

DLF records sale of luxury residences ‘DLF Privana South’ in Gurugram for over ₹ 7,200 crore, ahead of official launch

Gurugram, 08 January 2024: DLF, India’s largest listed real estate company, announced pre-formal launch sales of approximately INR 7,200 crores for its latest luxury residential development, DLF Privana South in Gurugram. Spread across about 25 acres (about 10 hectares) in Sectors 76 and 77, Gurugram, this luxury residential offering by DLF was sold out within 72 hours, in its pre-launch phase. This exclusive enclave will comprise 1,113 meticulously designed luxury residences across 7 towers, presenting 4 BHK apartments and penthouses. ‘DLF Privana South’* will be part of a larger development, “DLF Privana” spread over approximately 116 acres in Sectors 76 and 77. The project offers a majestic view of the verdant Aravalli Range and in the vicinity of the upcoming Safari Park spread over 10,000 acres.

Aakash Ohri, Jt. Managing Director and Chief Business Officer, DLF Home Developers Ltd., said, “DLF Privana South is the latest addition to our esteemed portfolio of luxury residences. The swift pre-launch sellout serves as a testament to the increasing demand for high-rise luxury developments by DLF, delivering the highly aspirational DLF lifestyle. To discourage bulk bookings, each buyer was allotted only one unit, with about 25% of the sales coming from Non-Resident Indians (NRIs), and a booking amount of INR 50 lacs, as opposed to the industry standard of INR 10 lacs. We extend our heartfelt gratitude to patrons both in India and abroad for entrusting DLF's residential offerings. DLF Privana South will serve as an integral part of the integrated ecosystem, DLF Privana, spanning about 116 acres in the heart of Gurugram's Sector 76 and 77. With this ecosystem, we envision transforming this part of the city into a thriving and bustling luxurious neighbourhood, mirroring the success we have achieved on Raghvendra Marg (formerly known as Golf Course Road) with DLF5.”

Mr. Ohri further added, "With a breathtaking view of the Aravalli range and the promise of a distinctive DLF lifestyle, DLF Privana South is set to redefine benchmarks in luxury living space. This project signifies our entry into this region, emerging as the new focal point of the city amid the convergence of flourishing businesses. Positioned strategically near the confluence of Southern Peripheral Road, NH-48, NPR (Dwarka Expressway) and CPR, it offers swift accessibility to key city hubs and beyond, surrounded by well-developed infrastructure, including offices, schools, 5-star hotels, and golf courses.”

With a ground coverage of less than 15%, DLF Privana South ensures a remarkable 85%+ of green and open spaces, promising a contemporary and vibrant lifestyle that embraces serenity and tranquillity in the heart of the city. Each residence at DLF Privana South has been meticulously designed to offer unparalleled spaciousness and innovative design. The thoughtfully planned development, focusing on pedestrian convenience, has been designed by M/S ARCOP. The interiors emphasise luxury, featuring expansive 9’9” -wide large decks and lofty 3.4-meter floor-to-floor heights, offering panoramic views of both the Aravalli range and the vibrant Gurugram skyline. Its 472-meter frontage along a 60-meter sector road has been purposefully designed to enhance air circulation, increase visibility, maximise natural light, and provide exceptional connectivity.

The Sectors 76 and 77 vicinities emerge as the forthcoming nerve centre of Gurugram, strategically positioned to offer unparalleled advantages. Well-connected, with direct access to all the major hubs of Gurugram and Delhi, it offers convenient road travel to prominent destinations like Jaipur, Manesar, Sonipat, Karnal, Panipat, and beyond. Boasting proximity to commercial developments such as DLF Corporate Greens, TCS, the upcoming Amex Campus, and dedicated commercial sectors spanning about 385 acres (Sectors 75 and 74A), the area is replete with a diverse range of amenities. This includes luxurious resorts like ITC Grand Bharat, Tarudhan Valley, Karma Lakelands, and Golden Greens, alongside prestigious golf courses, contributing to a rich and dynamic social infrastructure.

About DLF Ltd:

DLF is India's leading real estate developer and has more than seven decades of track record of sustained growth, customer satisfaction, and innovation. DLF has developed more than 158 real estate projects and developed an area in excess of 340 million square feet. DLF Group has 215 m.s.f. (approx.) of development potential across residential and commercial segment. The group has an annuity portfolio of over 42 m.s.f. (approx.). DLF is primarily engaged in the business of development and sale of residential properties (the “Development Business”) and the development and leasing of commercial and retail properties (the “Annuity Business”). DLF Limited, has been recognised, consecutively for 3 years, as an index component of the Dow Jones Sustainability Indices (DJSI) in Emerging markets category. This recognition demonstrates DLF’s track record for its governance, social and environmental initiatives. While DLF is the only real estate company from India to be included in the DJSI index, it joins the ranks of just 17 companies from India to be recognised for the benchmark for Corporate Sustainability. DLF’s rental business has been conferred with over 45 LEED Zero certifications by US Green Building Council (USGBC) for its projects spread over 40 million square feet -the highest in the world for any real estate developer. DLF has also received 20 Sword of Honour – by British Safety Council in 2023, the highest number received by any company globally in a single year.

*HARERA Registration No. RC/REP/HARERA/GGM/772/504/2023/116 dated:
18.12.2023

HARERA Website: <https://haryanarera.gov.in>

Promoter – M/s DLF Limited

Project Name: DLF Privana South

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