

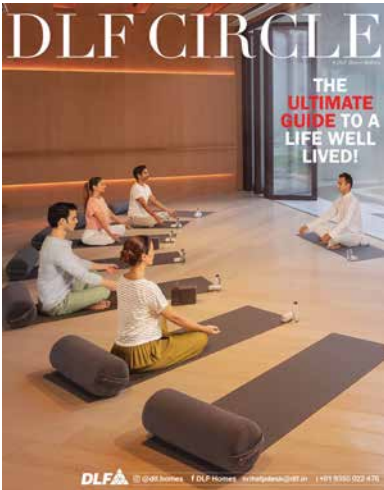
# DLF CIRCLE

A DLF Homes Bulletin

**THE  
ULTIMATE  
GUIDE TO A  
LIFE WELL  
LIVED!**







Dear Patrons,

We hope this year is unfolding with great enthusiasm for you. Our recent encounters have been moments of celebration, marking the dawn of a new year, festive revelries, and the delight of welcoming you to your Indian abode. Your presence has been truly cherished, and we extend our heartfelt appreciation for gracing us with it.

In a world where India continually scales new heights, it's individuals like you who adorn our nation's crown with pride through your remarkable achievements and global contributions. As pioneers in shaping a contemporary society and economy, DLF remains steadfast in crafting cities, spaces, and concepts that prioritize lifestyle, enriching lives through unparalleled development and extraordinary experiences.

The onset of 2024 witnessed a resounding success with the launch of DLF Privana South in Gurugram, followed by another success in the same ecosystem, DLF Privana West. Both projects sold out pre-launch, with over ₹12,500 crores in sales, making DLF Privana one of the most in-demand upcoming developments in Gurgaon. We are delighted to share that between both projects, we received 25%-27% of sales from NRIs across the world.

This exceptional achievement not only reflects India's burgeoning allure but also underscores our commitment to delivering projects that captivate discerning buyers worldwide. Amidst this whirlwind of accomplishments, we're thrilled to unveil numerous ongoing projects, each poised to redefine the quintessential DLF lifestyle, continually evolving to offer the finest living experiences to our customers and their loved ones.

Beyond Gurgaon, we embark on the new fiscal year with fervor, expanding our footprint into uncharted territories. Our foray into western India includes the unveiling of our first high-rise property in Andheri, Mumbai, alongside our inaugural residential project in the idyllic confines of Goa, nestled in the coveted Reis Magos.

Construction progresses swiftly across all our announced ventures, promising our esteemed patrons the imminent realization of our collective vision. As we traverse this path of excellence, we eagerly anticipate sharing more tales of triumph with you. Your unwavering trust fuels our relentless pursuit of crafting spaces that epitomize luxury and redefine living standards.

As always, we look forward to hosting you at our various clubs across different cities and extending our assistance for any queries or support you may require.

Warm regards,  
**Aakash Ohri**  
Jt Managing Director and Chief Business Officer  
DLF Home Developers Ltd

HARERA Registration No: RC/REP/HARERA/GCM/819/551/2024/46  
HARERA Website: <https://haryanarera.gov.in>  
Promoter: M/s DLF Limited  
Project Name: DLF Privana West

THANK YOU

We are grateful for your enthusiastic response.  
**We are Sold Out.**

**DLF PRIVANA**  
WEST  
Sector 76, Gurugram

Artistic rendition

Disclaimer: Licence No. 219 of 2023 dated 25.10.2023 for an area measuring 116.29625 acres, being developed in a phased manner, the current phase being 'DLF Privana West ("Project")' | Project Area: 5.088 Hectares (12.572 acres) at village Shikhopur/ Kherki Daula at Sector 76 & 77, Gurugram, Haryana | Building Plan Approval Memo No: ZP-1895/ PA(DK)/ 2024/ 12243 dated 18-04-2024 for the Project. All information, images and visuals, drawings, plans or sketches shown in this advertisement are only an architect's impression, for representational/illustrative purposes only and not to scale. Nothing contained herein intends to constitute a legal offer and does not form part of any legally binding agreement and/or commitment of any nature. The Promoter endeavours to keep the information up to date and correct, however, makes no representation or warranty for the accuracy or completeness of the information. Recipients/ viewers are advised to exercise their discretion in relying on the information shown/ provided and are requested to verify all the details, including area, amenities, services, terms of sales and payments and other relevant terms independently with the Sales Team/ Promoter, have a thorough understanding of the same and take appropriate advice before concluding any decision for buying any Unit(s) in the Project.





# DLF PRIVANA SOUTH

Artistic impression of the proposed project

Disclaimer: License No. 299 of dated 26.10.2023 for an area measuring 16.26262 acres, being developed in a phased manner, the current Phase I being DLF Privana South [“Project”] Project Area: 10777 Hectares (26148 acres) acres at Shyokpur at Sector 77, Gurugram, Haryana | Building Plan Approval Memo No. TB-1895/ 20 RAJ/ 2023/ 42259 dated 13-10-2023 for the Project. All information, images and visuals, drawings, plans or sketches shown in this advertisement are only an artist’s impression, for representation purposes only and not to be taken as a guarantee of accuracy or completeness of the information. Recipients/ viewers are advised to exercise their discretion in relying on the information shown/ provided and are requested to verify all the details, including area, amenities, services, terms of sale and payments and other relevant terms independently with the Sales Team/ Promoter, have a thorough understanding of the same and take appropriate advice before concluding any decision for buying any Unit(s) in the Project. All specifications and amenities mentioned herein are actual specifications, amenities

## Top picks from local and international media

**Abhishek Law**  
New Delhi



66

**AAKASH OHRI**  
Joint Managing Director and Chief  
Business Officer, DLF Ltd

**And how is the buyer profile changing?**  
The average age of the first-time home-buyer in India is now 30-35 years; which before Covid was 40-45 years. The new buyers see home-buying as a priority. They are quick to take loans, which could be as high as ₹4-5 crore, spread out over 20 years or so; and book premium or luxury offerings. Markets are doing well and the economy too and so there is good demand that is coming in from the younger generation.

**Are buyers in the position to command market corrections, if necessary?**



DLF Ltd. sold 1,113 luxury residences in Gurugram in just three days, with a quarter bought by non-resident Indians. All four-bedroom and penthouse units were sold out across seven towers in the DLF Privana South project, the developer said in an exchange filing. The apartment complex is spread over 116 acres in the satellite city that's home to multinationals including Google and American Express

Smita Agarwal, the wife of the Chairman and Managing Director of V-Bazaar Retail, has purchased a lavish 10,800 sq. ft. apartment at The Camellias by DLF on Golf Course Road in Gurugram.

**Timesnow**  
(<https://bit.ly/49r7B0M>)





**Luxury homes expected to find fancy with younger buyers in 2024**  
Larger homes, upgrade to premium properties (of over ₹1 crore) and a young buyer-base mostly in their early to mid-thirties drove residential sales demand in India in 2023. And initial indications show that the trend is here to stay “prominently” in 2024 with developers fine tuning their launches targeting a “more aspirational” and “younger buyer profile”.  
**The Hindu Business Line**  
(<https://bit.ly/3Hqhj8x>)



**DLF to generate Rs1,400 crore from Gurugram and Panchkula projects**  
The company is on track to surpass its guidance of launching luxury residential projects worth ₹12,400 crore in 2023-24, said Aakash Ohri, joint managing director of DLF Home Developers LTD., amid the ongoing price increase in the premium property segment.  
**The Economic Times**  
(<https://bit.ly/48Mcd2I>)

**DLF’s luxury housing project sold out in 72 hours in Gurugram in pre-sales for over Rs 7,200 crore**  
Listed real estate company DLF witnessed pre-formal launch sales of approximately ₹7,200 crore for its latest high-end luxury residential development, DLF Privana South in Gurugram. The project was sold out completely within 72 hours in its pre-launch phase, the company said in a regulatory filing. The luxury housing project ‘DLF Privana South’ spreads across about 25 acres in sectors 76 and 77 in Gurugram abutting Southern Peripheral Road (SPR).  
**Moneycontrol**  
(<https://bit.ly/3vKQ3PG>)

**LUXURY REVOLUTION SWEEPING INDIA**  
India’s luxury market is thriving, with a significant increase in demand for high-end products driven by the middle class and ultra-wealthy individuals. There has been a sharp growth in ultra-premium shopping malls across the country in recent years.  
**MINT**  
(<https://bit.ly/43QCMSh>)

**DLF surpasses FY24 guidance with Gurugram project launch**  
DLF Ltd, India’s largest real-estate developer, has surpassed its 2023-24 sales guidance of ₹13,000 crore in the December quarter with the pre-launch of its latest residential project DLF Privana South.  
**MINT**  
(<https://bit.ly/48Hjdxz>)



**Bloomberg**  
(<https://bit.ly/3KgcfVF>)

**‘Buyers Want Bigger, Better Homes and are Willing to Pay for Them’**

**ET Q&A** DLF is betting big on increasing super luxury consumption and 90% of the 11.6 million square feet of projects it plans to launch in FY25 – with total revenue potential of Rs 36,000 crore – will be in the super luxury segment. The proposed launches will include apartments priced Rs 60 crore and above in Gurgaon and villas in Goa priced more than Rs 50 crore.

**Aakash Ohri**, joint managing director at DLF Home Developers Ltd, told ET’s Faizan Haidar in an interaction. Edited excerpts:

**There are some concerns over projects getting sold out within days of launch. DLF has sold out three projects in the last 18 months. Do you think the trend is sustainable in the long term?**

We have seen the time when we had Rs 17,000-crore worth of unsold inventory. We have seen the struggle and pain and we don’t want to go back to those days... We have to motivate brokers and investors. This is the time when people are believing in the DLF story and I don’t have to prove myself to a third party.

My record books are clean and anyone can come and do random checks. If people are now coming to DLF and believing that their aspirations will be met (and) their money is safe. We are not only selling fast, collecting more money faster, we are also making sure that our delivery schedules are on time to customer expectations.

**But have you seen cancellation and trading in the projects you launched and sold within days?**

Between over 2,200 apartments

**When people are spending on bags, watches and cars, I see no reason why they can’t invest in real estate**

**AAKASH OHRI**  
Joint managing director, DLF Home Developers

wanting bigger and better homes with better facilities and they are ready to pay for it.

**Super luxury is dominating your launches as per the investor presentation. Has DLF decided to focus only on this segment?**

DLF has worked very hard from the Aralia days to build the super luxury business. We have looked at the world for ideas and we have tried to keep it as futuristic as possible.

Land is not cheap in Gurgaon and when we compare Gurgaon to any other place, you must understand that that is where the demand is. And, therefore, super luxury is a business that DLF has invested in and it is a serious business for DLF.

**Your pipeline for FY25 is huge, with Rs 36,000-crore worth projects. How have you planned the launches?**

We have Mumbai where the first phase will be 900,000 sq ft with a sales potential of Rs 3,000 crore while Goa will have 62 villas on a 38-acre site with a total sales potential of Rs 2,500 crore. There will be another phase of Privana (in Gurgaon), which will be more than Rs 10,000 crore. And we have Lux5, an ultra-luxury project in DLF5, which will have a total sales potential of Rs 25,000 crore, but we will not sell it in one go. The price point of The Camellias is giving Mumbai a run for their money.

We might have given a sales guidance of Rs 3,500 crore for super luxury, but it doesn’t mean that we are going to stop there. Suppose the business demand is such that there is more to be sold, we will do it.

**Do you see this trend continuing?**

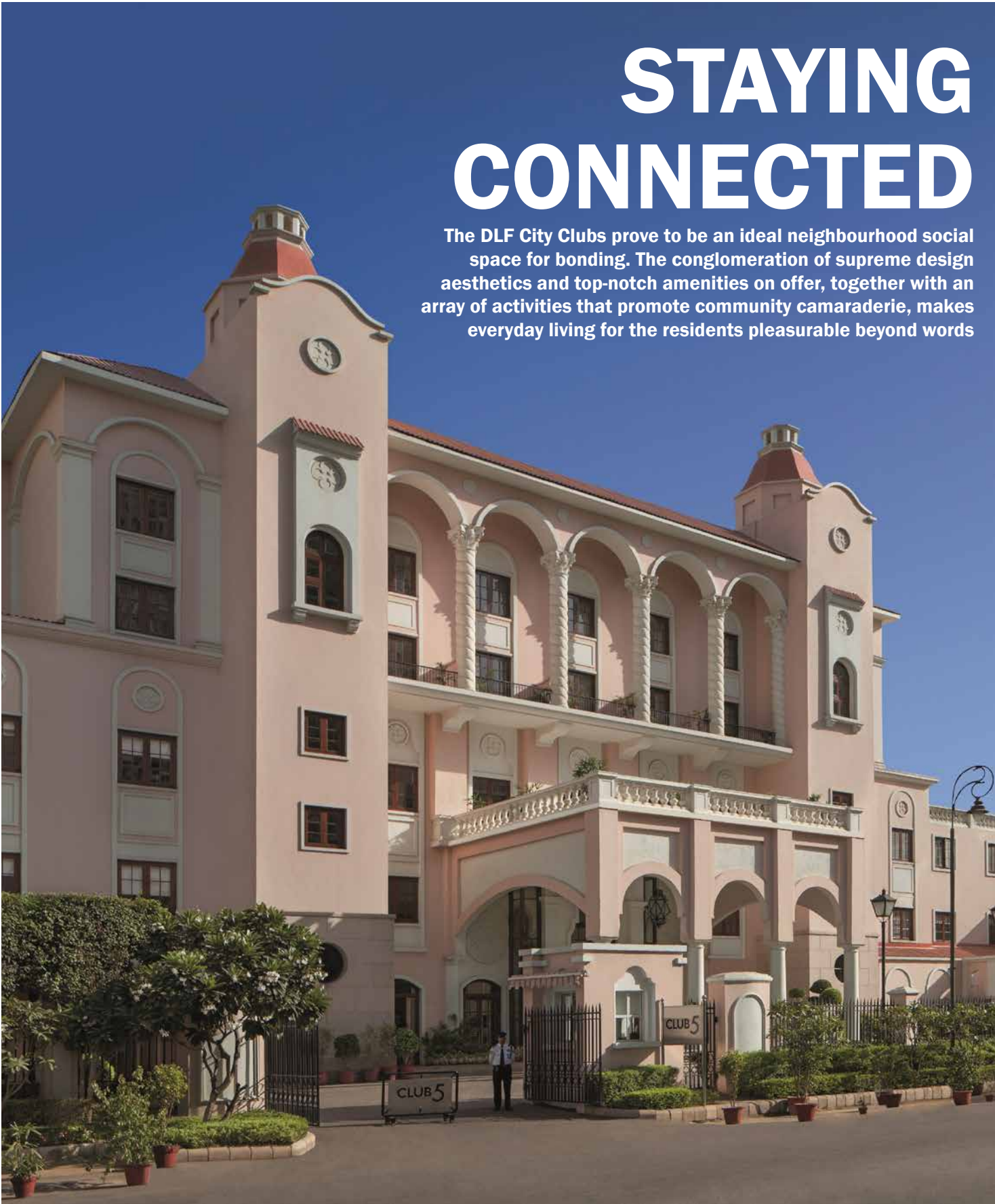
You always have to be cautious in life. No one knows what will happen tomorrow, but as long as we have done the right thing for the future, I am not worried. The business historically has been cyclical. The only difference right now I am seeing in the last two-three years after Covid (is that) people have suddenly started to believe that life is finite and, therefore, let’s live it up. So, people are consciously spending more money on their homes. They are



DLF has sold all flats of its new luxury housing project in Gurugram within 3 days of launch.  
**MINT**  
**DLF sells 795 luxury flats for ₹5,590 cr**

India’s largest realty firm DLF has sold all 795 apartments for ₹5,590 crore within three days of the launch of its new luxury housing project in Gurugram, driven by strong demand from consumers including NRIs (Non-Resident Indians).  
In a regulatory filing on Thursday, the company informed about the successful launch of its latest luxury residential project ‘DLF Privana West’, “achieving a remarkable sellout valued at approximately ₹5,590 crores, within 3 days.”  
“The new project is spread over 12.57-acre comprising 795 apartments. The average selling price was around ₹7 crore per apartment.”  
In January this year, the company had sold 1,113 luxury apartments in Gurugram for ₹7,200 crore within three days of the launch of its project ‘DLF Privana South’, which is spread over 25-acre.  
Both ‘DLF Privana West’ and ‘DLF Privana South’ are part of its 116-acre township ‘DLF Privana’ located in Sector 76 and 77 at Gurugram in Haryana.  
**PTI**





# STAYING CONNECTED

The DLF City Clubs prove to be an ideal neighbourhood social space for bonding. The conglomeration of supreme design aesthetics and top-notch amenities on offer, together with an array of activities that promote community camaraderie, makes everyday living for the residents pleasurable beyond words

A

merican psychoanalyst and Zen priest Robert J. Waldinger says, “The good life is built with good relationships.” A good life is characterised by personal joy, fulfilment, and enjoyment of the small pleasures of life. When someone says their life is good, it means that they can access the basic things that give them comfort and pleasure while incorporating every aspect that promotes community living. Apart from commemorating days of national importance and celebrating all festivals with much fanfare, the DLF City Clubs are the focal point of much of the social and cultural dialogues and conversations in the millennium city. From professionally curated art events, musical evenings with the maestros, high-profile book launches, and philanthropic activities to gardening, engaging sessions for senior citizens, the clubs are a buzzing neighbourhood space for one to socialise and build bonds. Apart from being comfortable, their carefully crafted and curated events and activities helps strengthen interpersonal relationships.

DLF takes the concept of what one calls a good life a notch higher by way of

its clubs that spell luxury from the word go. Take the case of Club 3, tastefully designed by the renowned architect Hafeez Contractor that combines the best of luxurious splendour and homely comfort with its exclusive star facilities. From Sunday brunches, to French food promotion, to Awadhi food and Caribbean food festival, Maulsari makes everyday living a delight for the members. Add to it celebrations around Senior Citizen’s Day, special kitty parties, or Tambola at the



lawns, which make it easy for the residents to meet and greet. The icing on the cake can always be Happy Hours at the Lounge Bar, or the retro music performance on the lawns. You can avail all the perks of city clubs by just enrolling as a member.

‘Maulsari is a richly designed and welcoming five-star dining and entertainment elegance’ that is perfect for family outings, cosy get-togethers and power lunches. And of course, if it is the privacy of the room that you need, guests can order from the room service menu, 24 hours a day. When you need to catch up with your friends over wine and conversations, the Lounge Bar provides

the ideal venue to unwind. You can also try your hand at playing chess, carrom, Scrabble while ordering munchies of your choice. The Pool Café is an added attraction.

What makes the City Club a lively hub is the availability of recreational services in the form of swimming pool, floodlit tennis courts, table tennis and pool table, gymnasium, together with the Neon unisex salon. For meetings and conference needs, there is Primrose, a large hall with a pre-functional area that can accommodate close to 100 people. It offers a wide array of cuisines, top-of-the-line banquet options, ample parking facilities; fool-proof fire safety, security and camera surveillance at all times. Furnished with modern amenities, the well-appointed and plush rooms at the impeccably designed Club 3 are an ode to good taste and comfort.

When the service is extraordinary, the experience can only be unique and unforgettable. We draw your attention to Club 4. With a sublime blend of luxury and comfort, the club is an ideal destination for corporate as well as family outings. A premium club brand, it provides an unparalleled opportunity by way of combining health with fitness, sports and business with leisure — its quality of services to its members is nothing but the best.

Redefining dining and entertainment elegance, The Palms at Club 4 is a swanky all-day dining outlet where you can indulge in sizzling snacks all day long or enjoy a sumptuous meal prepared by





“Events are the cornerstone of daily living in DLF. We not only offer our audiences an intimate opportunity to encounter art and artists in our multiple venues across India, but also aim at giving platforms to various artists and art forms to showcase their talents and unique art styles to the public. From celebrating festivals, to classical dance recitals and musical concerts; display of paintings to sculpture showcasing in courtyard; book readings to theatrical enactments; showcasing art forms of India to comedy evenings; fun and learning workshops; lectures and demonstrations, to health, fitness, and wellness conversations; and sports to culinary experience, besides the innumerable fun activities, the multitudinal options leave the members spoilt for choice.”  
Head (Events), DLF

chefs who are culinary experts in their own right. Guests can also order from the room-service menu, 24 hours a day. The calendar for Club 4 is chock-a-block with activities. Sunday Brunch with live band, Senior Citizen’s Day, an evening of old Bollywood music on karaoke are some events lined up for the members at The Palms this month.

The Oasis Bar at Club 4 proves to be the ultimate place to relax and unwind amidst serene and musical settings. With Ladies Nights every Wednesday, and Happy Hours every day, you don’t need to head far for a delightful evening with friends and family or just yourself.

Set against an enigmatic colour palette and complemented by a picturesque

pool-side setting, the Café has a distinctive atmosphere. This is the first pool café of its kind in Gurugram. You can dig into some cheesiest, crunchiest fresh pan pizza, cheese chilli burger or a variety of sandwiches together with some heady beverages and enthralling performances as accompaniments at this contemporary eatery.

“Some ideas are an existential luxury.” Club 5 is the embodiment of this idea. It is a member’s only club in Gurugram offering a beautiful space for opulent recreation. If you are tired of chasing the everyday monotony of life, you can come here to find the lavish momentum you need. With an amazing bouquet of services, the club provides a gratifying experience for its guests.

Club 5 epitomises luxury and is the centrepiece of a myriad activities and events for young and old alike. From handcrafted epicurean dishes to imperial stays at deluxe or premium rooms, grandiose banqueting options, upscale sports facilities and fitness avenues, the options are aplenty. Count a creative florist or a dexterous baker who can craft delights for the discerning residents.

If food is on your mind, you can head to Portico, a multi-cuisine restaurant for North and South Indian and exotic Continental fare. In the month of July, Portico has plans to serve you delicacies from Old Delhi. If patisserie and bakery products are what you crave, there’s no better place than Sweet Curve. With chefs here known to master the art of

blending herbs, spices and other ingredients in the best way possible, the Oriental Terrace at the Club serves lip-smacking Pan Asian, Thai, Chinese and other Oriental dishes like no other. And if you love a little tipsy feeling with a bunch of friends for company, then heading to the well-stocked Aqua Bar, designed in a classic Irish pub tone, is always a good idea. You have Happy Hours every day here from 1pm to 7pm.

“In the backdrop of the fact that DLF has an unparalleled scale of delivery and an unmatched track record of customer-centric service excellence in India, our objective of all-round development stems from the way we have through our clubs provided a platform for all kind of cultural activities, where we give an opportunity to various art forms to showcase their talents while witnessing excellence on display. The clubs have been a place of continuous activity, bridging all forms of genres and style of performances. Not only have we seen a rise in frequency of initiatives, we are happy that people have been appreciative about the numerous engagements at the club. Members also get to enjoy well-curated culinary events that take place at the clubs as also the fresh bakery products on offer at Club 5. A spate of events has made people come together and celebrate achievements and milestones leading to an increase in footfall at the clubs.”  
Head (Club Operations), DLF

Did you know that our in-house Chef Ajay Athawale, Group Executive Chef at DLF, had the pleasure of serving the Queen of England? Imagine being his guest. It is certainly, a rewarding experience. What makes the DLF City Clubs a class apart is not just an array of gourmet special dining options at their multi-speciality venues; the uniqueness lies in their pool of skilled and award-winning chefs who not only entice your appetite with their preparations, but they also exceed your expectations every time you visit the club.

The clubs are an extension of your living room where experiences are customised to suit your aesthetics, tastes and desires. The concept ‘vocal for local’ is in vogue here what with the residents getting to relish a meal prepared by a cook from a popular eatery in a different city. These cooks help add local flavours to the cuisine. The idea of being able to relish myriad fare seated cosily in the plush environs of DLF is truly exciting. From festive celebrations, to health and fitness, sports and leisure activities that engage and thrill, DLF City Clubs help celebrate life in totality.







# A TRIUMPH IN HIGH-END RESIDENTIAL EXCELLENCE

Amidst the dynamic landscape of real estate, where every project vies for attention, earning recognition is a celebration of exceptional craftsmanship and forward-thinking. It is with great joy that we share the exhilarating news of Mousari Enclave, an esteemed ‘Independent Floors’ project developed by DLF, clinching the prestigious Residential Project - High-end completed – North Zone award at The Economic Times Real Estate Awards 2024 (National Edition).

Born from a vision of elegance and modernity, Mousari Enclave emerged as a beacon of contemporary living, nestled in the heart of DLF City Phase III, Gurugram. Launched in October 2020 and meticulously crafted to fruition in 2023, its unique concept of one home per floor redefines luxury, offering residents a lifestyle marked by refinement and exclusivity.

This accolade is not just a trophy; it is a testament to our unwavering commitment to architectural excellence and innovative thinking. It symbolizes our dedication to sculpting spaces that transcend the ordinary, providing havens where residents can truly belong and thrive.

We extend our heartfelt appreciation to our patrons, whose unwavering support fuels our passion for excellence. We also acknowledge the invaluable contributions of our collaborative partners and the tireless efforts of our dedicated teams. Together, they have played an integral role in the resounding success of Mousari Enclave.

As we bask in the glow of this achievement, we look forward to continuing our journey of creating exceptional spaces that inspire and delight. Mousari Enclave is not just a triumph for us—it is a promise of even greater things to come.

# OMEGA TROPHY

The second edition of the OMEGA Trophy proved to be a starry affair

The second edition of OMEGA Trophy showcased a blend of luxury and skill on the greens. Frederic Nardin from the headquarters of the sponsoring watch company in Switzerland, and Sumit Sharma, Brand Manager of OMEGA India, commended the conditions and ‘playability’ of the Gary Player Championship Course. The presence of Abhishek Bachchan added a dash of glamour to the evening. From movies to sports, and watches, he shared his journey and his 20-year association with OMEGA. He described golf as a lifestyle, a sport where one competes with oneself, while drawing on conversations with icons like swimmer Michael Phelps.

The competition that played on the Double Peoria format saw a full house of talented golfers. Sachin Mutreja claimed the



straightest drive trophy by landing his tee shot precisely on the fairway line, outperforming professional Vani Kapoor in the Beat the Pro challenge on Hole No. 1. Simran Singh Sachdeva secured the straight drive on Hole 8, while JJ Chakola won the closest 2nd shot on Hole 9. Nitin Kalra triumphed in the House of Glenfiddich ‘Where Next Challenge’ on Hole 2, and Rohin Arora’s tee shot landed within 3 feet 8 inches, earning him the Closest to

the Pin accolade on Hole 5.

In the overall category, Prathmesh Mishra clinched the OMEGA Trophy with a score of 70.8 in the gentlemen’s category, while Mik Young Jung secured victory in the ladies category with a score of 74.4. Puneet Beriwal secured the Men’s runner-up position through a countback, and Sachin Mehta earned the 2nd runner-up spot, both with 71.2 points. The event highlighted the enduring partnership between OMEGA and the world of sports.







SUBLIMELY  
ELEGANT

With an ethos inspired by a Zen-like feeling and a minimalist approach to design aesthetics, the Shrivastavas' home at The Magnolias represents a harmonious synchronisation of elements



“THE STRENGTH OF  
CHARACTER MAY  
BE LEARNED AT  
WORK, BUT BEAUTY  
OF CHARACTER IS  
LEARNED AT HOME”

-Henry Drummond, Scottish writer



In 2013, a visit to The Magnolias Club sparked a deep connection with the DLF property for the Shrivastavas. Despite residing primarily in Miami Beach, Florida, since 2014, Richa and Sandeep Shrivastava, both US citizens, spend four to six months each winter and spring at The Magnolias, actively engaging with the community and relishing the club’s amenities, from fitness and dining to spa facilities. Sandeep, a graduate of IIT Bombay and Wharton, has navigated a successful career across various corporations before venturing into entrepreneurship and private equity.

Richa, who studied English Literature at Delhi University, pursued a marketing career in the United States and is deeply passionate about literature, travel, yoga, nutrition, and wellness. Their eldest son, Kartik, 29, works in New York City, while Arul, 19, is a sophomore at Princeton University.

The ethos of their home reflects a Zen aesthetic—calm, tranquil, and unfussy. Designed by Rohit Kapoor of Nivasa, the interior boasts clear, clean-cut, pale,

soft shades such as white, grey, and beige, conveying a sense of calmness.



Richa describes their furniture as embodying the Japanese principle of combining functionality with beauty, with handcrafted pieces from India and imported furniture from the US coexisting seamlessly. The balcony breakfast table made of unstructured wood brings nature indoors, inspired by George Nakashima, while the stunning 11-foot curved bar made from a single piece of brass reflects Indian metalwork artistry.



Their home exudes minimalist architecture, focusing on understated, contemporary styles and quiet luxury. A curated collection of art, luxurious fabrics, and metal finishes add sophistication, while a suspended fireplace serves as a creative separation between the dining room and foyer, enhancing privacy without hindering the space’s flow. Their art collection, showcasing works by renowned Indian painters and meaningful sculptures from their travels, transforms their home into a sanctuary of personal expression and cultural appreciation.

The balcony, overlooking the garden with trees, offers a serene retreat, where Richa and Sandeep enjoy their morning and evening tea amidst phenomenal views. Despite owning a beautiful home in Miami, they continue to return to The Magnolias, as it holds a special place in their hearts—a true home where their relationships flourish and their souls find solace.



“WHERE WE  
LOVE IS  
HOME, HOME  
THAT OUR  
FEET MAY  
LEAVE, BUT  
NOT OUR  
HEARTS”

-Oliver Wendell Holmes Sr.,  
American physician and poet





# MAKING A STATEMENT

A resident of DLF who pursues her passion for creating fine jewellery with earnestness talks to us about her initiative, her journey, trends to watch out for, and more



Perna Rajpal, CEO and Chief Designer of jewellery brand AMARIS

**C**hartered accountant turned jewellery designer Perna Rajpal, founder and CEO of AMARIS, has had an inspiring journey. Let's see how.

## How would you define design and its significance in today's context?

Design, to me, is the heart and soul of distinction—the unequivocal signature sets a brand apart in the global arena. Our design ethos is akin to a compass that guides every element of our craftsmanship.

Design plays an even more pivotal role in today's world, where sameness often overshadows originality. It's not just about aesthetics—it's about making a bold statement, it's about individuality, and expressing a personal narrative. Our years of persistent dedication to design have not only carved our signature style but also, it has become our legacy.

It's recognisable not just for its physical beauty but for the soul it carries, the narrative it holds, and the innovation it symbolises. This is the power and significance of design in today's context.

## Tell us about yourself. What inspired you to shift from being a qualified Chartered Accountant to creating fine jewellery?

My journey from being a Chartered Accountant and American CPA, working with consulting giants like EY and KPMG, to becoming a jeweller might seem unconventional. However, the transition was inspired during my time in New York, where I was immersed in the world of high-end jewellery.

I noticed a gap in the Indian fine jewellery market oscillating between, traditional jewellers with modest designs and customer service, and high-end designers with exquisite but unaffordable creations. This

Clockwise from left:  
The Ruby Connect Earrings; Walking on Sunshine earrings; Meant to Fly 2.0 Ruby finger ring



Deepika Padukone dons a Time Turner choker

stark contrast sparked the idea of AMARIS—a brand that could bridge this divide with innovative designs at accessible price points.

My own personality—creative, passionate, and fun-loving—became the DNA. Despite the intense daily operations that I oversee, including marketing, sales, strategy, and design, the fulfillment I derive from seeing someone wear a creation from my brand. It's the realisation of my dream to introduce something novel and extraordinary to the Indian market.

## Tell us about the origin of your initiative and the journey so far.

Inspired in New York in 2012, I transitioned from being a Chartered Accountant to establishing a couture

jewellery brand, aiming to bring modern design to Indian women. Today, the brand has gained global recognition, featured in *Vogue* and *Harper's Bazaar*, and adorned Bollywood stars like Deepika Padukone and Alia Bhatt. With a loyal clientele exceeding 2,000 customers worldwide, our success is rooted in exceptional craftsmanship and personalised service. Our flagship store in New Delhi and online presence ensure accessibility of our designs on a global scale.

## You have received accolades for your work across quarters. Tell us something about your moments of glory/awards you have been bestowed with?

Recognised for our work, Aishwarya

Rai Bachchan featured on a 2016 magazine cover wearing our jewellery, propelling the brand into the spotlight. Deepika Padukone choosing our designs at the Festival de Cannes was a recent thrilling achievement. Personally honoured in 2017 as one of India's top 75 women entrepreneurs and in 2023 as one of the Top 50 Inspiring Women Leaders by *The Economic Times*. *Luxebook* also acknowledged my contributions in 2023. Despite COVID-19 challenges, the launch of *amarisjewels.com* expanded our global reach, and the most cherished accolades come from our customers, evident in our consistent 5-star ratings on platforms like Google.

## If you could take us through some of your favourite jewellery designers and the reasons you love their creations.

Several jewellery designers have captivated me with their distinctive style, love for coloured gemstones, and meticulous attention to detail. Boghossian Jewels stands out for its innovative 'Art of Inlay' technique and unique blend of diamonds and gemstones. It's something similar to the *Utrai* work we use in a lot of our heritage pieces. Cartier expertly marries tradition and modernity, creating luxurious yet contemporary designs. Anita Ko's pieces are edgy, modern, and beautifully incorporate diamonds for everyday wear. Lorraine Schwartz is celebrated for her bold, artistic designs with diamonds and coloured gemstones that balance modernity with timeless elegance. Each of these designers, with their distinct artistic vision, truly elevates fine jewellery to a form of wearable art.



# HERO INDIAN OPEN 2024

DLF Golf and Country Club hosted the 57th Hero Indian Open for the fifth time, with 144 players from over 20 countries competing for a prize of \$2.25 million



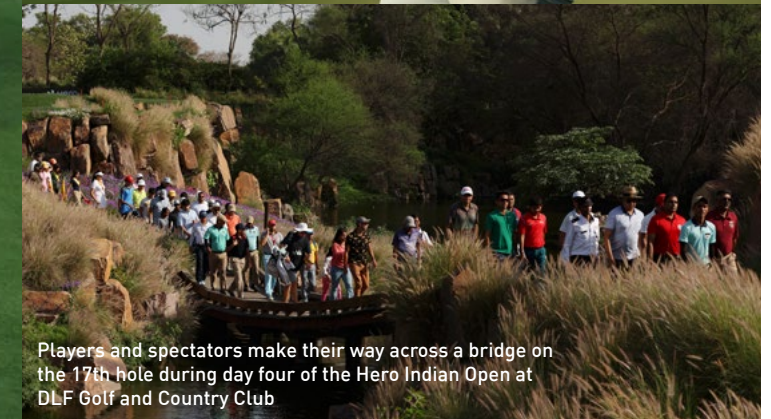
Keita Nakajima of Japan poses with the Hero Indian Open trophy with officials and volunteers after winning on day four of the Hero Indian Open at DLF Golf and Country Club



Japan's Keita Nakajima holds the Hero Indian Open trophy alongside Dr. Pawan Munjal, Chairman and CEO, Hero MotoCorp after winning on day four of the Hero Indian Open



Veer Ahlawat holds the Leading Indian Golfer Award after day four of the Hero Indian Open 2024 at The DLF Golf and Country Club



Players and spectators make their way across a bridge on the 17th hole during day four of the Hero Indian Open at DLF Golf and Country Club

The Hero Indian Open, India's premier golf tournament, marked a new era in Indian golf with a prize purse of \$2.25 million and several new incentives. Held from March 28-31, 2024, at the DLF Golf and Country Club's Gary Player Course, the event attracted top players, including international stars Rasmus Højgaard, Yannik Paul, and Rafa Cabrera-Bello, alongside Indian talents like Shubhankar Sharma, Gaganjeet Bhullar, and Anirban Lahiri.

Dr. Pawan Munjal, Chairman and CEO of Hero MotoCorp, emphasised the tournament's role in elevating Indian golf globally, expressing his pride in its legacy and future prospects. The week began with a practice round on March 25, followed by the Hero Shot skills competition, where Alex Fitzpatrick triumphed over professionals like Anirban Lahiri and Shiv Kapur.

Two Pro-Ams preceded the main event, which saw remarkable performances. Espen Kofstad set a new course

record with a 10-under-par 62 on Day 2. Keita Nakajima led from start to finish, scoring 65, 65, 68, and 73 to win by four strokes with a total of 17-under-par 271. His dominance was evident, maintaining a nine-shot lead by Sunday's front nine, despite a challenging home stretch.

Veer Ahlawat, Johannes Veerman, and Sebastian Söderberg tied for second at 13-under 275. Ahlawat's strong finish with a birdie-par-eagle sequence highlighted his resilience and familiarity with the course. Manu

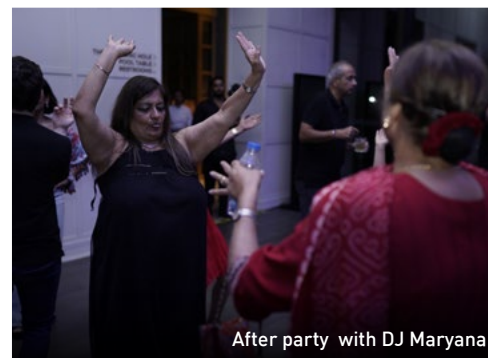
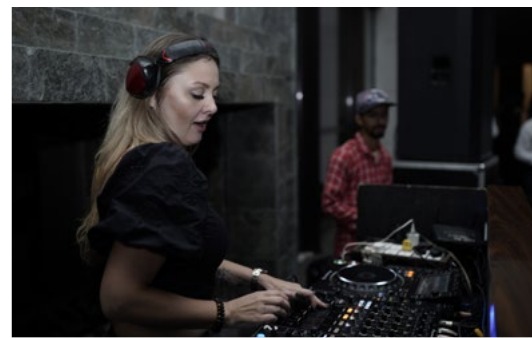
Gandas and Karandeep Kochhar also performed admirably, finishing in the top 15.

The event concluded with gratitude extended to Hero MotoCorp, the Indian Golf Union, and the DP World Tour for their support. The Hero Indian Open, established in 1964 and co-sanctioned by the DP World Tour since 2015, continues to enhance its stature, attracting top global talent and showcasing Indian golf on the world stage.





Bollywood night



After party with DJ Maryana



The Mentalist, Karan Singh



# TIME TO CELEBRATE

The 15th anniversary celebrations of The Aralias were truly one for the books

The 15th anniversary celebrations of The Aralias incorporated a heady mix of fun and learning activities for the residents. Residents embraced morning serenity with soulful tunes of the sarod during a rejuvenating yoga session with Zubin Atré by the poolside. Those above age 12 experienced mesmerising illusions with The Mentalist, Karan Singh. The event also featured a musical gala night with Sukhwinder Singh and Aparshakti Khurana. Residents indulged in culinary delights from the Malay Archipelago by Malaysian Chef Fitri, complemented by a curated beverage menu, and danced the night away with DJ Maryana. Young innovators enjoyed a thrilling robotics workshop with Science Tinkers and a car race engineering session. Children participated in a dance workshop by Danceworx and a lively puppet show by Teamworks. The celebration rounded off with an evening of Sufi music by Chaar Yaar featuring Madan Gopal Singh, followed by a delightful dinner featuring Indian cuisine.



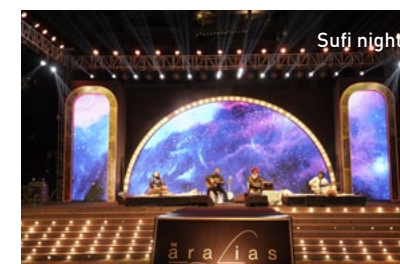
Science Tinkers



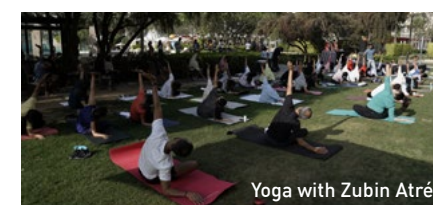
Dance workshop



Puppet show



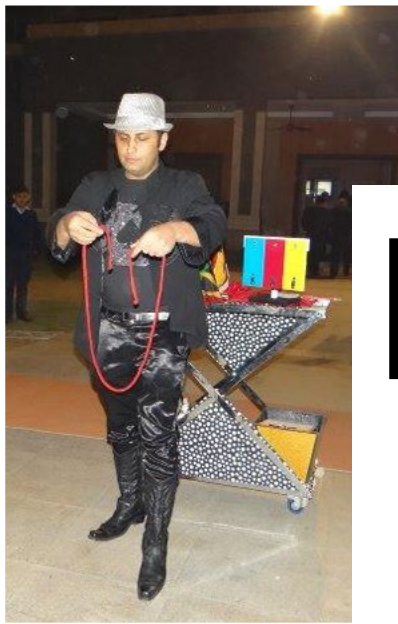
Sufi night



Yoga with Zubin Atré



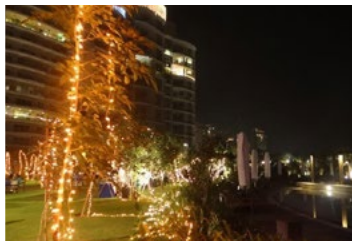




# MEGA MOMENT

The tenth anniversary celebrations of The Magnolias were a combination of magical and memorable moments

Residents of The Magnolias enjoyed an array of spirited and fun experiences as part of the tenth-anniversary celebrations of the condominium. The morning yoga session with *raagas* by Zubin Atré was a sublime affair. The mind-bending mentalist show by Naman Anand left everyone awestruck. A Bollywood musical gala featuring Salim-Sulaiman and Maniesh Paul mesmerised the audience, while the After-Glow party with DJ Krispie was a much-loved highlight of the day. The robotics workshop by CreateLabs kept the children gainfully engaged, and theatre workshops by Lushin Dubey and Bubbles Sabharwal attracted stage aficionados. Additionally, there was an enchanting puppet show by Puppet Shala Arts Group and soul-stirring Rajasthani folk music by Mame Khan and Troupe. Chefs specialising in Southeast Asian cuisine presented global dishes to the delight of food lovers. The enthusiasm among the residents was palpable throughout the celebrations.





# Spring beauties

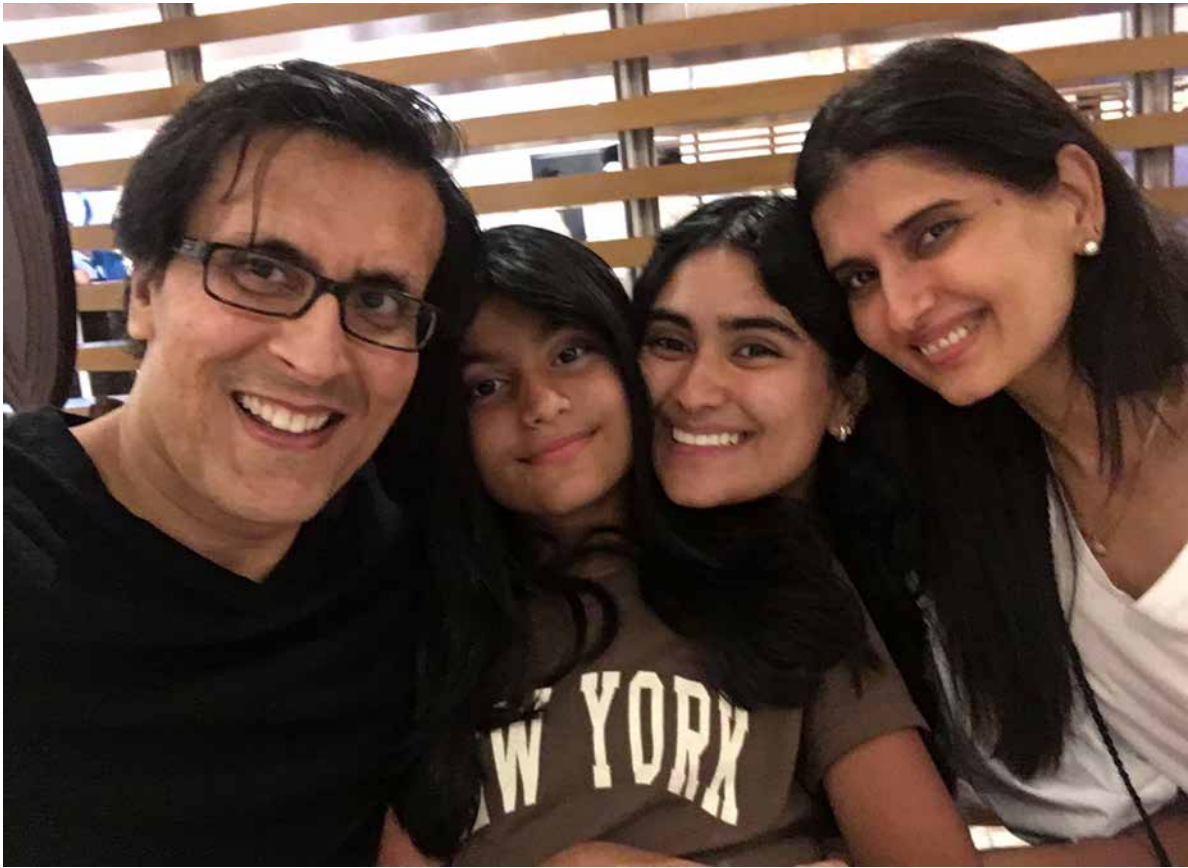
A WALK THROUGH BLOOMS THAT BRING SUNSHINE INTO THE AMBIENCE



Residents of DLF embraced the spirit of spring with enchanting walks in their respective condominiums. At The Crest, a breathtaking array of roses, tulips, pansies, and more painted a vivid rainbow of hues, delighting all who passed by. Meanwhile, The Magnolias captivated young nature enthusiasts, inviting them to explore the wonders of flora in the kids’ play area. The vibrant blossoms left the little ones mesmerized as they immersed themselves in nature’s beauty. These spring strolls fostered a deeper connection with the environment, bringing joy and wonder to residents of all ages amidst the blossoming landscape of DLF5.



# OF TRUST AND EXPERIENCES



In the bustling streets of New Jersey, Dr. Vivek Sharma, a seasoned radiologist, finds solace in his enduring connection with DLF, India’s leading real estate brand. Despite being settled abroad since 1997, Dr. Sharma’s heart remains tethered to his homeland, India. Drawn by India’s vibrant growth and captivating culture, he annually returns to his roots in Gurugram, where his dreams first took flight. Amidst his demanding medical career, Dr. Sharma cherishes the tranquil retreat provided by his properties in DLF Phase 1, Silver Oaks, Park Place, and Corporate Greens. His journey with DLF commenced in 2007, evolving into a partnership

grounded in trust and excellence. Impressed by DLF’s commitment to timely project delivery, superior construction quality, and exceptional customer service, Dr. Sharma’s appreciation for the brand only deepened over time. Embracing a lifestyle that seamlessly integrates contemporary comforts with environmental stewardship, Dr. Sharma finds DLF to be his trusted ally for all his real estate endeavours. From his bustling life in New Jersey to his cherished moments in Gurugram, DLF remains a steadfast companion, enriching Dr. Sharma’s life with every step of his journey.



HARERA registration No - RC/REP/HARERA/GGM/509/241/2021/77 dated 09.11.2021  
HARERA Website - <https://haryanarera.gov.in>  
Promoter - M/s DLF Home Developers Limited  
Project Name - Independent Floors at DLF City Phase I & II



Actual Image

# Corner living *lifestyles*

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HRERA-PKL-PKL-524-2023 Dated-06/12/2023  
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