	1.7x
Bangalore vs. Coimbatore	IT	White Collar	₹ 40,000	₹ 85,000	2.1x
Bangalore vs. Coimbatore	Housemaid	Blue Collar	₹ 10,000	₹ 18,000	1.8x
Average Tier 2/3 vs Tier 1					1.95x

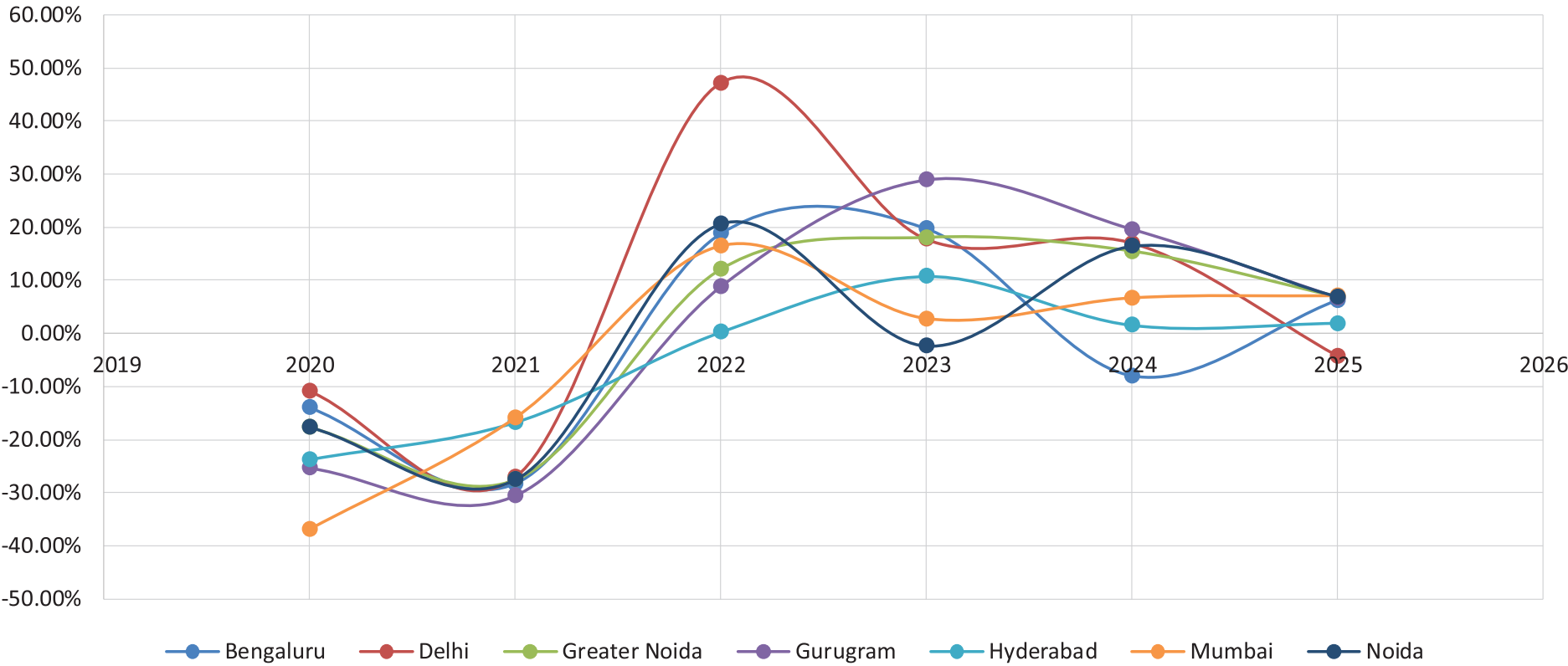
BIG CITY, BIGGER DREAMS

GROWTH TRAJECTORIES OF INDIA'S URBAN HUBS



When people dream of a fresh start, of better homes, brighter careers, and a richer quality of life, they often look toward a handful of cities that promise it all. Delhi, Gurgaon, Noida, Greater Noida, Hyderabad, Mumbai, and Bengaluru have become magnets for such dreams, drawing in people from across the country with their energy, opportunity, and promise. From the unstoppable buzz of Mumbai to the innovation hubs of Bengaluru, from the expanding skylines of NCR to the balanced charm of Hyderabad, these cities aren't just places to live; they're destinations to thrive. They represent hope, ambition, and a chance to start fresh. For many, changing the city they live in isn't just a relocation—it's a reset, a step toward the life they've always envisioned.

THE URBAN PULL- WHERE DREAMS GRAVITATE:
DEMAND TRENDS OVER 5 YEARS



2020–2021

All cities saw sharp demand declines due to the pandemic, with an average dip of 20–35%. Mumbai and Gurugram were among the worst-hit.

2023

Momentum continued, with most cities seeing double-digit growth. Gurugram (+28.9%) and Greater Noida (+18.1%) stood out.

2024

Mixed performance—cities like Hyderabad (+1.5%) and Bengaluru (-8%) slowed down, while Noida (+16.4%) and Gurugram (+19.6%) stayed strong.

2025

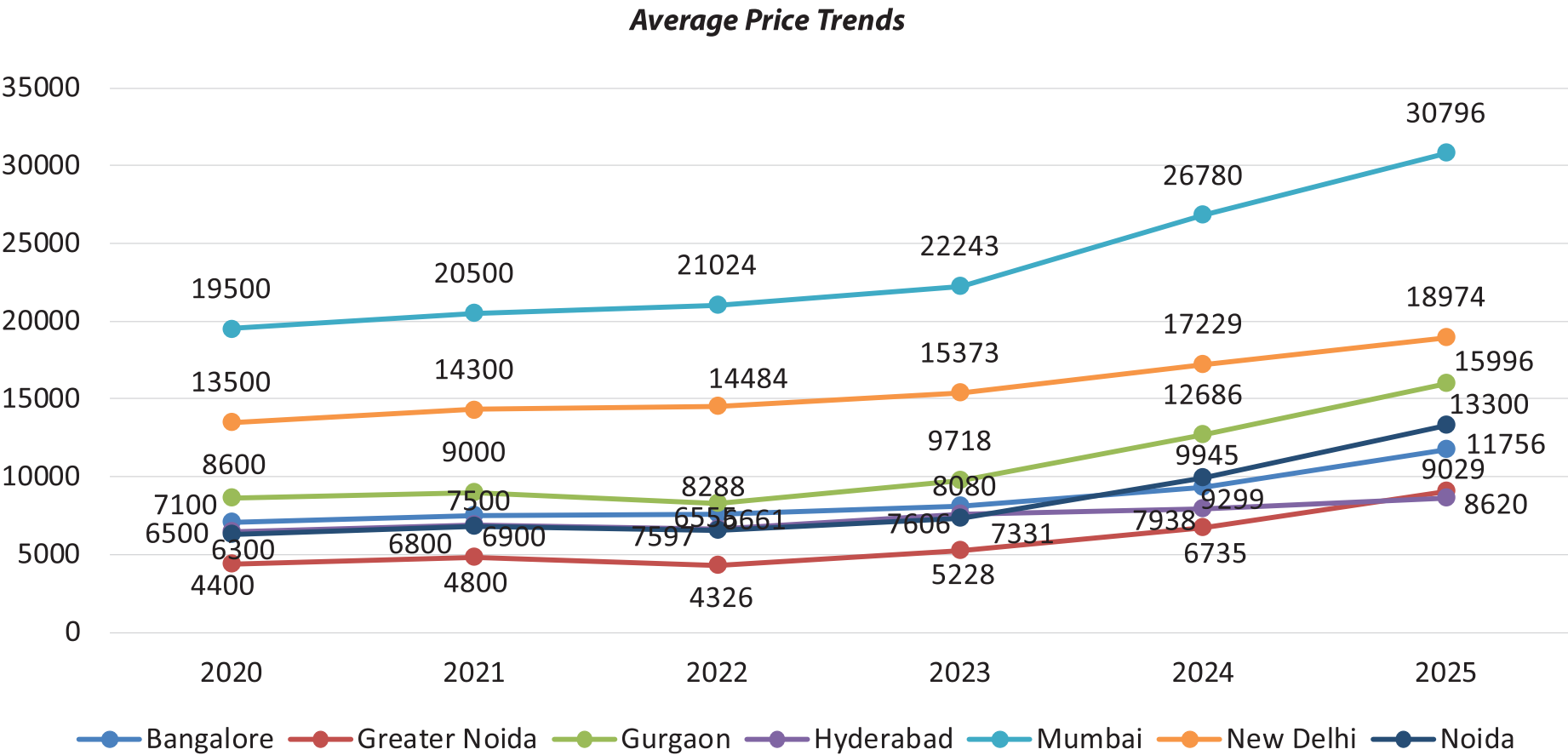
Demand moderated across the board but stayed positive for most cities, indicating a stabilizing market. Mumbai (+7.1%), Noida, and Greater Noida (+6.9%) showed steady interest.

2022

Marked a strong rebound year across cities—led by Delhi (+47.2%), Noida (+20.6%), and Bengaluru (+18.8%), as buyer sentiment recovered.



THE PRICE OF PROGRESS: CITYWISE RATE GRAPHS



Strong Growth Post-2021

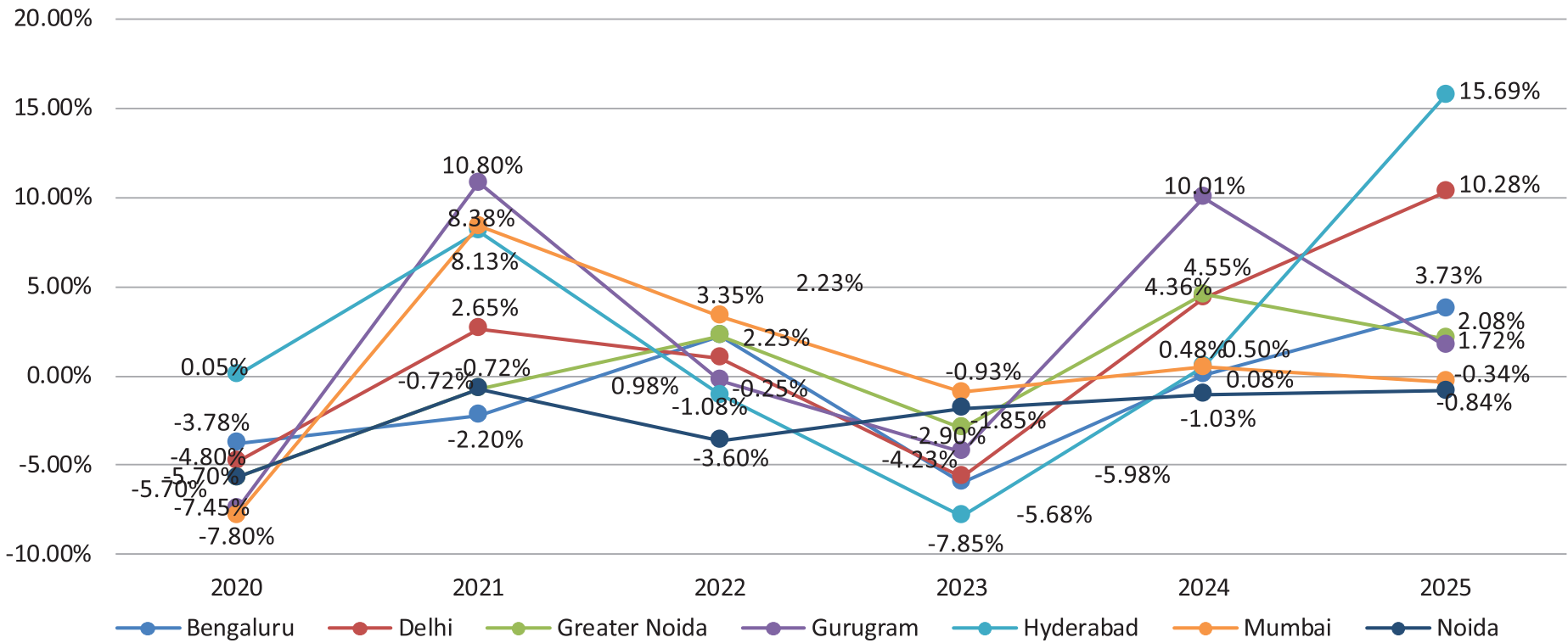
Most cities saw a sharp rise in property rates between 2021 and 2022, with cities like Noida (+95.6%), Greater Noida (+88.1%), and Gurgaon (+77.7%) showing the most dramatic jumps—reflecting renewed demand and investment inflows.

2024–2025

Stable Surge: Prices picked up post-2023. Mumbai led the growth curve, rising steadily every year and reaching ₹30,796/sq ft by 2025—a 58% increase from 2020. Noida and Greater Noida also showed sustained growth toward 2025, rebounding to their 2022 peak levels.



SUPPLY TRENDS



2020–2021

Major drop across cities due to COVID; partial recovery seen in Gurugram, Hyderabad, and Mumbai in 2021.

2022

Supply stayed muted or flat across most cities—no major launches.

2023

Broad slowdown; developers remained cautious, especially in Hyderabad and Delhi.

2024

Gradual revival in Gurugram, Delhi, and Greater Noida.

2025

Sharp rebound in Hyderabad (+15.7%) and Delhi (+10.3%); Noida remains in the red for 6th straight year.



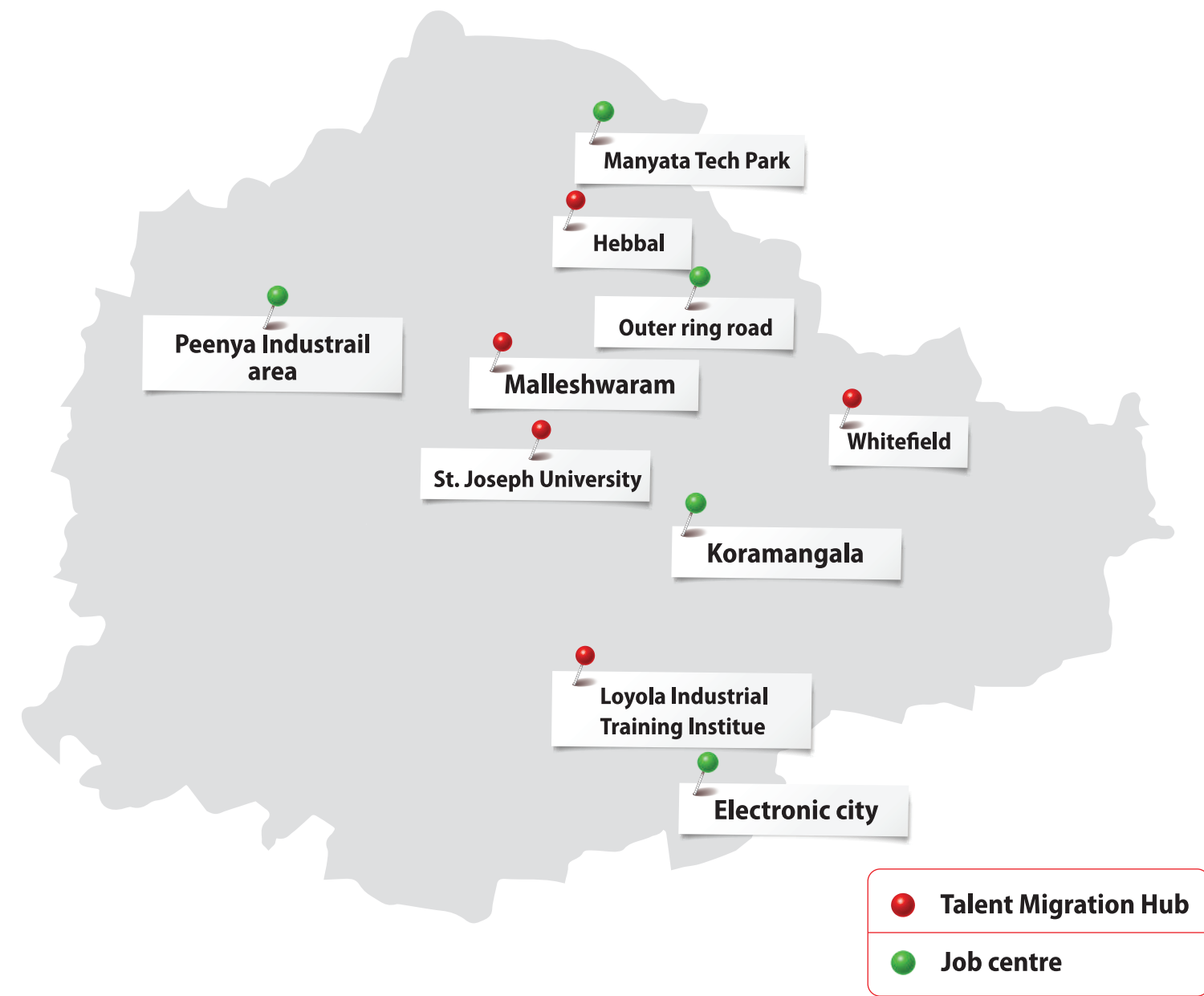


Code, Coffee & Career Climbs

Bengaluru 2025: India's Migration Magnet

Bengaluru has evolved from Garden City to Growth Capital. Today, it's the place where India comes to settle. Driven by a booming tech industry, future-ready infrastructure, and a high quality of life, people from Tier-2 cities and metros alike are making the move—not just for jobs, but for life.

In Bangalore, people aren't just finding jobs—they're finding homes, identity, and a future



JOB CENTRES (IT/Corporate Hubs)

Whitefield ITPL, EPIP Zone

**Outer Ring Road (ORR)
Marathahalli to Bellandur**
RMZ Ecospace, Prestige Tech Park

Electronic City
Infosys, Wipro, Tech Mahindra campuses

Manyata Tech Park (Hebbal/Nagawara)
IBM, Cognizant, Philips

Koramangala

Startups, co-working spaces, Flipkart HQ

Peenya Industrial Area
Manufacturing and industrial jobs

Yelahanka / Aerospace SEZ
Aviation and defence jobs



STUDENT MIGRATION CENTRES

Malleshwaram/Sadashivanagar
IISc, top PU colleges

Hebbal/Yelahanka
REVA University, Presidency University

BTM Layout / JP Nagar / Jayanagar
Educational coaching, NIMHANS

Whitefield / Varthur
International schools, Symbiosis

Bannerghatta Road
Christ University, IIM-B nearby



Total Urban Population
9.62 MILLION

Urban Migrant Population
4.43 MILLION

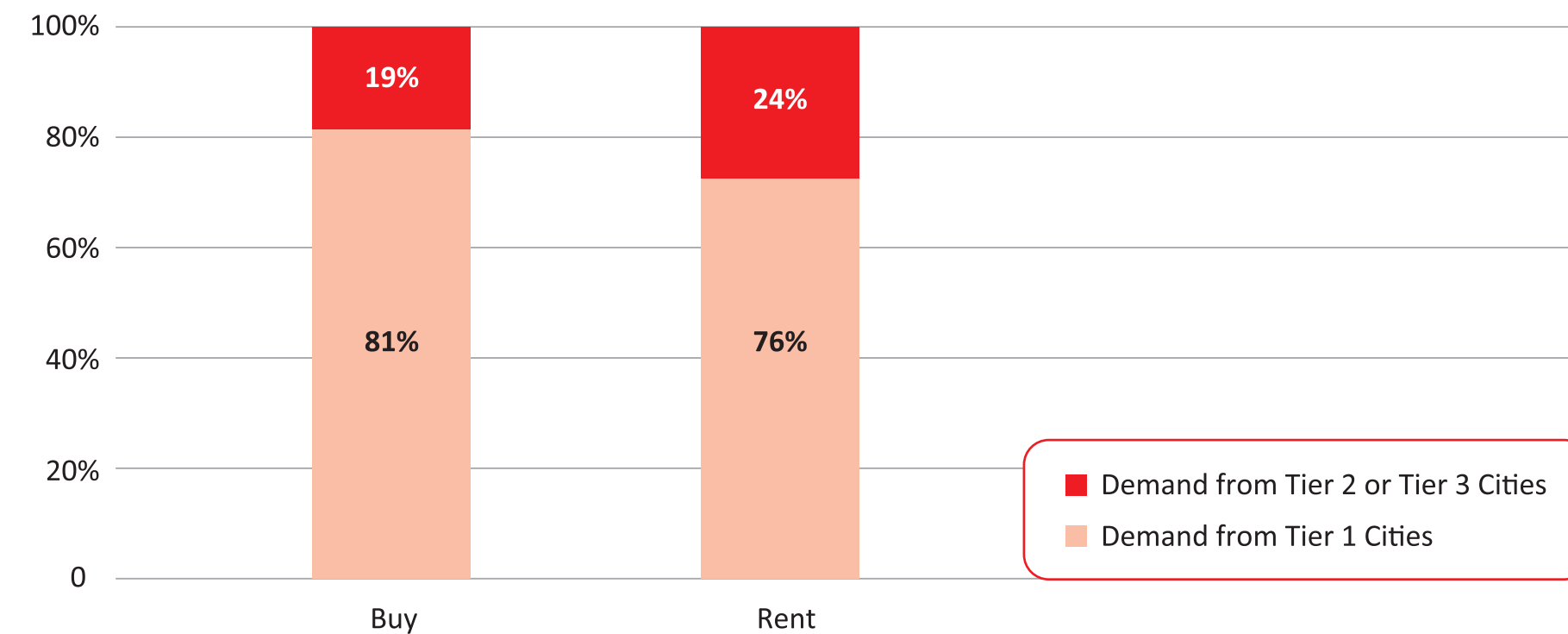
MIGRANT HOMESEAKER INFLOW FROM

Karnataka • Tamil Nadu • Andhra Pradesh • Kerala
Jharkhand • Tripura • Manipur

TOP RESIDENTIAL LOCALITIES NEAR EMPLOYMENT HUBS

Bellary Road • Thanisandra • Bannerghatta, Main Road
Electronic City • Whitefield

SMALL TOWN MIGRATION IS INCREASINGLY DRIVING DEMAND





BENGALURU MARKET HOUSING FACTS

BHK Demand and Supply

2 BHK – 28% Demand | 32% Supply

3 BHK – 55% Demand | 48% Supply

Price Trend

Upward Movement in rates.

From Rs.7100/sq.ft in 2020

to Rs.11756/sq.ft in 2025

How big is your dream ?

750-1250 sq.ft.

53% Demand | 43% Supply

1250-2000 sq.ft.

27% Demand | 27% Supply

The Price Tag of an Upgrade

1.5 – 3 Crore

35% Demand | 34% Supply

1 – 1.5 Crore

26% Demand | 24% Supply

Settle Down or Stay Flexible?

Bengaluru shows strong rent growth (36% YoY) and solid price appreciation (~30% YoY), with RPGD around 0.5. Buy if staying long-term, demand is reviving, inventory is limited, and peripheral markets like Sarjapur, Hoskote, and Kanakapura are heating up. Renting short-term is viable, but prices are likely to firm up further.

BENGALURU MIGRATION MAGNETS

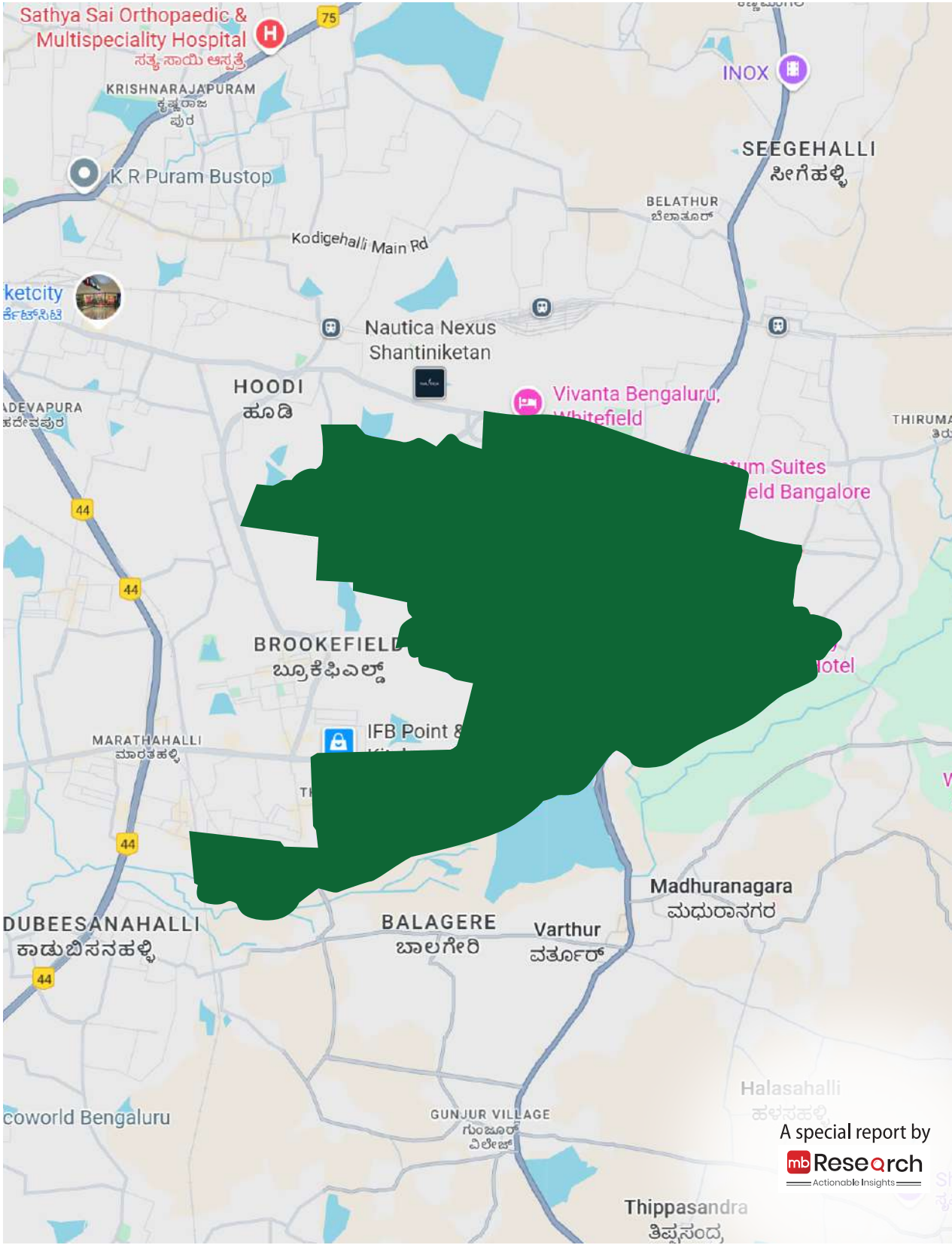
WHITEFIELD

Average Rate:
₹13,000/sq. ft. (Highest in this list)

Nearby Job Hubs:
ITPL, EPIP Zone, GR Tech Park

Trend: Mature market with high-end and mid-segment housing; driven by IT workforce. Demand remains strong due to upcoming metro connectivity (Purple Line extension).

BHK	Avg. Rate
1	₹12,316
2	₹11,006
3	₹13,281
4	₹13,946
5	₹13,375





BENGALURU MIGRATION MAGNETS

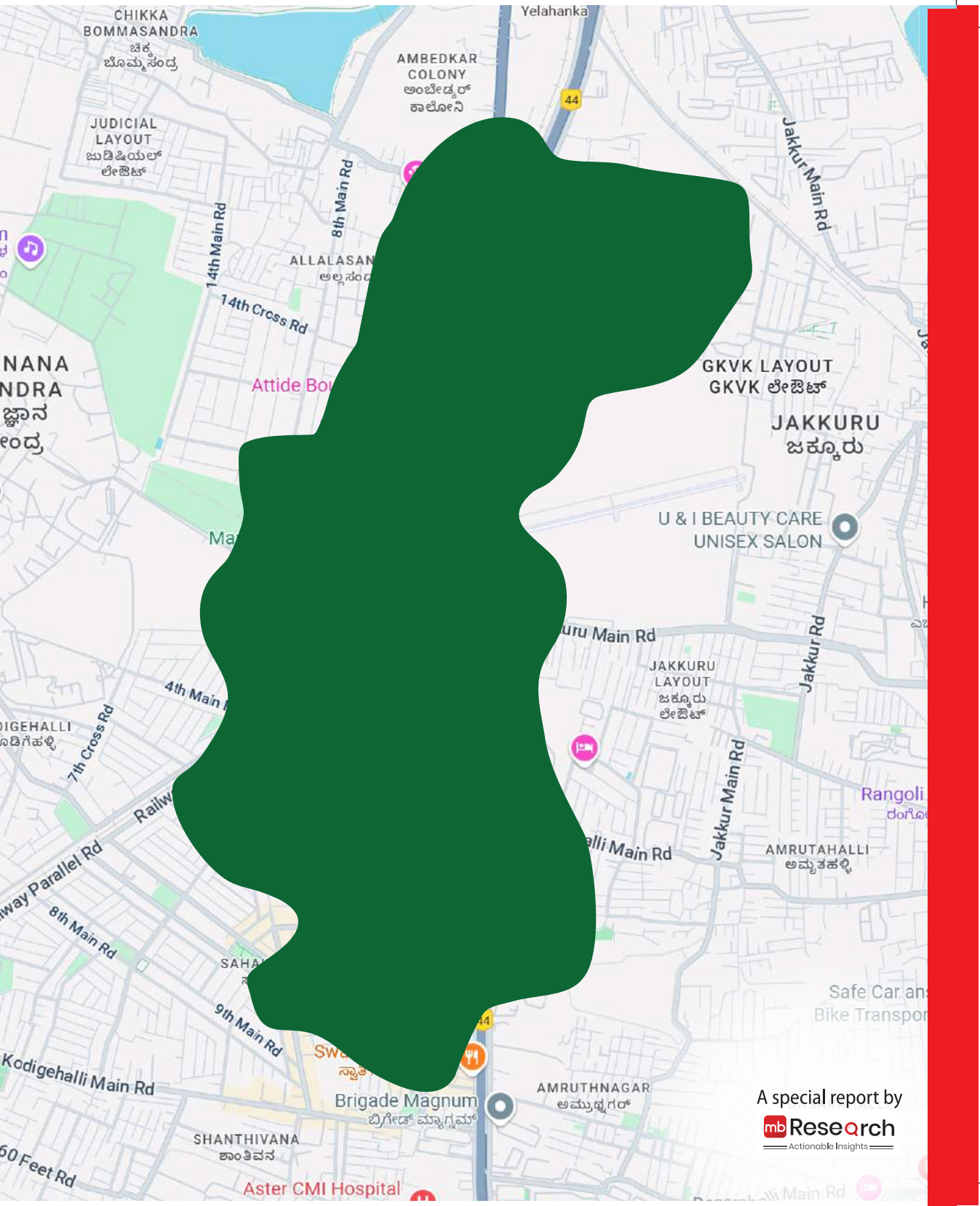
BELLARY ROAD

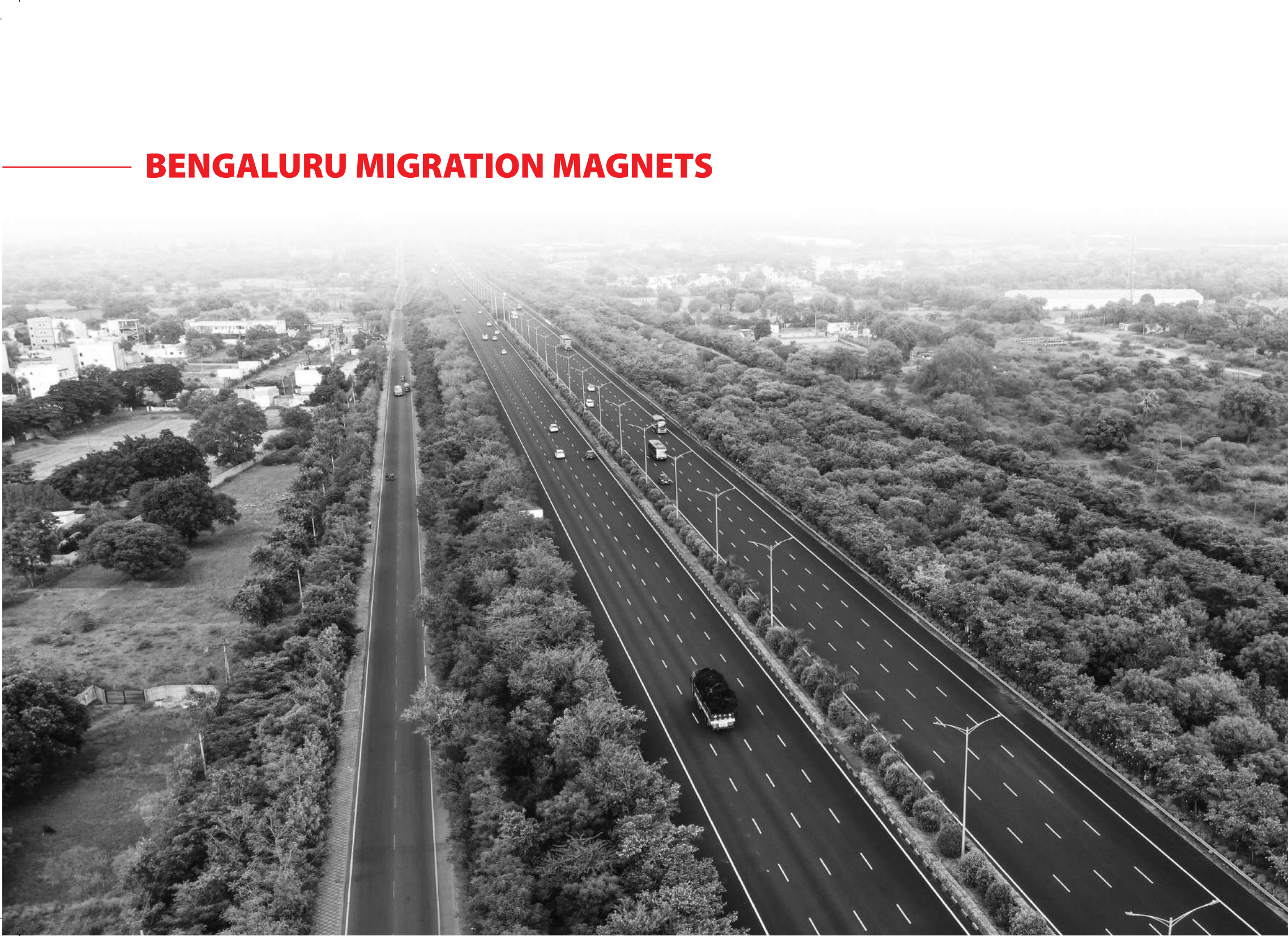
Average Rate:
₹11,400/sq. ft.

Nearby Job Hubs:
Hebbal, Manyata Tech Park,
Embassy Kirloskar Park

Trend: Rapid growth corridor due to airport connectivity. Witnessing luxury gated projects, strong investment sentiment due to infrastructure upgrades (STRR, Airport Toll). Popular with defence personnel retirees and high-ranking government officials due to quiet, gated enclaves and military hospitals around.

BHK	Avg. Rate
1	₹7,618
2	₹9,226
3	₹14,733





BENGALURU MIGRATION MAGNETS

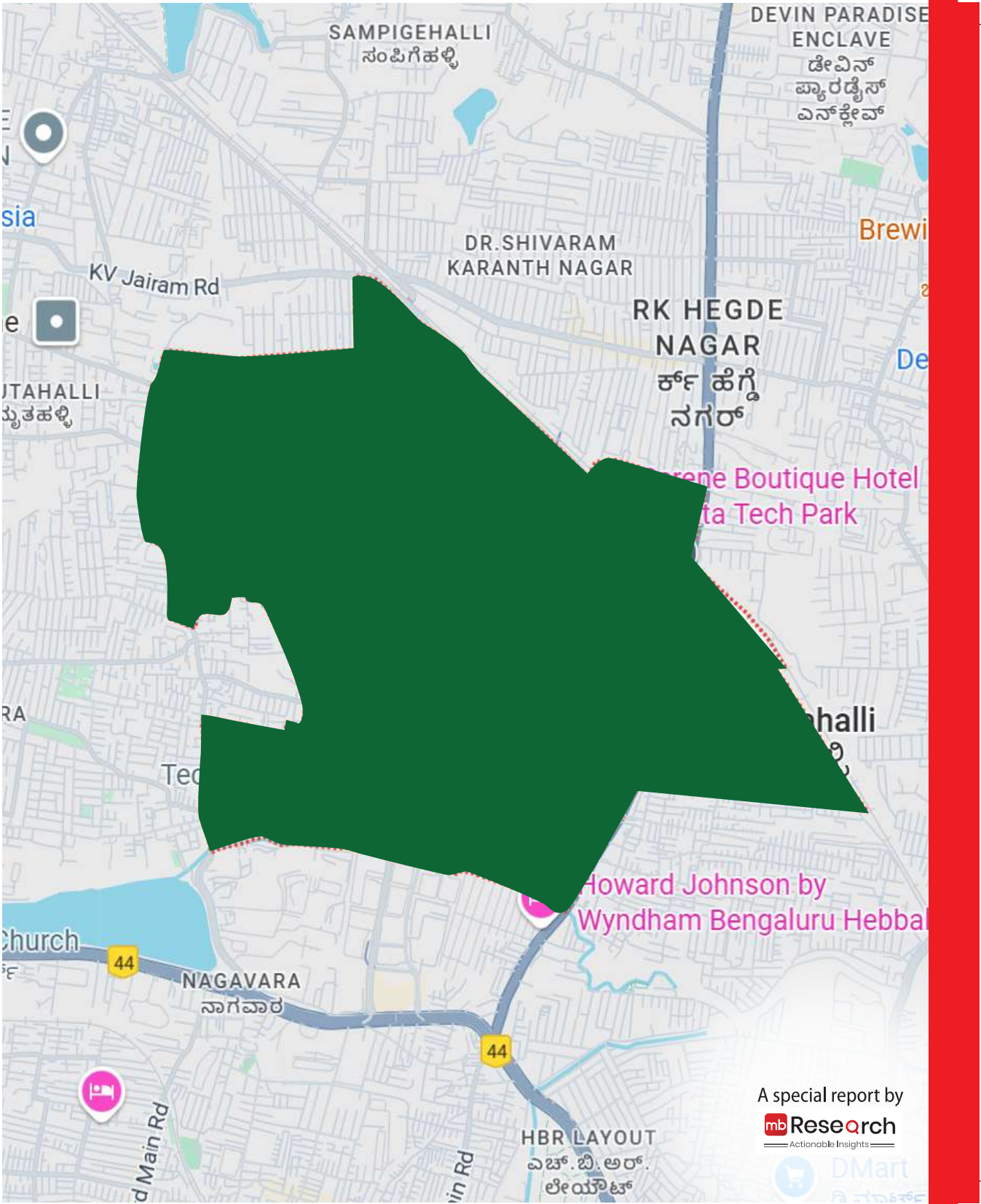
THANISANDRA

Average Rate:
₹11,100/sq. ft.

Nearby Job Hubs:
Manyata Tech Park, Hennur

Trend: Fast-developing residential zone with new apartment launches. Popular among tech professionals; sees balanced mid-income and luxury housing.

BHK	Avg. Rate
1	₹13,372
2	₹10,516
3	₹12,966
4	₹13,599
5	₹8,111



BENGALURU MIGRATION MAGNETS

BANNERGHATTA
MAIN ROAD

Average Rate:
₹13,000/sq. ft.

Nearby Job Hubs:
ITPL, EPIP Zone, GR Tech Park

Trend: Mature market with high-end and mid-segment housing; driven by IT workforce. Demand remains strong due to upcoming metro connectivity (Purple Line extension).

BHK	Avg. Rate
1	₹11,108
2	₹8,338
3	₹11,494
4	₹12,254
5	₹13,299



BENGALURU MIGRATION MAGNETS

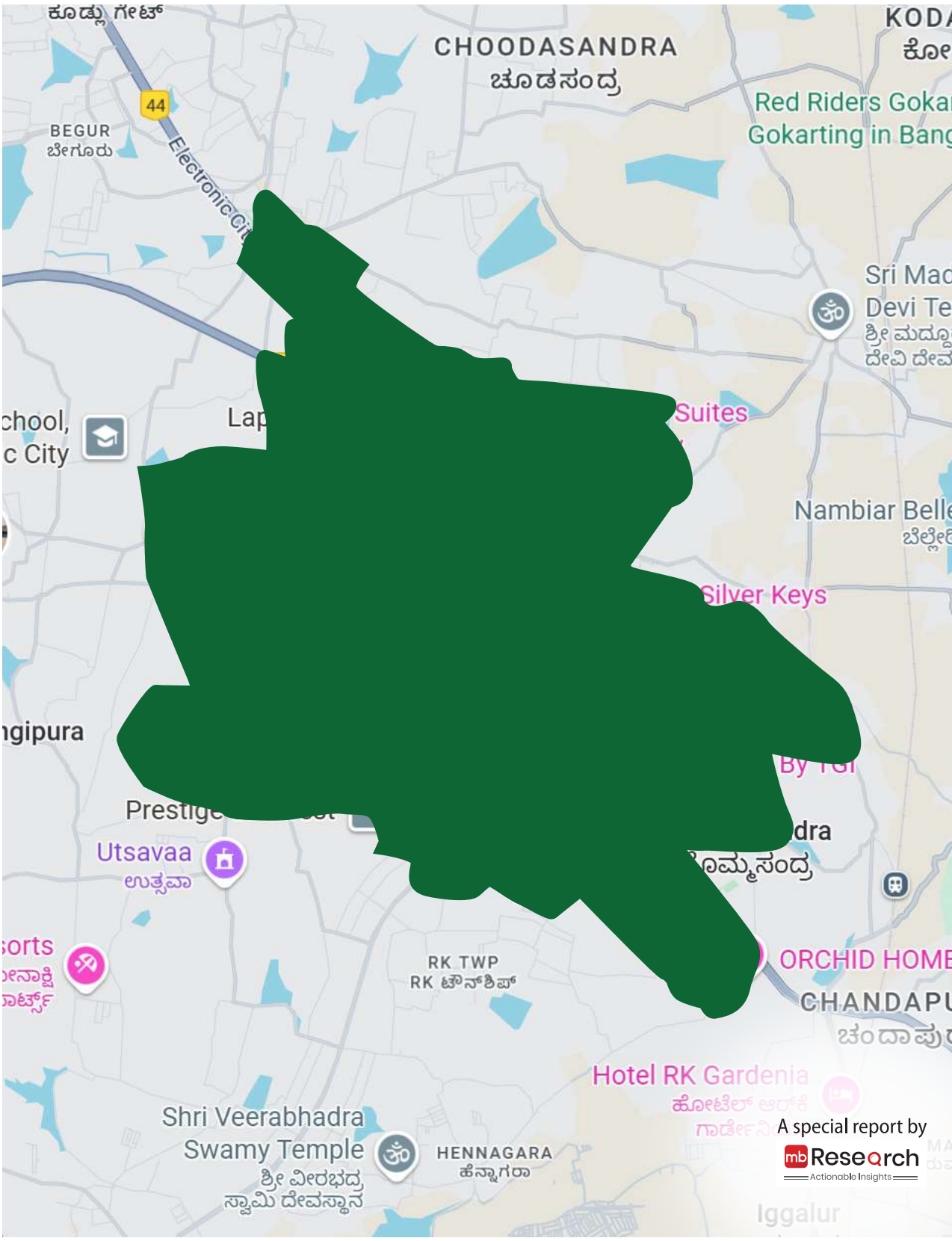
ELECTRONIC CITY

Average Rate:
₹9,100/sq. ft. (Most affordable)

Nearby Job Hubs:
Infosys, Wipro Campus, Tech Mahindra

Trend: Budget-friendly and IT-centric.
Demand from working professionals;
sees consistent rental activity.
Elevated expressway and metro
boost accessibility.

BHK	Avg. Rate
1	₹8,747
2	₹7,466
3	₹8,975
4	₹9,715
5	₹10,137



BIG IDEAS FROM SMALL TOWNS

**BENGALURU
GAVE THEM WINGS**

■ NARAYANA MURTHY

From: Mysuru >> To: Bengaluru

Built Infosys in Bengaluru and launched India's global IT journey.

In quiet Mysuru, Murthy dreamed of technology's power. But it was in bustling Bengaluru that he turned his vision into action, founding Infosys from a small apartment. The city's emerging IT infrastructure gave him the ecosystem to build what would become India's global tech face.

■ NIKHIL KAMATH

From: Shimoga, Karnataka >> To: Bengaluru

School dropout who co-founded Zerodha, disrupting India's stock trading space.

Dropping out of school in Shimoga could've ended his story, but in Bengaluru, Nikhil found possibilities. Working at a call center and trading stocks on the side, he learned the ropes. The city's startup culture helped him build Zerodha, India's first discount brokerage, changing how Indians invest.

■ BHAVISH AGGARWAL

From: Ludhiana, Punjab >> To: Bengaluru

Built Ola in Bengaluru, redefining how India moves.

When Bhavish left Ludhiana, he wasn't just looking for a job. He was chasing a vision. Bengaluru's vibrant startup culture and tech ecosystem gave him the tools, talent, and capital to transform a simple cab booking problem into a nationwide mobility revolution. From shared rides to electric vehicles, Ola's journey mirrors the city that helped launch it.

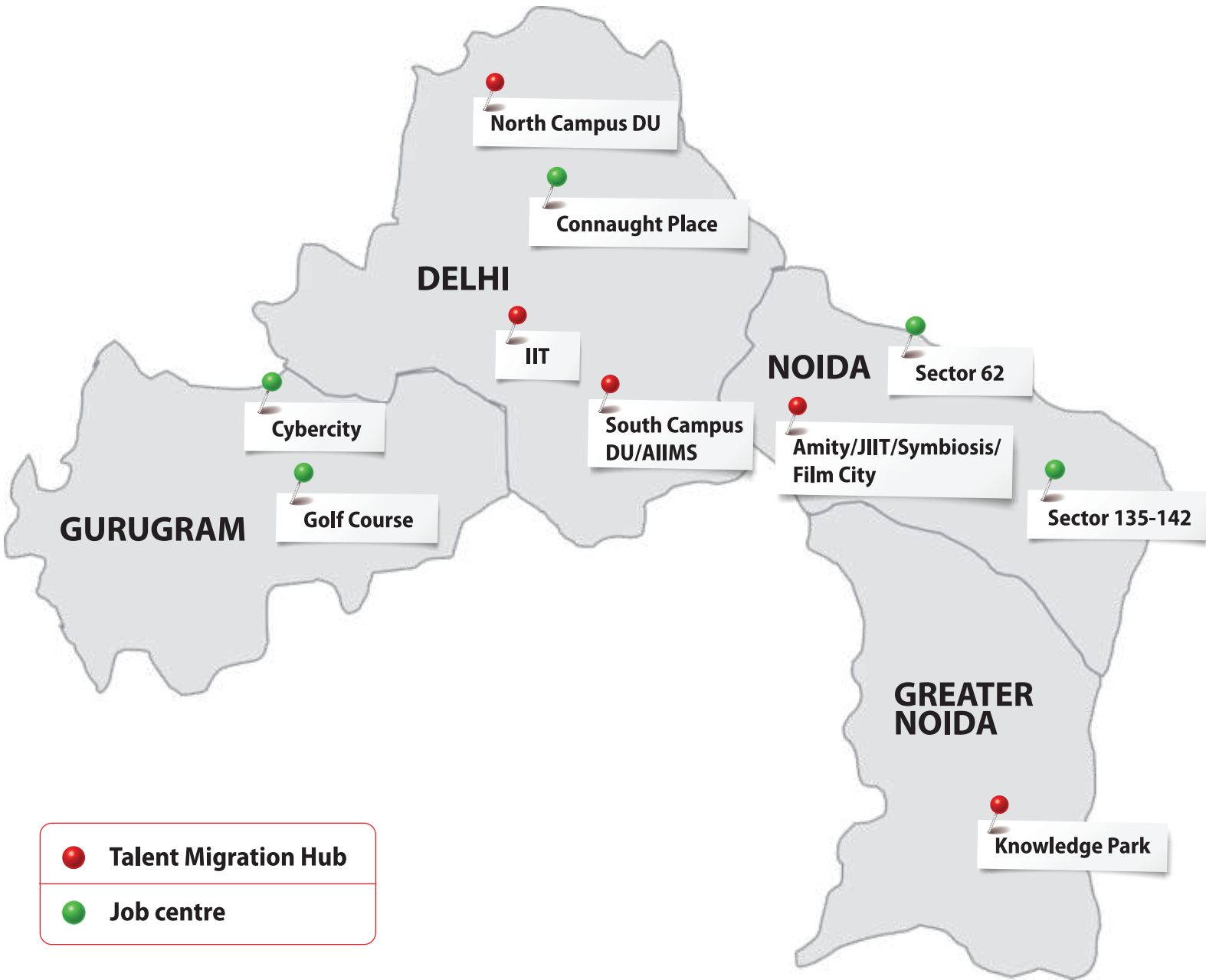


Ambition Meets Power

Delhi NCR: India's Powerhouse of Growth and Opportunity

Delhi NCR brings together the best of tradition, infrastructure, and opportunity. **Delhi** offers top government jobs, elite education, rich culture, and excellent connectivity — a preferred home for families and officials alike. **Noida** stands out with planned infrastructure, affordable housing, and a thriving IT and startup scene — perfect for professionals and young families. **Greater Noida** attracts with spacious layouts, green zones, top institutes, and growing industry — ideal for those seeking calm yet connected living. **Gurugram** is a corporate magnet with global firms, modern housing, and vibrant lifestyle options — a top pick for working professionals. Together, they form a vibrant, connected, and aspirational urban ecosystem.

Delhi NCR: From Heritage to High-Rises — Your Story Begins Here.



JOB CENTRES (TOP 5 IN NCR)

Cybercity, Gurugram
Premier corporate and MNC hub;
NCR's business backbone

Connaught Place, Delhi
Central business district and
administrative heart

Sector 62, Noida
Major IT corridor with tech parks
and educational spillover

Golf Course Road, Gurugram
Dense with high level offices in
high life builtups

Sector 135/142, Noida
Fast-growing office destinations
for IT, fintech, and startups



STUDENT MIGRATION CENTRES

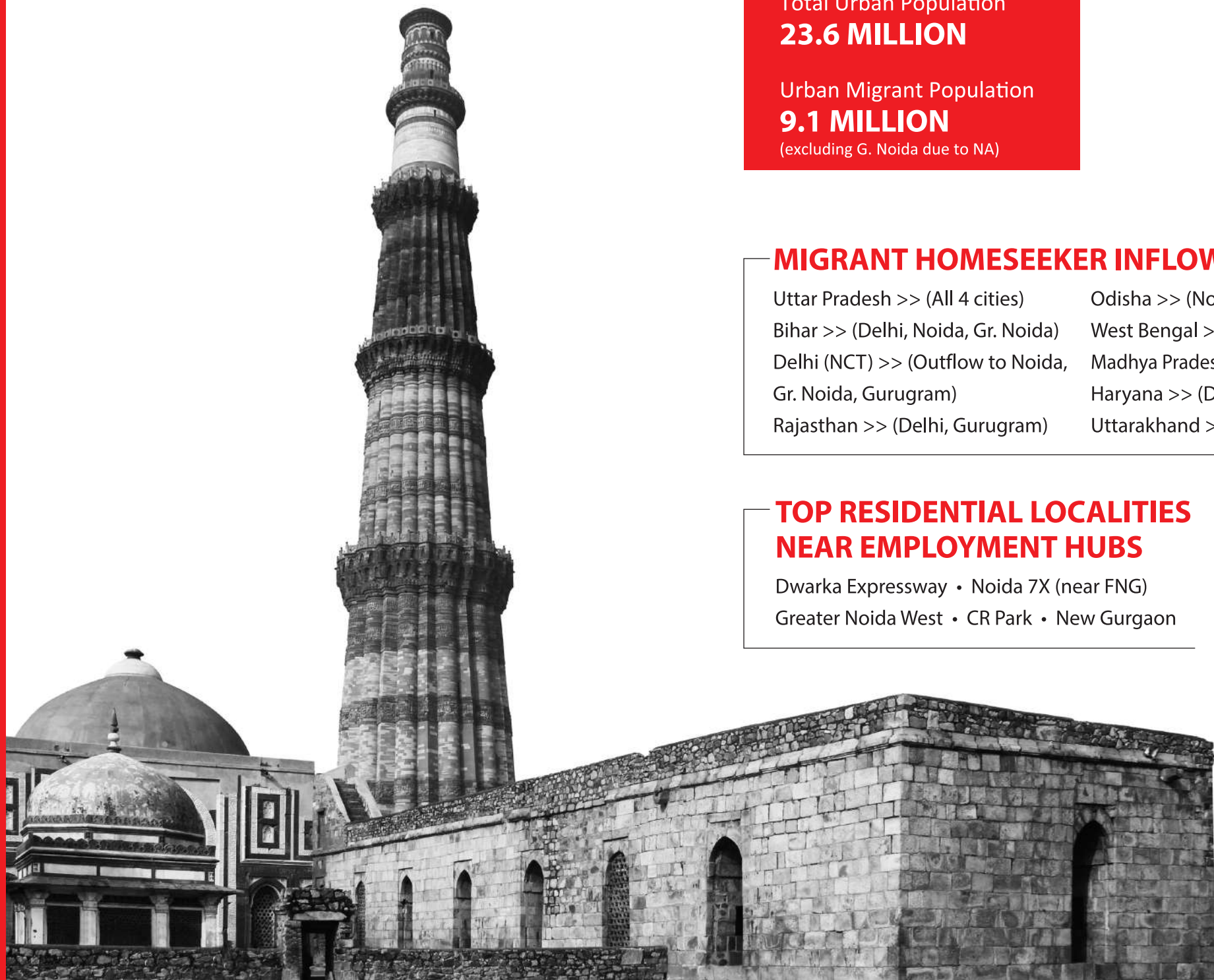
IIT Delhi
India's premier engineering institute
with global recognition

North Campus (DU)
SRCC – India's top commerce college

South Campus DU/AIIMS

Noida Amity/JIIT/Symbiosis/Fim City

Greater Noida Knowledge Park



Total Urban Population
23.6 MILLION

Urban Migrant Population
9.1 MILLION
(excluding G. Noida due to NA)

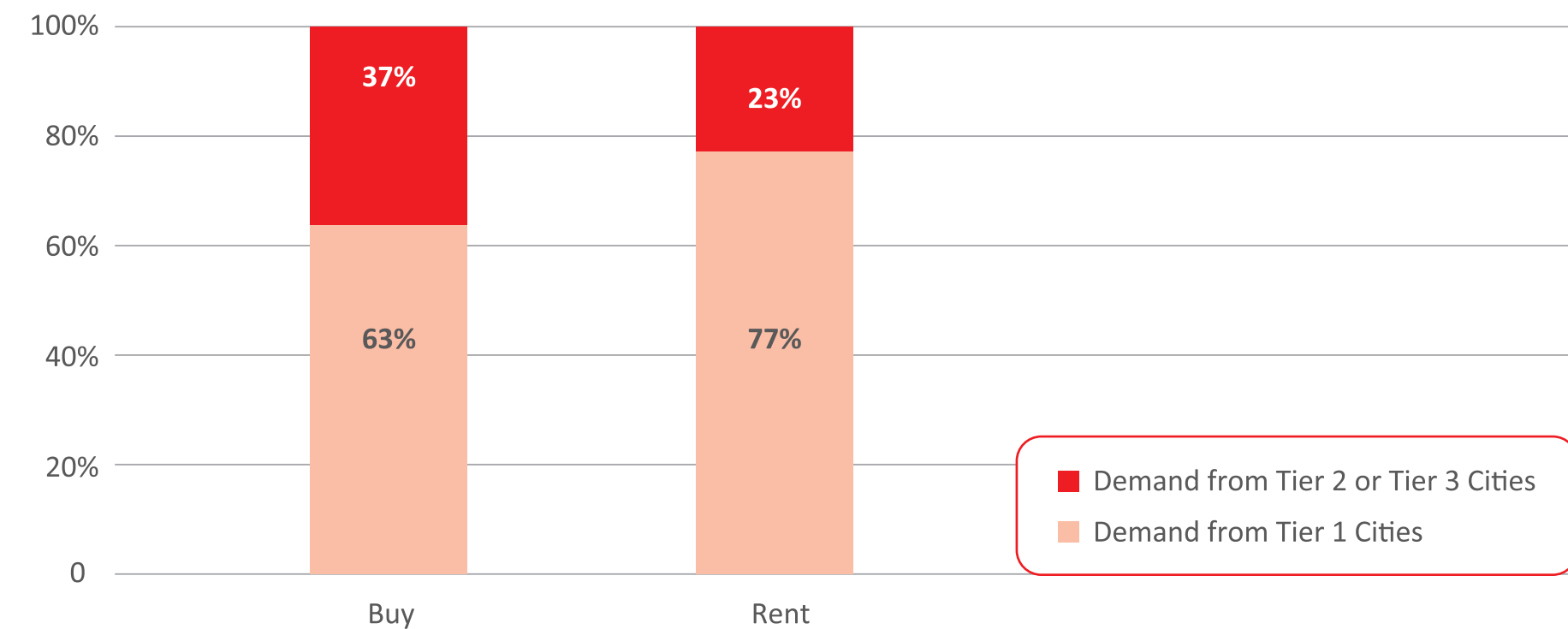
MIGRANT HOMESEAKER INFLOW FROM

Uttar Pradesh >> (All 4 cities)	Odisha >> (Noida, Gr. Noida)
Bihar >> (Delhi, Noida, Gr. Noida)	West Bengal >> (Noida, Gr. Noida)
Delhi (NCT) >> (Outflow to Noida, Gr. Noida, Gurugram)	Madhya Pradesh >> (Noida, Gr. Noida)
Rajasthan >> (Delhi, Gurugram)	Haryana >> (Delhi)
	Uttarakhand >> (Delhi)

TOP RESIDENTIAL LOCALITIES NEAR EMPLOYMENT HUBS

Dwarka Expressway • Noida 7X (near FNG)
Greater Noida West • CR Park • New Gurgaon

SMALL TOWN MIGRATION IS INCREASINGLY DRIVING DEMAND





DELHI MARKET HOUSING FACTS

How Big is Your Dream?

2 BHK – 38% Demand | 23% Supply

3 BHK – 50% Demand | 37% Supply

Price Trend

Upward Movement in rates.
From Rs.13500/sq.ft in 2020
to Rs.18947/sq.ft in 2025

How Much Space Does Life Need?

750-1250 sq.ft.

41% Demand | 24% Supply

2000-3000 sq.ft.

8% Demand | 19% Supply

The Price Tag of an Upgrade

1.5 – 3 Crore

36% Demand | 31% Supply

3 – 5 Crore

5% Demand | 17% Supply

Settle Down or Stay Flexible?

Delhi's high RPGD (>2) signals rising rental yields, even though price growth remains flat (+0.2%). While investor demand is muted, living costs remain lower than many NCR suburbs, and the city continues to hold aspirational appeal for homebuyers. For end-users seeking cultural, political, and lifestyle proximity, and for investors targeting redevelopment zones or core areas, Delhi offers long-term value and stable livability – especially in well-connected, legacy neighborhoods.

NOIDA MARKET HOUSING FACTS

How Big is Your Dream?

2 BHK – 22% Demand | 26% Supply

3 BHK – 51% Demand | 51% Supply

Price Trend

Upward Movement in rates.

From Rs.6300/sq.ft in 2020

to Rs.13300/sq.ft in 2025

How Much Space Does Life Need?

750-1250 sq.ft.

23% Demand | 24% Supply

1250-2000 sq.ft.

42% Demand | 41% Supply

The Price Tag of an Upgrade

1.5 – 3 Crore

51% Demand | 29% Supply

75L – 1 Crore

5% Demand | 12% Supply

Settle Down or Stay Flexible?

Noida shows low RPGD (~0.6), meaning price growth is outpacing rent. Yet, both rent (23% YoY) and supply are rising, while demand remains weak. Renting suits short-term residents, but long-term investors can consider select pockets as prices are still relatively low, especially in sectors along the expressway.



GREATER NOIDA MARKET HOUSING FACTS

How Big is Your Dream?

2 BHK – 9% Demand | 30% Supply
3 BHK – 62% Demand | 53% Supply
3+ BHK – 28% Demand | 15% Supply

Price Trend

Upward Movement in rates.
From Rs.4400/sq.ft in 2020
to Rs.9029/sq.ft in 2025

How Much Space Does Life Need?

750-1250 sq.ft.
29% Demand | 16% Supply
2000-3000 sq.ft.
44% Demand | 46% Supply

The Price Tag of an Upgrade

1.5 – 3 Crore
47% Demand | 32% Supply
Upto 75L
4% Demand | 24% Supply

Settle Down or Stay Flexible?

Greater Noida is showing improving rental yields (RPGD ~2.3) alongside steady price appreciation (+3.1% QoQ), signaling an early-stage growth cycle. With inventory still affordable and livability improving through infrastructure upgrades, this is a favorable time to buy – especially for mid- to long-term investors looking for capital growth plus rental income.



GURUGRAM MARKET HOUSING FACTS

How Big is Your Dream?

3 BHK – 59% Demand | 54% Supply
3+ BHK – 26% Demand | 28% Supply

Price Trend

Upward Movement in rates.
From Rs. 8600/sq.ft in 2020
to Rs.15996/sq.ft in 2025

How Much Space Does Life Need?

750-1250 sq.ft.
50% Demand | 40% Supply
2000-3000 sq.ft.
28% Demand

The Price Tag of an Upgrade

1.5 – 3 Crore
41% Demand | 28% Supply
3 – 5 Crore
42% Demand | 29% Supply

Settle Down or Stay Flexible?

Gurugram's low RPGD (<0.5) indicates that property prices are rising faster than rents with buy-side prices up 27.6% YoY compared to rents rising only 16.1%. For short-term stays, renting is more cost-effective. However, for long-term value creation, selective buying in emerging corridors like Dwarka Expressway and New Gurgaon is advisable, where capital appreciation potential remains strong and entry prices are still relatively affordable.



DELHI-NCR MIGRATION MAGNETS

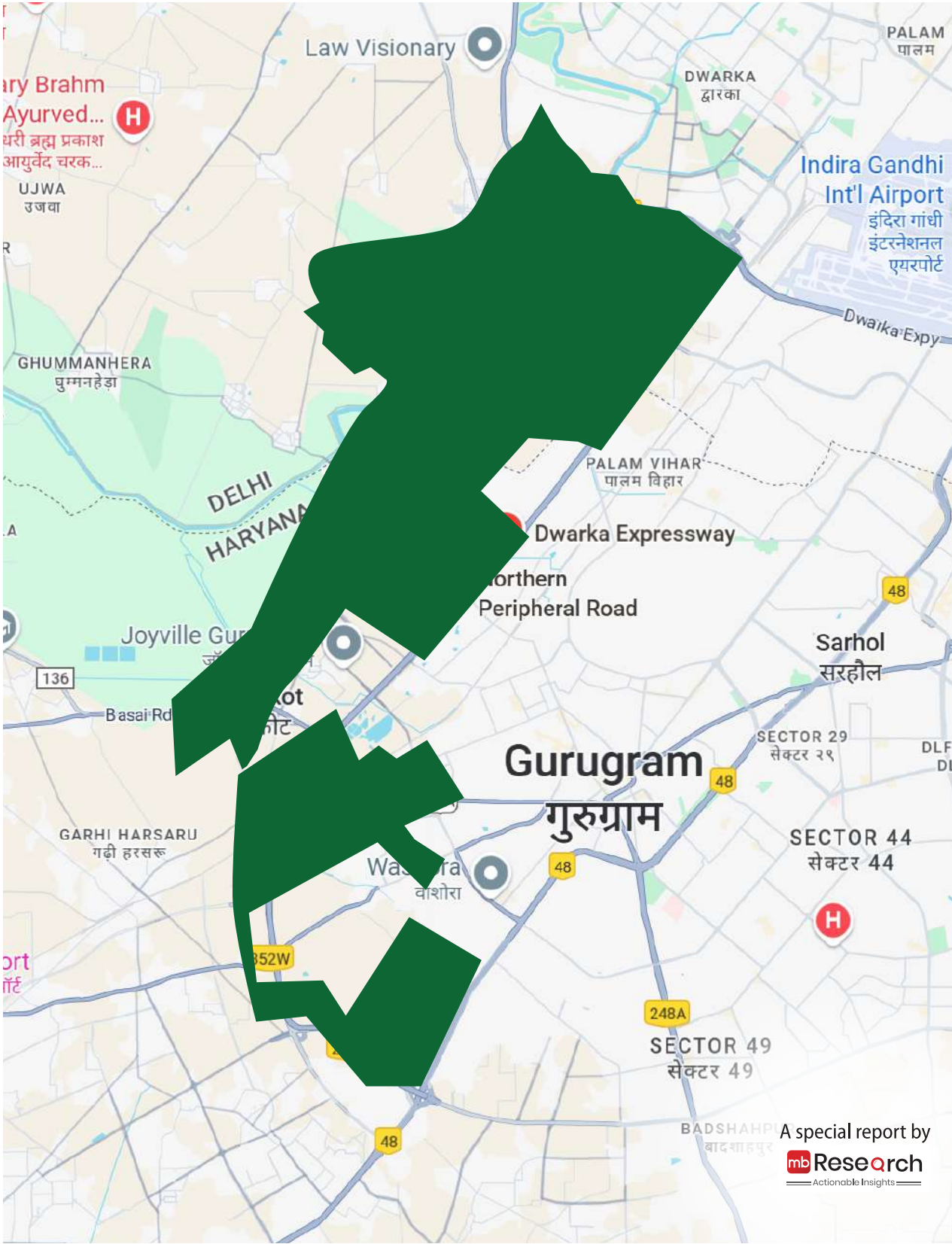
DWARKA EXPRESSWAY

Average Rate:
₹14,600/sq. ft.

Nearby Job Hubs:
Cyber City, Manesar Industrial Zone,
Golf Course road.

Trend: Dwarka Expressway's real estate market has witnessed a remarkable transformation over the last few years, marked by rapid price appreciation, strong demand, and robust infrastructure development.

BHK	Avg. Rate
1	₹13,120
2	₹12,553
3	₹13,961
4	₹16,231
5	₹14,158



DELHI-NCR MIGRATION MAGNETS

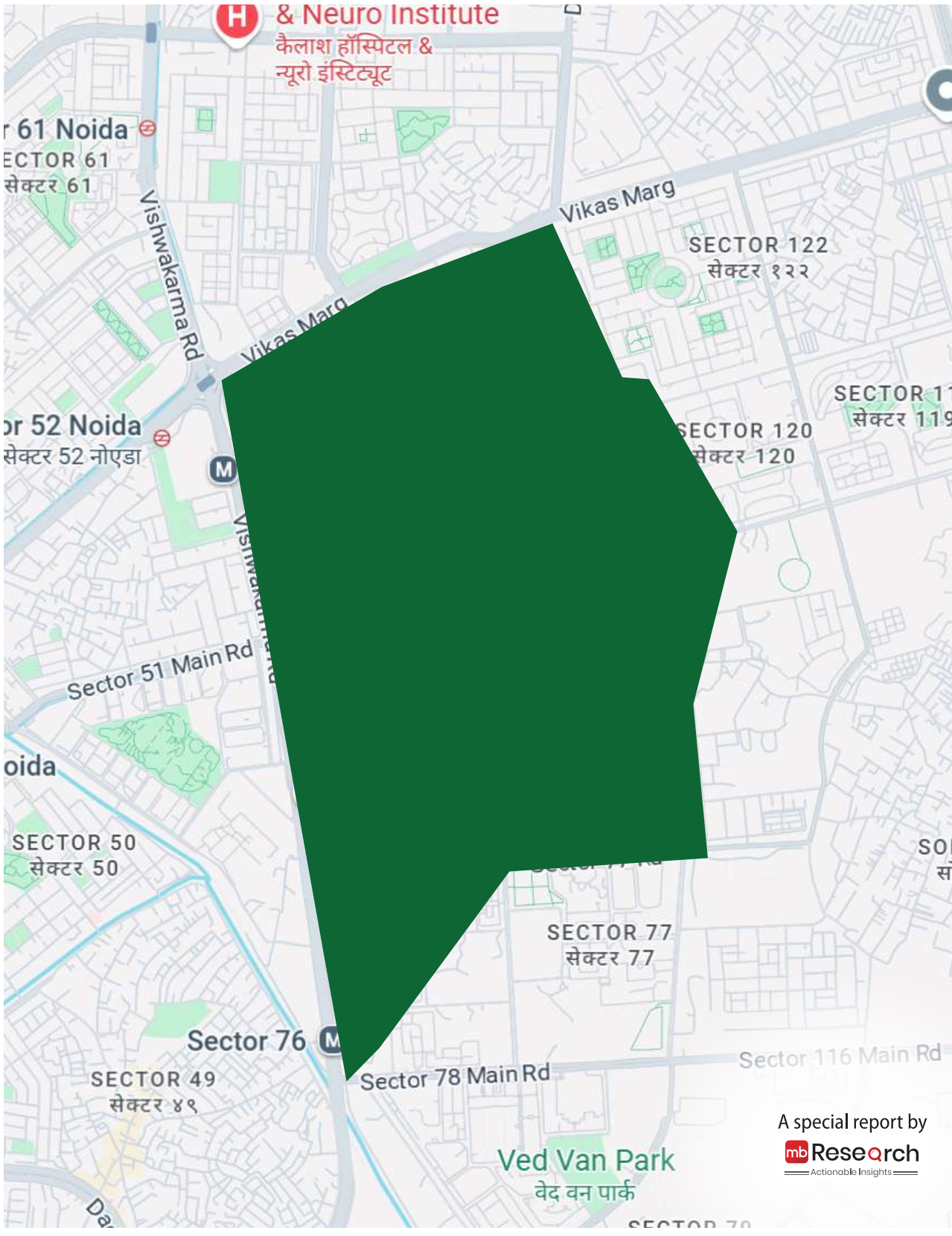
NOIDA 7X (NEAR FNG)

Average Rate:
₹13,200/sq. ft.

Nearby Job Hubs:
Sector 62, Sector 18,16

Trend: Noida 7X locality is experiencing a robust real estate market characterized by rapidly rising property prices, a transition towards luxury housing, and strong demand fueled by infrastructural advancements and commercial growth. Sector 78 leads with premium pricing, while Sector 73 offers more affordable options.

BHK	Avg. Rate
1	₹7,758
2	₹9,120
3	₹11,523
4	₹10,946
5	₹15,069





DELHI-NCR MIGRATION MAGNETS

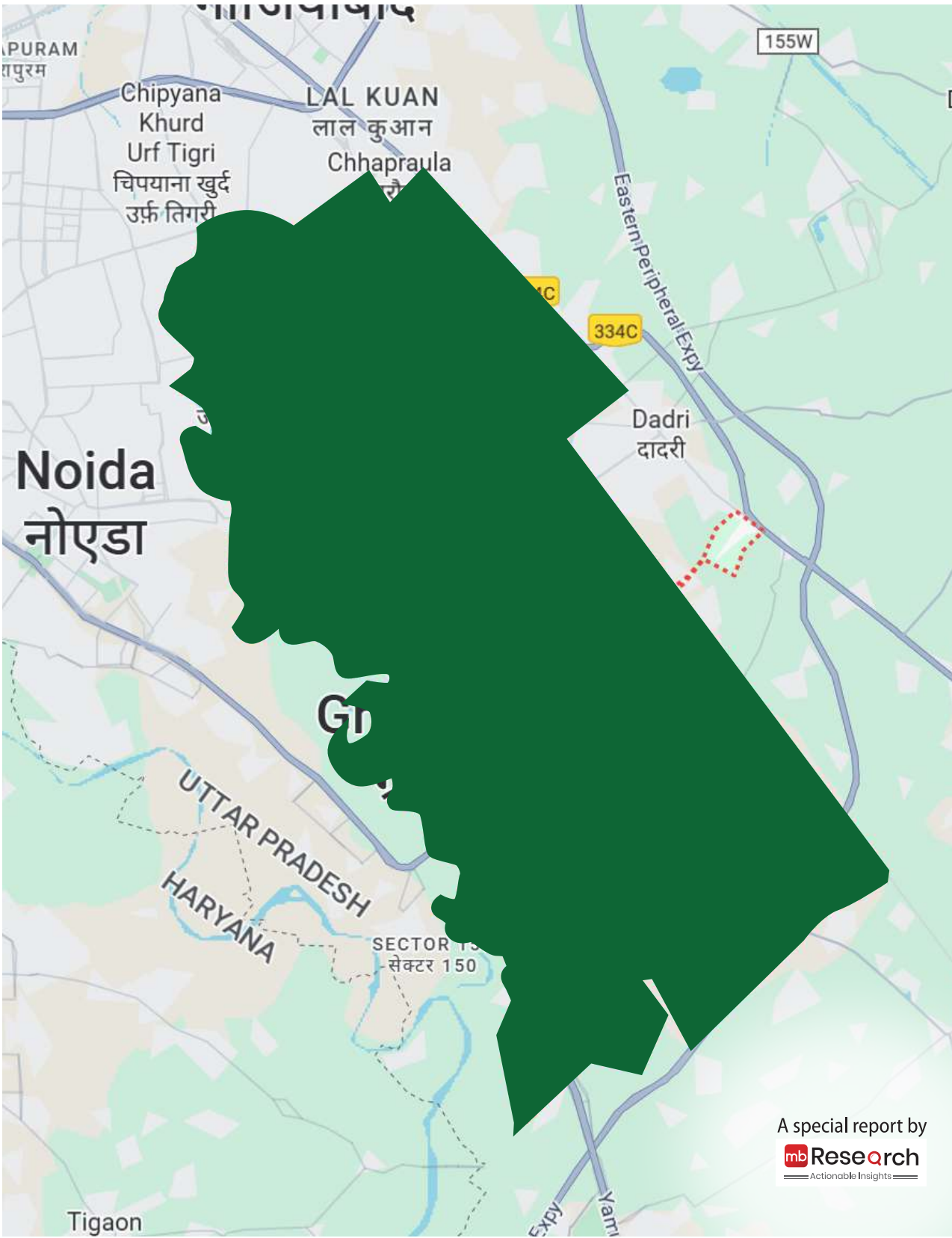
GREATER NOIDA WEST

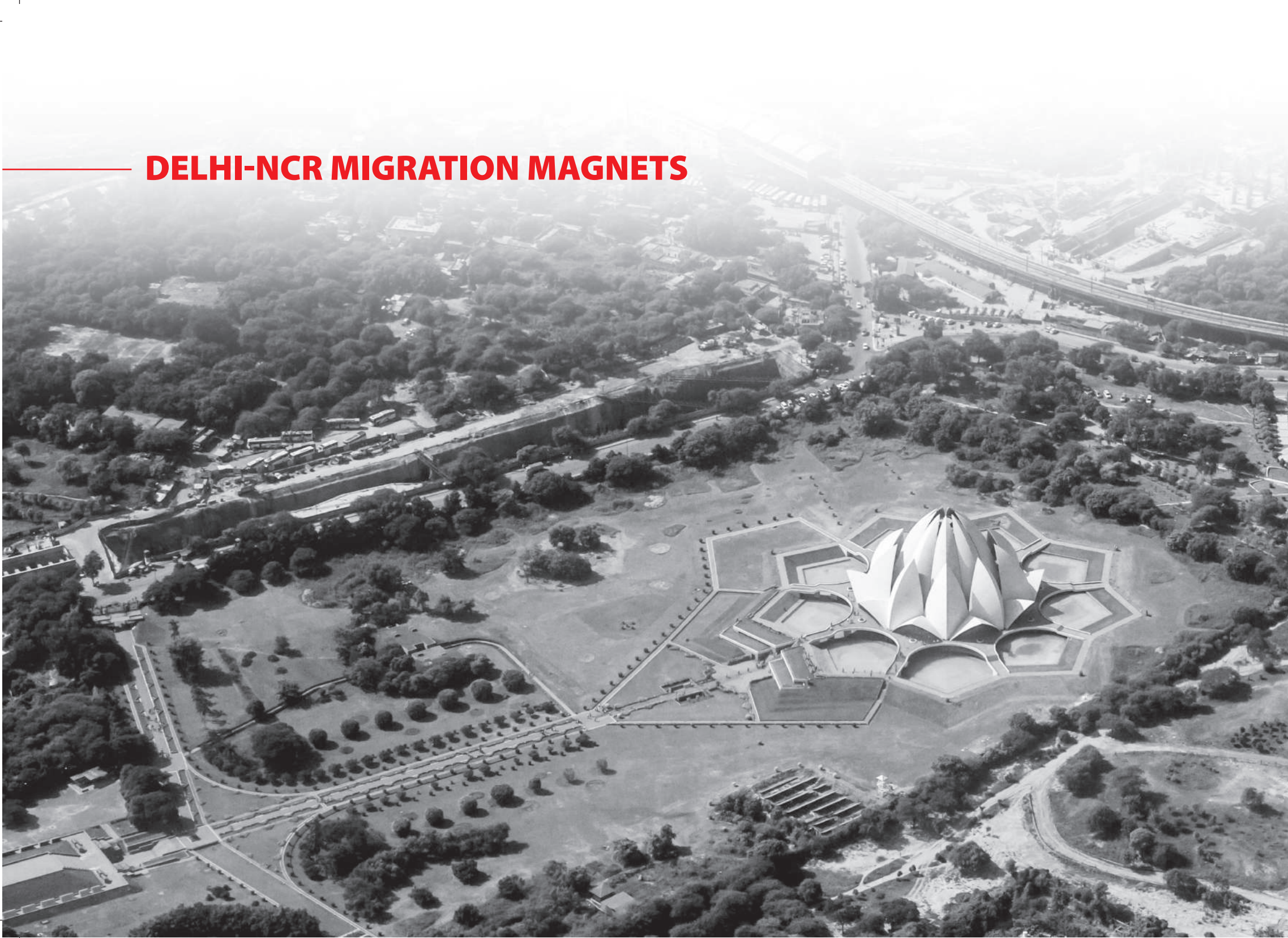
Average Rate:
₹5,500/sq. ft.

Nearby Job Hubs:
Noida SEZ, Techzone IV, Knowledge Park II

Trend: Greater Noida West is experiencing robust real estate growth in 2025, driven by strong demand, infrastructure development, and rising property values.

BHK	Avg. Rate
2	₹5,031
3	₹5,234
5	₹5,634





DELHI-NCR MIGRATION MAGNETS

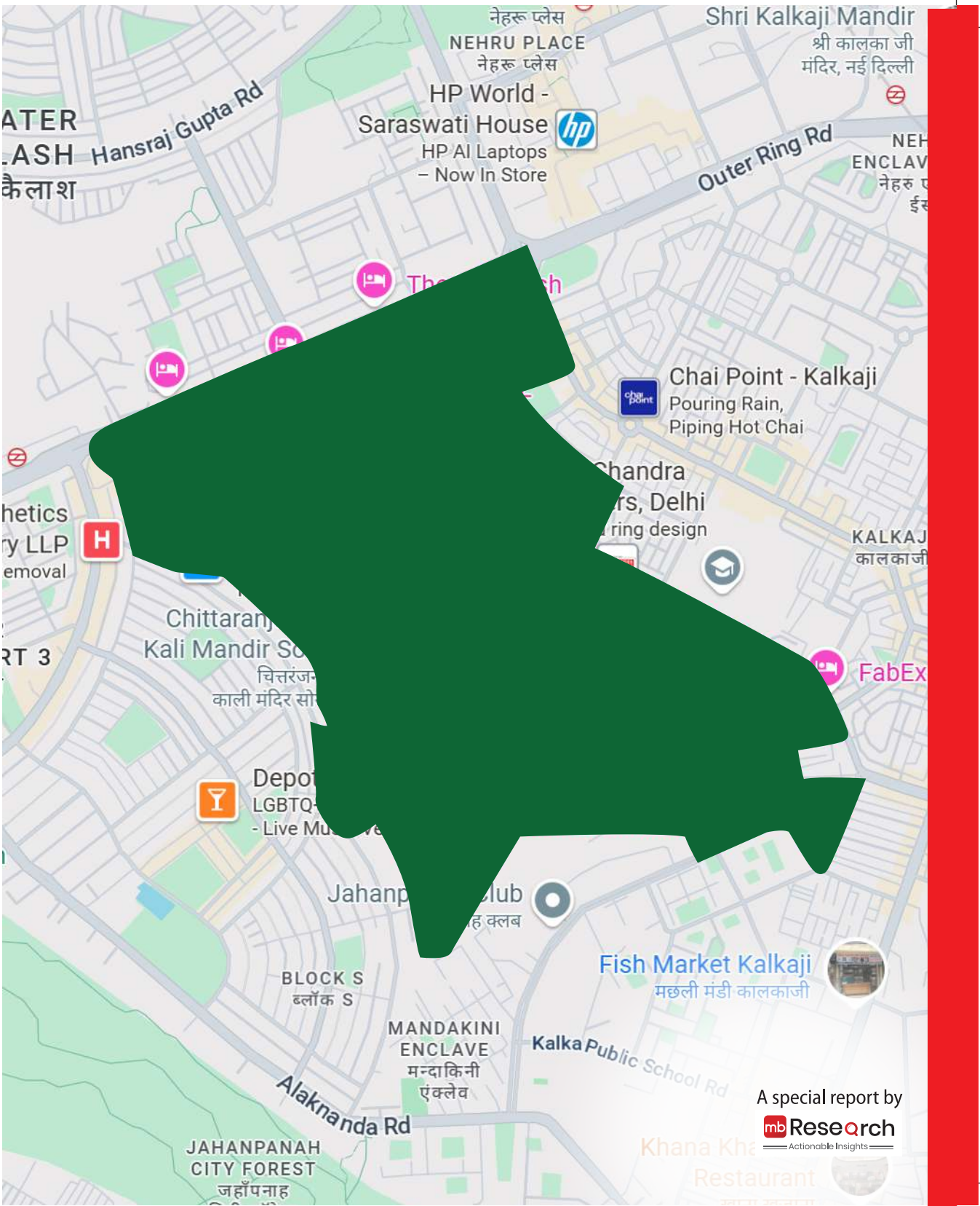
CR PARK

Average Rate:
₹21,778/sq. ft.

Nearby Job Hubs:
Saket District Center, Nehru Place, Okhla Industrial Area.

Trend: Chittaranjan Park (CR Park) in South Delhi has demonstrated robust real estate market trends in 2025, reflecting strong demand, significant price appreciation, and a premium lifestyle appeal. Often referred to as "Mini Bengal" due to the strong Bengali cultural presence and identity within the area.

BHK	Avg. Rate
2	₹15,730
3	₹23,519
4	₹26,086



DELHI-NCR MIGRATION MAGNETS

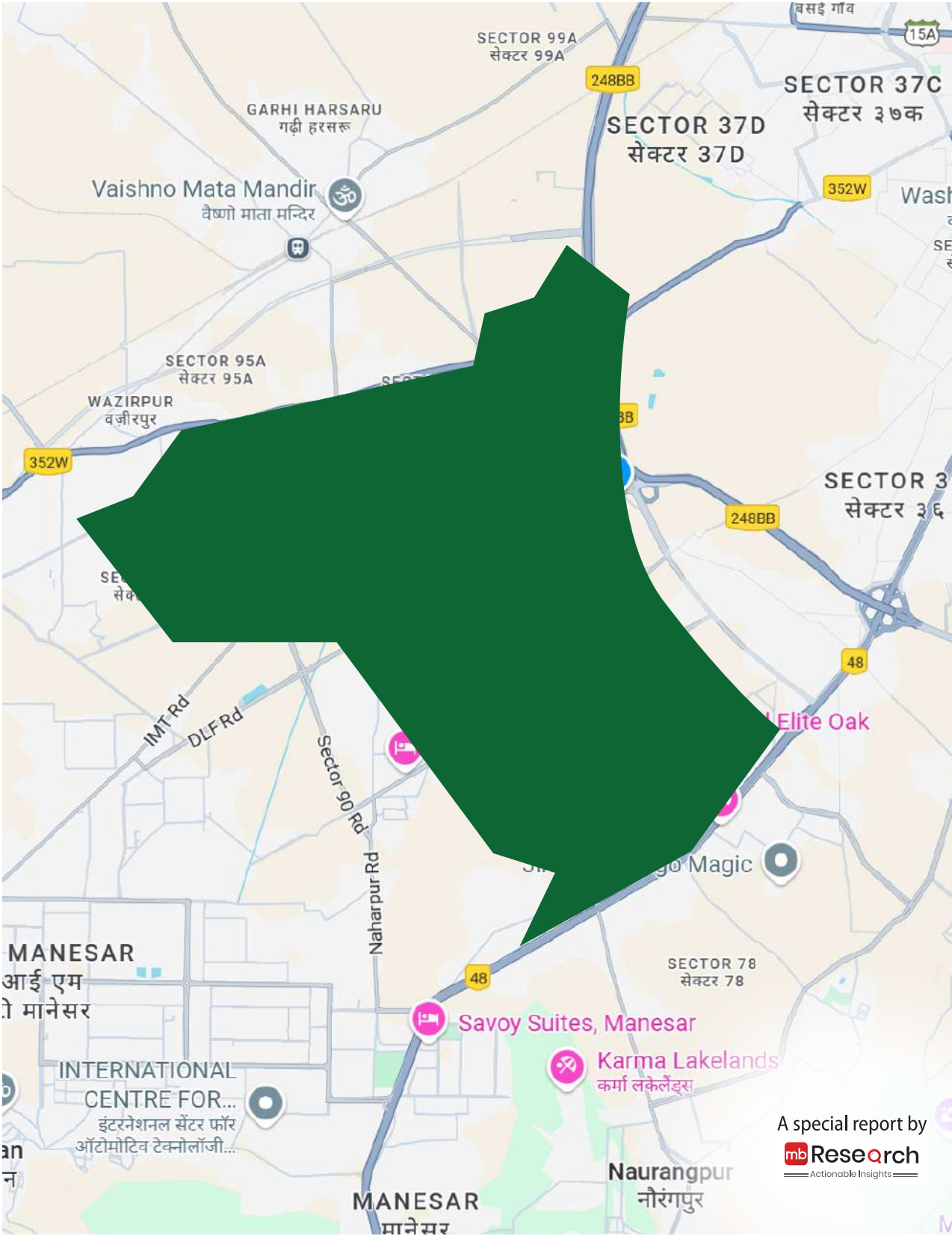
NEW GURUGRAM

Average Rate:
₹13,700/sq. ft.

Nearby Job Hubs:
Cyber City, Udyog Vihar

Trend: New Gurugram's real estate market in 2025 is experiencing a robust surge characterized by strong price appreciation, expanding infrastructure, and growing investor interest, especially in luxury and mid-segment housing.

BHK	Avg. Rate
2	₹10,599
3	₹13,010
4	₹14,312



THEY CAME FOR A CHANCE

DELHI GAVE THEM
A PLATFORM

■ RITESH AGARWAL

From: Rayagada, Odisha >> To: Delhi NCR (Gurgaon)

Dropped out, started up — and built a global hotel chain from a Delhi room.

Born in a small town in Odisha, Ritesh arrived in Delhi as a teenager with nothing but ambition. He launched OYO from a rented room, rewriting the rules of budget hospitality. With grit, hustle, and the Thiel Fellowship behind him, he scaled a single idea into a global business. Today, with over 35 countries on OYO's map, Ritesh's journey is proof that India's biggest startups often come from its smallest towns.

■ DEEPINDER GOYAL

From: Muktsar, Punjab >> To: Gurgaon

Built Zomato from scratch, scaling it from NCR's startup ecosystem.

In Muktsar, ambition had limits. In Gurgaon, it had wings. Deepinder's move to NCR exposed him to the fast-paced tech world and startup networks. What began as a simple food rating idea blossomed into Zomato — built in NCR's fertile startup soil and expanded globally from there.

■ NAVIKA KUMAR

From: Sindri, Jharkhand >> To: Delhi

From coal-town beginnings to prime-time TV's most powerful face.

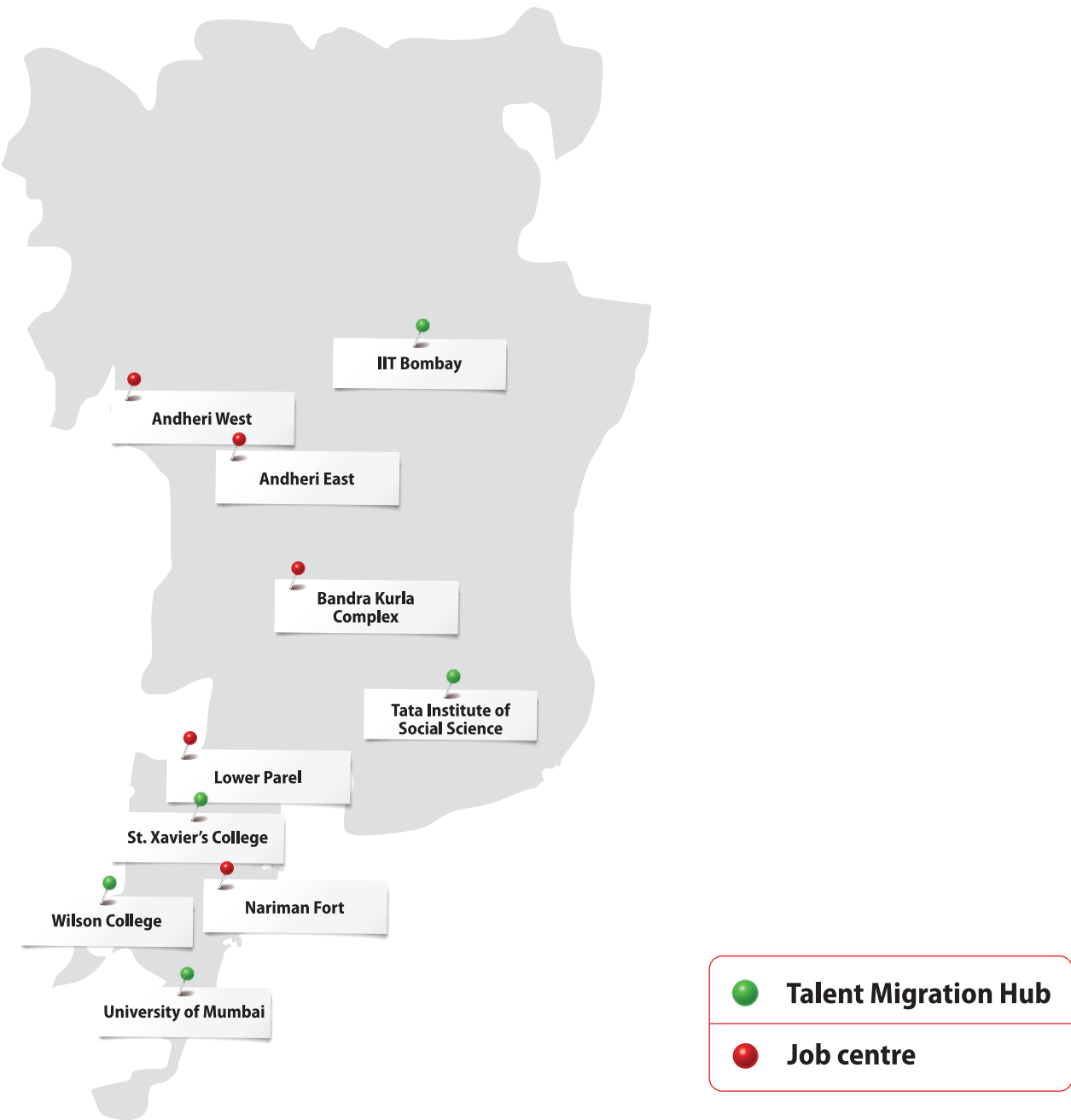
Raised in Sindri, a small township known for its fertilizer factories, Navika's path wasn't carved — it was created. After moving to Delhi, she climbed the journalistic ladder through pure tenacity. At Times Now, she became one of India's most watched and debated anchors. Whether interviewing political heavyweights or moderating fiery debates, Navika turned television news into her own commanding arena.



Maximum City, Maximum Hustle

Mumbai attracts people for jobs in finance, media, and entertainment, offering better wages and career growth. Its local trains, fast-paced lifestyle, coastal charm and the city's spirit of opportunity appeal to many.

In Mumbai, people aren't just finding jobs—they're finding homes, identity, and a future



JOB CENTRES (IT/Corporate Hubs)

Andheri West

Andheri East

Bandra Kurla Complex

Nariman Fort

Lower Parel



STUDENT MIGRATION CENTRES

IIT Bombay

TATA Institute of Social Sciences

St. Xaviers College

Wilson College

University of Mumbai



Total Urban Population
20.7 MILLION

Urban Migrant Population
8 MILLION

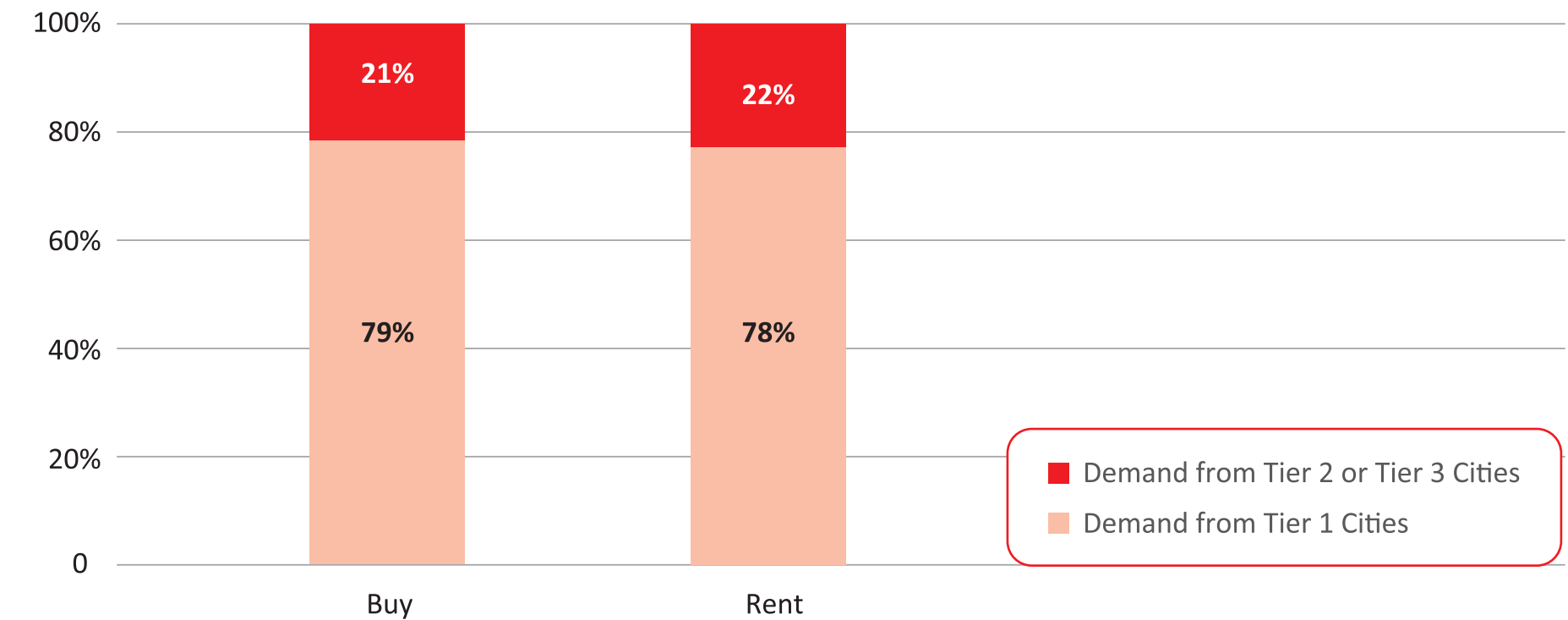
MIGRANT HOMESEAKER INFLOW FROM

Maharashtra • Uttar Pradesh • Delhi • Bihar • Gujarat
Karnataka • Rajasthan

TOP RESIDENTIAL LOCALITIES NEAR EMPLOYMENT HUBS

Worli • Beyond Mira Road • Kurla • Chembur • Powai

SMALL TOWN MIGRATION IS INCREASINGLY DRIVING DEMAND





MUMBAI MARKET HOUSING FACTS

How Big is Your Dream?

2 BHK – 40% Demand | 37% Supply

1 BHK – 24% Demand | 19% Supply

Price Trend

Upward Movement in rates.
From Rs.19500/sq.ft in 2020
to Rs.30796/sq.ft in 2025

How Much Space Does Life Need?

750-1250 sq.ft.

41% Demand | 38% Supply

500-750 sq.ft.

29% Demand | 22% Supply

The Price Tag of an Upgrade

1.5 – 3 Crore

35% Demand | 33% Supply

3 – 5 Crore

18% Demand | 21% Supply

Settle Down or Stay Flexible?

Mumbai's high RPGD (3.6) and surging rents (24% YoY) highlight the growing cost of living in the city. While price growth is currently modest (~1.2% QoQ), the pressure from rising rents makes ownership a smarter long-term play. Buying in emerging hubs like Panvel, Kalyan, and Vasai-Virar offers affordable entry points with strong connectivity potential—ideal for end-users and investors looking to hedge against rental inflation.



MUMBAI MIGRATION MAGNETS

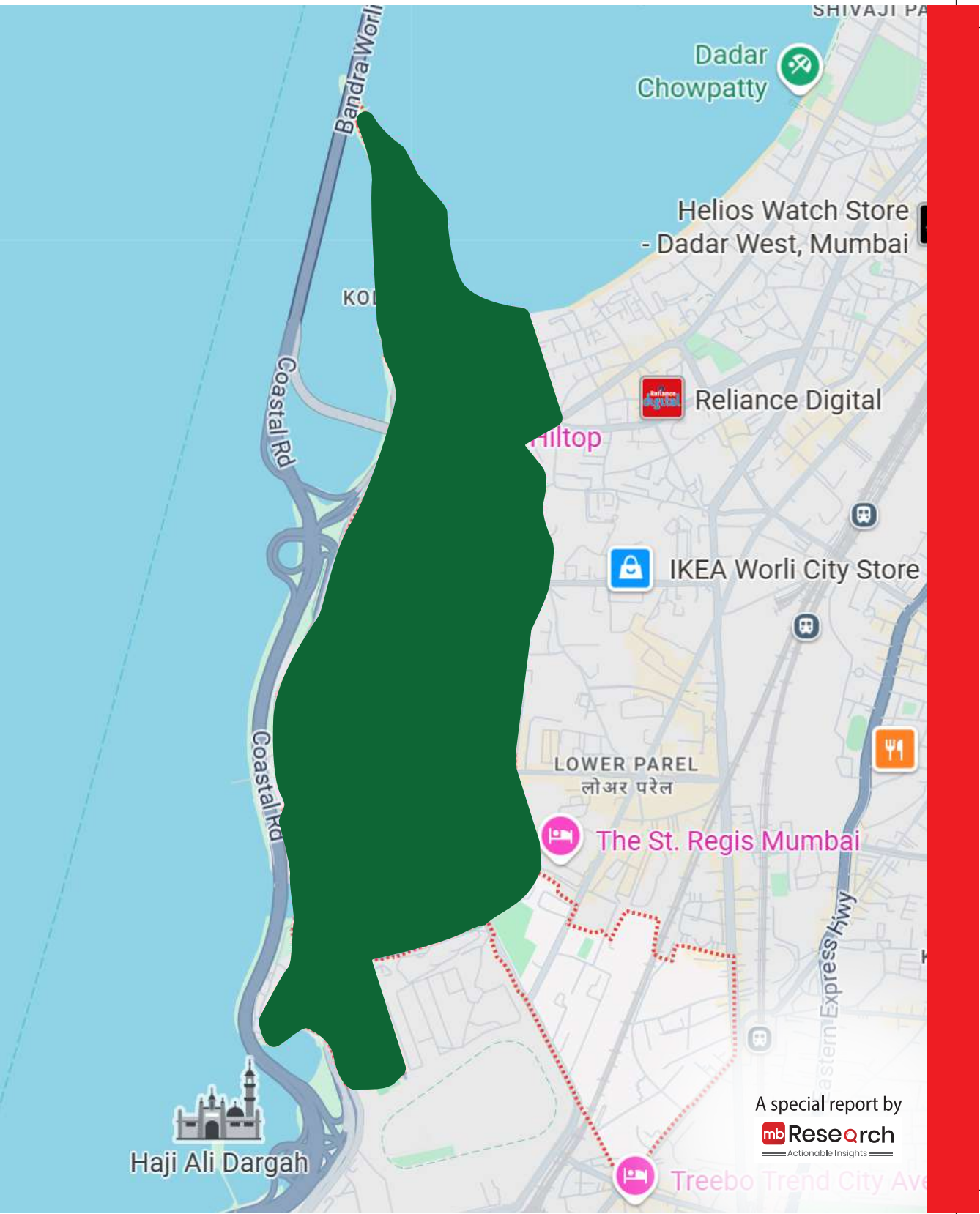
WORLI

Average Rate:
₹62,500/sq. ft.

Nearby Job Hubs:
BKC, Wadia International Center, Lower Parel

Trend: Worli has transformed from a former mill area to Mumbai’s premier luxury residential hub, combining stunning sea views, excellent connectivity, and world-class developments. The market remains highly attractive for luxury homebuyers and investors alike.

BHK	Avg. Rate
1	₹33,549
2	₹67,086
3	₹66,881
4	₹71,369
5	₹73,645





MUMBAI MIGRATION MAGNETS

CHEMBUR

Average Rate:

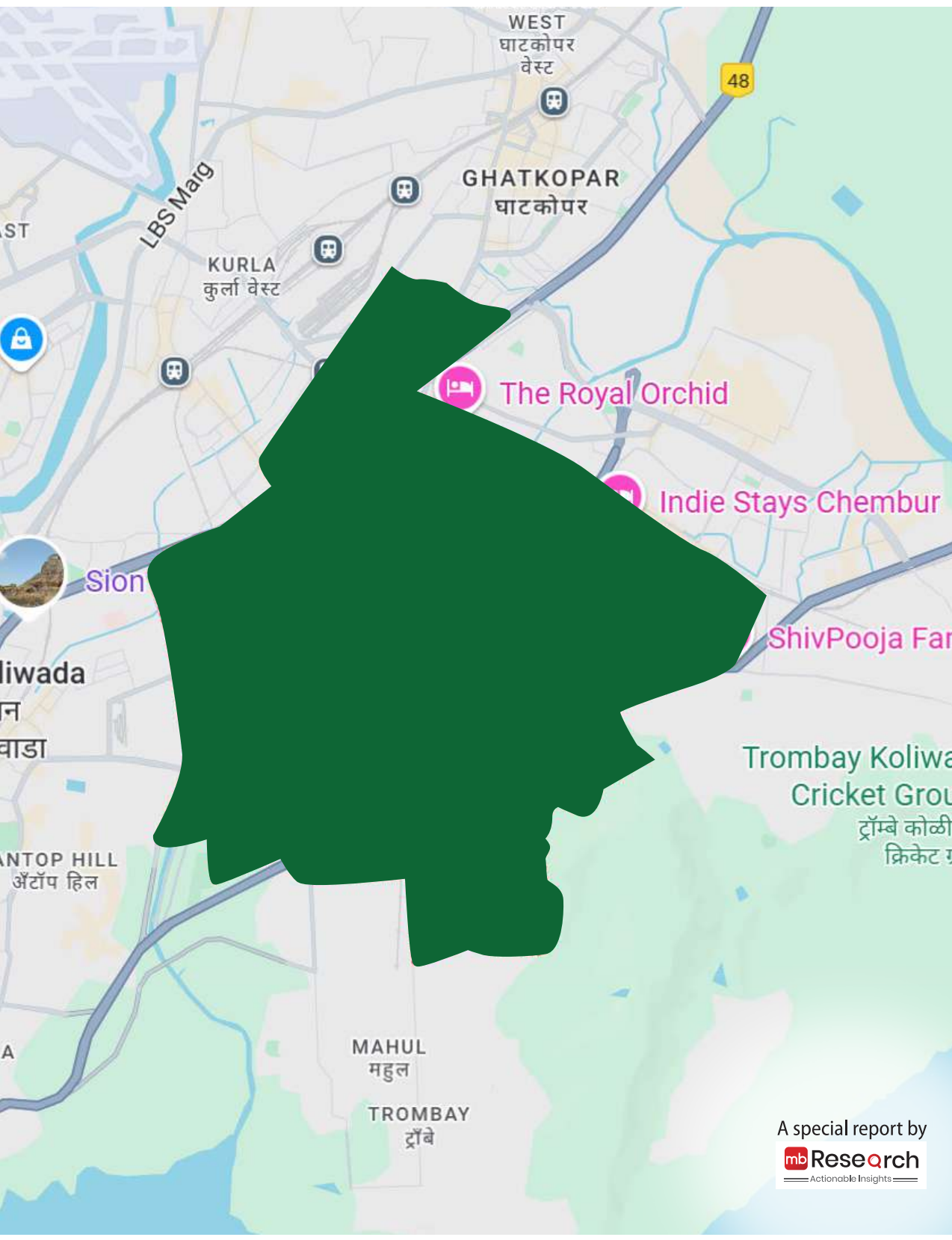
₹26,100/sq. ft.

Nearby Job Hubs:

BKC, Kurla, Sion, Powai.

Trend: Chembur’s real estate market offers a compelling mix of affordability, connectivity, and growth potential. Its transformation from an industrial suburb to a thriving residential and commercial hub makes it attractive for both homebuyers and investors. Ongoing infrastructure projects and proximity to major business districts are expected to sustain price appreciation and rental demand in the coming years

BHK	Avg. Rate
1	₹27,226
2	₹30,447
3	₹53,253
4	₹37,980
5	₹40,834





MUMBAI MIGRATION MAGNETS

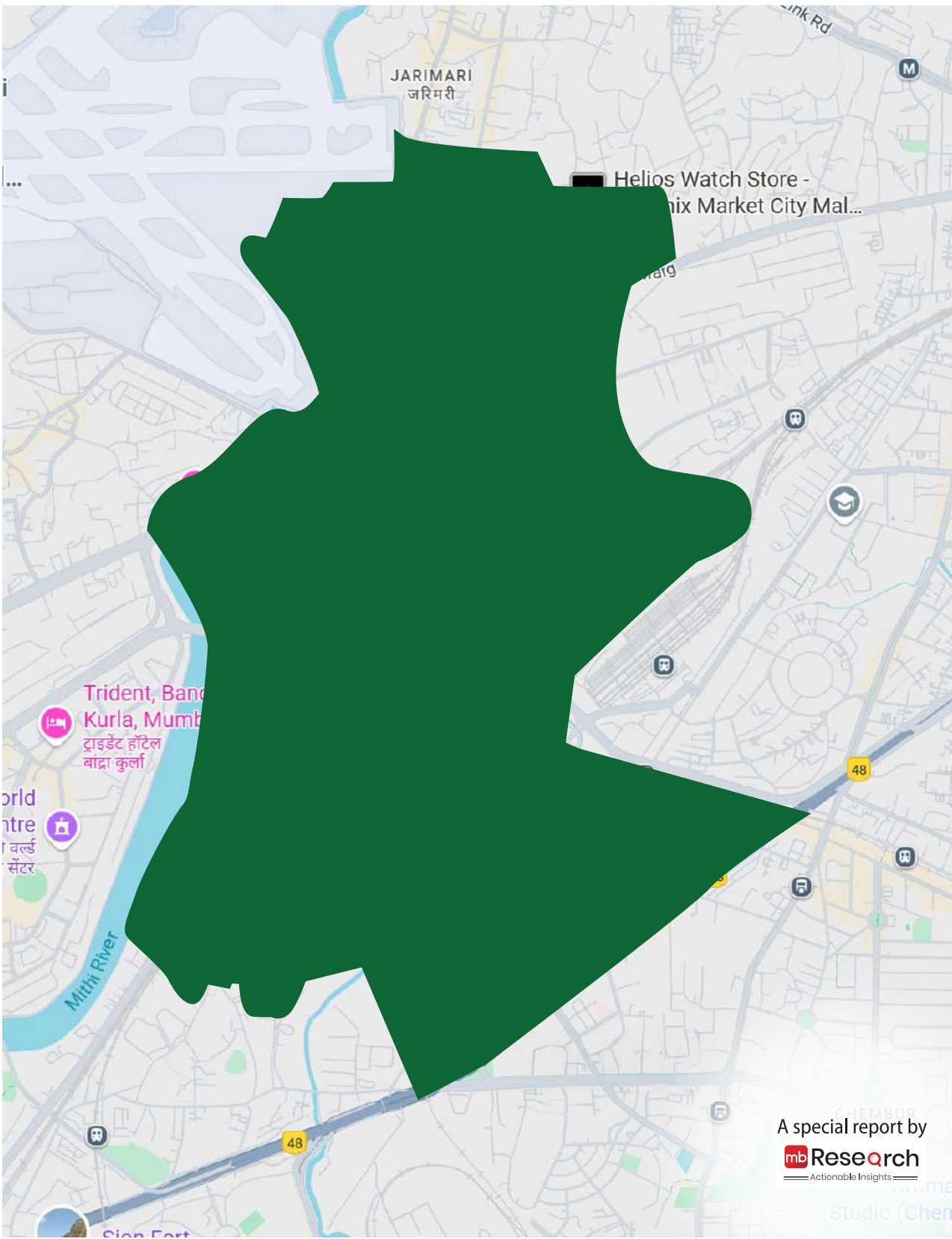
KURLA

Average Rate:
₹26,694/sq. ft.

Nearby Job Hubs:
BKC, Powai

Trend: Kurla’s real estate market in 2025 is characterized by steady growth, improving infrastructure, and a diverse mix of affordable and premium housing options, making it an attractive destination for homebuyers and investors.

BHK	Avg. Rate
1	₹22,935
2	₹23,821
3	₹34,688
5	₹37,330





MUMBAI MIGRATION MAGNETS

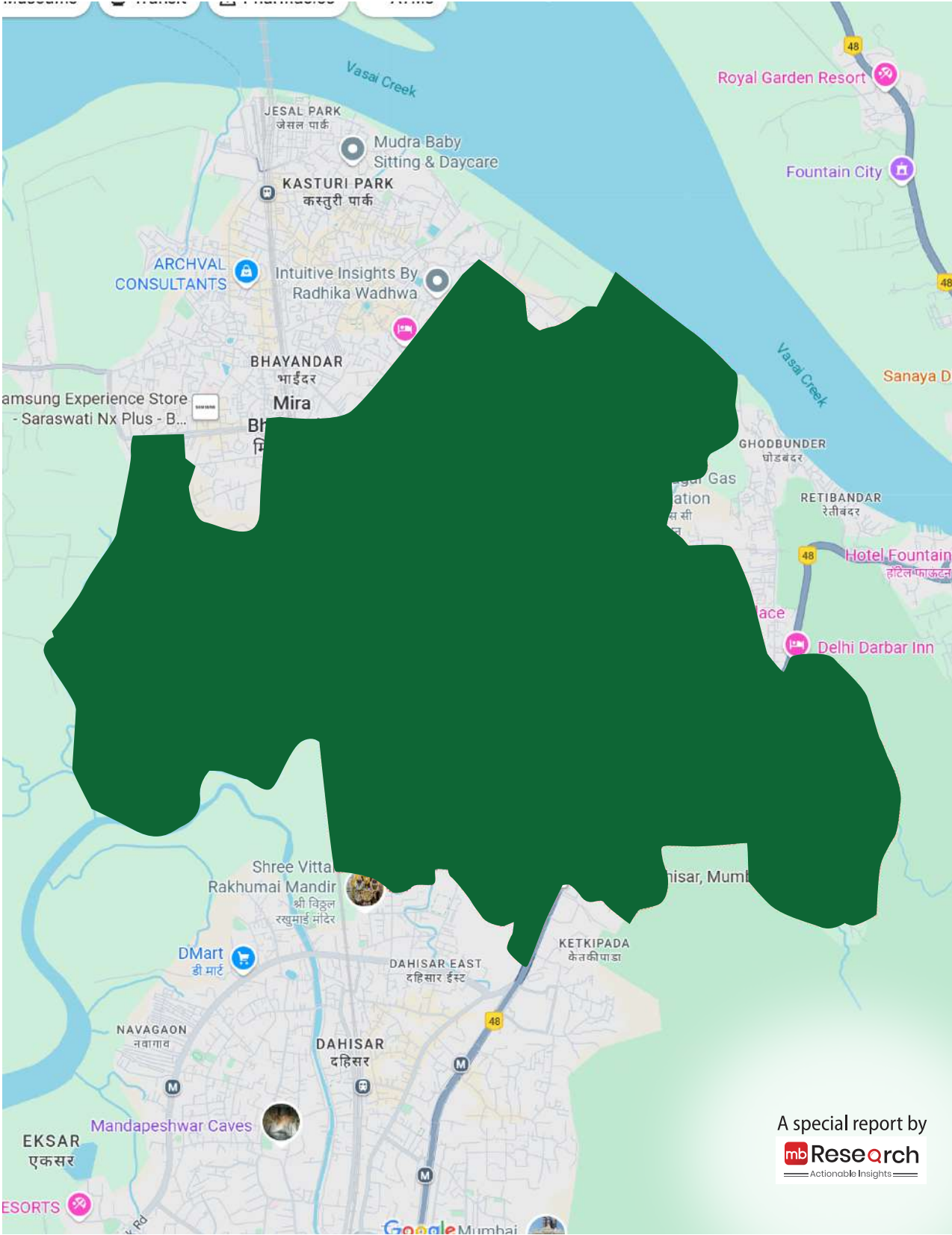
MIRA ROAD

Average Rate:
₹19,359/sq. ft.

Nearby Job Hubs:
Bhayandar, Thane, Borivali.

Trend: Mira Road is transitioning from a distant suburb to a self-sufficient, livable township with strong real estate demand driven by affordability and connectivity.

BHK	Avg. Rate
1	₹14,781
2	₹14,374
3	₹17,710
4	₹30,571



MUMBAI MIGRATION MAGNETS



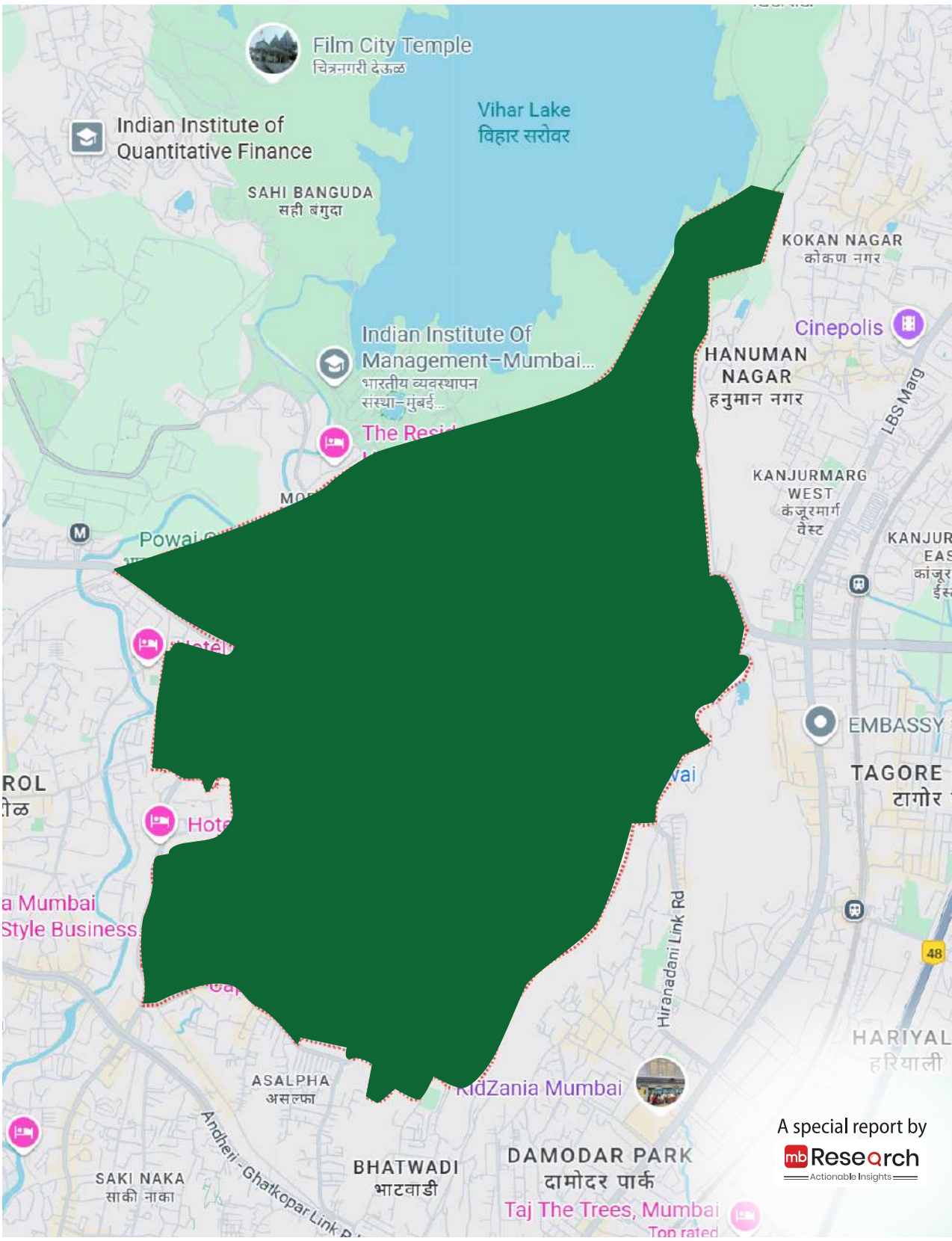
POWAI

Average Rate:
₹31,300/sq. ft.

Nearby Job Hubs:
Hiranandani Business Park, SEEPZ

Trend: Powai’s real estate market in 2025 is characterized by strong demand, premium pricing, and steady appreciation driven by its well-planned township, solid infrastructure, and presence of IT and corporate hubs. Powai is popular among tech professionals, founders, and expats.

BHK	Avg. Rate
1	₹30,898
2	₹35,842
3	₹42,516
4	₹45,190
5	₹47,184



FROM LOCAL STAGES TO NATIONAL STARDOM

MUMBAI
MADE IT HAPPEN

■ AMITABH BACHCHAN

From: Allahabad, UP >> To: Mumbai

Struggled in the shadows before becoming India’s biggest star.

He arrived in Mumbai with a deep voice and towering height, both considered drawbacks back then. Facing years of rejection and couch-surfing, Mumbai’s struggle shaped his steel. Eventually, Zanjeer turned the tide, and the man who once slept on benches became the Shahenshah of Indian cinema.

■ PANKAJ TRIPATHI

From: Belsand, Bihar >> To: Mumbai

Took the long road from rural Bihar to become the face of grounded storytelling.

From farming fields to FTII Pune and then to Mumbai, Pankaj Tripathi’s journey is a masterclass in patience and craft. Initially cast in blink-and-miss roles, he stayed true to his art. His breakthrough came with Gangs of Wasseypur, but Mumbai truly embraced him with roles in Mirzapur, Newton, and Mimi. Today, he's not just an actor, he's a genre in himself.

■ KAPIL SHARMA

From: Amritsar, Punjab >> To: Mumbai

Transformed from stand-up hopeful to the king of Indian comedy.

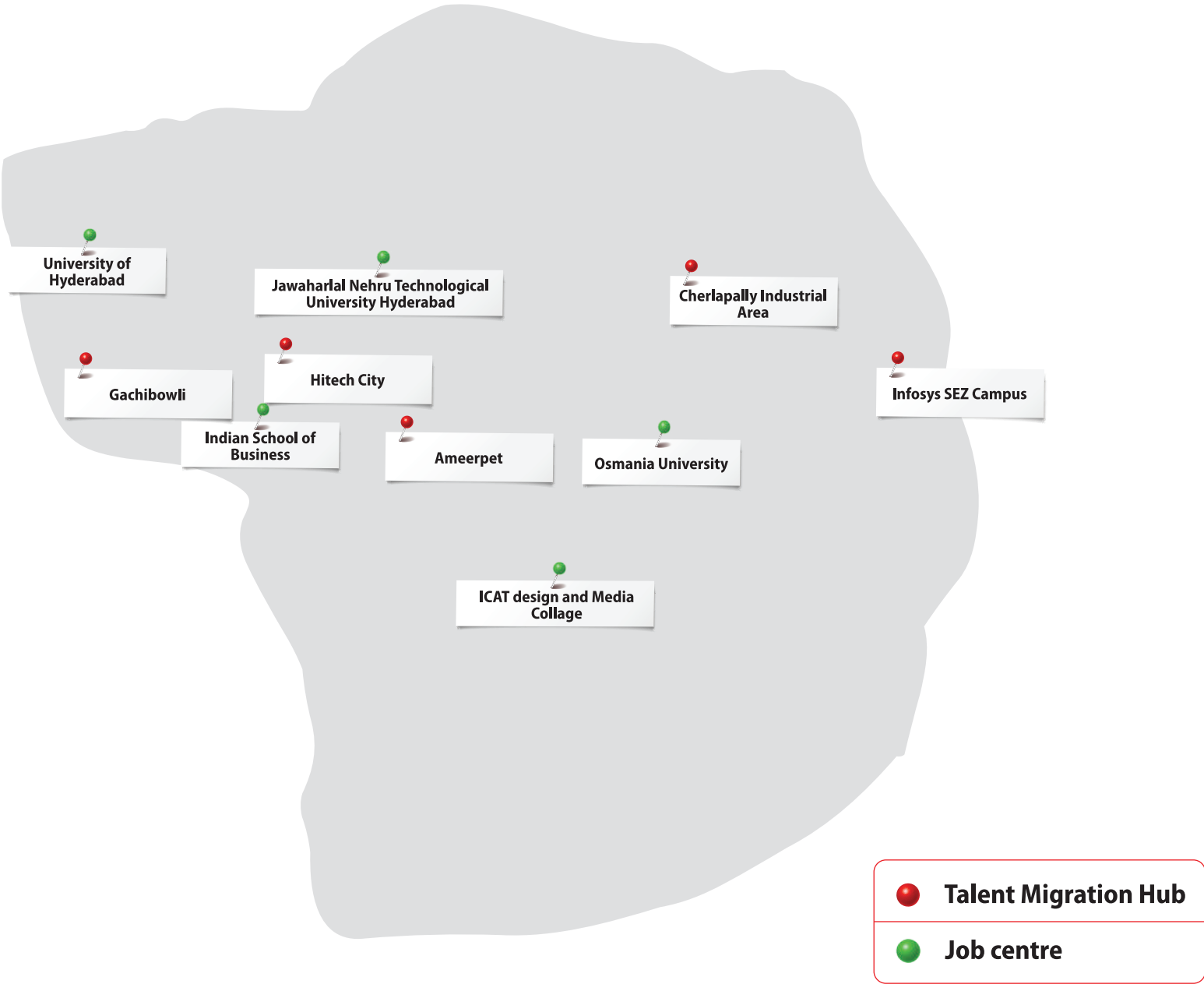
In Amritsar, he was the funny guy in local college shows. But in Mumbai, that humor became a brand. Winning The Great Indian Laughter Challenge was just the beginning. With unmatched timing and street-smart wit, Kapil turned primetime comedy into a cultural phenomenon — making laughter a household staple.



Heritage, Homes & High Growth

Hyderabad draws people with its mix of old world charm and modern living. Known for its IT hubs, growing startups, and strong job opportunities, the city appeals to young professionals and families alike. With well-planned roads, expanding metro service, and a vibrant food and cultural scene, Hyderabad offers a balanced and dynamic lifestyle in South India.

In Hyderabad, people aren't just finding jobs—they're finding homes, identity, and a future



JOB CENTRES (IT/Corporate Hubs)

- Gachibowli
- Hitech city
- Ameerpet
- Infosys SEZ Campus
- Cherlapally Industrial Area



STUDENT MIGRATION CENTRES

- | | |
|---------------------------|---|
| University of Hyderabad | ICAT Design and Media College |
| Indian School of Business | Jawaharlal Nehru Technological University |
| Osmania University | |



Total Urban Population
1.65 MILLION

Urban Migrant Population
0.5 MILLION

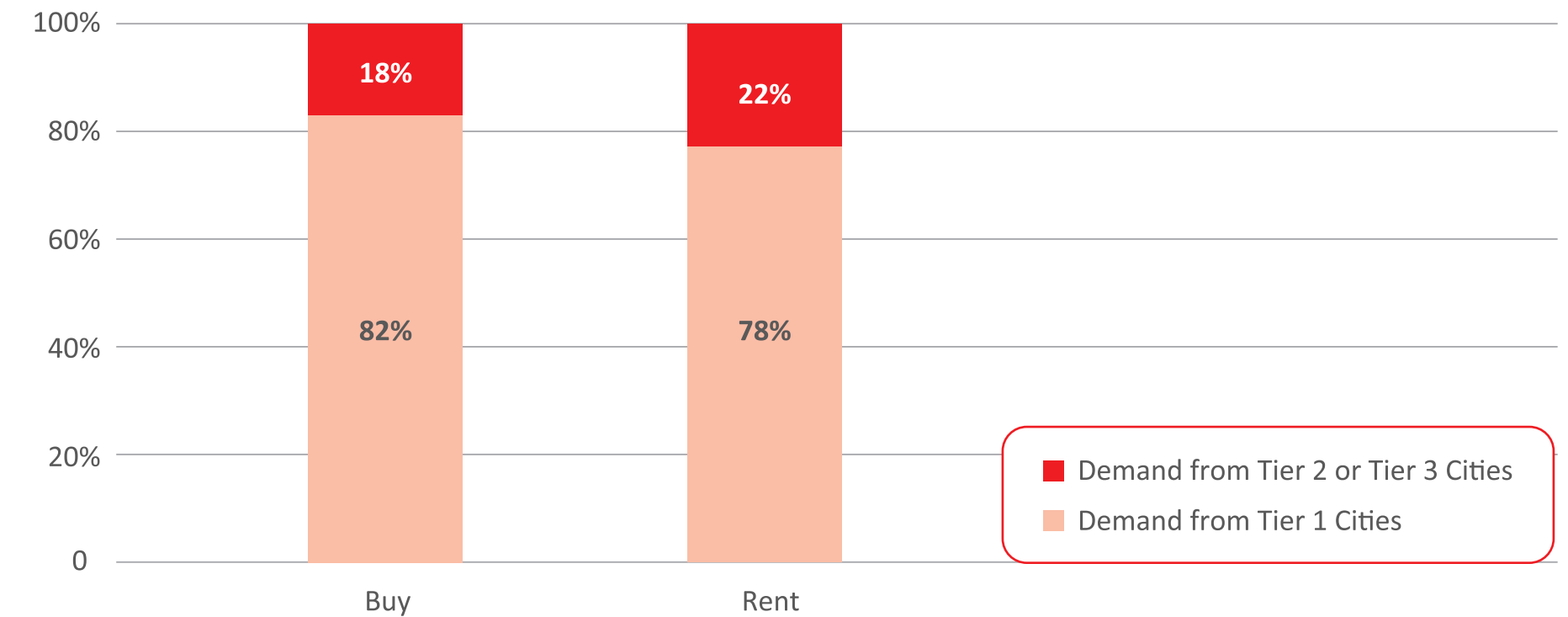
MIGRANT HOMESEAKER INFLOW FROM

Tier 2 cities nearby and people who shifted for Pharma Industry

TOP RESIDENTIAL LOCALITIES NEAR EMPLOYMENT HUBS

Gachibowli • Medchal Highway • Kukatpally
Jubilee Hills - Banjara Hills • Uppal

SMALL TOWN MIGRATION IS INCREASINGLY DRIVING DEMAND



HYDERABAD MARKET HOUSING FACTS



How Big is Your Dream?

2 BHK – 19% Demand | 30% Supply

3 BHK – 67% Demand | 52% Supply

Price Trend

Upward Movement in rates.
From Rs. 6500/sq. ft. in 2020
to Rs. 8620/sq. ft. in 2025

How Much Space Does Life Need?

1250-2000 sq. ft.

45% Demand | 45% Supply

2000-3000 sq. ft.

31% Demand | 23% Supply

The Price Tag of an Upgrade

1.5 – 3 Crore

33% Demand | 30% Supply

Upto 75L

15% Demand | 19% Supply

Settle Down or Stay Flexible?

Hyderabad has low RPGD (~0.3) and modest price growth, with supply increasing steadily. Renting is the more economical choice in the near term, especially as both rent and buy-side momentum remain soft. Buy only for long-horizon goals.



HYDERABAD MIGRATION MAGNETS

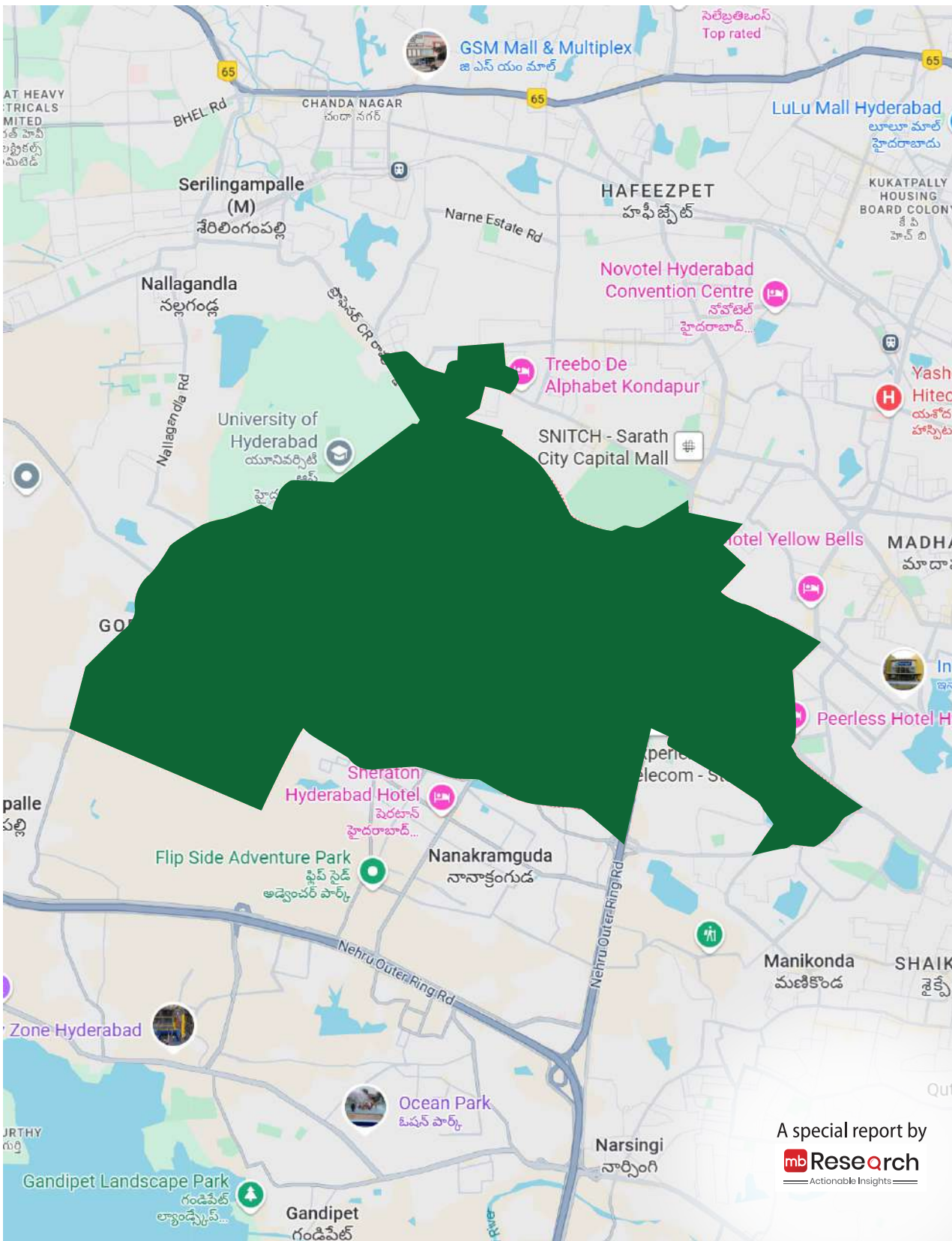
GACHIBOWLI

Average Rate:
₹10,200/sq. ft.

Nearby Job Hubs:
Microsoft India, Amazon Campus, Infosys

Trend: Gachibowli in Hyderabad remains one of the city's premier real estate markets as of 2025, characterized by strong price appreciation, robust demand, and high investment appeal.

BHK	Avg. Rate
1	₹7,143
2	₹10,782
3	₹31,629
4	₹12,735
5	₹14,577



HYDERABAD MIGRATION MAGNETS

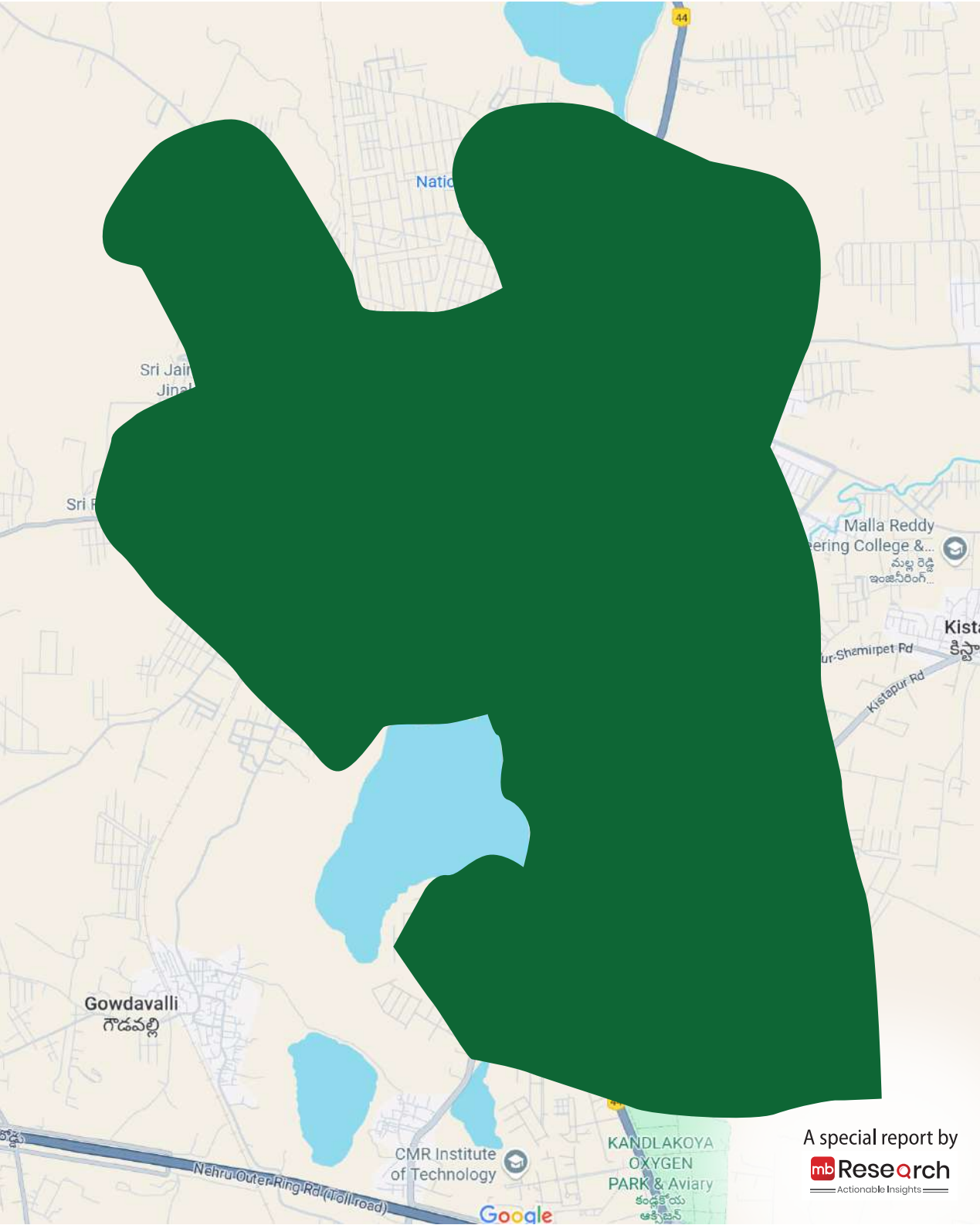
MEDCHAL HIGHWAY

Average Rate:
₹7,100/sq. ft.

Nearby Job Hubs:
Medchal Industrial Zone, MRF Tyres

Trend: Medchal remains a promising real estate destination in Hyderabad, offering a balance of affordability, growth potential, and lifestyle amenities. Medchal is well-connected to major roads and is close to key industrial and commercial zones, enhancing its appeal for both end-users and investors

BHK	Avg. Rate
2	₹6,954
3	₹6,768
4	₹8,171
5	₹5,970





HYDERABAD MIGRATION MAGNETS

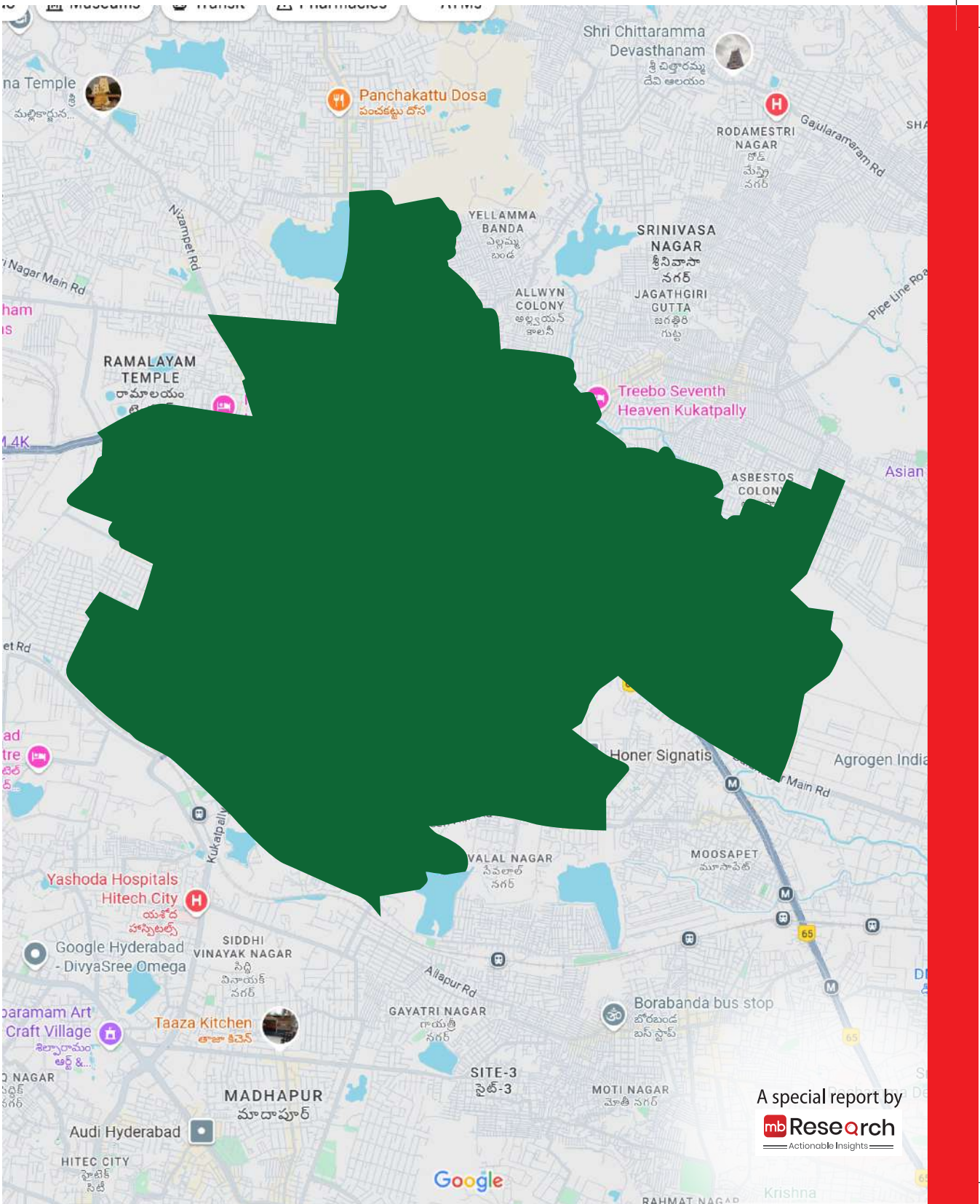
KUKATPALLY

Average Rate:
₹8,500/sq. ft.

Nearby Job Hubs:
Manjeera Trinity Corporate,
Vijay Sai Towers

Trend: Kukatpally in Hyderabad is a well-established and strategically located real estate market, consistently attracting buyers and investors with its affordability, connectivity, and strong rental demand.

BHK	Avg. Rate
1	₹8,229
2	₹8,269
3	₹8,688
4	₹11,844
5	₹52,110



HYDERABAD MIGRATION MAGNETS



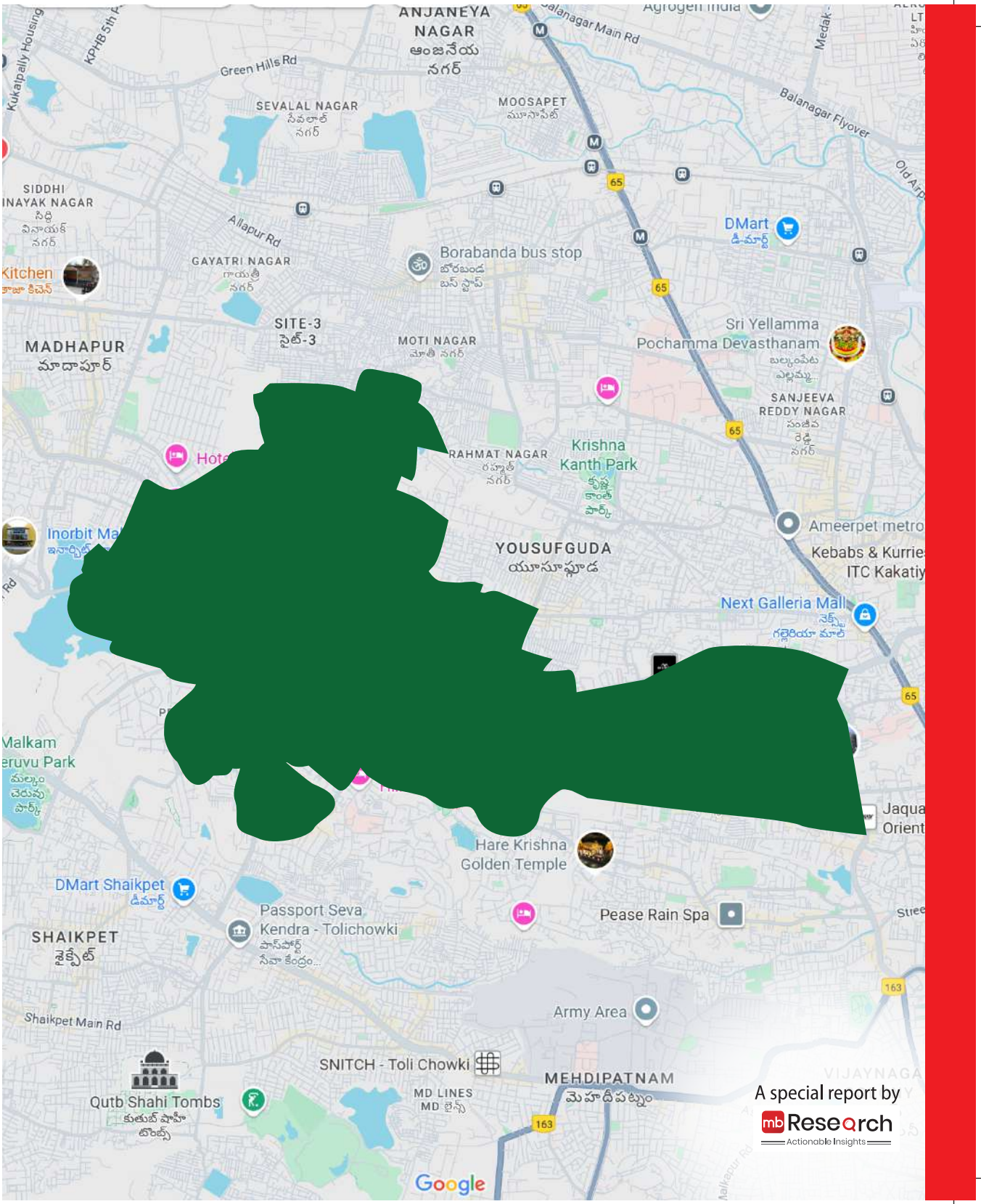
JUBILEE HILLS-
BANJARA HILLS

Average Rate:
₹11,400/sq. ft.

Nearby Job Hubs:
Mindspace IT Park Sanali Info Park,
Ashar IT Park, Jubilee Hills

Trend: Both Jubilee Hills and Banjara Hills continue to set the benchmark for luxury real estate in Hyderabad, offering exclusivity, strong investment potential, and a vibrant lifestyle. While some sub-markets have seen fluctuations, the overall demand and prestige remain high.

BHK	Avg. Rate
3	₹11,561
4	₹18,312
5	₹30,195





HYDERABAD MIGRATION MAGNETS

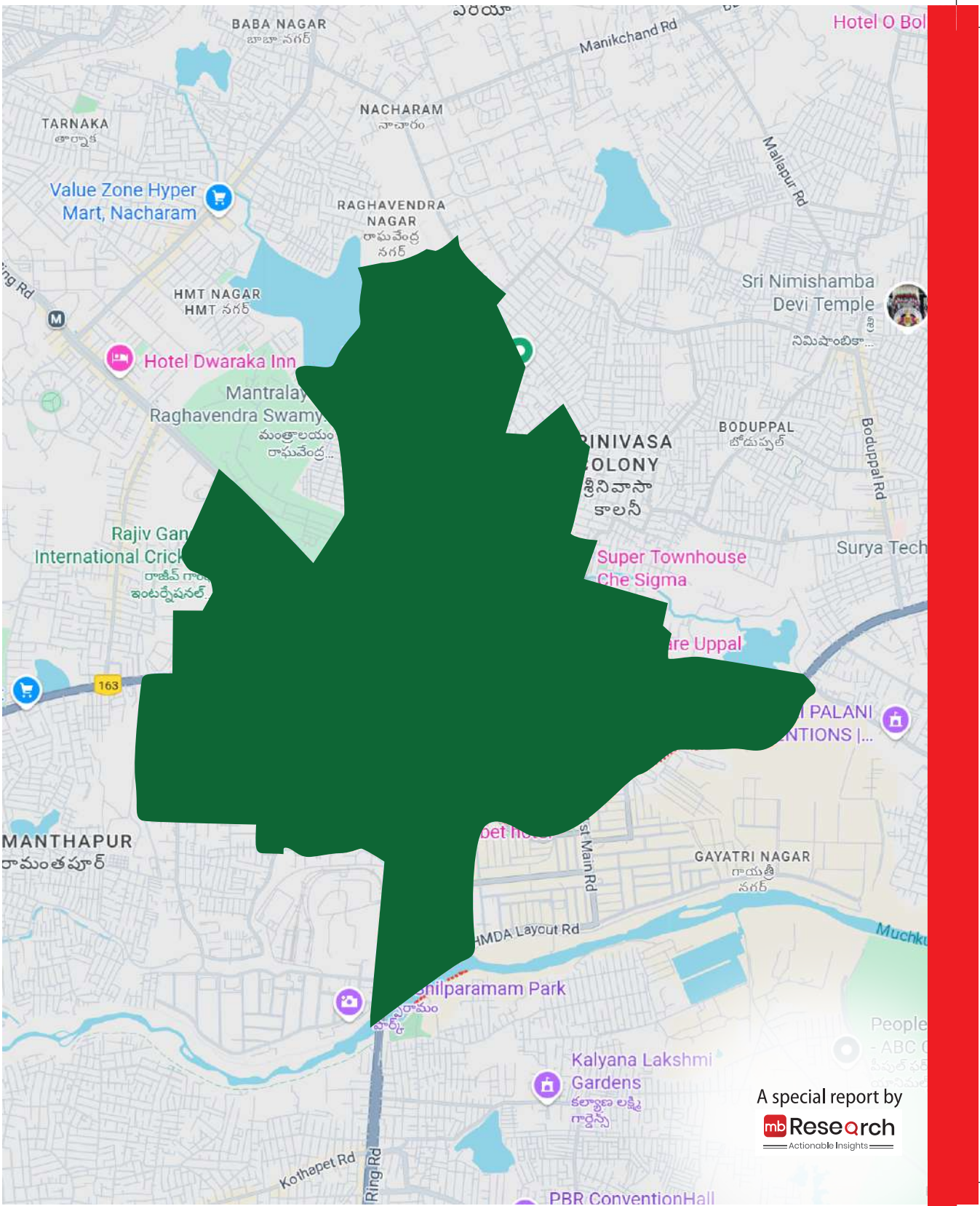
UPPAL

Average Rate:
₹7,500/sq. ft.

Nearby Job Hubs:
HITEC City, Madhapur, Gachibowli

Trend: Uppal, Hyderabad, is currently witnessing dynamic real estate market trends characterized by a mix of price fluctuations, infrastructure development, and growing demand driven by its strategic location and connectivity.

BHK	Avg. Rate
1	₹9,078
2	₹6,316
3	₹7,932
4	₹8,084
5	₹10,330



THEY HAD TALENT

**HYDERABAD
GAVE IT SCALE**

■ SS RAJAMOULI

From: Raichur, Karnataka (Tier 3) >> To: Hyderabad

Turned Indian cinema global – from small-town beginnings to record-shattering blockbusters.

Born in Raichur, SS Rajamouli moved to Hyderabad, where the Telugu film industry helped unlock his vision. With bold storytelling and scale never seen before, he redefined Indian cinema.

His films Bahubali, RRR were made in Hyderabad but echoed across the world. What started as small-town dreams became global milestones, all from the city that gave him the canvas.

■ KRISHNA ELLA

From: Tiruttani, Tamil Nadu >> To: Hyderabad

Brought global vaccine leadership to India — from lab to landmark.

He came from a small town in Tamil Nadu and pursued science with relentless passion. After higher studies in the U.S., he chose Hyderabad as home for his dream — Bharat Biotech. From launching India's first indigenous Hepatitis B vaccine to creating Covaxin during the pandemic, Krishna Ella turned Hyderabad into a biotech powerhouse. His journey is a testament to how science, when rooted in purpose, can change the course of a nation.

■ VIJAY DEVERAKONDA

From: Achampet, Telangana >> To: Hyderabad

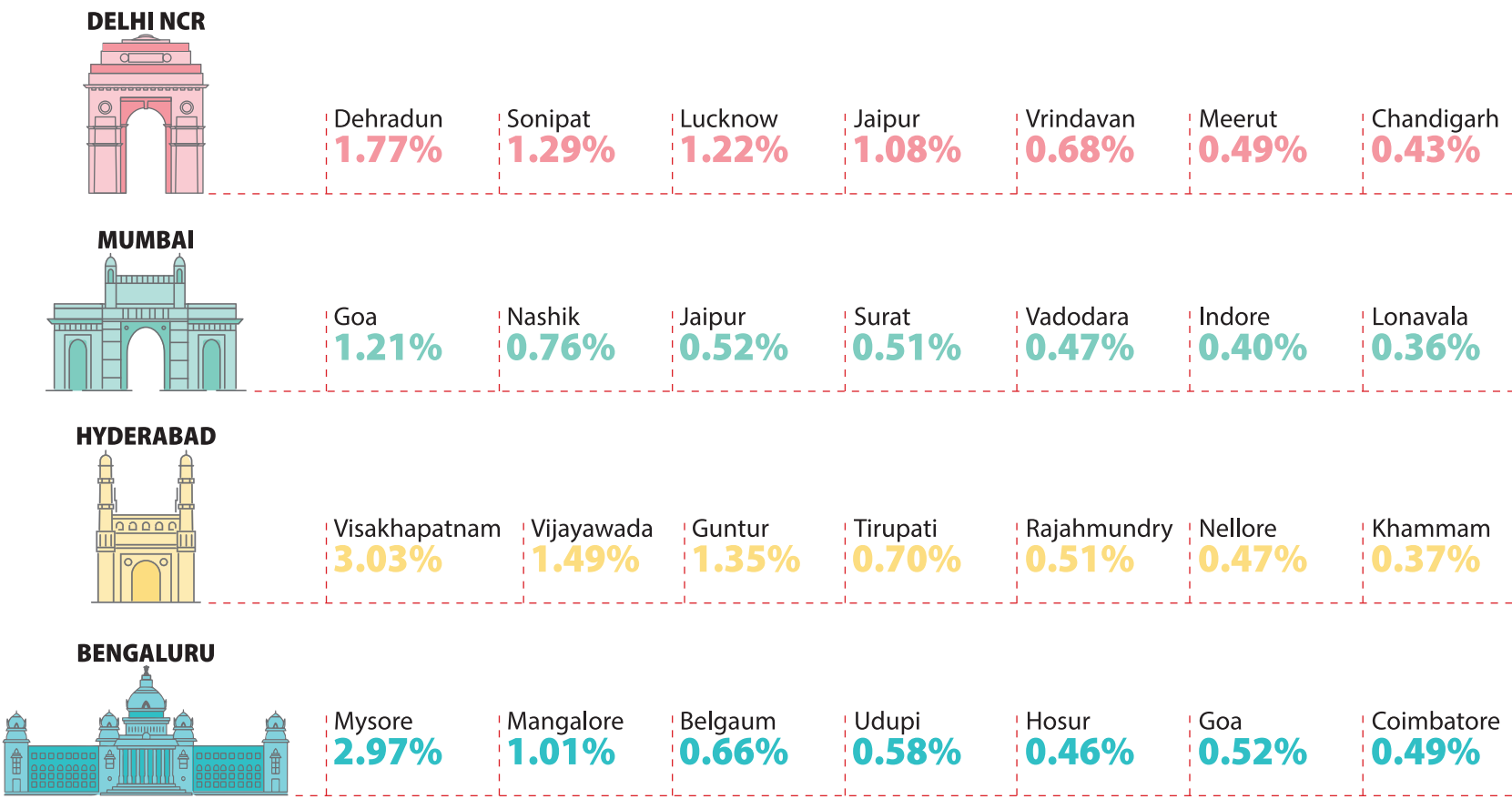
From unknown to icon through Hyderabad's indie-to-blockbuster film journey.

From a small town with limited exposure, Vijay stepped into Hyderabad's evolving indie cinema space. His breakout role in Arjun Reddy came from this environment — raw, unfiltered, and real. The city's film culture transformed him from an outsider into a national heart throb and youth icon.

REVERSE MIGRATION

NOT A STEP BACK, BUT A SMARTER STEP FORWARD

As urban pressures like population, traffic, density builds up in Tier-1 cities like Delhi, Mumbai, Bengaluru, Noida, Gurgaon, Hyderabad, and Greater Noida, a noticeable shift is taking place, Residents are increasingly exploring Tier-2 and Tier-3 cities for relocation and investment. These visualizations highlight the outlook destinations from major metros, reflecting rising interest in cities that offer a better quality of life, affordability, and emerging infrastructure. Whether it's the proximity-driven moves to Ghaziabad and Faridabad from Delhi-NCR or a lifestyle-driven shift to Visakhapatnam and Mysore, the insights underscores a growing preference to invest outside the usual choice ,i.e Tier 1 cities.



These patterns highlight a growing aspiration among Tier-1 city residents to consider Tier-2 and Tier-3 cities for investment and future living. What attracts homeseekers the most is lower property prices, better climate, infrastructure, space and also rental opportunities due to factors like education, job, tourism centres placed in these Tier 1 and 2 cities.

BIG SHIFTS TO SMALL TOWNS

THEY TOOK
THE ROAD LESS
TRAVELLED

■ NEELESH MISRA

From: Mumbai >> To: Kheri, Uttar Pradesh

The storyteller who returned to his roots and built India's first rural media platform.

In the heart of Bollywood and journalism, Neelesh found success as a writer, lyricist, and radio storyteller. But his story took a turn when he left Mumbai to return to his hometown, Kheri. There, he launched Gaon Connection, a rural media platform that gives a voice to India's villages. His move turned nostalgia into impact, reshaping rural storytelling from the ground up.

■ ANAND KUMAR

From: Delhi >> To: Patna, Bihar

The mathematician who changed hundreds of lives through Super 30.

Anand Kumar could've had a global academic career, but chose differently. After returning to Patna from Delhi due to financial constraints, he started Super 30 — a free coaching initiative for underprivileged students aspiring to crack the IITs. His story proves that a shift to a smaller town can spark extraordinary impact, transforming not just one's own life but those of countless others.

■ ARUNA ROY

From: Delhi >> To: Devdungri, Rajasthan

Ex-IAS officer who sparked a grassroots revolution in rural India.

Aruna Roy gave up a prestigious bureaucratic life to live among the people she hoped to serve. In Rajasthan's village of Devdungri, she co-founded the Mazdoor Kisan Shakti Sangathan and played a central role in the RTI movement. Her shift from policy halls to dusty lanes made her a pioneer of participatory democracy.



Magicbricks is India's leading online real estate platform, offering seamless property search and transaction experiences for buyers, sellers, and investors. With an extensive database of residential and commercial properties, innovative tools, and AI-driven recommendations, Magicbricks empowers users with the right information to make informed real estate decisions.

Magicbricks Research is the market intelligence and analytics division of Magicbricks, dedicated to delivering actionable insights into India's dynamic real estate sector. Our research team deciphers demand-supply dynamics, property price movements, emerging investment hotspots, and buyer sentiment, helping stakeholders navigate the market with confidence.

Our flagship reports include:

Propindex - A quarterly report tracking price trends and demand shifts in key Indian cities.

Housing Sentiment Index (HSI) - A deep dive into buyer sentiment, reflecting aspirations and market expectations.

Rent Index - A comprehensive analysis of rental trends across metro cities and key urban markets.

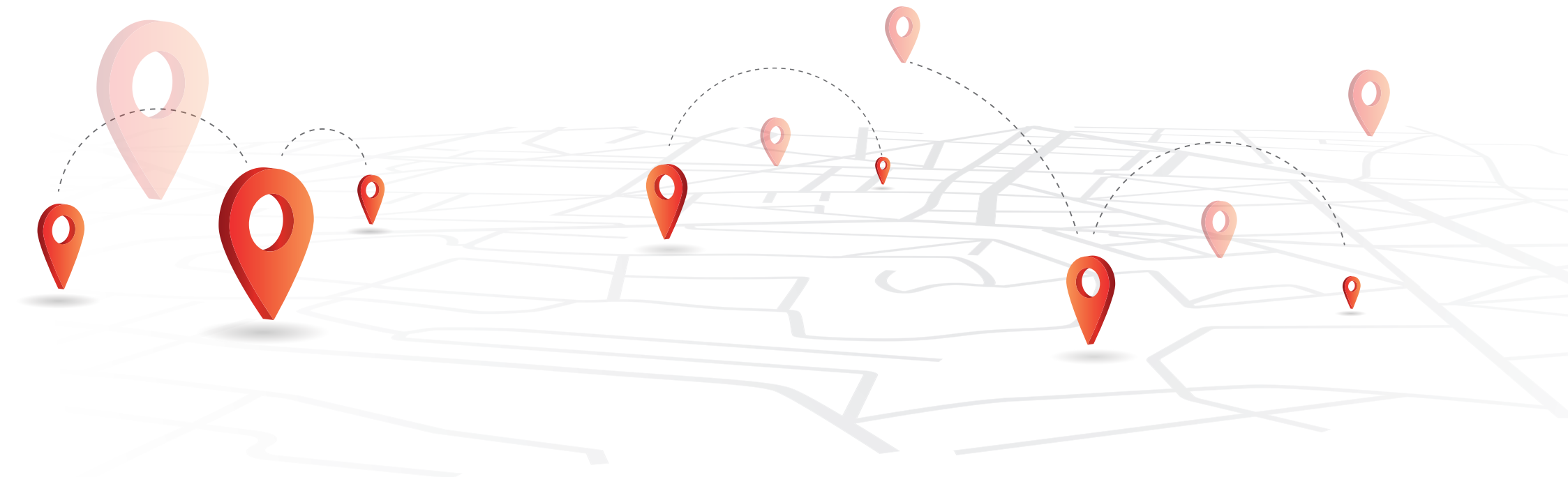
Custom Research & Advisory - Bespoke research solutions tailored for developers, investors, and policymakers.

With a rich repository of data spanning 15+ years, covering 20+ cities, and analyzing millions of property listings, Magicbricks Research stands at the forefront of real estate intelligence. Whether you are a homebuyer, investor, developer, or policymaker, our insights equip you with the knowledge to make smarter, data-driven decisions.

Our partnerships with leading institutions like KPMG, CREDAI, and IIM Bengaluru strengthen our commitment to delivering deep market insights, fostering thought leadership, and shaping the future of India's real estate landscape.

THE FINAL WORD

INSIGHTS & REFLECTIONS



Over the course of this report, we've uncovered a powerful truth—changing your address can change your life. People move not only towards Tier 1 but some data suggests that a smaller group might also prefer Tier 2 and 3 cities for various reasons

TIER-1 CITIES continue to dominate demand due to job opportunities, social uplift, networking opportunities and hi-tech infrastructure.

TIER-2 AND TIER-3 CITIES are emerging as serious contenders, not just for real estate investment but for future living driven by affordability, growing infrastructure, and quality-of-life advantages.

URBAN ASPIRATIONS are evolving as today's professionals are willing to look beyond metros for value, comfort, and long-term stability.

LOCATION IS NOW BOTH A LIFESTYLE AND WEALTH DECISION—choosing the right city, neighborhood, or home type has real, tangible impact on financial and personal well-being.

“PATA BADLO, LIFE BADLO” is more than a slogan—it's a strategy for progress.

THE TIER LEAP: WHY MOVING UP MAKES SENSE (EVEN TO AI)

ASK AI IF I LIVED IN A TIER 2/3 CITY, WHY WOULD I MOVE TO A TIER 1?

Migration from smaller towns to india's big cities Top reasons Ai would choose to migrate to tier 1 cities (Delhi, Mumbai, Hyderabad, Bengaluru, Gurgaon, Noida)



Career Expansion

I need exposure to startups, MNCs, and fast-scaling environments to grow exponentially.



Skill Upgrade

Tier 1 cities offer access to upskilling platforms, elite colleges, coding bootcamps, design schools.



Innovation Ecosystem

I thrive where there's R&D, tech parks, incubators – Bengaluru and Hyderabad call me.



Personal Branding

To stand out professionally, I need competitive networks, events, and industry buzz.



Diverse Mindsets

In metros, I can explore different ideologies, cultures, and be more adaptive.



Lifestyle Access

Modern living – gyms, cafés, co-working spaces, weekend getaways – keeps me inspired.



Ambition Culture

The energy of hustle sharpens me. It's where dreams get fast-tracked

WHAT DO YOU THINK AI? WOULD A CHANGE IN ADDRESS CHANGE YOUR LIFE?

HOW CHANGING YOUR ADDRESS CAN CHANGE YOUR LIFE FROM LOCAL ROOTS TO LIMITLESS POSSIBILITIES

WHAT MIGHT INSPIRE SOMEONE (LIKE YOU) TO CHANGE THEIR ADDRESS?



Career Growth

Access to better job markets, salaries, and networking



Education

Proximity to top colleges, coaching centers, and mentors



City Infrastructure

Improved transport, healthcare, and social entities



Exposure & Lifestyle

Diverse cultures, global mindsets, and aspirational living



Mental Wellness

Escape from small-town limitations or family pressure



Entrepreneurial Ecosystem

More investors, co-working spaces, and business support

REAL PEOPLE, REAL MOVES, REAL CHANGE

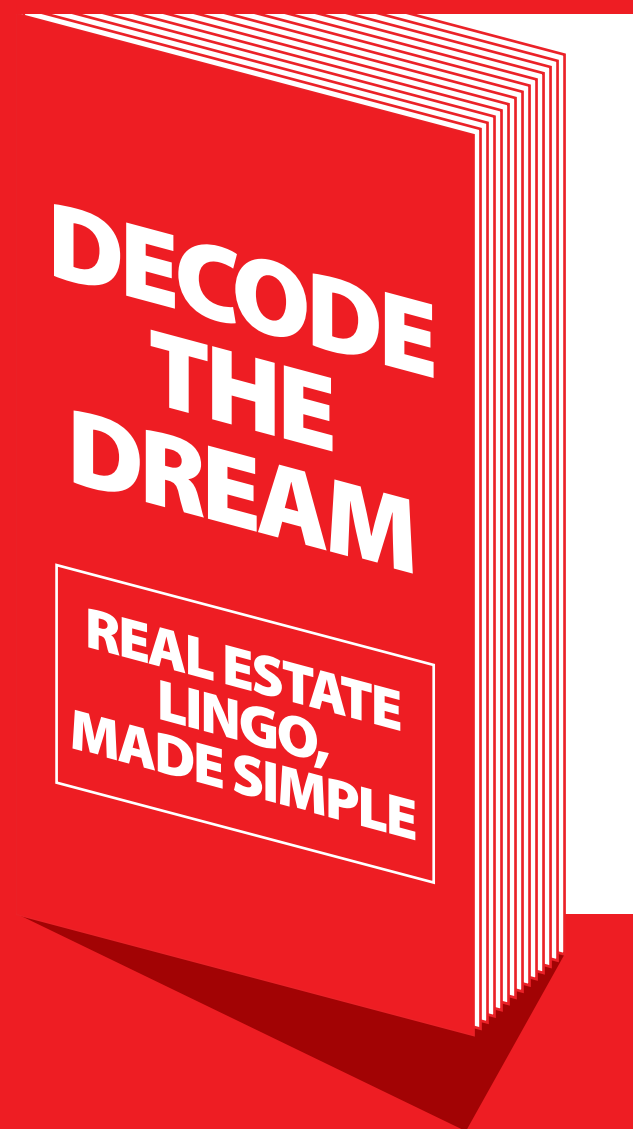
NAME	FROM TO	LIFE TRANSFORMATION
Dipinder Goyal	Muktsar → Delhi → Gurugram	Built Zomato; India’s food tech giant
Kangana Ranaut	Himachal → Mumbai	Became a national award-winning Bollywood actress
Swati Bhargava	Ambala → London → Gurugram	Co-founded CashKaro, a successful startup
Neha Kakkar	Rishikesh → Delhi → Mumbai	Rose from stage shows to top Bollywood singer
Sundar Pichai	Chennai → Kharagpur → Silicon Valley	Now CEO of Alphabet (Google’s parent company)



STILL THINKING?
ASK YOURSELF:
“IS MY CURRENT ADDRESS LIMITING MY DREAMS?”



SOMETIMES, CHANGING YOUR PIN CODE...
REWRITES YOUR FUTURE.
PATA BADLO. LIFE BADLO.



A home is more than just brick and mortar. Understanding it shouldn't feel like decoding blueprints. Here's your one-glance guide to the words and phrases that shape your move.



1. Tier 1 Cities

India's big metros: fast-paced, well-connected, and brimming with jobs. Think Delhi, Mumbai, Bengaluru, Hyderabad and Chennai.

If ambition had an address, this would be it.



2. Tier 2 Cities

Smaller cities catching up with the metros offering growth and affordability.

Examples: Jaipur, Lucknow, Coimbatore and Dehradun.

Big dreams, smaller price tags.



3. Demand

The number of people actively looking to buy or rent homes in an area.

High demand = hot market.



4. Supply

The number of available homes or properties ready for sale or rent.

When demand rises but supply lags, prices climb.



5. Price per Sq. Ft.

How much one square foot of space costs in a property.

The gold standard for comparing properties.



6. RPGD (Rent-to-Price Growth Differential)

Tracks how rent and property prices grow over time.

Investors love high RPGD — it means rent is rising faster than the home price.



7. Rental Yield

How much rent you earn annually from a property, as a % of its value.

Formula: $(\text{Annual Rent} \div \text{Property Price}) \times 100$



8. Ticket Size

The total price of the home.

Examples: ₹75L–₹1.5Cr (mid-segment), ₹3Cr+ (luxury).

Your budget, your bracket.



9. Carpet Area

The actual usable area inside your home — excludes walls and lobbies.

Because every inch counts.



10. BHK Configuration

Defines the number of Bedrooms, Hall (living room), and Kitchen.

1BHK = 1 Bed + Hall + Kitchen

2BHK = Ideal for young families

3BHK+ = Space for work + play + sleep



11. White Collar Jobs

Professional roles like IT, finance, teaching — typically office-based.

Clean desks, clean shirts.



12. Blue Collar Jobs

Manual, skilled or unskilled labor — like factory work or housekeeping.

They build the cities we move to.



13. Micro-market

A smaller pocket or locality within a larger city — with its own vibe and prices.

Examples: Powai (Mumbai), Whitefield (Bengaluru), Noida 7X

Where local charm meets real estate strategy.



14. Migration / Outmigration

When people move between cities — often Tier 2/3 to Tier 1 for opportunity, or the reverse for affordability.

A new address, a new start.