



SUCCESS STORY

75

**years of trust,
growth and innovation**

336.3

**million sq. ft
delivered**

Residential

300.9

million sq. ft of
residential portfolio

Offices

32.1

million sq. ft of
Grade A office spaces

Retail

4.2

million sq. ft of
retail spaces

Hospitality

83.7

hectares of sprawling
open spaces

DLF RESIDENTIAL SALES



DLF raises sales guidance to ₹6k cr

DLF Ltd, the largest real estate firm in the country, has raised its residential sales guidance from ₹4,000 crore to ₹6,000-₹6,500 crore in 2021-22, a senior executive said.

The developer has already achieved ₹4,544 crore of sales between April and December 2021, on the back of high demand for its properties. It expects to clock sales of ₹2,000-₹2,500 crore in the ongoing January-March quarter, the third wave of the pandemic notwithstanding, that will push its annual sales up to ₹6500 crore.

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DLF eyes Rs 47,000 cr sales revenue from 35 mn sq ft new projects in medium term

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COMMENT

Synopsis

DLF has revised upwards its sales revenue potential by 17 per cent to Rs 47,000 crore from 35 million square feet of planned new launches of housing and commercial projects in the medium term. In an analyst presentation, DLF mentioned that it has planned the launch of 35 million square feet project in the medium term.

This is an advertisement for information purpose only and is not a prospectus announcement.

DOUBLE YOUR INVESTMENT IN 80 MONTHS** **EXPAND**

PUBLIC ISSUE OF SECURED, REDEEMABLE, NON-CONVERTIBLE DEBENTURES

INDEPENDENT FLOOR SUCCESS STORY



INR 2236 Cr.
Worth Independent Floors sold by
DLF last year

941 Units
of Independent floors sold

GOOD TO BE ON TOP!

INDEPENDENT FLOORS WITH ROOF RIGHTS SEE UPTICK IN DEMAND IN GURUGRAM. RAVI KUMAR DIWAKAR WRITES

Low-rise independent floors with roof rights are selling like hot cakes in Gurugram market. As per developers, these floors are much in demand, as they come with roof rights and some buildings are also offering developed space on the terrace like small gardens and sitting spaces, which make these properties preferred choice for prospective buyers.

With rise in urban population, high-rise development has become commonplace across major metro cities including the Delhi NCR. However, recently, a new trend appears to have emerged in Gurugram real estate market.

Many new and prominent developers are entering this low-rise development market and offering units with amenities like historic real estate projects. These projects offer ultra-modern amenities with only four floors with dedicated car parking space, gated community swimming pool, tennis court, kids play area, etc.

Terrace is a unique feature and not easily available these days in metro cities. High-rises do not offer roof top rights to buyers and that is why many buyers now look for such properties where they get these open and additional space.

It also adds a real good factor to buyers' lifestyle, as he can spend quality time on terrace. Firms like DLF Signature Global and Trehan Group are making the most out of this trend.

Prosper Aggarwal, founder and chairman of Signature Global Group, says, "Our Superia recent projects like Signature Global City of D and G are



44 Page of Page, Thinkstock

selling like hot cakes as those are with roof rights and we are also creating terrace parties for buyers, our premium low-rise independent floors are very good response too. Some key advantages of our top floors are terrace garden, open clean air, own villa feel, because of roof, which you can use for other activities.

Last year, realty major DLF sold nearly 60 independent floors worth over Rs 400 crore in Gurugram and has plans to launch more

such projects as demand for premium residential properties is witnessing an upsurge, especially in Gurugram market.

Trehan Group, one of the leading developers from Rajasthan, has announced a fairly hot Gurugram real estate market, with the launch of 320 high-end luxury independent floors priced in the range of Rs 1.27 crore to Rs 4 crore.

The group will invest about Rs 26 crore to develop these 320 independent floors

at multiple locations in the heart of millennium city Gurugram. The independent floors will be built on plot size of 277 sq yards to 600 sq yards.

Harsh Trehan, CEO of Trehan Group, says, "There is a change in the home buyers' perception, especially after the Covid. Many home buyers are now looking for low-rise buildings compared to apartments in high-rise buildings. Simple reason is that common areas and amenities like lifts, parking, etc. are shared by lower people, say 5-6 families, than 100 families in a high-rise building."

To avoid complications, a buyer must check with the builder to whom rooftop rights belong or if he can access the roof for his own use. It is also important to check whether the roof right is clearly mentioned in the legal documents you sign with the builder. **Uday Prakash**, partner at TAR Law and, **ROCK**, Magistrate (Baroda)

IN SPOTLIGHT

DLF's new sales booking exhibits a strong performance

The residential business continues to tread on its growth trajectory with healthy traction and strong demand momentum across segments and geographies. New sales bookings of DLF exhibited a strong performance during the quarter and stood at Rs 1,512 crore, reflecting a Y-o-Y growth of 77%.

The super luxury segment exhibited outperformance with 'The Camellias' clocking record new sales of Rs 1,037 crore in the quarter. This

demonstrates the quality of demand for best-in-class offerings backed by a strong and credible brand. Demand for its new products of independent floors across Gurugram market continues to witness healthy absorption. The monetisation of its completed inventory across markets continues to gain traction.

We are encouraged with these improving demand trends in the residential markets and expect these trends to remain for the long run. Given this positive outlook supported by improved fundamental drivers, the realty major continues with its endeavour of bringing new offerings across segments and geographies. With increasing volumes and well calibrated price hikes, it expects further margin expansion for its projects.

Its focused actions on collections along with prudent capital allocation has led to significant cash generation of Rs 759 crore during the quarter. Consequently, our net debt stood at Rs 3,985 crore. Credit rating of the company was upgraded to CRISIL AA-/Stable.

Ashok Kumar Tyagi, whole time director & CEO, DLF Limited said, "We are encouraged by the rising housing sales and improving consumer sentiments across segments and remain committed to bringing new offerings to the market. We believe our quality offerings across our completed inventory, growing new product pipeline coupled with a fortified balance sheet has placed the company in a unique position to scale up and leverage this growth cycle."

Source: Outlook

HOTSPOTS OF GURUGRAM

OWING TO THE GROWING DEMAND AND ROBUST GROWTH IN RESIDENTIAL, COMMERCIAL AND INDUSTRIAL REALTY SEGMENTS, A NUMBER OF THRIVING MICROMARKETS HAVE DEVELOPED IN AND AROUND GURUGRAM IN RECENT YEARS

Offering better-priced homes and commercial spaces with enhanced amenities, several micromarkets in Gurugram have become popular among



Director, Advisory Services (North) at Colliers India.

Karan Kumar, CMO, DLF Ltd, says, "Today's discerning homebuyers are looking for a holistic experience rather than just a new address. A combination of strategic location, robust physical and social infrastructure and competitive pricing have made New Gurgaon buyers' most preferred destination. Growing demand and strong growth in residential, commercial and industrial real estate have led to the growth of

Source: Outlook

“Demand for Premium Residential Properties is witnessing an Uptrend”

“DLF exhibited Strong performance; YoY growth at 77%”

“DLF's New Sales booking exhibits a Strong Performance - Outlook”

Source: Times Property

CONSTRUCTION UPDATE



REDEFINING LUXURY IN THE

INDEPENDENT FLOOR CATEGORY

NOW PRESENTING

URBAN LIVING PAR EXCELLENCE

INTRODUCING

Imperial Residences

DLF CITY PHASE I, II & III, GURUGRAM

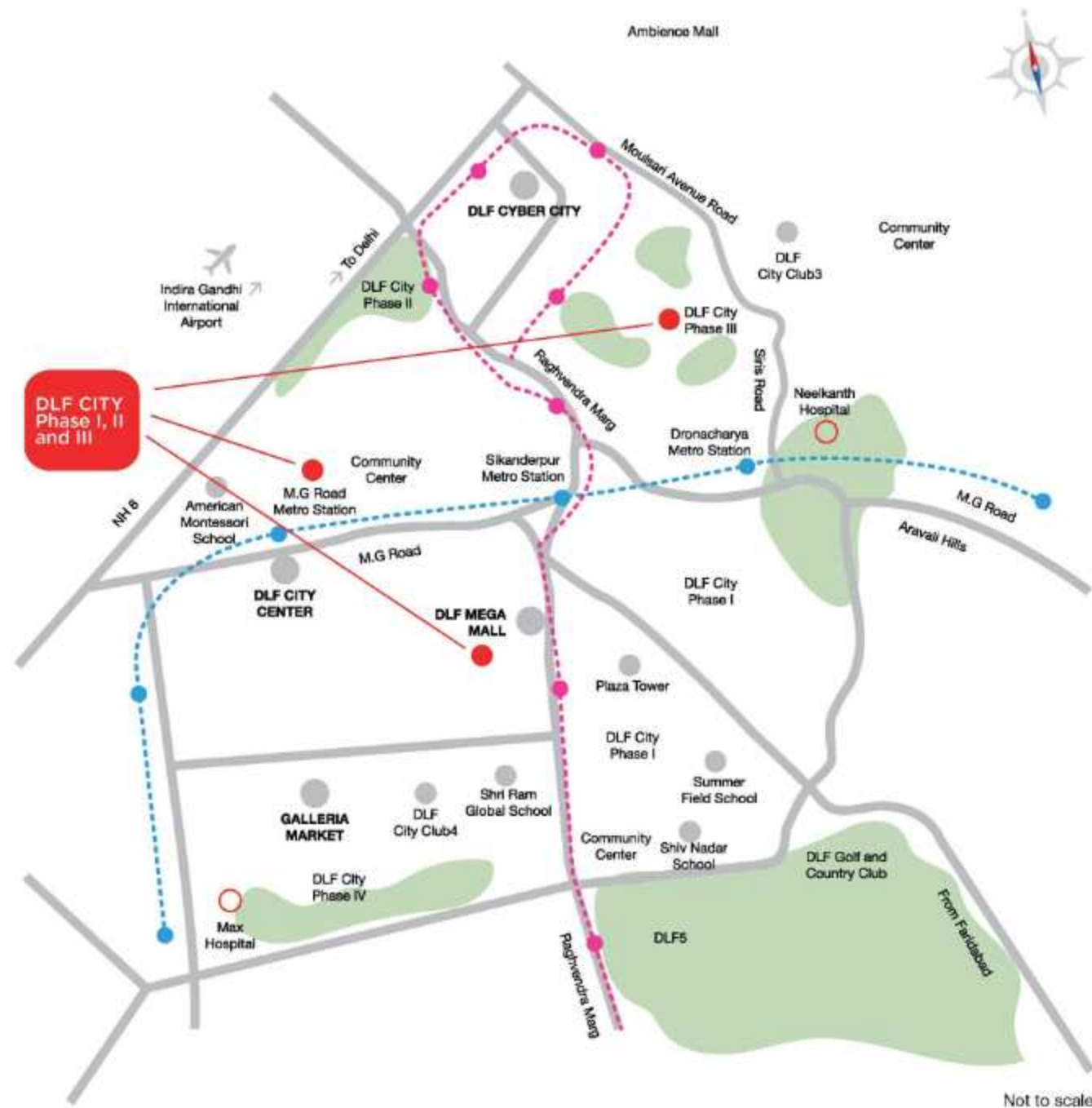


Imperial Residences

W H Y

Imperial Residences

Location



Live in the heart of the city



Actual Image

A short drive from DLF CyberHub



Seamless connectivity to NH48



Easy access to the malls on MG Road



Representative Image

Proximity to the best healthcare infrastructure



Representative Image

Within the holistic ecosystem for education



High
Life

Low
Rise

Artistic Impression



PRODUCT FEATURES

Imperial Residences

Modular kitchen with fully-fitted appliances**



Artistic Impression; T&C Apply

Brilliant living with
smart features**



Representative Image ; T&C Apply



Artistic Impression

Exclusive access



Artistic Impression

Expansive external living spaces



Exquisite garden on the terrace



DLF Club 3 – 5 year membership*



Actual Image | *T&Cs Apply

PRICING STRUCTURE

STANDARD PAYMENT PLAN

S.NO.	INSTALMENT DESCRIPTION	% DUE OF UNIT PRICE
1	Amount on application	10 lacs
2	Booking Amount- Within 30 days of Application	10% (less Amount paid with Application i.e., 10 lacs)
3	Within 90 days of Application	15%
4	Upon completion of structure	25%
5	On application of OC	25%
6	On receipt of OC	15%
7	On offer of possession	10%
	TOTAL	100%

NOTE: a. Stamp duty and registration charges as applicable will be extra | b. Down Payment Rebate at 8% shall be applicable on Unit Price | c. GST as applicable will be extra on each instalment | d. Holding Charges at the rate Rs. 25/- per sq. ft. per month (if applicable) | e. Interest Free Maintenance Security Deposit of Rs. 2 lacs to be paid upon offer of possession.

PRICING

Imperial Residences

4 bedroom residence

Plot Size: 270 sq yards

3.49 – 3.65 Cr

4 bedroom residence

Plot Size: 316 – 350 sq yards

3.75 – 4.45 Cr

4 bedroom residence

Plot Size: 450 - 525 sq yards

5.40 – 6.10 Cr

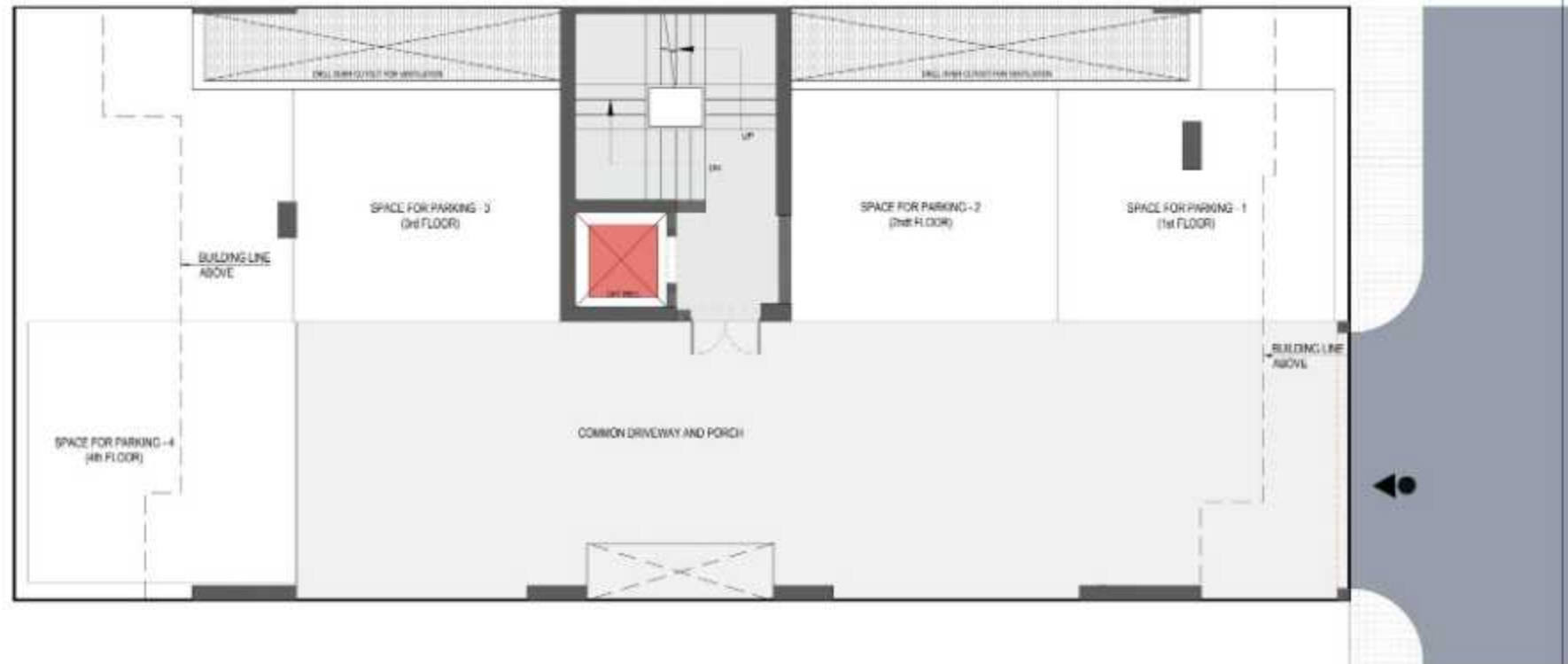
PLEASE NOTE THAT

**LAUNCH PRICES ARE VALID
ONLY TILL ALLOTMENT**

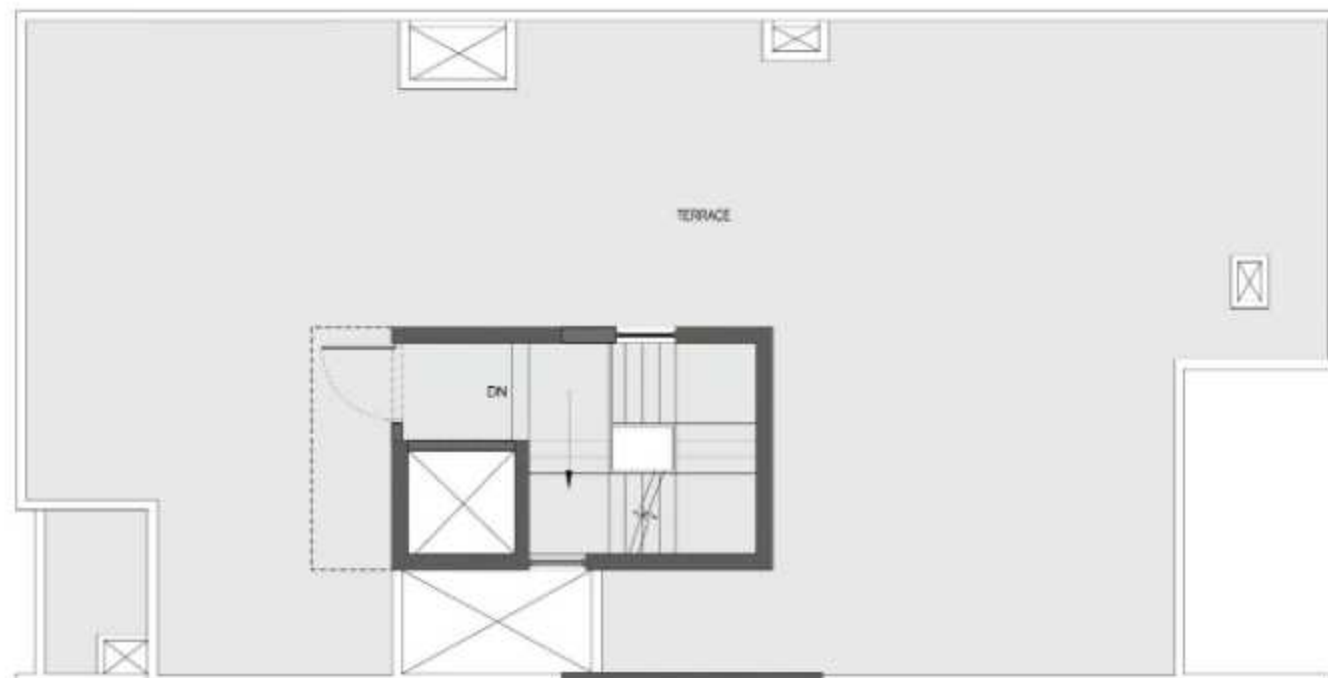
LAYOUT PLANS

Imperial Residences









THANK
YOU