

<https://enterpriseai.economictimes.indiatimes.com/amp/news/industry/how-ai-is-transforming-indias-real-estate-from-planning-to-management/130123881>

How AI is transforming India's real estate-from planning to management

AI is becoming a core capability for future-ready developments, improving transparency and delivering enhanced living experiences. The sector is embracing these digital tools for greater accuracy and speed.



Artificial intelligence today is shaping how real estate projects in India are planned, built, and operated. Developers and property consultants are shifting towards data-led tools to improve efficiency throughout project lifecycles. From identifying land parcels and analysing neighbourhood trends, to refining project design and forecasting construction materials, developers are using advanced digital systems to support decisions that were traditionally driven by manual analysis. These technologies are also being used in property sales, customer engagement and building management after project delivery.

"In India's rapidly evolving market, AI is moving beyond tactical automation to become a structural enabler, refining micro-market pricing, strengthening tenant and buyer analytics, optimising leasing and sales conversions, and improving construction and operational efficiencies," says Vivek Rathi, national director-research, Knight Frank India, a global property consultancy firm.

Role of emerging technologies in property exchanges

In recent years, a broader set of technologies, including machine learning, data analytics, virtual and augmented reality, and blockchain has begun to influence how property is marketed and transacted across the country. Consultants say these systems are helping developers interpret large volumes of market data and identify emerging micro-market trends.

AI as the strategic backbone of future-ready development

Kirthi Chilukuri, Founder & Managing Director, Stonecraft Group, says, "Artificial intelligence is rapidly becoming the strategic backbone of modern real estate development. From predictive analytics that help identify the right customer segments to AI-driven design optimization, cost forecasting, and construction efficiency, developers are now able to make faster, data-led decisions while significantly reducing waste and operational overheads. The next phase of real estate growth will be defined by firms that integrate AI not as a tool, but as a core capability shaping smarter, more sustainable, and highly personalised built environments."

End-to-end AI integration: From real estate lifecycle to smart building operations

A shift is seen in how AI is shaping project planning, customer engagement, and building management. Digital tools help teams understand buyer preferences and boost a project's operational efficiency in developments. Smart management systems monitor indoor air quality, energy use, HVAC performance, and occupancy patterns at the building operations level. This in turn helps enhance efficiency and the user experience in modern developments.

"AI is rapidly becoming integral to every touchpoint in Indian real estate from land identification and investment feasibility to design optimization, sales intelligence and post-possession services. Today, developers can leverage AI to predict demand patterns, personalize buyer journeys and enhance construction efficiency with greater precision and speed. For organized real estate developers, early adoption of AI is no longer optional now it is a strategic imperative to deliver transparency, efficiency and a truly future-ready living experience", Sudeep Bhatt, Director-Strategy, Whiteland Corporation added.

The road ahead

The adoption of such technologies in Indian real estate is still evolving. Data across the sector is still fragmented. Regulatory processes vary between markets, and digitisation levels differ among stakeholders. As developers continue to invest in digital capabilities and analytics, technology is expected to play a larger role in improving planning accuracy, project execution, and building management in India's growing real estate sector.