



Press Release

DLF Witnesses Record Sales of Luxury Residences with 'DLF Privana West'

Gurugram, May 09, 2024: DLF, India's largest listed real estate company, announced the overwhelming success of its latest luxury residential venture, 'DLF Privana West,'* achieving a remarkable sellout valued at approximately **INR 5590 crores**, within **3 days**. Nestled within the picturesque expanse of Sector 76 and 77, this opulent high-rise development spans over ~12.572 acres (~5.087 Hectares), forming an integral part of 'DLF Privana', an integrated ecosystem sprawling across ~116.296 acres (47.063 Hectares). This milestone follows the earlier triumph of DLF Privana South's sellout in January 2024.

Comprising 795 meticulously crafted residences across 5 majestic towers, DLF Privana West presents an exquisite collection of 4BHK apartments and penthouses, ensuring unparalleled privacy with no two residences overlooking each other. Situated amidst the serene backdrop of the Aravalli Range, the project offers a panoramic vista and is conveniently proximate to the forthcoming Safari Park.

Aakash Ohri, Jt. Managing Director and Chief Business Officer, DLF Home Developers Ltd., stated "After the overwhelming success of DLF Privana's inaugural project DLF Privana South, '**DLF Privana West**' emerges as the next chapter in this story, meticulously designed to cater to discerning homebuyers' aspirations for spacious, luxurious abodes within a vibrant, well-connected community. Anticipation for this project transcended borders, with a substantial portion of buyers comprising esteemed NRIs. Renowned for its commitment to delivering meticulously planned, integrated ecosystems, DLF has once again raised the bar with DLF Privana West. Leveraging its wealth of experience and expertise, DLF Privana West ticks all the boxes of location, amenities, luxurious facilities, contemporary infrastructure and connectivity. Alongside, the residents will enjoy the conveniences and comforts offered by the DLF ecosystem, catering to the evolving needs of new age families."

Earlier this year, marking its foray into Sector 76 and 77 of Gurugram, DLF unveiled "DLF Privana South" which forms a part of the sprawling ecosystem 'DLF Privana', spread across ~116.296 acres. Overlooking the majestic Aravallis and abutting a cluster of corporate parks, this burgeoning neighbourhood is poised to emerge as the epicenter of Gurugram. Enhanced connectivity, coupled with ongoing and forthcoming infrastructure developments, renders the locale both accessible and aspirational, seamlessly blending urban conveniences with natural splendour.

Mr. Ohri elaborated, "Our aspiration with DLF Privana and its associated projects is to emulate the success of DLF5, by curating an integrated ecosystem of luxury residences amidst abundant greenery, fulfilling the most coveted lifestyle requisites."

The homes are tailored to meet the evolving needs of growing families, combining luxury with practicality. Each 4BHK unit boasts three car parks, while penthouses feature four, reflecting a commitment to convenience. Within the five towers, four apartments and two penthouses comprise each core. Offering generous floor-to-floor heights of 3.4 meters for 4 BHKs and 4 meters for penthouses, these residences boast luxurious specifications, including expansive 9'9" decks for an immersive experience. Purposefully designed decks afford access to each bedroom, facilitating enhanced air circulation, maximising natural light, and fostering exceptional connectivity.

With an impressive approximately 80% open space, DLF Privana West ensures a seamless blend of urban sophistication and natural tranquility, with a mere approximately 63 residences per acre. The project's architectural brilliance is underscored by a stellar team comprising globally acclaimed designers and architects, including HB Design for master planning and architecture and Thornton Tomasetti for structural design. The design ethos prioritises the preservation of green open spaces, underscoring the project's commitment to sustainable living.

Strategically positioned at the convergence of major expressways linking Gurugram, Delhi, Jaipur, Mumbai, and Chandigarh, Sectors 76 and 77 are poised to emerge as Gurugram's premier growth corridor. Boasting proximity to verdant expanses and upcoming attractions like the proposed Aravali Safari and proposed Biodiversity Park, the location presents an irresistible proposition for homebuyers seeking a perfect blend of natural serenity and urban vitality.

The burgeoning interest in these sectors reflects their strategic significance, offering unparalleled connectivity to key hubs in Gurugram and Delhi, as well as seamless access to prominent destinations such as Jaipur, Manesar, Sonipat, Karnal, and Panipat. The impending completion of the cloverleaf flyover promises to further enhance accessibility, providing residents with an alternate route to bypass the Kherki Daula toll plaza.

Moreover, with a plethora of commercial developments in the vicinity, including DLF Corporate Greens, TCS, and the new Amex Campus, alongside dedicated commercial sectors spanning approximately 500 acres (approx. 202 Hectares), the area boasts a rich social infrastructure. Luxurious resorts and prestigious golf courses further augment the area's allure, heralding a new era of prosperity and growth for Gurugram.

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.sf. (approx.) of development potential across residential and commercial segment. The group has an annuity portfolio of over 42 m.sf. (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'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/819/551/2024/46

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

Promoter - M/s DLF Limited

Project Name: DLF Privana West

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