

**TOI HOMES**  
THE TIMES OF INDIA GROUP



# ELIE SAAB

**SECTOR 111, GURUGRAM**

## Project Report

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### Includes

- Configurations available
- Payment plans
- Investment highlights
- Comparative projects
- Micro - market analysis
- Location analysis

# Overview

|                                            |                                                       |                                   |                                                    |                                               |
|--------------------------------------------|-------------------------------------------------------|-----------------------------------|----------------------------------------------------|-----------------------------------------------|
| <div>LAUNCH</div> <div>Oct 2025</div>      | <div>CURRENT</div> <div>₹33,800/ Sq. Feet</div>       | <div>CAGR</div> <div>8-12%*</div> | <div>FEATURING</div> <div>1 Tower, 336 Units</div> | <div>PAYMENT PLAN</div> <div>CLP, Flexi</div> |
| <div>POSSESSION</div> <div>Sept 2030</div> | <div>2030 EXPECTED</div> <div>₹51,310/ Sq. Feet</div> | <div>XIRR*</div> <div>14 %*</div> | <div>PLOT SIZE</div> <div>2.75 Acres</div>         | <div>HOMELOAN</div> <div>Available</div>      |



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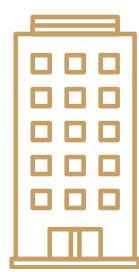
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# Why TOI recommends?

**Ideal for:** HNIs and end-users seeking ultra-luxury branded living, and investors focused on long-term capital appreciation in a premium, design-led segment.



*M3M Elie Saab is a branded ultra-luxury development with expansive residences, curated interiors and a strong focus on exclusivity, designed to deliver a private, high-end living experience.*



*Backed by strong corridor growth, limited competing branded supply and premium positioning, the project offers a differentiated investment profile driven by brand value rather than speculative pricing.*



*Located at the Delhi edge on Dwarka Expressway, the project benefits from superior connectivity to IGI Airport and key business districts, supporting long-term livability and resale strength.*

## Recommended Configurations

**BUY FOR END USE**

4 BHK  
4655 sq ft

**BUY TO SELL**

4 BHK  
4520 sq ft

**BUY TO RENT**

4BHK  
4205 sq ft

| BHK             | SUPER AREA (SQ/FT) | PRICE SQ/FT | PRICE      |
|-----------------|--------------------|-------------|------------|
| 4 BHK + Utility | 4,205              | ₹ 33,800    | ₹ 14.21 Cr |
| 4 BHK + Utility | 4,520              | ₹ 34,500    | ₹ 15.59 Cr |
| 4 BHK + Utility | 4,655              | ₹ 34,700    | ₹ 16.15 Cr |

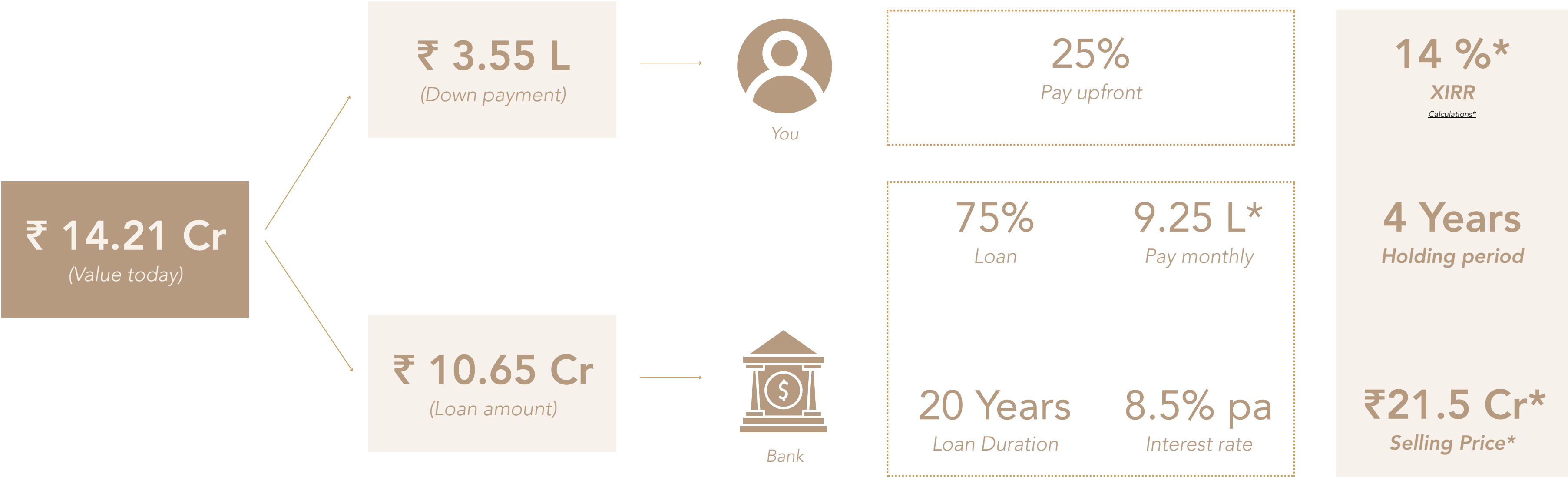
The project offers a limited collection of expansive 4 BHK residences with large super areas and premium pricing, designed to deliver exclusivity, spacious living and a high-end luxury experience aligned with branded residences.

| PAYMENT PLAN | PAYMENT STRUCTURE                                                     | BEST FOR                        | INNVESTMENT PROPOSITION                                                                             |
|--------------|-----------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------------------------------------------------|
| CLP          | Payments linked to construction milestones from booking to possession | End-users & long-term investors | Lower execution risk, cash outflow aligned with project progress, reduced interest burden           |
| Flexi        | Higher upfront payment with remaining linked to construction stages   | Investors seeking early entry   | Better pricing benefits and preferred inventory access, but slightly higher initial capital outflow |

The project offers multiple payment plan options to suit different buyer needs, ranging from construction-linked schedules to flexible plans. Each option is designed to balance upfront investment, cash flow management and overall risk, allowing buyers to choose based on their financial strategy and investment horizon.

# Investment Highlights

CALCULATED FOR A 4BHK UNIT MEASURING 4,205 SQ. FT



With a 75% loan structure, M3M Elie Saab delivers a ~14% true XIRR over a 4-year horizon, balancing capital efficiency with lower leverage risk.

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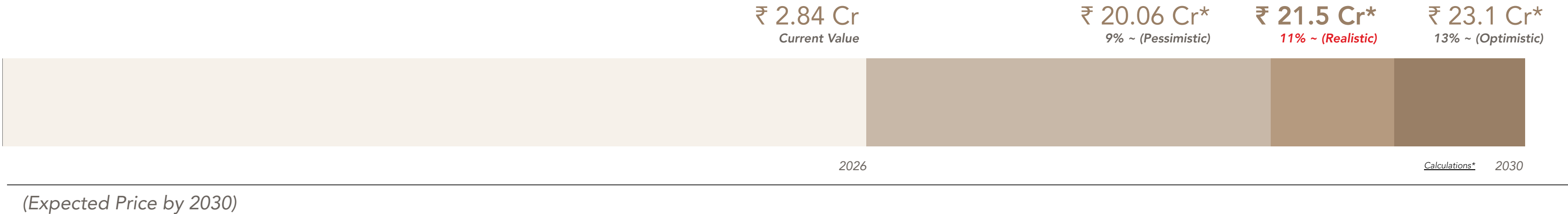
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# How your property could grow by 2030

CALCULATED FOR A 4BHK UNIT MEASURING 4,205 SQ. FT



With an expected **11%\* CAGR** over **4 years**, the property's **current value of ₹14.21 Cr** is projected to grow to **₹21.57 Cr\* by 2030**, generating an estimated **₹7.36 Cr\* profit**.

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# Nearby Projects



| PROJECT NAME         | LAUNCH YEAR | LAUNCH PRICE*     | CURRENT PRICE*    |
|----------------------|-------------|-------------------|-------------------|
| 1 Smartworld One DXP | 2022-23     | ₹16,000 – ₹17,000 | ₹17,000 – ₹19,000 |
| 2 M3M Crown          | 2023-24     | ₹15,000 – ₹16,000 | ₹17,000 – ₹19,000 |
| 3 Sibha Altus        | 2024-25     | ₹20,000 – ₹21,000 | ₹21,000 – ₹23,000 |
| 4 Godrej Meridien    | 2023-24     | ₹18,000 – ₹20,000 | ₹20,000 – ₹23,000 |
| M3M Elie Saab        | 2025        | ₹33,800           | ₹33,800           |

## HISTORIC METRICS

8% – 11%

Long-Term CAGR  
(20 Years)

12% – 18%

Recent YoY Price Growth  
(5 Years)

80% – 100%

Avg. Price Increase  
(5 Years)

Sector 111–113 has emerged as the premium core of Dwarka Expressway, driven by strong infrastructure completion and luxury project launches. M3M Elie Saab enters at the top end of pricing, positioning itself as a branded ultra-luxury play within a rapidly appreciating corridor.

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# Similar Projects

|                              |                                                          |                           |                          |                         |                               |
|------------------------------|----------------------------------------------------------|---------------------------|--------------------------|-------------------------|-------------------------------|
| Project                      | M3M Elie Saab                                            | Sobha Altus               | Smartworld One DXP       | M3M Crown               | Godrej Meridien               |
| Developer                    | M3M India                                                | Sobha Limited             | Smartworld Developers    | M3M India               | Godrej Properties             |
| Micromarket / Location       | Sector 111, Dwarka Exp.                                  | Sector 106, Dwarka Exp.   | Sector 113, Dwarka Exp.  | Sector 111, Dwarka Exp. | Sector 106, Dwarka Exp.       |
| Total Area (acres)           | 2.75                                                     | ~5–6                      | ~16–20                   | ~15–18                  | ~14                           |
| Launch Date                  | 2025                                                     | 2024–25                   | 2022–23                  | 2023–24                 | 2023–24                       |
| Handover Timeline            | 2030                                                     | 2029–30                   | 2027–28                  | 2028–29                 | 2028–29                       |
| Launch Price (₹/sq ft)       | ₹33,800                                                  | ₹20,000 – ₹21,000         | ₹16,000 – ₹17,000        | ₹15,000 – ₹16,000       | ₹18,000 – ₹20,000             |
| Current Price (₹/sq ft)      | ₹33,800                                                  | ₹21,000 – ₹23,000         | ₹17,000 – ₹19,000        | ₹17,000 – ₹19,000       | ₹20,000 – ₹23,000             |
| CAGR Since Launch (%)        | New Launch                                               | New Launch                | ~8–10%                   | ~8–10%                  | New / Early                   |
| Expected Price (₹/sq ft)     | ₹51,310                                                  | ₹27,000+                  | ₹22,000+                 | ₹22,000+                | ₹25,000+                      |
| Clubhouse Size               | Premium clubhouse                                        | Premium clubhouse         | Large clubhouse          | Central clubhouse       | Premium clubhouse             |
| Project Density (units/acre) | Low                                                      | Medium                    | Medium                   | Medium                  | Medium                        |
| Ideal For                    | Ultra-luxury buyers                                      | Premium end-users         | Upgrade buyers           | Upper mid-premium       | Premium buyers                |
| Key USP / Highlights         | Branded residences (Elie Saab), ultra-luxury positioning | Sobha quality & execution | Township scale & pricing | Strong liquidity        | Brand-led premium positioning |

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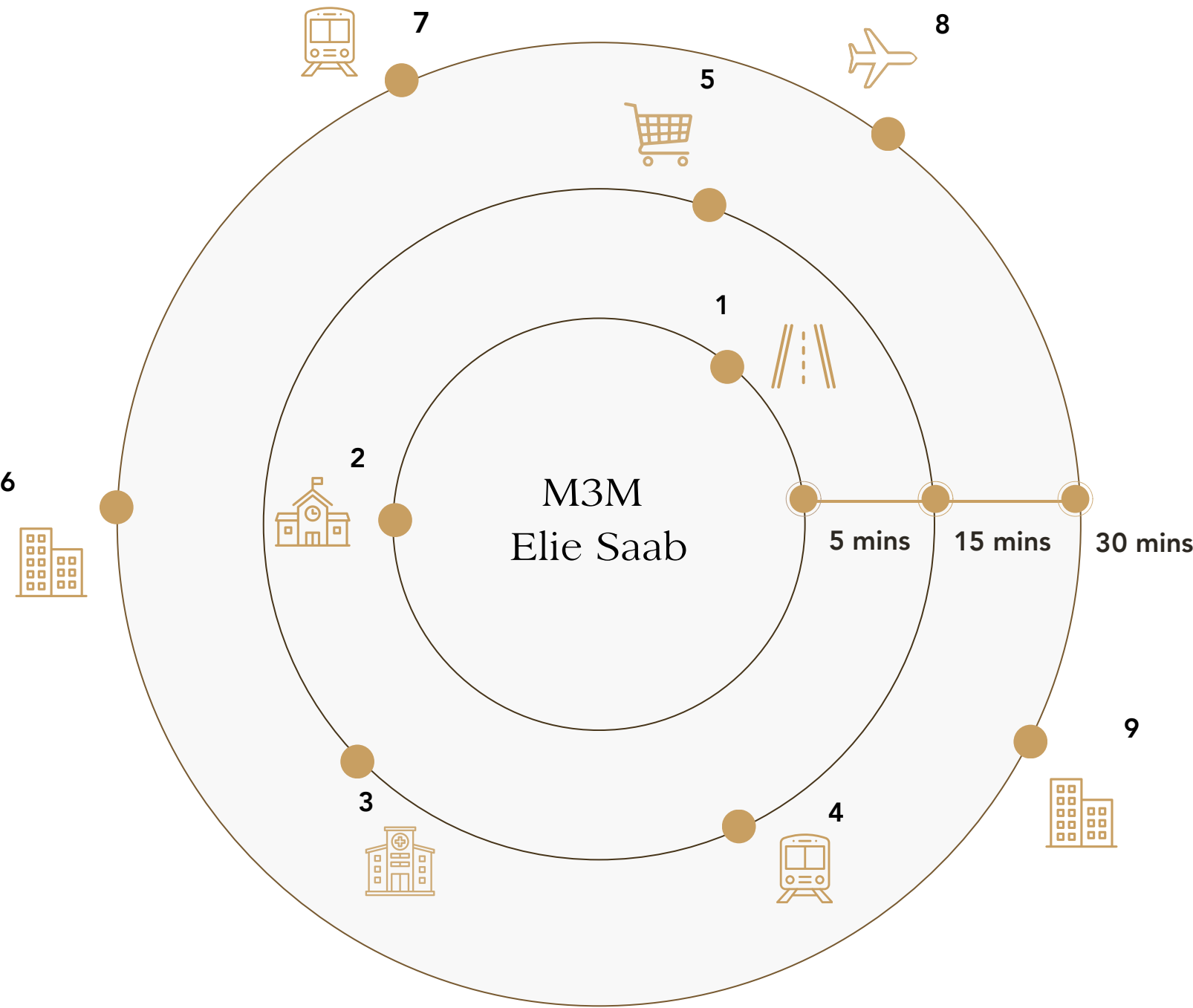
Prices and growth rates are indicative, based on market observations and historical transaction ranges. Actual prices may vary.

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# Facilities Nearby



|   |                                                                                                                       |        |
|---|-----------------------------------------------------------------------------------------------------------------------|--------|
| 1 |  Dwarka Expressway                 | 0.5 Km |
| 2 |  Delhi Public School (Sector 102)  | 3.5 Km |
| 3 |  Aarvy Healthcare Super Speciality | 4.5 Km |
| 4 |  Dwarka Sector 21 Metro Station    | 8 Km   |
| 5 |  Vegas Mall, Dwarka                | 9 Km   |
| 6 |  Udyog Vihar                       | 10 Km  |
| 7 |  Gurgaon Railway Station         | 11 Km  |
| 8 |  IGI Airport (International)     | 12 Km  |
| 9 |  DLF Cyber City                  | 15 Km  |



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Unit No. SB/C/5L/OFFICE/008, M3M Urbana, Sector-67, Gurugram-122102, Haryana

2007

ESTABLISHED  
YEAR

3K+

ACRES OF  
LAND BANK

50+

TOTAL PROJECTS  
DELIVERED

30 M+

SQUARE FEET AREA  
DEVELOPED

18+

YEARS OF REAL  
ESTATE LEGACY

## Flagship Projects



## Rating Matrix

Brand Equity



Delivery Record



Financial Strength



Project Quality



Pricing Power



| Parameter               | Rating                                                                  |
|-------------------------|-------------------------------------------------------------------------|
| Location Strength       | <div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div> |
| Micro-Market Maturity   | <div><div>★</div><div>★</div><div>★</div><div>★</div><div>☆</div></div> |
| Developer Credibility   | <div><div>★</div><div>★</div><div>★</div><div>★</div><div>☆</div></div> |
| Product Differentiation | <div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div> |
| Growth Potential        | <div><div>★</div><div>★</div><div>★</div><div>★</div><div>☆</div></div> |
| Liquidity/ Exit Comfort | <div><div>★</div><div>★</div><div>★</div><div>★</div><div>☆</div></div> |

M3M Elie Saab stands out for its branded luxury positioning and strong location advantage, offering a differentiated product in a fast-maturing corridor. While premium pricing impacts liquidity, long-term value is supported by exclusivity and limited comparable supply.

# Property Risk Matrix

| Risk                         | Impact | Probability | Overall        |
|------------------------------|--------|-------------|----------------|
| Market cycle slowdown        | Medium | Low         | Controlled     |
| Liquidity / exit timing      | Medium | Low         | Stable         |
| Regulatory & tax changes     | Low    | Low         | Minimal Impact |
| Rental income stability      | Low    | Low         | Secured        |
| Developer & asset quality    | Medium | Medium      | Watchful       |
| Currency movement (for NRIs) | Medium | Low         | Manageable     |
| Opportunity cost of capital  | Medium | Medium      | Balanced       |

Risk profile is largely driven by premium pricing and developer execution considerations rather than structural concerns. Strong branding and location advantage support long-term value, while exit timing and quality consistency remain key watchpoints.

Disclaimer\*



*Association with Elie Saab brings global design appeal, strong brand recall, and clear differentiation within the Dwarka Expressway market.*



*Located in Sector 111 with immediate access to Dwarka Expressway and Delhi, offering superior connectivity to IGI Airport and central hubs.*



*Positioned at the top end of the corridor, supported by branded luxury positioning and limited direct competition.*



*Among the first branded luxury projects in the micro-market, allowing first-mover advantage in premium positioning.*



*High-end clubhouse, curated amenities, and design-focused planning aligned with HNI buyer expectations.*

# Connect with us!

Consult Our Certified Industry Experts

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 ₹250+ Cr worth of homes advised & transacted.

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