



THE ULTIMA  
BY DLF

## **DLF clocks over Rs 700 crores on the first day of The Ultima phase 2 launch**

- More than 75% of the project sold out.
- The stupendous success marks an upswing in real estate.
- Boosts buyers' confidence in Gurugram market

**Gurugram** - The long-awaited launch of The Ultima phase 2 by DLF became a grand success today. More than 1000 channel partners participated in the launch. DLF took bookings worth more than Rs 700 crores on the first day itself. 376 units were allotted which accounts to more than 75% of the total 504 units.

Aakash Ohri, Senior Executive Director, DLF Home Developers Ltd said, "We at DLF believe in surpassing the standards set by us in each endeavour. We are humbled and overwhelmed by the response to "The Ultima" and we thank our customers wholeheartedly. This immense response is a testimony of the brand value of DLF."

Earlier Ultima phase I was also a grand success. The entire inventory of 400 units was sold out in a short period. The Ultima phase 2 comprises of ready to move in 3-4 bedroom apartments with a floor to floor height of 3.2 meter. The cost of an apartment in The Ultima is Rs 1.6 crores onwards.

Confirming this astounding news industry expert Samir Jasuja, Founder, PropEquity said, "The Ultima sale has bucked up the stagnant trend and has had a stupendous success on day one of its launch. This huge sale of Rs 700 crores has brought good news for the entire real estate sector and indicates the fact that high quality ready to move in projects of leading developers at right prices will do exceedingly well."



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The Ultima offers ultra-modern yet gracious luxury homes, with seamless connectivity to all of NCR. Spread out on a 22 Acre area, the project has 85% open area and only 15% is the built-up area. The Ultima has two large Central Greens dotted with spectacular water bodies and landscaping by Paul Friedberg.

The Ultima's interior design and fit-outs are designed to make the most of the living spaces and to amplify natural light. The uber-modern modular kitchen and world-class amenities blend style with functionality. All homes have VRV air-conditioning, generously sized balconies overlooking the central greens, imported marble flooring in the living room, dining room & lobby, and laminated wooden flooring in all bedrooms. The bedrooms all have modular wardrobes, while the bathrooms are adorned with high-end fixtures and under sink cabinets. Each of The Ultima's spacious apartments has a deck area attached to every room.

### **About DLF Limited**

DLF, the largest public listed real estate company, has crafted some of the finest residential complexes exhibiting a fine blend of design, aesthetics, technology, and architecture. DLF has built several residential colonies, commercial and retail properties across Delhi-NCR in the past 73 years.

DLF started with the creation of 22 urban colonies in Delhi. In 1985, the company expanded into the then-unknown region of Gurugram, creating exceptional living and working spaces for the new Indian global professionals. DLF invests in spearheading innovation through empowerment and optimism, in order to build the foundation of India's future on the legacy of its past.

### **For further information, please contact:**

Mr. Divya Puri, Vice President - Corporate Communications, DLF Limited

DLF Centre, 9th Floor, Sansad Marg, New Delhi-110001

011-42102030 | +91-9899323869 | Email: [puri-divya@dlf.in](mailto:puri-divya@dlf.in)