

# ALIBAUG

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From a Sleepy Coastal Town to a New  
Destination for **Luxury Homes** in MMR

**28%**  
TO  
**35%**  
ANNUAL  
APPRECIATION



- The Research Report Prepared by

**AXON** | **SKYE**  
DEVELOPERS | HOSPITALITY

# Forewords

The property market in Alibaug is rising sharply, moving at a staggering speed. Alibaug was once a serene and calm outpost of Mumbai, known for a coastal escape for the rich & elites living there. The seaside sleepy town has quite beaches, popular temples and verdant greeneries, giving a perfect escape to someone who would like to shun the hustle bustle of Mumbai and spend some time in tranquil environs.

Now Alibaug is transforming from a seaside coastal town to the new poster boy of concept reality. It is becoming a new bastion of second homes, vacation villas and plotted land development in the Mumbai Metropolitan Region (MMR) as well as the wider Northern Konkan Belt. Many celebrities including prominent corporate honchoes, film stars, sports personalities and c-suites are investing in the bustling Alibaug property market.

Located in the Raigad district, Alibaug is at a distance of around 2-3 hrs road drive from Mumbai, which makes it a perfect place to own a spacious weekend home.

Interestingly since both Mumbai and Alibaug are situated on the western coast of India, it is possible to commute via waterways. It takes 45-60 mins to take ferries. Meanwhile, if one has private speed boats, the commute time further comes down.

As the Mumbai Trans Harbour Link (MTHL) is set to commence operations soon, the road travel between Alibaug and Mumbai will be further slashed by ~ 45 minutes, enhancing the overall connectivity. MTHL will also make Alibaug accessible from other source markets such as Pune, resulting in the windfall for the property market.

In the recent times, many big developers have launched mega projects in Alibaug comprising branded plotted development, luxury villa communities and farmstays. The picturesque coastal region is fraught with potential for sea facing bungalows, vacation villas, farmstays and branded homes. In a time when work from anywhere concept is picking up, Alibaug is the go to destination for many residents from Mumbai, Pune and other parts of the region to indulge in refreshing retreats and enjoy weekend gateways amidst tranquil environs.



**Ankit Kansal**  
MD, SKYE Hospitality



Average land price in Alibaug is Inr 1450/ sq. ft in 2025, growing significantly from 2021, when it was pegged at Inr 850/ sq. ft. Property prices have risen by around 12% in the recent one year. However, if we discuss gated luxury villa projects with top tier services, the prices are much higher and can range between Inr 11,000- 26,000/ sq. ft. Branded plotted land development projects with bespoke recreational facilities can range Inr 6,000- 10,000/ sq. ft. Property prices in the premium segment can rise further at a staggering pace of 28-35% yearly, much higher than the average growth trends.



Alibaug's strategic location on western coast, proximity to Mumbai & Pune, reputation as a scenic coastal town in conjunction with a thriving premium gated villa community also makes it a perfect destination for vacation rental and short rental businesses to flourish. Already leading villa management companies such as Lohono Stays, Rental Gram, Ekostay, StayVista, SaffronStays, Ama Stays & Trail are active in the region shouldering mainstay hospitality.

In the foreseeable future, as spotlight is turning on Alibaug, the vacation rental market will continue to rise up, luring not just second home buyers but also seasoned investors, who would like to ride the alternate hospitality wave. Investing in a premium likable property can easily ensure a gross annual rental yield of 6.4 – 7.7%, making Alibaug also a goldmine for investors.





# 1.0 Property Growth Drivers in Alibaug



Alibaug is situated in close to proximity Mumbai, which makes it a prominent second home & vacation villa market in the MMR.



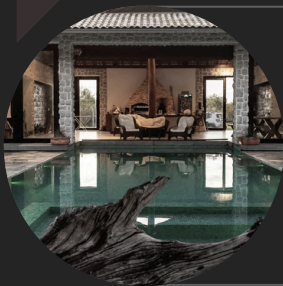
Alibaug is endowed with scenic beauties and tourist attractions that include peaceful sea beaches, forts, temples and lush greeneries.



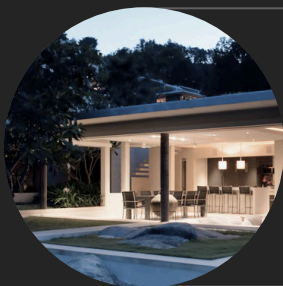
Alibaug is easily accessible via ferries, roadways and suburban railway transit systems.



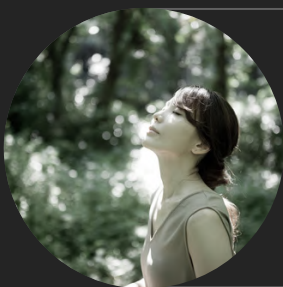
Ro-Ro ferries has been introduced between Mandwa and Mumbai, reducing the commute time to less than an hour.



Alibaug is becoming a bastion of experiential real estate that includes sea facing bungalows, vacation villas, branded plots, etc.



Alibaug is perfect to own a second home for Mumbaiers who would like to enjoy cleaner air, open spaces and seaside lifestyle.



It is a perfect place for modern urban dwellers who would like to lead a life based on tranquillity, peace and relaxation, making it a hotbed of second homes in northern Konkan.



Alibaug is registering a steady rise in property prices. In the past one-year, average prices have risen by 12%. This makes it a prudent investment choice.





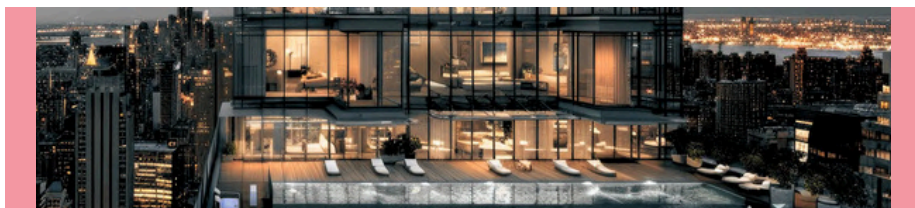
Alibaug is a bustling tourism market with popular sea beaches (Alibaug, Kashid, Mandwa, Nagaon, etc), dense woods (Kankeshwar), temples and forts, etc.



Daily tourism footfall in Alibaug is close to 11,000. This is also fuelling demand for rental villas, vacation rental and experiential hospitality.



A slew of A-list Bollywood celebs has invested in Alibaug including Shahrukh Khan, Amitabh Bachchan, Kriti Sanon, Deepika Padukone, Ranveer Singh, etc.



# 2.0 Categories of Project Types Becoming Popular

Sea facing plots & bungalows	<ul style="list-style-type: none"><li>• Perfect destination to own sea-facing luxury &amp; premium properties.</li><li>• Many Bollywood and sports celebrities have invested in premium sea facing properties in Alibaug.</li><li>• A well-managed sea facing luxury property can also be empanelled with vacation rental platforms such as Saffron Stay, StayVista, Rentalgram, etc.</li><li>• Sea-facing properties can also be leased for film and commercial shoots, generating new streams of income.</li></ul>
Farmstays & Agritourism	<ul style="list-style-type: none"><li>• Plenty of option to own farmhouses and farm-style living properties in Alibaug.</li><li>• Land parcels are available in the range of 0.25- 1 acre.</li><li>• Owning a farmhouse is perfect to indulge in a retreat or a weekend gateway for residents from Pune &amp; Mumbai.</li><li>• Alibaug is known for specialized farming of crops such as mangoes, beans, white onions, coconuts, sustainable farming, etc.</li></ul>
Second homes & vacation villas	<ul style="list-style-type: none"><li>• Alibaug offers a unique mix of easy connectivity, lush greeneries and the vibes of beautiful coastal Konkan town.</li><li>• Investing in second homes in Alibaug will give Mumbaikar a chance to lead a more tranquil lifestyle with larger open spaces.</li><li>• Investing in second homes in Alibaug will translate into a prudent investment with high rental yield and appreciation potential.</li><li>• As commute time has reduced, Alibaug is a perfect second home as one can shuttle easily.</li><li>• Big developers are now entering the Alibaug market, introducing gated communities with improved facilities.</li></ul>
Branded Homes	<ul style="list-style-type: none"><li>• Perfect seaside town to build branded flats &amp; villas with top-tier amenities, curated lifestyle and serviced living.</li><li>• For Buyers from Mumbai and Pune who would like to indulge in a trophy asset in the Konkan, a Branded Home in Alibaug can be a favoured property.</li><li>• A branded home can offer exclusivity, preferred by many HNI homebuyers.</li><li>• Presence of a big brand will ensure higher returns in the future.</li><li>• Branded homes will further make the market organized.</li></ul>



# 3.0 Major Property Projects in Alibaug

Sol De Alibaug	<ul style="list-style-type: none"> <li>• Branded villa plots (3 &amp; 4 BHK) from the House of Abhinandan Lodha</li> <li>• Positioned as premier weekend destination and second homes</li> <li>• Plenty of recreational facilities and top tier amenities</li> <li>• Prices start at Inr 9760/ sq. ft.</li> <li>• 50-acre project</li> <li>• ~ 300 units</li> </ul>
Silver Lake Villas	<ul style="list-style-type: none"> <li>• Branded posh villas (4 &amp; 5 BHK) from Indian Bulls (Now Equinox)</li> <li>• Positioned as premier and high-end villa project</li> <li>• Wide range of recreational and sporting amenities</li> <li>• Prices start at Inr 16,000/ sq. ft.</li> <li>• 8-acre project</li> <li>• 34 units</li> </ul>
Meridian	<ul style="list-style-type: none"> <li>• Luxury villas (3 &amp; 4 BHK) from Mahindra Lifespaces</li> <li>• Positioned as high-end villa style living</li> <li>• Wide range of recreational and sporting facilities</li> <li>• Price start at 12,975/ sq. ft.</li> <li>• 11.8-acre project</li> <li>• 392 units</li> </ul>
Casa Venero	<ul style="list-style-type: none"> <li>• Luxury 4 &amp; 5 BHK villas from Emaar</li> <li>• Positioned as high-end community style gated villa project</li> <li>• Plenty of lifestyle amenities with open spaces (~70%)</li> <li>• Price starts at Inr 26,600/ sq. ft</li> <li>• 25-acre project</li> <li>• 84 units</li> </ul>
Ananta	<ul style="list-style-type: none"> <li>• Super luxury 4 &amp; 5 BHK villas by Avas Wellness</li> <li>• Crafted for celebrities, entrepreneurs, c-suits, sports personas.</li> <li>• Top tier amenities such as Cryotherapies and paddle courts</li> <li>• Price starts at Inr 11,000/ sq. ft but will soon expected to hike</li> <li>• 11 acre project</li> </ul>



# 4.0 Infrastructure development projects in Alibaug



The Mumbai Trans Harbour Link or Atal Setu Bridge is the largest sea bridge (21.8 km) connecting Mumbai with Navi Mumbai. The mega project has also made Alibaug more accessible to Mumbai and Pune.



The long awaited six lane Mumbai-Goa highway (NH 66) is slated to be completed by 2025. The roadway won't just improve connectivity to Goa and Sindhudurg but also make it convenient to reach Alibaug via the road.



The 126 kms long Virar- Alibaug corridor is set to be completed by 2030. The Inr 63,000 crores project will connect Palghar, Raighad and Thane via an 8-14 lane expressway.



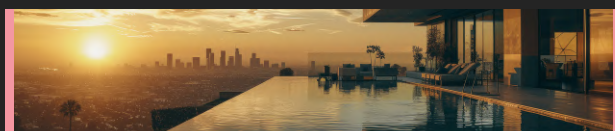
The Navi Mumbai airport will commence operation from Aug 2025. The airport at around ~ 100 mins from Alibaug will make the coastal town open to international and domestic tourists.



In 2023, RORO (Roll on Roll of) ferries were introduced to connect Mumbai with Alibaug in less than an hour. One can also take their cars or two wheelers in the ferry.



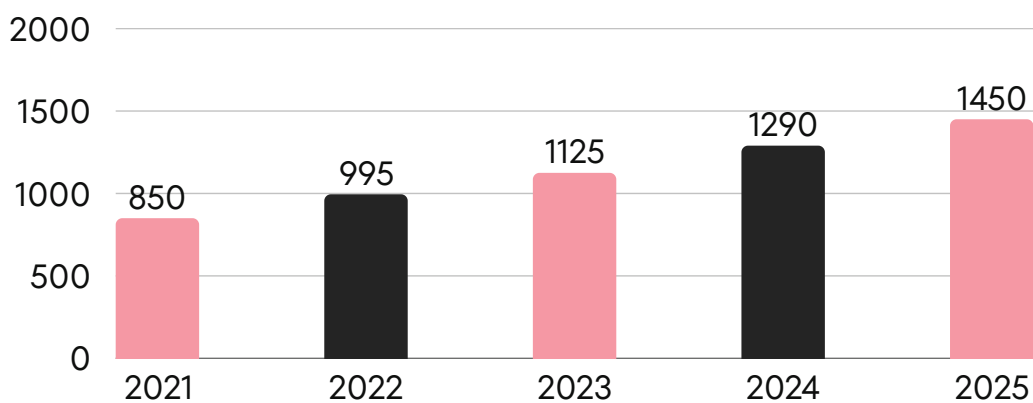
The ongoing Tamhini Ghat road widening project will make Alibaug more accessible from the Pune region.



# 5.0 Property Price Trends in Alibaug

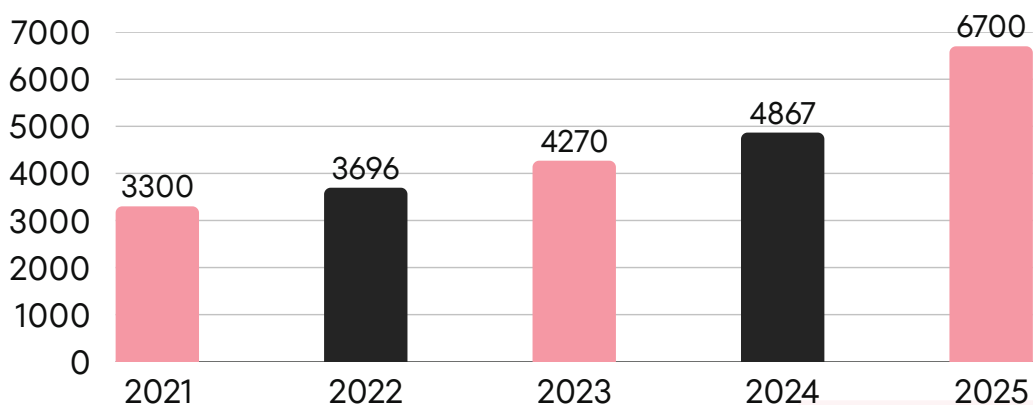
## Average Land price trends in Alibaug (Inr/ Sq. Ft)

Source: SKYE Hospitality | CAGR 14.3%



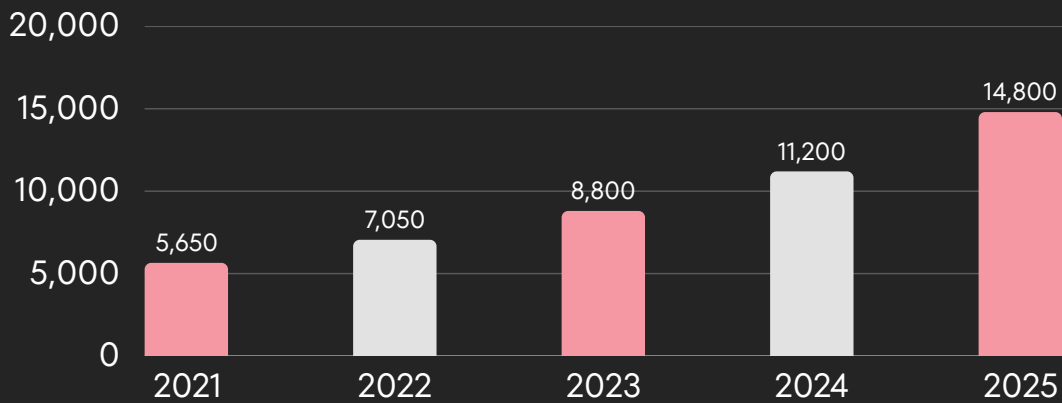
## Premium Land Price Trends in Alibaug (Inr/ Sq. Ft.)

Source: SKYE Hospitality | CAGR 19.4%



## Premium Villa Price Trends in Alibaug (Inr/ Sq. Ft.)

Source: SKYE Hospitality | CAGR 27%



Avg. land prices in 2025 has reached Inr 1450/ sq. ft, growing at a CAGR of 14.3%



High end villas in Alibaug has grown at a CAGR of 27% reaching Inr 14,800/ sq. ft in 2025.



However, premium land prices are much higher in the range of Inr 6,000- 10,000 sq. ft. Avg. price is Inr 6,700/ sq. ft. and is growing at a CAGR of 19.3%.





# 6.0 Potential to Develop as a premier vacation rental market

Alibaug has a potential to transform into a sought-after vacation rental market in MMR and the northern Konkan region.



Alibaug and its nearby region receives a daily tourist footfall of around ~11,000.



If 10% would prefer a branded stay, it will translate into 1100 person or 500 to 550 rooms.



Alibaug present hotel room supply is less than 300, which will unfold tremendous potential for the rental villa market.



Already most of the major branded villa operator such as Lohono Stays, Rental Gram, Ekostay, StayVista, SaffronStays, Ama Stays & Trail are present in Alibaug





Growing tourism industry coupled with digital nomadism and flexible working arrangements and increased demand for wellness driven lifestyle will fuel the vacation rental villa space.



Villas can enjoy an average occupancy of 30-40% during weekdays and 80-100% on weekends. This will translate into an average occupancy of around ~50%.



If we consider daily rate of around Inr 25,000- 30,000, this will translate into an revenue flow of Inr 45-54 lacs annually.



Considering the cost of villa will be close to Inr 7 crores (5000 sq. ft. property), this results into a gross yield of 6.4 to 7.7%.



## Top developers in Alibaug :

EMAAR

mahindra  
LIFESPACES

AXON  
DEVELOPERS

THE  
HOUSE OF  
ABHINANDAN  
LODHA

ISPRAVA®

NEOLIV  
NEW-AGE RESIDENTIAL DEVELOPER

## Top rental villa companies :

LOHONO  
Stays

THE  
RENTALGRAM™  
FOR YOUR STAYCATIONS

EKOSTAY

SHAM  
VISTA  
Script Your Stay

SAFFRONSTAYS

amã  
STAYS & TRAILS

## Top hotels :

TAJ

Radisson BLU

ITC HOTELS  
RESPONSIBLE LUXURY



# Alibaug is evolving beyond its 7.0 traditional identity as a hospitality & second-home destination

Long regarded as a weekend retreat, Alibaug is now attracting serious interest as a location for primary residences — particularly in the form of spacious villas and branded homes. For many Mumbaiers, the idea of relocating from the city may once have seemed far-fetched, but with improved infrastructure, including fast ferry connectivity to Mandwa (approximately 20 minutes) and MTHL, the area has become a practical and desirable alternative.

The emergence of curated, high-quality residential formats further signals a maturing market — one that is no longer just about escape, but about everyday living. Big developers are coming up with gated communities and branded villas to cater to the evolving market dynamics.

Alibaug is perfect for imbibing in an immersive, nature-centric and laid-back lifestyle without completely disconnecting from the Mumbai city. Compared to a fast-paced lifestyle that is archetypical of the commercial capital of India, Alibaug offers a more tranquil & slow-paced living. Consequently, many affluent households are now migrating to Alibaug to stay the midst of scenic natural beauties, picturesque coast lines and cleaner air.



# Source

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Thanking  
You