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VOL. CII NO. 170

NEW DELHI/METRO
Saturday, July 18, 2026

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NCR REAL ESTATE 2026

India's Most Aggressive Growth Market

Luxury demand, infrastructure expansion, and investor confidence are rapidly transforming NCR into India's most dynamic real estate destination

72% Rise in luxury housing prices since 2022

39% Growth in NCR housing launches in Q4 2025

82% YoY growth in office absorption in Delhi NCR

30% Of Homes Sold belonged to the luxury segment

The National Capital Region (NCR) has emerged as the centre of India's real estate transformation. Over the last few years, the region has witnessed unprecedented momentum across luxury housing, commercial development, infrastructure-led expansion, and institutional investments. From Gurugram's ultra-premium projects to Noida's airport-driven growth story, NCR today reflects a market powered equally by aspiration and urban evolution.

One of the strongest indicators of this transformation is the sharp rise in property values across categories. According to a report by ANAROCK, NCR recorded the highest luxury housing appreciation among India's top cities, with prices rising nearly 72 per cent between 2022 and 2025. This is significantly higher than Mumbai's 43 per cent growth during the same period.

LUXURY HOUSING LEADS THE MARKET

Luxury housing has become NCR's biggest growth engine. High-net-worth individuals, NRIs, startup founders, and senior corporate professionals are increasingly investing in premium residences offering larger living spaces, lifestyle amenities, wellness-focused planning, and integrated communities with enhanced privacy.

Gurugram has emerged as the epicentre of this luxury boom. Micro-markets such as Golf Course Road, Golf Course Extension Road, Dwarka Expressway, and Southern Peripheral Road are witnessing strong demand for premium apartments and branded residences.

In fact, Gurugram overtook Mumbai in the ultra-luxury housing category in 2025, recording approximately ₹24,120 crore worth of transactions in homes priced above ₹10 crore, according to a report by Sotheby's International Realty in collaboration with CRE Matrix.

The preference for premium living has also shifted developer strategies. Builders are increasingly prioritising high-end and mid-premium housing due to stronger demand, higher margins, and evolving buyer expectations post-pandemic.

INFRASTRUCTURE IS RESHAPING NCR

Infrastructure remains NCR's biggest long-term growth catalyst. The Noida International Airport at Jewar is expected to redefine growth across Greater Noida and the Yamuna Expressway region. Logistics parks, hospitality projects, industrial developments, and residential townships are rapidly emerging around the corridor.

Dwarka Expressway is witnessing large-scale launches across residential, retail, and office spaces, attracting premium investors.

According to Cushman & Wakefield, NCR residential launches rose 39 per cent quarter-on-quarter in Q4 2025, while supply increased nearly 2.5 times year-on-year, largely driven by infrastructure-led growth corridors. Gurugram alone accounted for nearly half of the region's new launches underscoring confidence.

COMMERCIAL AND RETAIL DEMAND STAY STRONG

NCR continues to remain one of India's most important commercial markets. Corporate expansion, startup growth, global capability centres, and flexible office demand are supporting Grade-A office absorption across Gurugram and Noida, at a steady pace.

Retail real estate is also seeing strong momentum. Recent reports indicate that Grade-A malls in NCR are nearing full occupancy levels due to increasing retailer demand and rising consumer spending.

Institutional capital inflows into Indian real estate continue to remain robust, with NCR among the leading beneficiaries due to its scale, infrastructure pipeline, and premium demand profile.

CHANGING BUYER PREFERENCES

Lifestyle, community planning, sustainability, wellness amenities, and hybrid work compatibility are increasingly influencing purchase decisions. Demand for larger homes, integrated townships, co-working spaces, green zones, and smart home features has accelerated since the pandemic. Mid-premium housing has particularly gained traction among aspirational urban buyers seeking lifestyle upgrades, greater convenience and long-term value.

Manish Periwal
Chairman & Managing Director (CMD)
Pioneer Urban Land and Infrastructure Ltd.

Today's luxury homebuyer is looking for much more than a premium address. The conversation has shifted towards homes that offer ease, privacy, wellness, and enduring value. Spaces that are thoughtfully planned, intuitively designed, and capable of enriching everyday life. I believe this reflects the evolution of luxury itself.

True luxury is rarely defined by excess. It is found in the quality of natural light, the generosity of space, the privacy of a home, the seamlessness of everyday living, and the confidence that what has been built will stand the test of time.

At Pioneer Urban, this philosophy has shaped our approach for nearly four decades. Every development is an opportunity to create spaces where architecture, nature, technology, and hospitality come together with purpose. As Gurugram's luxury housing market continues to evolve, I believe the developments that will endure are those built with long-term thinking, uncompromising quality, and a genuine understanding of how people want to live. That, to me, is thoughtful luxury.

NCR's Commercial Realty Surge

Driven by global corporations, retail expansion, and infrastructure growth, NCR is rapidly strengthening its position as India's most dynamic commercial real estate market.

From Grade-A office developments and Global Capability Centres (GCCs) to retail expansion and mixed-use projects, the region is experiencing sustained momentum across commercial segments.

A key factor behind this growth is the increasing demand for premium office spaces. Gurugram and Noida continue to attract multinational corporations, technology firms, startups, consulting companies, and financial institutions due to strong infrastructure, connectivity, and talent availability. Flexible workspaces and managed office solutions are also seeing rising demand as hybrid work models evolve.

According to recent industry reports, NCR remains among India's top office leasing markets, with Gurugram contributing significantly to Grade-A office absorption. The growth of Global Capability Centres — offshore hubs operated by multinational companies for technology, operations, analytics, and innovation — has become a major demand driver for commercial spaces in the region.

Retail real estate is also entering a strong expansion cycle. Premium malls, high-street retail zones, and integrated commercial developments are witnessing higher occupancies and stronger consumer footfalls. An ANAROCK report highlighted that Grade-A malls in NCR are nearing full occupancy levels, reflecting robust retailer confidence and growing consumer spending.

The rise of mixed-use developments is another major trend shaping NCR's urban landscape. Developers are increasingly creating integrated ecosystems combining offices, residences, retail spaces, hospitality, and entertainment within a single project.

Institutional investments are further strengthening market confidence. According to Colliers India, institutional investments in Indian real estate reached a record USD 8.5 billion in 2025, with continued momentum expected in 2026, supported by domestic investors, REITs, and alternative investment platforms, reflecting sustained long-term confidence in the sector.

Homebuyers Shift Focus to Smarter Living, Bigger Homes

The definition of an ideal home in NCR has changed dramatically over the last few years. Today's homebuyers are no longer focused only on location and square footage — they are prioritising lifestyle, wellness, flexibility, and future-ready living. This shift is influencing everything from apartment layouts to amenities and township planning.

HYBRID WORK CULTURE

As remote and flexible working models become increasingly common, homebuyers now seek larger residences with dedicated workspaces, study areas, and multi-functional rooms. Homes are expected to support professional productivity while also offering comfort and privacy.

This growing demand for space has particularly boosted interest in larger apartments and integrated communities across Gurugram, Noida, Greater Noida, and Dwarka Expressway. Buyers are willing to invest more in projects that provide a better balance between work, leisure, and family life.

WELLNESS & TECH

Wellness-focused living has also emerged as a key priority. Post-pandemic homebuyers are actively looking for greener surroundings, better ventilation, fitness amenities, walking zones, and open spaces. Developers are increasingly incorporating landscaped areas, wellness centres, air purification systems, and community-driven planning into residential projects.

Technology is becoming equally important. Smart homes equipped with app-controlled lighting, security systems, digital access, energy-efficient appliances, and automation features are now considered valuable lifestyle upgrades rather than luxury additions. Younger buyers, especially professionals and first-time homeowners, are showing strong preference for technology-enabled living experiences.

GROWING NEED FOR SUSTAINABILITY

Sustainability is another growing influence in the market. Environment-conscious buyers are seeking projects with green certifications, rainwater harvesting systems, solar energy integration, and efficient waste management practices. Developers are responding with more eco-conscious construction and operational models, driving long-term value, improved resource efficiency and environmental resilience.

YUGEN golf city
5 STAR GOLF RESORT LIVING

India's first golf-centric lifestyle ecosystem brings together wellness, healthcare, education, hospitality, business, and luxury living in one extraordinary destination.

A VISION SPANNING NEARLY 500 ACRES OF INTEGRATED LIVING

As cities continue to expand and lifestyles become increasingly demanding, the definition of luxury is undergoing a transformation. Homebuyers today are seeking more than premium residences, they are looking for holistic environments that combine convenience, wellness, recreation, education, and community living. Addressing this shift is Yugen Golf City, an ambitious nearly 500 acre development envisioned as India's first integrated golf-centric lifestyle ecosystem.

Designed around the belief that a truly fulfilling life should not require compromises, Yugen Golf City brings together multiple dimensions of modern living into a single, thoughtfully planned destination. It is not merely a township; it is a complete ecosystem where residents can live, learn, heal, work, and play without leaving the community.

A GOLF-CENTRIC LIFESTYLE UNLIKE ANY OTHER

At the heart of Yugen Golf City lies its defining feature—a championship golf environment that serves as the foundation for the entire development. Golf has long been associated with discipline, wellness, prestige, and community. At Yugen, the sport becomes much more than a recreational amenity; it shapes the identity and experience of the destination itself.

Wide open green spaces, carefully designed fairways, and an environment inspired by global golf communities create a setting that promotes a healthier, more balanced lifestyle. Residents can enjoy the serenity and exclusivity of golf-side living while remaining connected to every modern convenience and amenity.

The development is designed for those who appreciate excellence, whether in sport, lifestyle, or personal well-being. It offers a championship lifestyle where every day reflects the values of quality, achievement, and aspiration, and distinction.

AN ECOSYSTEM FOR LEARNING AND GROWTH

The future belongs to communities that nurture both individuals and families. Recognising this, Yugen Golf City incorporates education as one of its core pillars. By creating a learning ecosystem within the township, the development seeks to offer families access to educational opportunities without compromising on convenience. The presence of educational institutions contributes to the self-sustaining nature of the community while supporting the needs of future generations.

This focus on learning strengthens Yugen's position as a truly integrated destination where personal growth and community development go hand in hand for generations ahead.

BUSINESS MEETS LIFESTYLE

Modern professionals increasingly seek environments where work and life coexist seamlessly. Yugen Golf City responds to this demand through the integration of business and commercial infrastructure within the development.

By incorporating dedicated business spaces, the township enables residents and professionals to remain connected to opportunities without the stress of long commutes. This approach supports productivity while preserving valuable time for family, recreation, and personal well-being.

Sheeshram Yadav, Director
Yugen Infra

Rohtash Tayal, Director
Yugen Infra

Amit Mamgain, Director
Yugen Infra

Vijay Aggarwal, Director
Yugen Infra

The result is a more efficient and balanced lifestyle, one where professional aspirations can flourish alongside personal fulfillment.

HOSPITALITY AND EXPERIENCES

Beyond residential living, Yugen Golf City is envisioned as a destination that offers premium hospitality experiences. Carefully curated hospitality infrastructure enhances the lifestyle proposition by creating opportunities for leisure, recreation, and social engagement.

Visitors and residents alike can experience world-class facilities designed to complement the township's premium positioning. Whether through events, hospitality offerings, or community experiences, Yugen aims to create a vibrant future-ready environment that goes beyond conventional residential development.

YUGEN GOLF CITY AT A GLANCE

Planned across 500+ acres, the integrated project is India's first golf-centric lifestyle ecosystem

India's first golf-centric lifestyle ecosystem redefining luxury communities

Wellness-focused community planning promoting healthier and balanced lifestyles

Education and learning ecosystem supporting growth across generations

Hospitality and lifestyle experiences crafted for comfort and leisure

The integration of hospitality also contributes to the destination's appeal as a lifestyle hub rather than simply a residential address.

FOOD, CULTURE, AND COMMUNITY

No modern lifestyle destination is complete without spaces that bring people together. Yugen Golf City incorporates thoughtfully planned food and beverage experiences that enrich everyday living.

From casual gatherings to premium dining experiences, these spaces help foster a strong sense of community while creating opportunities for residents to connect, celebrate, and unwind.

The inclusion of curated dining destinations further reinforces Yugen's vision of creating a self-sufficient ecosystem where every aspect of life is thoughtfully considered.

INSPIRED BY CHAMPIONS, BUILT FOR EXTRAORDINARY LIVES

Yugen Golf City draws inspiration from the values associated with championship performance—discipline, excellence, perseverance, and aspiration. These principles influence every element of the development, from its golf-centric design to its integrated lifestyle offering.

The destination is intended for individuals and families who seek more than traditional luxury. It is for those who aspire to live in an environment that supports growth, wellness, achievement, and meaningful experiences.

By bringing together world-class sport, healthcare, education, hospitality, business, and lifestyle infrastructure, Yugen creates a unique proposition that few developments can match.

WELLNESS AS A WAY OF LIFE

One of the most distinctive aspects of Yugen Golf City is its commitment to wellness. While many developments position wellness as an amenity, Yugen places it at the core of the master plan.

The project is envisioned as a destination where physical, mental, and emotional well-being are seamlessly integrated into daily life. Landscaped open spaces, recreational zones, fitness-oriented infrastructure, and wellness-focused experiences contribute to an environment designed to support healthier living.

The emphasis on wellness extends beyond leisure and recreation. Every aspect of the ecosystem is intended to encourage a more mindful, balanced, and fulfilling lifestyle for residents of all age groups.

HEALTHCARE AT THE FOUNDATION

In a world where health security has become increasingly important, Yugen Golf City takes a forward-looking approach by integrating healthcare directly into the township ecosystem.

Rather than treating healthcare as an external service, the development positions it as a foundational pillar of community living. Access to quality healthcare infrastructure ensures that residents enjoy greater convenience, peace of mind, and long-term well-being.

This unique integration reflects the township's larger vision of creating a destination where residents can focus on living better, knowing that essential healthcare support remains within easy reach. As a result, Yugen Golf City represents a new model of residential planning, one where healthcare becomes an integral part of lifestyle rather than a distant necessity.

THE FUTURE OF INTEGRATED LIVING

As India continues to evolve, the demand for holistic, future-ready communities will only grow stronger. Yugen Golf City represents a bold response to this changing landscape. It is a place where luxury meets purpose, where wellness meets convenience, and where every essential element of life exists within a single destination. More importantly, it introduces a new way of thinking about residential development. Yugen Golf City is not simply building homes, it is creating a complete ecosystem.

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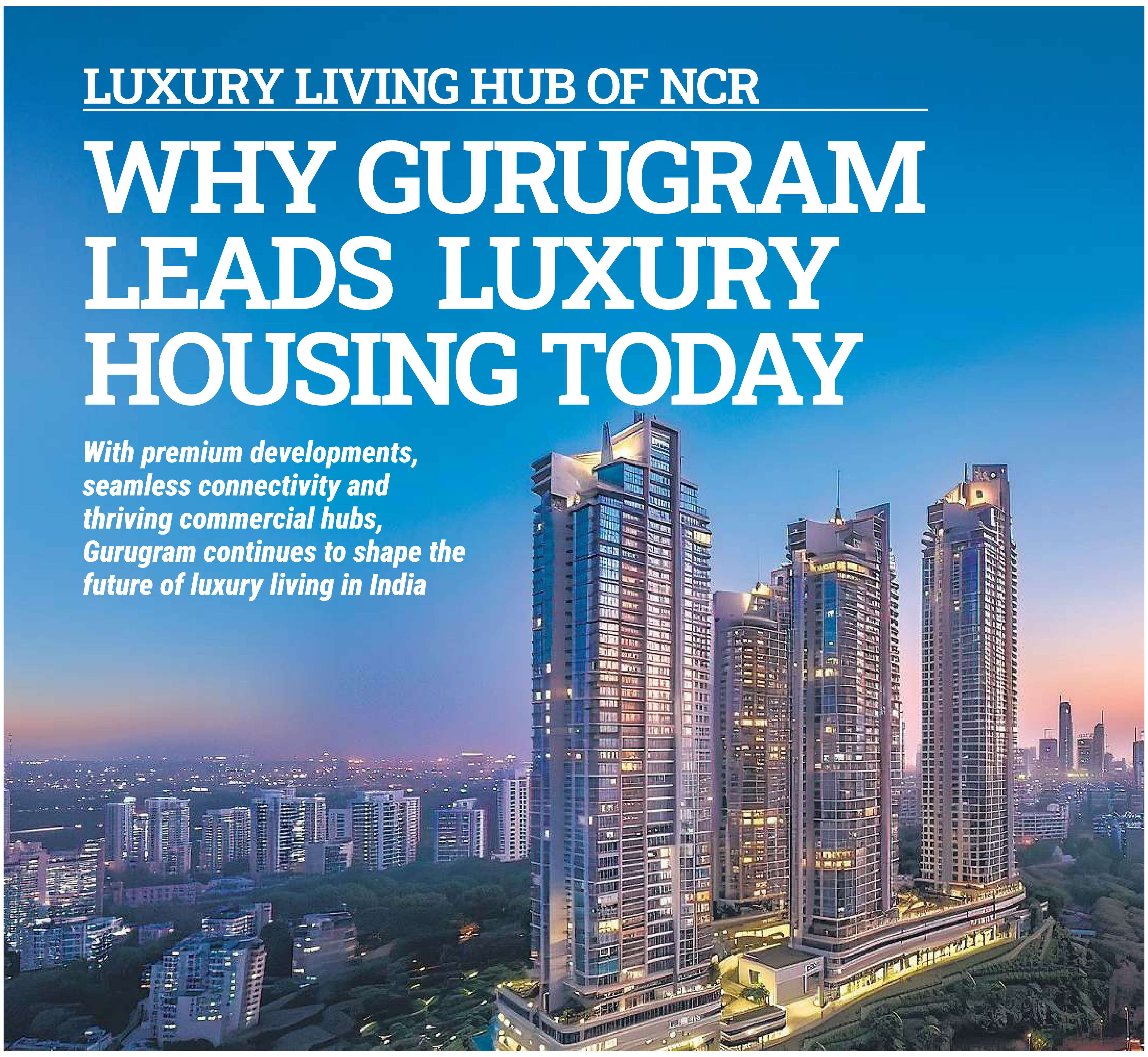


LUXURY LIVING HUB OF NCR

WHY GURUGRAM LEADS LUXURY HOUSING TODAY

With premium developments, seamless connectivity and thriving commercial hubs, Gurugram continues to shape the future of luxury living in India

Gurugram has firmly established itself as India's most dynamic luxury real estate market, evolving from a corporate hub into a destination that seamlessly blends premium residences, world-class infrastructure and lifestyle-driven developments. Once recognised primarily for its commercial growth, the city today is home to some of the country's most sought-after residential addresses, attracting affluent homebuyers, investors, entrepreneurs, expatriates and NRIs looking for long-term value and elevated living experiences.

LUXURY HOUSING TAKES CENTRE STAGE

Luxury housing has emerged as one of Gurugram's biggest growth stories. The city has witnessed a surge in premium and ultra-premium residential launches across established and emerging micro-markets including Golf Course Road, Golf Course Extension Road, Dwarka Expressway, Southern Peripheral Road (SPR), New Gurugram and Sohna. Developers are increasingly focusing on creating integrated communities that go beyond premium residences. Wellness centres, landscaped open spaces, branded clubhouses, smart home technology, concierge services, sports facilities and curated retail experiences have become defining features of modern luxury developments.The post-pandemic shift towards larger homes has further accelerated demand, with buyers prioritising spacious layouts, privacy, sustainability and community-centric living. Today's luxury buyer is seeking not just an address, but a complete lifestyle ecosystem.

CONNECTIVITY DRIVING GROWTH

One of Gurugram's greatest strengths lies in its continuously evolving infrastructure. Excellent connectivity through NH-48, Golf Course Road, Golf Course Extension Road, Southern Peripheral Road (SPR), Dwarka Expressway, Sohna Elevated Road and the Delhi-Mumbai Expressway has significantly enhanced accessibility across the city.

The upcoming expansion of metro connectivity, improvements in road networks and proximity to the Indira Gandhi International Airport continue to strengthen Gurugram's appeal among both homebuyers and investors.

Its close access to major employment hubs such as Cyber City, Udyog Vihar, Golf Course Road's commercial district, Sector 44, Sector 62 and emerging office corridors along SPR and Dwarka Expressway ensures that premium residential developments remain closely integrated with the city's economic engine.

LUXURY DEMAND CONTINUES TO RISE

Gurugram has emerged as one of the strongest luxury housing markets in the NCR, driven by rising demand from end-users, increasing wealth creation and sustained interest in premium residential developments.

The market is increasingly being driven by end-users rather than speculative investors. Rising disposable incomes, wealth creation, entrepreneurial success and a growing preference for branded developments have created sustained demand for high-quality residential projects.

This shift is also extending beyond high-rise residences, with luxury farmhouses emerging as an increasingly sought-after asset class among affluent buyers seeking privacy, wellness and nature-led living without compromising on connectivity. Ashok Nehlia, Founder and CEO, Nehlia Developers, says, "Farmhouses have evolved into a compelling asset class that seamlessly blends luxury, privacy, wellness and long-term wealth creation. As buyers increasingly seek open spaces, nature-centric living and exclusive weekend retreats, demand for premium farmhouse developments continues to witness significant growth."

According to Dinesh Kumar, Director, Pyramid Infratech Pvt Ltd,

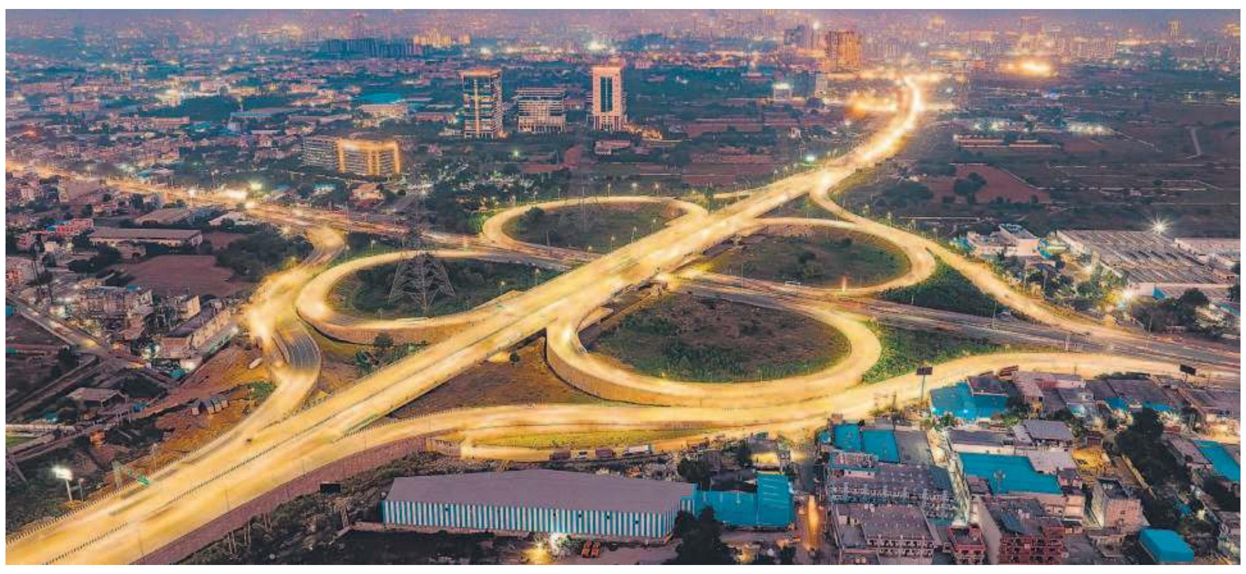
Dinesh kumar
Director, Pyramid Infratech Pvt Ltd

"Gurugram's luxury housing market continues to witness sustained momentum, driven by stronger end-user confidence and growing demand for larger, thoughtfully designed homes in well-connected locations. Buyers today are prioritising quality construction, branded amenities and long-term value, creating a healthier, more mature market where credible developers and thoughtfully planned projects are seeing strong traction."

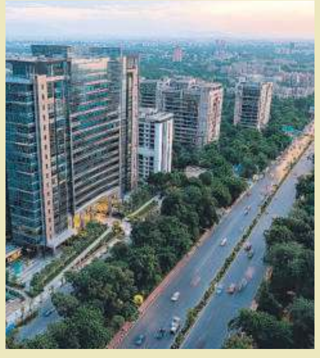
DRIVING PREMIUM INVESTMENTS FORWARD

Gurugram's luxury market is supported by one of India's strongest commercial ecosystems. As multinational corporations, Global Capability Centres (GCCs), technology companies and financial institutions continue to expand their presence, the city is witnessing sustained demand from senior professionals, entrepreneurs and global investors. The combination of strong rental demand, robust capital appreciation and continuous infrastructure upgrades has reinforced Gurugram's reputation as one of India's most attractive real estate investment destinations.

As the definition of luxury evolves from owning larger homes to embracing holistic lifestyle experiences, Gurugram is well positioned to remain at the forefront of India's premium residential market.



BEYOND PRICE APPRECIATION: A CORRIDOR IN TRANSFORMATION



According to a joint report by Sotheby's International Realty India and CRE Matrix, the corridor recorded a remarkable 379 per cent increase in transaction value, rising from ₹693 crore in 2024 to ₹3,319 crore in 2025. The report also highlights a 55 per cent appreciation in weighted average property prices over the last five years, reflecting growing investor confidence and sustained end-user demand.

The area's strategic connectivity to Golf Course Road, Southern Peripheral Road (SPR), Dwarka Expressway, and key business districts has further strengthened its appeal among luxury homebuyers.

KEY HIGHLIGHTS

379% growth in transaction value between 2024 and 2025

₹3,319 crore total transaction value recorded in 2025

55% increase in weighted average property prices since 2020

Nearly 90% of new launches are premium and luxury projects

Emerging as one of NCR's fastest-growing luxury residential destinations

Beyond the Home We Know: Shaping The Way We Live

Aditya Kakar
Co-founder, Aranyaka

Biju Menon
Co-founder, Aranyaka

How a shifting cultural value is transforming the second home from a possession into a practice

We've become remarkably good at building lives that leave very little room to live in. Every year, our cities and routines become faster and more efficient. Yet, the one thing all this efficiency was meant to create more life often feels strangely absent. We celebrate productivity over presence, as efficiency has quietly become the ultimate benchmark.

Perhaps that is why people aren't looking to escape the city, but to recover something they feel it forces them to give up. This shift is changing how we think about places beyond our primary residence. For years, second homes were holiday properties or long-term investments valued for appreciation and exclusivity. Today, that definition is changing. A growing number of people are no longer looking for a second home that behaves like a possession, but one that behaves like a practice a place where walking trails become familiar; mornings begin outdoors, and weekends start becoming life itself.

> **As hyper-efficient cities crowd out presence, a shifting cultural movement is transforming second homes from passive weekend holiday properties into active lifestyle practices deeply connected with nature.**

A NEW PHILOSOPHY IN LIVING

This signals a broader rethinking of what people value: ownership is no longer the aspiration; experience is. This philosophy led to the founding of Aranyaka. Rather than beginning with density or a checklist of amenities, their approach focuses on a simpler question: what would make people want to come back weekend after weekend?

For Biju Menon, Co-founder of Aranyaka, that distinction is where the future of the category lies: "The industry has spent decades creating places people aspire to own. We believe the future belongs to places people instinctively return to. A second home shouldn't be measured by the day it's purchased, but by how naturally it becomes part of a family's life and turns into a legacy."

DESIGNING FOR CONNECTION

This philosophy completely changes how space is imagined. Instead of asking how much can be built, the planning focus turns to how the landscape itself can shape the way people interact with their environment.

As Aditya Kakar, Co-founder of Aranyaka, puts it: "Every landscape already has a rhythm. Good planning doesn't replace it - it builds around it. Somewhere along the way, we forgot that we were meant to live with Mother Earth, not simply on it. I believe that's a relationship worth rebuilding. When the land, the planning and the design begin with the same intention, nature becomes part of people's lives, not just the view outside their window."

Ultimately, the future of this category will not be defined by larger homes or longer lists of amenities, but by a simpler measure: does this place make people want to return because of how quietly becomes part of their lives? Because the places that become part of our lives are never just possessions.

PRESERVING THE NATURAL CANVAS

This perspective demands an entirely different relationship with the land itself. Instead of asking how much can be built, the team starts by identifying what already exists that is worth preserving. The natural contours, mature vegetation, water bodies, and open spaces are never treated as constraints to flatten or work around. Instead, they form the physical foundation upon which the community is shaped. Here, sustainability isn't a marketing checklist added later; it is the organic outcome of respecting the land's geography from day one.

This design ideology finds its clearest physical expression in Sway, Aranyaka's 63-acre gated farm estate in Naugaon. While it features premium spaces like a private lake, clubhouse, and wellness facilities, its true distinction lies in its ecosystem. Every day is shaped by a masterplan where horticulture, biodiversity, and open space are given equal importance to the built structures, allowing residents to live side-by-side with peacocks, migratory birds, and the quiet rhythms of nature. The masterplan is organised not around homes, but around nature and the life that unfolds within.

In a world that prioritises fast optimisation, true luxury is shifting. It is no longer found in artificial excess, but in the generosity of space, natural light, and the quiet confidence that a place has been built with long-term thinking.

YAMUNA EXPRESSWAY

Emerges as Realty Hotspot

Over the last few years, Yamuna Expressway has evolved beyond plotted developments and housing projects to become a magnet for infrastructure-led investments

The Yamuna Expressway, once perceived largely as a long-term residential investment destination, is rapidly transforming into one of the National Capital Region's (NCR's) most promising commercial and economic corridors. At the heart of this transformation lies the Noida International Airport at Jewar, a mega infrastructure project that is reshaping the economic geography of the NCR. Combined with improved road connectivity, planned industrial clusters, and policy-driven urban development, the expressway is steadily positioning itself as NCR's next commercial powerhouse.

What makes this growth story particularly significant is the shift in investor behaviour. The region is no longer attracting only speculative residential buyers; instead, institutional investors, commercial developers, logistics firms, and businesses are increasingly viewing the corridor as a long-term economic and commercial growth zone.

COMMERCIAL ECOSYSTEM BOOM

Infrastructure has historically played a defining role in determining the success of urban growth corridors, and Yamuna Expressway is now witnessing exactly that phenomenon. The 165-km expressway connecting Greater Noida to Agra was initially developed as a high-speed transit corridor. However, with multiple mega projects being announced along the route, the region is gradually transforming into a full-scale commercial ecosystem.

Simultaneously, the government's push toward integrated infrastructure planning is strengthening the corridor's growth prospects. Connectivity through the Eastern Peripheral Expressway, Delhi-Mumbai Expressway linkage, Rapid Rail Transit System proposals, Metro Rail expansion plans, and freight corridors is making the region increasingly accessible from Delhi, Noida, Ghaziabad, Gurgaon, and western Uttar Pradesh.

YEIDA: DRIVING GROWTH MOMENTUM

The Yamuna Expressway Industrial Development Authority (YEIDA) has also played an active role in creating a structured development framework. Planned industrial sectors, electronics manufacturing zones, medical device parks, and logistics clusters are being strategically developed to attract investments across sectors.

One of the most ambitious projects proposed along the corridor is the Film City near Jewar. Designed as a world-class media and entertainment hub, the project is expected to bring production houses, OTT studios, post-production facilities, media companies, hotels, retail spaces, and entertainment infrastructure to the region. Such developments have the potential to create an entirely new commercial economy within NCR.

EMERGING BUSINESS CORRIDOR

Another major factor behind the expressway's rising commercial significance is the explosive growth of warehousing, logistics, and digital infrastructure across NCR. The corridor's strategic location and availability of large land parcels are making it a preferred destination for logistics operators and industrial developers.

The rapid expansion of e-commerce and manufacturing industries has sharply increased demand for Grade-A warehousing and supply chain infrastructure. Yamuna Expressway offers a strong advantage due to its direct connectivity with Delhi, Uttar Pradesh, Rajasthan, Haryana, and central India. As a result, logistics parks, industrial warehousing hubs, and freight infrastructure projects are steadily emerging along the corridor. This is also attracting institutional capital and organised developers looking for long-term rental-yielding commercial assets.

Alongside warehousing, the rise of data centres is adding another dimension to the region's commercial growth story. India's digital economy is expanding rapidly, driven by cloud computing, artificial intelligence, fintech, streaming platforms, and increasing internet penetration. Data centres require uninterrupted power supply, connectivity infrastructure, scalable land availability, and proximity to urban markets — all of which the Yamuna Expressway region offers.

Hospitality sector is also witnessing rising momentum. With the airport expected to generate substantial business travel and transit demand, hotels, convention centres, and branded hospitality developments are likely to see strong growth. The proposed Film City and industrial hubs are expected to further strengthen demand for business accommodation and leisure infrastructure.

Sarthak Gaur
Director, Gaurs Group

The Yamuna Expressway has been evolving steadily for many years. The operationalisation of the Noida International Airport has certainly added fresh momentum. However, we recognised the potential of this region early and were among the first developers to establish a township, Gaur Yamuna City. Gaur Chrysallis and our upcoming premium residential project in Sector 22D further reflect our association with the Yamuna Expressway. As the region's development gathers pace, projects located close to the airport are naturally expected to witness stronger demand and healthy appreciation over the long term. Today, Yamuna Expressway has emerged as the country's biggest growth corridor and is the best place to invest in the current market.

INVESTORS EYE OPPORTUNITIES

Perhaps the most significant change unfolding along the Yamuna Expressway is the shift in investor mindset. Earlier, the region primarily attracted investors looking for affordable plots and residential properties with long-term appreciation potential. Today, however, commercial opportunities are beginning to dominate investment discussions.

Mixed-use developments are emerging as one of the strongest growth segments along the corridor. Developers are increasingly integrating office spaces, retail zones, hospitality, entertainment, serviced residences, and commercial hubs within large-scale townships. These integrated ecosystems are designed to support the region's future workforce and commercial population while offering diversified investment opportunities.

Retail infrastructure is also evolving rapidly. As economic activity and population density increase, demand for shopping centres, food destinations, and lifestyle retail formats is expected to rise substantially. Investors are now recognising the long-term potential of commercial retail assets in the region. Importantly, institutional participation in the corridor is becoming more visible. Large developers, private equity firms, logistics companies, and infrastructure-focused investors are actively evaluating opportunities along the expressway. Such participation signals growing confidence in the region's long-term viability as a commercial destination.

KEY RESIDENTIAL HOTSPOTS IN THE REGION

- **ATS Allure and ATS Homekraft:** High-rise residential apartments offering modern clubhouse and lifestyle amenities.
- **ACE YXP:** Mixed-use development with residential component positioned as integrated urban destination.
- **Gaur Yamuna City:** Integrated township, offering villas, plotted developments and apartments along with schools, sports facilities and commercial spaces.
- **Orris Greenbay Golf Village:** Golf-themed residential township offering villas and premium plotted developments.
- **Purvanchal Royal City:** Premium residential apartments with green spaces and family-centric amenities.

THE RISING SECOND-HOME CONCEPT

Buyers Embracing Farmhouse Living

From weekend retreats to long-term wealth creation, the NCR is witnessing an unprecedented surge in demand for farmhouses and second homes. The urban elite, fatigued by seasonal smog, claustrophobic traffic, and the relentless hum of city life, are looking outward—seeking a sanctuary where luxury meets breathing space

The concept of the "second home"—once viewed as a luxury reserved exclusively for the ultra-wealthy in their twilight years—has transitioned into a mainstream real estate phenomenon. Today, farmhouses, plotted developments, and gated villa communities in the periphery of NCR are seeing unprecedented demand, rewriting the rules of modern luxury living. More so, because the post-pandemic era fundamentally changed the way people perceive their homes. Remote and hybrid working models blurred the distinction between workplace and residence, encouraging families to look beyond congested urban neighbourhoods.

The desire for larger living spaces, cleaner air, open landscapes and recreational amenities has fuelled demand for second homes in destinations—such as Sohna, Naugaon, Alwar, Neemrana, Jewar, Greater Noida, Yamuna Expressway, Manesar, and areas along the Delhi-Mumbai Expressway.

Unlike traditional holiday homes, today's second homes are designed for year-round use. Buyers increasingly prefer fully-developed communities offering landscaped gardens, clubhouses, wellness facilities, security, and modern infrastructure. Many are also investing in managed farmhouses that can generate rental income during periods when owners are away. Developers have responded by introducing integrated farmhouse projects and premium villa communities that cater to diverse budgets. From compact weekend cottages to luxury estates spread across several acres, the market now offers multiple options that appeal to both end-users and investors.

The growing popularity of second homes is also closely linked with rising disposable incomes and increasing awareness about asset diversification. Real estate experts believe that buyers are no longer looking solely at capital appreciation; they are equally focused on quality of life, mental wellness, and creating legacy assets for future generations.

OPTING WELLNESS OVER WEALTH

The modern second home in NCR is a far cry from the rustic, high-maintenance agricultural plots of the early 2000s. Today's buyers are looking for "managed farmhouses" or gated villa communities that offer the charm of countryside living without the logistical headaches of security, water supply, and power backups.

Architecturally, the focus has shifted entirely toward biophilic design—integrating nature into the built environment. Large floor-to-ceiling windows that look out into private orchards, dedicated spaces for organic kitchen gardening, private plunge pools, and outdoor decks have become standard expectations.

INFRA, CONNECTIVITY DRIVE DEMAND

Infrastructure has emerged as the biggest catalyst behind NCR's second-home boom. Massive investments in highways, expressways, Metro rail expansion, and regional airports have significantly reduced travel time between Delhi and its neighbouring regions. Destinations that were once considered remote are now comfortably accessible within a two-to-three-hour drive from central Delhi.

This improved connectivity has encouraged buyers to consider farmhouses as practical weekend residences rather than occasional holiday properties. Families can now leave the city on Friday evening and return by Sunday night without spending excessive hours on the road. The tourism ecosystem around these destinations has also expanded considerably. Adventure parks, wellness retreats, golf courses, luxury resorts, wildlife attractions, and eco-tourism initiatives have enhanced the appeal of owning a second home.

KEY HIGHLIGHTS

Primary Growth Hotspots: Sohna Road, Aravalli retreats, Yamuna Expressway (near Jewar Airport), Greater Noida West, and parts of New Gurgaon.

Shifting Buyer Demographics: The average age of second-home buyers in NCR has dropped from 55+ years to 38–48 years over the last five years.

Key infrastructure boosters: Delhi-Mumbai Expressway, Yamuna Expressway, Dwarka Expressway, UER-II and Noida International Airport.

Price Appreciations: Land values in prime peripheral pockets like Sohna and the Aravalli foothills have witnessed a 30% to 45% capital appreciation over the last 3 years.

Top Amenities in Demand: 24/7 multi-tiered security, high-speed Wi-Fi (for remote work), EV charging stations, private pools, and professional property management services.

Goa: The Preferred Escape for NCR Buyers

Goa has long held its position as India's most aspirational holiday-home destination. Over the last few years, however, a quiet yet powerful transformation has been taking place in North Goa, particularly around the Mopa airport belt. Once considered a relatively unexplored stretch compared to the bustling coastal zones of Candolim or Baga, Mopa is now emerging as India's next major second-home and lifestyle investment destination.

Driven by the operationalisation of Manohar International Airport at Mopa, improved infrastructure, rising luxury tourism, and the growing demand for low-density living, buyers from NCR are increasingly investing in gated villas, retirement homes, and holiday residences in the region.

REDEFINING REAL ESTATE LANDSCAPE

Connectivity has always been one of the most decisive factors in shaping real estate growth, and Mopa is a textbook example of this phenomenon. The opening of Manohar International Airport has significantly altered travel dynamics in Goa, particularly for domestic travellers from Delhi-NCR, Punjab, Haryana, and western Uttar Pradesh.

Earlier, tourists and property owners flying into Goa had to land at Dabolim Airport in South Goa, often spending several hours navigating congested roads to reach North Goa. Mopa has dramatically reduced travel time to emerging luxury belts such as Assagao, Morjim, Mandrem, Siolim, and Pernem. This ease of accessibility is one of the strongest reasons why NCR buyers are now considering Goa not just for vacations, but also for long-term ownership.

Weekend travel has become far more practical. Direct flights from Delhi to Mopa allow professionals, entrepreneurs, and retirees to maintain a dual-city lifestyle — working in NCR while escaping to Goa for extended weekends or remote-working breaks. Real estate consultants note that buyers today are seeking lifestyle assets that combine leisure, wellness, and long-term value appreciation.

FROM LAND TO FACTORY, ONE INDUSTRIAL ECOSYSTEM

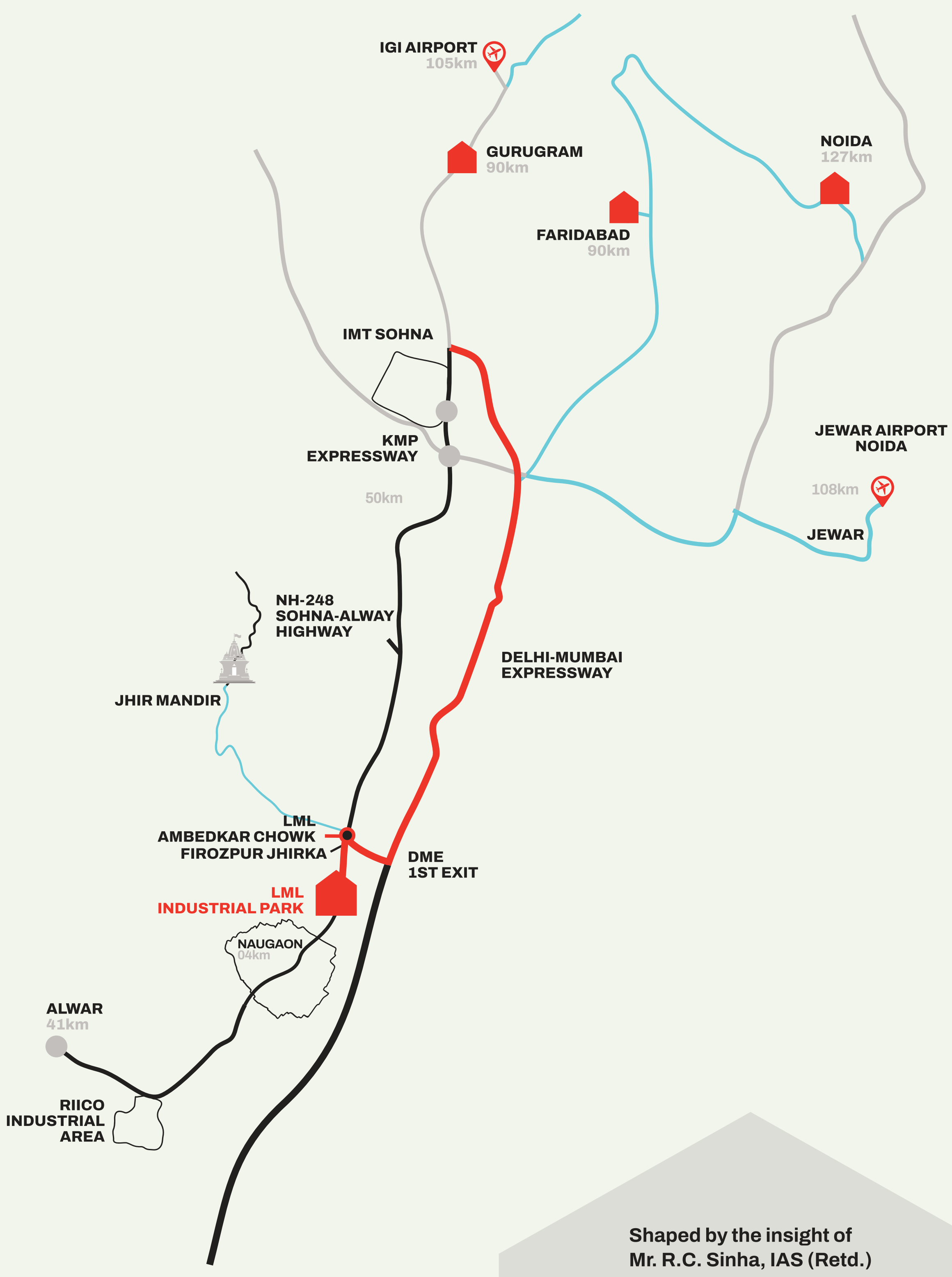
A 45-acre industrial park **along the Delhi-Mumbai Expressway,** designed for enterprises that want speed, structure, compliance and room to scale.

In India's next phase of industrial growth, the advantage is no longer just land. It is land that is connected, compliant, serviced and ready to move with the speed of business.

LML Industrial Park Jhirka Valley brings that thinking into one structured ecosystem. Positioned on NH-248A, near the Delhi-Mumbai Expressway, the park is planned for enterprises across light engineering, automobile, manufacturing, logistics and allied industries.

The model is simple: choose the route that suits your business. Own an industrial plot. Commission a built-to-suit factory. Lease a ready unit. Or work with LML Contracts to design and construct a facility around your own operational needs.

Backed by the Haryana Government's PADMA Cluster Infrastructure Development Scheme, the park is positioned to support industrial growth with connectivity, approvals, utilities and long-term expansion potential.



LEADERSHIP
DR. YOGESH BHATIA

MANAGING DIRECTOR
LML REALTY

" Our responsibility is to create environments where enterprises can operate efficiently from day one and scale predictably over time."

THE PROJECT STORY

WHY JHIRKA VALLEY

Jhirka Valley gives industries the benefit of proximity without the congestion of city-first industrial locations. The site connects to NH-248A, the Delhi-Mumbai Expressway ecosystem, KMP Expressway, IGI Airport, Jewar Airport and future railway connectivity, making it a practical base for movement, manufacturing and distribution.

BUILT FOR INDUSTRIAL USE

The park is planned with 18-metre RCC internal roads, controlled access, boundary infrastructure, power and water support, STP / CETP systems, rainwater harvesting, staff quarters and 3-tier security. The intent is to reduce friction for enterprises before operations begin.

LML ADVANTAGE

Since 1972, the LML name has been associated with Indian industrial ambition. LML Realty extends that legacy into real estate infrastructure, while LML Contracts supports the build layer, helping enterprises move from land decision to factory readiness with a single ecosystem view.

LML INDUSTRIAL PARK JHIRKA VALLEY

Delhi NCR's only PADMA-approved Industrial park

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He has established Navi Mumbai, Rajarhat, Cyberabad in joint Andhra Pradesh. His leadership ensures the park is built with the same clarity, ambition, and nation-building spirit.

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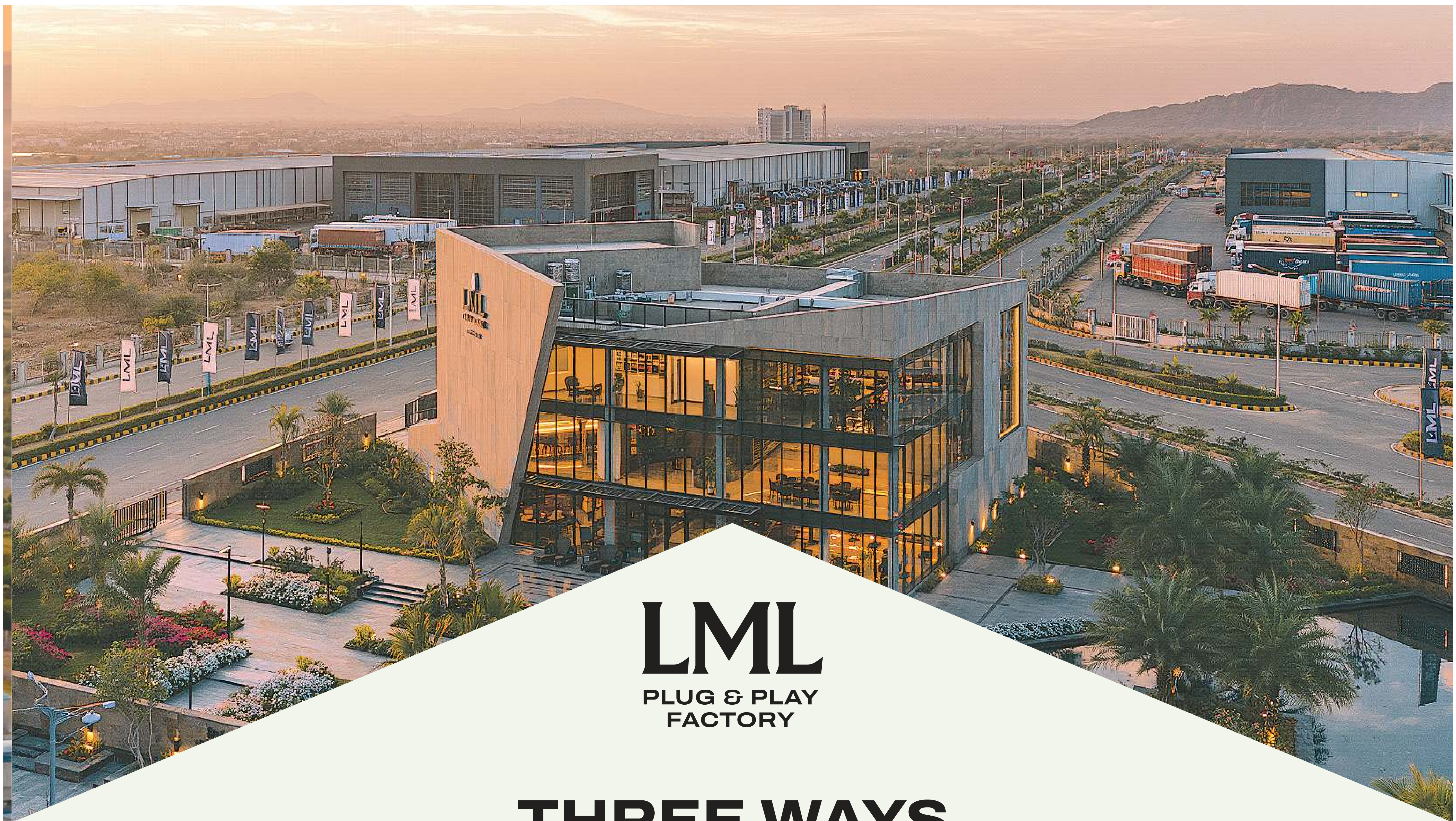

LML
PLUG & PLAY FACTORY

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Acquire industrial land inside the park and develop your facility around your own business timeline, operational needs and future expansion plans.

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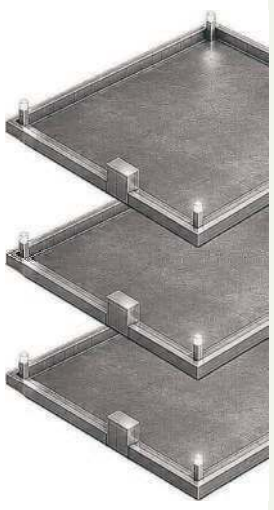

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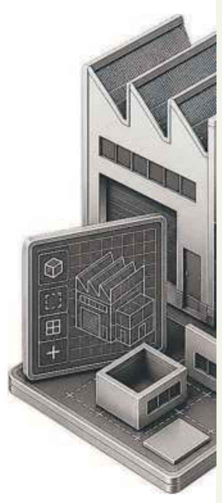
Sign-off to handover: 180 days*

Best for: Enterprises that want ownership without managing every construction and compliance layer separately.



Lease Factory
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Move into a ready-built factory without heavy upfront capital or a long construction timeline. Operate faster inside a serviced industrial ecosystem.

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Best for: Companies that want speed, flexibility and lower initial capital commitment.

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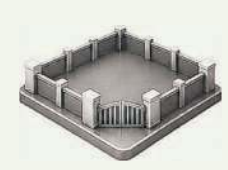

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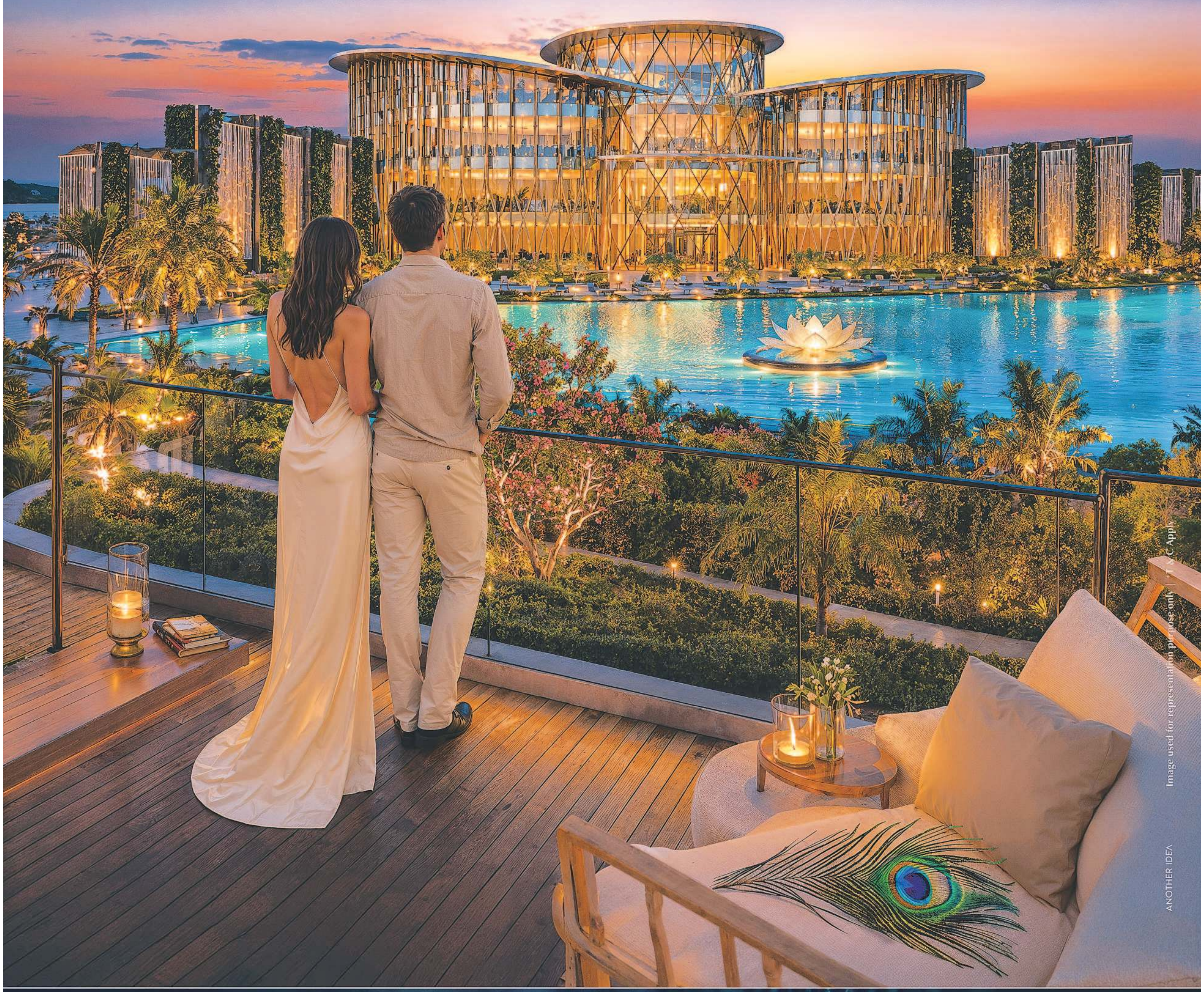

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