

Magicbricks Takes Centre Stage at MoHUA's World Habitat Day 2026 Celebrations, Advocates Stronger Policy Frameworks for Affordable and Inclusive Housing

New Delhi, October 08, 2026: Magicbricks, one of India's leading real estate platforms, reinforced its commitment to shaping conversations around India's evolving housing ecosystem. Magicbricks, participated as a guest at the World Habitat Day 2026 celebrations organised by the Ministry of Housing and Urban Affairs (MoHUA).

The event brought together policymakers, industry leaders, financial institutions, experts and other stakeholders to deliberate on the challenges and opportunities shaping India's housing sector, with a focus on advancing affordable, resilient and inclusive housing.

Representing Magicbricks, Prasun Kumar (CMO) shared industry perspectives across key themes including rental housing, bridging the demand-supply gap in affordable housing, and the role of innovative construction technologies and financing mechanisms in enabling resilient housing at scale.

The technical deliberations at the event focused on a key area:

Strengthening Rental Housing Through Enabling Frameworks

The session on "Structural Challenges and Enabling Measures for Unlocking the Potential of Rental Housing" examined the structural and institutional challenges impacting the availability and scalability of rental housing in urban India.

Discussions highlighted the need for an enabling ecosystem for affordable rental housing, including suitable regulatory frameworks, improved access to land and infrastructure, investment mechanisms, efficient property management and greater participation from both public and private sector stakeholders.

The session also explored ways to strengthen rental housing as a viable and dignified option for urban migrants, workers, students, working women and other mobile and vulnerable sections of the urban population.

Speaking at the event, Prasun Kumar, Chief Marketing Officer, Magicbricks, said, *"Building a sound rental market is in the interest of both the tenant as well as the homeowner. It is a huge economic opportunity as well. Our latest Rental Index shows the market is already on a positive path, with the organised housing rental market valued to be at around 7.53 Lakh crore. This represents a significant opportunity that can be addressed through a stronger framework and robust, policy-driven measures. Policy should be reframed to assist the immense growth potential of the Indian rental real estate ecosystem. Creating the right ecosystem can help unlock rental housing at scale while making it a more accessible, secure and viable option for both tenants and property owners."*

Magicbricks continues to contribute to industry conversations through data-led insights and stakeholder engagement, with a focus on supporting a more transparent, accessible and sustainable real estate ecosystem in India. I've kept the tone corporate and credible rather than overly promotional and strengthened the headline and opening so the release reads more like a media story.

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