

Digital Marketing and Investment Positioning in Rural and Peri Urban Land Markets of Maharashtra

Dr. Swapnil Sitaram Phadtare

Post-Doctoral Fellow, SR University Warangal, Telangana, IND

Dr Geetha Manoharan

Associate Professor, School of Business, SR University, Warangal, TG, IND..

Abstract

This study examines advertised asking prices, investment positioning and information disclosure in Maharashtra's agricultural, farmhouse and tourism land offerings. A purposive corpus of 56 unique website listing records contains 36 interpretable asking-rate observations, 13 unpriced records and 7 excluded records with measurement, location or auction-context limitations. Geographically usable records cover 27 districts across all six revenue divisions, while priced records cover 21 districts. Advertised rates are normalised to INR lakh per acre. Regional sample medians range from 14.50 to 50.00 lakh per acre; the pooled listing median is 20.00 lakh. A stricter 25-record analysis removes area conflicts and narrative-only prices. Productive farming, farmhouse lifestyle, tourism and competing development uses overlap in seller descriptions. The expanded geographic evidence reveals price withholding and location errors that would be missed in a Pune-only study. These findings describe public advertisements rather than completed purchases, returns, buyer decisions or statewide valuations. The contribution is an auditable regional framework for studying digital land marketing as of October 2026.

Keywords: agricultural land; farmhouse development; tourism land; rural investment; peri-urban real estate; digital disclosure; Maharashtra

1 Introduction

Agricultural land can be advertised as a productive asset, a long-term holding, a site for personal leisure or a possible input to a hospitality enterprise. These investment purposes overlap, but each requires different information. A farmer may emphasise soil and irrigation; a farmhouse buyer may emphasise travel time and private recreation; a resort developer may emphasise destination appeal, usable area and development feasibility. A common agricultural listing category can therefore contain very different economic propositions.

This article investigates how these propositions appear in actual website advertisements across Maharashtra. Its geographic framework follows the state's six revenue divisions, rather than treating the Pune hinterland as a proxy for the whole state (Directorate of Town Planning and Valuation, n.d.). However, six-division coverage is not equivalent to representative coverage of all districts. The expanded corpus has geographically usable records in 27 districts and was selected for inspectable website evidence.

The empirical question is deliberately narrower than whether digital marketing changes investor decisions. Listings reveal seller communication and asking prices, while buyer confidence, capital deployment and completed purchases require buyer or transaction records. The article therefore studies investment positioning and information disclosure. It provides a foundation for a later investor-decision study without assigning unobserved behaviour to the present data.

The objectives are to normalise advertised land prices across regions, identify case-level investment narratives, document disclosure inconsistencies and outline implications for land marketing and research design. Four

research questions guide the analysis: What asking-rate variation is observable in the selected listings? How are agricultural, farmhouse and tourism uses communicated? Which information conflicts affect comparisons? What can website evidence establish about investment opportunities by October 2026?

2 Literature and analytical framework

Hedonic pricing provides a conceptual basis for relating land prices to a bundle of attributes rather than acreage alone (Rosen, 1974). In this application, access, soil, water, scenery, improvements and possible future uses can differ between parcels. The study uses this attribute perspective to organise comparisons; it does not estimate implicit prices because the small heterogeneous corpus lacks adequate controls.

Signaling theory distinguishes what sellers communicate from what recipients can independently verify (Connelly et al., 2011). Statements about documentation, road frontage and development suitability may function as signals. Their existence in an advertisement does not establish signal credibility or a buyer response. This study records the communication layer and treats missing documentation as an evidentiary limitation, rather than assuming that promotional language produces trust.

Agritourism also requires conceptual separation from generic resorts. Phillip et al. (2010) propose a structured typology for defining agritourism. A farmhouse used privately, an operating farm offering visitor experiences and a hospitality development advertised on agricultural land should not be merged into a single verified business category. The present study distinguishes advertised purpose from the property's stated category and from independently verified permissions.

Maharashtra-specific work by Havale et al. (2022) examines agritourism enterprises in Konkan and identifies operational and communication challenges. That enterprise perspective motivates attention to the business context behind tourism land advertisements. The present contribution concerns land offerings and disclosure quality; it does not update the earlier paper's establishment counts or reproduce them as 2026 statistics.

The analytical sequence is: parcel characteristics and stated location, seller disclosure and investment positioning, advertised asking price, and possible investor evaluation. Only the first three elements are observable here. Investor evaluation remains a proposed link for subsequent research. Asking-price differences may reflect site attributes, parcel scale, improvements, seller expectations and competing uses simultaneously.

3 Study context and regional segmentation

The Maharashtra Agri-Tourism Policy (Government of Maharashtra, 2020) and the amended Tourism Policy 2024 (Government of Maharashtra, 2025) provide the policy context for farm-based visitor activities. Policy recognition does not verify permission, eligibility or commercial viability for a listed parcel. The six revenue divisions form the geographic frame (Directorate of Town Planning and Valuation, n.d.). Source names Ahmednagar, Aurangabad, Osmanabad and Buldana are mapped to Ahilyanagar, Chhatrapati Sambhajnagar, Dharashiv and Buldhana respectively while URLs are preserved.

Division	Usable districts	Records	Priced n
Pune	Pune, Sangli, Satara, Solapur	9	5
Konkan	Palghar, Raigad, Ratnagiri, Sindhudurg, Thane	9	8
Nashik	Ahilyanagar, Dhule, Jalgaon, Nashik	8	6

Division	Usable districts	Records	Priced n
Chhatrapati Sambhajinagar	Beed, Chhatrapati Sambhajinagar, Dharashiv, Hingoli, Latur, Nanded, Parbhani	10	6
Amravati	Akola, Amravati, Buldhana, Yavatmal	7	6
Nagpur	Bhandara, Nagpur, Wardha	6	5

Table 1. Geographic coverage of included and unpriced records. Excluded records do not establish usable coverage. A district represented by one advertisement is not a representative district sample.

“To complement the regional land-listing evidence, Tables 2 and 3 present official tourism activity and selected public tourism infrastructure sanctions in Maharashtra.”

Table 2. Tourist visits to Maharashtra and annual growth, 2022–2024

Year	Domestic tourist visits	Domestic growth (%)	Foreign tourist visits	Foreign growth (%)
2022	111,297,624	—	1,511,623	—
2023	161,359,527	44.98	3,387,739	124.11
2024	189,371,541	17.36	3,705,170	9.37

Source: Ministry of Tourism, Government of India, reported by the Press Information Bureau on 4 December 2025; growth rates calculated by the authors. Annual growth (%) = $[(\text{current-year visits} \div \text{previous-year visits}) - 1] \times 100$. Figures represent estimated visits, not unique visitors. The dash indicates that the preceding year is outside the presented series.

Table 3. Selected tourism infrastructure projects sanctioned in Maharashtra

Project	District	Scheme	Sanction period	Sanctioned amount (₹ crore)
Shivrushti Historical Theme Park, Phase 3	Pune	Swadesh Darshan 2.0	2023–24	76.22
Ahmednagar Fort development	Ahilyanagar	Challenge Based Destination Development	March 2025	25.00
RAM–KAL PATH	Nashik	Special Assistance to States for Capital Investment	November 2024	99.14
Ex-INS Guldar Underwater Museum, Artificial Reef and Submarine Tourism	Sindhudurg	Special Assistance to States for Capital Investment	November 2024	46.91

Source: Ministry of Tourism, Government of India, reported by the Press Information Bureau on 4 December 2025. The table presents selected projects rather than a complete statewide inventory. Amounts represent

sanctions, not verified expenditure, private land investment or realised investment returns. District naming is harmonised with the manuscript.

4 Materials and methods

The observation unit is an individual listing page and identifier. Targeted website searches on 7 October 2026 used agricultural land, farm land, farmhouse, resort and district or locality names. The earlier nine-district corpus was expanded using searches in additional coastal, western, Marathwada and Vidarbha districts. Selection remained purposive and adaptive; no fixed per-district quota, random sample or full statewide listing census was implemented. Search rankings, accessibility and seller disclosure influenced inclusion. The access date records retrieval, not a verified current sale offer or advertisement publication date.

The retained audit corpus has 56 records: 36 priced, 13 unpriced and 7 excluded. Only included and unpriced records count toward usable geographic coverage. Excluded pages are retained to make measurement and selection decisions reviewable. Failed or removed candidate pages are recorded separately and are not counted as listings. These denominators cannot estimate statewide price disclosure rates.

Extraction retains identifier, location, original acreage, displayed total ask, explicit unit ask, calculated rate, price basis, access date, source URL and caveats. Total price in lakh divided by acres gives lakh per acre. Square feet are divided by 43560 and guntha by 40. Explicit unit rates are retained without imputing a total. Prices appearing only in URL slugs, search snippets, related-listing cards or booking deposits are not accepted. A narrative price is marked separately when the header says Call for Price. Missing values remain blank, never zero.

Rounded headlines may differ from detailed areas. A corroborated detailed area is used in the main analysis with a conflict flag. Grossly incompatible measurements and uncertain district attribution are excluded. The strict sample excludes all flagged included areas and every narrative-only price. Minor unit conversion rounding in the Parner page is documented without treating an eight-square-foot difference as an acreage dispute. The Jalna SARFAESI-labelled page is excluded because an old asset-disposal price cannot be pooled with ordinary seller asking prices.

Obvious duplicates were checked by listing ID and locality-area combinations; broker mirrors sharing an ID count once. Distinct IDs do not guarantee distinct parcels. Multiple broker websites can share a syndication infrastructure and should not be interpreted as independent market confirmation. Talasari holdings with similar corridor descriptions are retained with a possible-overlap caveat. Regional minima, medians and maxima are unweighted listing statistics; no sample or area weights are available.

Investment positioning is examined through selected explicit seller descriptions. Farming, farmhouse, resort and competing-use narratives can overlap. Portal locality summaries and automatically generated nearby-service distances are not coded as parcel attributes. Seller distances, water infrastructure, fertility and approval claims remain unverified. No buyer sample, transaction linkage, independent double coding, causal model or time series is represented.

5 Results

The analysis includes 36 interpretable asking-price observations across Maharashtra's six revenue divisions. Advertised rates range from ₹5 lakh to ₹175 lakh per acre, with a pooled median of ₹20 lakh. Table 4 combines the regional price statistics with the strict-sample comparison, avoiding separate tables for the two specifications.

<i>Division</i>	<i>Main n</i>	<i>Main minimum</i>	<i>Main median</i>	<i>Main maximum</i>	<i>Strict n</i>	<i>Strict median</i>
<i>Pune</i>	5	26.00	50.00	80.00	4	50.00

Konkan	8	7.00	27.50	175.00	6	67.50
Nashik	6	8.00	26.00	80.00	5	12.00
Chhatrapati	6	5.00	14.50	20.00	3	20.00
Sambhajinagar						
Amravati	6	6.50	15.56	33.33	3	15.00
Nagpur	5	7.00	35.00	45.00	4	35.00

Table 4. Regional advertised asking-price statistics and sensitivity comparison. Prices are INR lakh per acre; *n* denotes listing count. The strict sample excludes acreage-conflicted observations and narrative-only prices. Source: author calculations from the listing register.

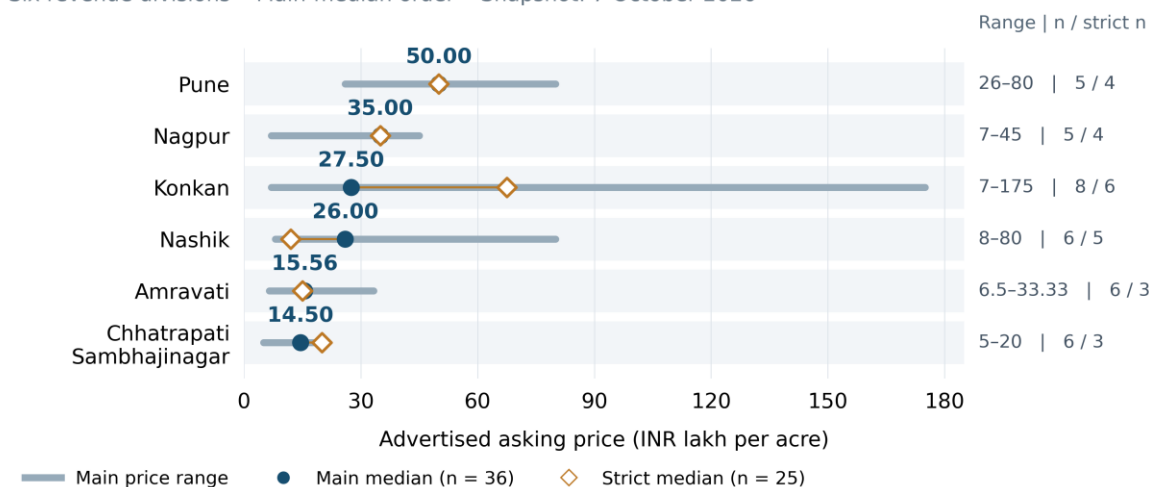
Pune division records the highest main-sample median, followed by Nagpur, while Konkan exhibits the widest price range. Within Konkan, lower-priced Mandangad and Tala offerings coexist with Talasari holdings advertised at ₹100–140 lakh per acre and a Murbad offering at ₹175 lakh. Shahapur and Kankavli contribute rates of ₹20 lakh and ₹35 lakh respectively. These contrasts demonstrate substantial within-division heterogeneity, although differences in parcel size, access, improvements and advertised use prevent identification of an independent metropolitan or tourism premium.

The expanded geographic evidence includes Parner and Dondaicha at ₹11 lakh and ₹8 lakh per acre, Latur at ₹20 lakh, and narrative asking rates of ₹16 lakh in Bembli and ₹5 lakh in Parbhani. Wardha and Yavatmal contribute ₹10 lakh and ₹15 lakh, while Sangrampur's narrative total of ₹85 lakh for seven acres normalises to ₹12.14 lakh per acre. Unpriced records contribute qualitative evidence, whereas listings with unresolved district attribution are excluded from regional comparisons. These observations represent individual offerings rather than estimates of typical district prices.

MAHARASHTRA LAND MARKETS

Regional asking prices and disclosure sensitivity

Six revenue divisions • Main-median order • Snapshot: 7 October 2026



Source: manuscript asking-price tables. Strict filter excludes acreage conflicts and narrative-only prices.

Higher asks do not establish higher growth or ROI.
Purposive sample; medians are not regional market valuations.

Figure 1. Regional advertised asking-price ranges and main- and strict-sample medians.

The strict specification retains 25 observations and produces a pooled median of ₹26 lakh per acre, 30% above the main-sample median. Konkan's median increases substantially, while Nashik's declines; Pune and Nagpur

remain unchanged despite reduced sample sizes. The differing responses demonstrate that disclosure filtering affects regional sample composition unevenly. These changes reflect analytical inclusion criteria rather than appreciation or depreciation, and neither specification establishes regional market valuations or realised investment returns.

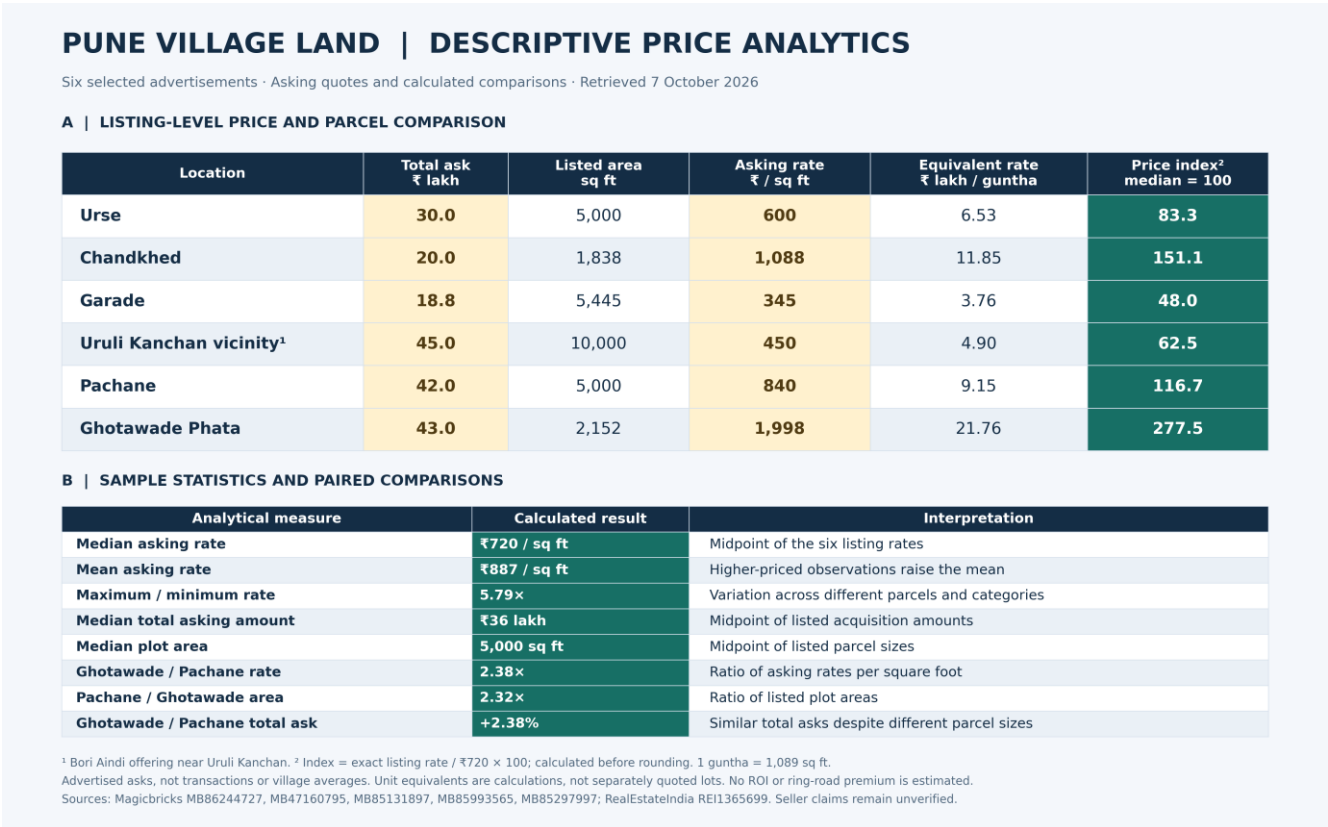


Figure 2 Descriptive asking-price analytics for six selected Pune-area land advertisements: listing-level comparisons, sample statistics and paired price–area relationships.

A supplementary comparison of six selected land advertisements examines total asking amounts, parcel sizes and standardised unit prices across Pune localities. Asking rates are expressed per square foot and as calculated guntha equivalents, while a descriptive price index uses the six-listing median of ₹720 per square foot as its reference. The comparison reveals substantial price dispersion and demonstrates how similar acquisition budgets can correspond to markedly different parcel sizes. These statistics describe the selected advertisements; they do not establish village-wide valuations, transaction prices or investment returns.

6 Investment positioning and disclosure evidence

Segment	Observed examples	Evidence boundary
Agricultural assets	Bedag irrigated crops; Sankhed fertility and seasonal water; Narkhed soil and wells	No verified farm productivity, lease income or returns
Metropolitan farmhouse positioning	Shahapur with stated Mulund distance; Sinnar farmhouse use; Walani and Dorli city-distance claims	No measured travel-time effect, buyer demand or lawful conversion
Tourism and resort positioning	Bembli farmhouse, pond and agro-tourism; Igatpuri dam view; Kesurdi eco-resort; Tamhini resort claim	No verified permissions, occupancy, project costs or operating yield

Table 5. Overlapping investment narratives in selected advertisements. The marketed use is recorded separately from agricultural category and independently verified permissible use. Private farmhouse land and commercial agritourism projects are economically different propositions.

The Bembli page broadens tourism evidence beyond the Pune and Nashik hinterlands. It promotes farming, a weekend farmhouse and potential agro-tourism using water infrastructure, road access and stated city distances. Its header withholds price while its description states 16 lakh per acre. This supports a finding about mixed positioning and disclosure inconsistency; the promised appreciation is not adopted as a research result (ID 1402075).

The Tamhini resort case gives 200000 square feet in structured data and five acres in its description. A 400-lakh total normalises to 87.12 or 80.00 lakh per acre depending on which area is used. The listing is excluded from price summaries, and its claimed resort NA sanction is not verified. Kolhapur supplies a second severe measurement conflict: 52 acres in its heading versus 300000 ACRE in the plot field. These examples justify retaining raw fields and exclusion reasons (IDs 1446005 and 247596).

Location errors require equal attention. A Karjat page describes Ahmednagar but labels Mumbai; a Talode Nandurbar page describes a different eastern corridor; a Gadchiroli page identifies Samudrapur in its narrative. These are not silently reassigned. The old Jalna SARFAESI-labelled listing is retained as a separate asset-disposal context and excluded from ordinary asks. Broader online retrieval therefore increases evidence and also reveals why indiscriminate scraping can produce misleading statewide statistics.

7 Discussion and implications

The observed market is best understood as a set of overlapping land propositions. Productive farming, private leisure and hospitality development appear within agricultural advertisements, sometimes together with industrial alternatives. This finding supports a research design that separately records stated land category, marketed investment purpose and verified permissible use. A three-way exclusive segmentation would obscure the overlap visible in the case evidence.

Digital marketing creates a public information layer through which sellers present these propositions. The corpus demonstrates variation in price availability and acreage consistency. It cannot establish whether improved disclosure causes trust or sales. A defensible investor-decision extension would link listing attributes to buyer enquiries, site visits, negotiation and registered purchases, or use a buyer experiment that varies the completeness of otherwise comparable advertisements.

For marketers, the practical implication is to present a consistent acreage, total ask, per-acre rate and clearly stated inclusion of improvements. Agricultural offerings should describe productive features without converting them into unsupported income promises. Farmhouse-oriented advertisements should distinguish seller-stated travel distances from verified access. Resort propositions should identify which development documents are available and distinguish proposed amenities from completed facilities. These recommendations follow from the observed disclosure gaps, rather than an estimated effect on sales conversion.

Return on investment requires distinguishing the financial pathways associated with agricultural, farmhouse and tourism land. Agricultural holdings may generate net cultivation or lease income; privately used farmhouses provide recreational benefits that should be distinguished from cash returns; tourism developments depend on operating income after development and recurring expenses. For a specified holding period, cumulative ROI can be expressed as net operating cash flows plus net disposal proceeds, less total invested capital, divided by total invested capital and multiplied by 100. Invested capital includes acquisition and subsequent capital expenditure, while disposal proceeds are measured after selling costs. The observed asking-price variation identifies different

acquisition propositions but cannot establish their profitability because verified purchase prices, income, expenditure and resale outcomes are unavailable. Accordingly, the study treats advertised investment potential as a seller proposition rather than a measured financial return.

The findings support considering agricultural, farmhouse and tourism land as potential investment options, provided that the parcel is suitable for the investor's intended purpose, financial capacity and holding period. Investment suitability requires verification of purchaser eligibility, ownership, lawful access, permissible use and development requirements, together with assessment of acquisition costs, maintenance obligations and resale liquidity. Agricultural investment requires evidence of productive capacity, while farmhouse and tourism proposals require evaluation of usable terrain, infrastructure and the feasibility of the advertised development. The wide asking-price range observed in this study does not establish that lower-priced parcels offer superior value or that higher-priced properties generate stronger returns. These assets therefore warrant selective, independently verified assessment rather than an investment recommendation based solely on digital advertisements.

For regional research, a six-division frame is useful for organising collection, but each division contains heterogeneous corridors and rural interiors. The collected prices are geographically uneven and influenced by seller visibility. Subsequent collection should select defined localities and listing windows, record exact or approximate coordinates with consent where required, and report coverage against the intended sampling frame. Listing counts must not be used as investment volume.

8 Limitations and future research

Usable geographic coverage spans 27 of Maharashtra's 36 districts; priced observations span 21. Coverage remains unequal and thin. Mumbai City and Mumbai Suburban are outside the rural search emphasis. Kolhapur, Jalna, Nandurbar, Washim and Gadchiroli have only excluded records in this corpus; Chandrapur and Gondia lack an accepted page. These gaps do not imply absence of market activity. A statewide population conclusion remains unsupported.

The additional websites diversify the evidence, but portal and broker syndication can limit source independence. No archived complete pages, verified land records or completed sale deeds are supplied. Some advertisements can be stale. Advertised prices can include structures, plantations or enterprise infrastructure, so the normalisation does not isolate bare land value. Unequal acreage and property attributes preclude a reliable regional investment ranking or hedonic regression in this dataset.

The cutoff is 7 October 2026. A one-date retrieval cannot establish annual 2026 prices, historical growth, realised capital allocation or causal digital-marketing effects. A stronger study should define a district and corridor sampling frame before collection, capture repeated listings, verify coordinates and permissions, distinguish land from improvements, and link advertisements to registered transactions. Buyer interviews or a disclosure experiment would be needed to examine investor decisions. Tourism feasibility additionally requires seasonal demand, operating costs and permitted-use evidence.

9 Conclusion

This study identifies how digital marketing positions agricultural, farmhouse and tourism land as overlapping investment opportunities in Maharashtra's rural and peri-urban markets. Analysis of 56 website listing records provides usable geographic evidence from 27 districts across six revenue divisions, including 36 interpretable asking-price observations from 21 districts. Advertised rates range from ₹5 lakh to ₹175 lakh per acre, with a

pooled median of ₹20 lakh. Regional sample medians range from ₹14.50 lakh in Chhatrapati Sambhajanagar division to ₹50 lakh in Pune division, demonstrating substantial variation among the sampled offerings.

Seller descriptions connect agricultural investment with cultivation and water availability, farmhouse development with recreation and city access, and tourism opportunities with scenery and proposed hospitality uses. These purposes frequently overlap within the agricultural listing category. Consequently, asking-price differences require consideration of location, parcel size, improvements and feasible use; they cannot independently establish a farmhouse or tourism premium.

Disclosure quality materially affects the analysis. Thirteen records remain unpriced and seven are excluded because of measurement, location or auction-context limitations. A stricter sample of 25 observations increases the pooled median from ₹20 lakh to ₹26 lakh per acre—a 30% difference caused by record selection rather than appreciation. This finding demonstrates that consistent acreage, reliable location information and clearly identified prices are essential for interpreting online land offerings.

The study concludes that digital marketing communicates diverse investment possibilities, but their evaluation depends on the completeness and credibility of property information. Its contribution is to connect regional price variation with advertised investment purpose and disclosure consistency. The findings describe seller positioning and asking prices as of 7 October 2026; verified transactions, buyer responses and income records are required to establish actual investment behaviour and realised returns.

References

- Connelly, B. L., Certo, S. T., Ireland, R. D., and Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39-67. <https://doi.org/10.1177/0149206310388419>
- Directorate of Town Planning and Valuation, Government of Maharashtra. (n.d.). Administrative structure. <https://dtp.maharashtra.gov.in/about-maharashtra/administrative-structure/> (accessed 7 October 2026).
- Government of Maharashtra. (2020). Agri Tourism Policy. <https://maharashtratourism.gov.in/wp-content/uploads/2024/11/Agri-Tourism-Policy-english.pdf>
- Government of Maharashtra. (2025). Maharashtra Tourism Policy 2024, amended 17 June 2025. <https://maharashtratourism.gov.in/wp-content/uploads/2025/06/Final-Amended-policy-17.06.25.pdf>
- Phadtare, S. S., & Manoharan, G. (2026). Digital content patterns in Pune's real estate market: Information disclosure and marketing content convergence. *Social Science Forum Journal*, 10(10), 378–387. <https://doi.org/10.10118/SSFJ/26101021>
- Havale, D. S., Chaudhari, C., and Jadhav, S. (2022). Innovative Agrotourism Trends - Maharashtra State as a Model for Cross-Cultural Tourism in India. *Current Agriculture Research Journal*, 10(3). <https://doi.org/10.12944/CARJ.10.3.15>
- Phillip, S., Hunter, C. J., and Blackstock, K. (2010). A typology for defining agritourism. *Tourism Management*, 31(6), 754-758. <https://doi.org/10.1016/j.tourman.2009.08.001>
- Rosen, S. (1974). Hedonic prices and implicit markets: Product differentiation in pure competition. *Journal of Political Economy*, 82(1), 34-55. <https://doi.org/10.1086/260169>
- Phadtare, S. S., & Manoharan, G. (2026). Digital marketing strategies for real estate sales in Pune: The role of interactive content, virtual experiences and buyer trust. *Ochrona Przed Korozja*, 8(9), 239–249. <https://doi.org/10.10124/OPKJ/2608922>

Appendix A District price coverage

Pune

District	Priced n	Unpriced n	Sample median
Pune	1	1	26.00
Sangli	0	1	Unavailable
Satara	3	2	50.00
Solapur	1	0	50.00

Konkan

District	Priced n	Unpriced n	Sample median
Palghar	2	0	120.00
Raigad	2	0	13.50
Ratnagiri	1	1	7.00
Sindhudurg	1	0	35.00
Thane	2	0	97.50

Nashik

District	Priced n	Unpriced n	Sample median
Ahilyanagar	1	0	11.00
Dhule	1	0	8.00
Jalgaon	0	1	Unavailable
Nashik	4	1	45.00

Chhatrapati Sambhajanagar

District	Priced n	Unpriced n	Sample median
Beed	0	1	Unavailable
Chhatrapati Sambhajanagar	3	1	13.00
Dharashiv	1	0	16.00
Hingoli	0	1	Unavailable
Latur	1	0	20.00
Nanded	0	1	Unavailable
Parbhani	1	0	5.00

Amravati

District	Priced n	Unpriced n	Sample median
Akola	1	1	6.50
Amravati	3	0	25.00
Buldhana	1	0	12.14
Yavatmal	1	0	15.00

Nagpur

District	Priced n	Unpriced n	Sample median
Bhandara	0	1	Unavailable
Nagpur	4	0	35.00
Wardha	1	0	10.00

District medians are INR lakh per acre and often reflect one listing. Excluded-only districts appear in the source register, not this table.