

**TOI HOMES**  
THE TIMES OF INDIA GROUP



**BIRLA  
ARIKA**  

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**GURUGRAM**

# Project Report

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## Includes

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

# Overview

**LAUNCH**  
Feb 2025

**CURRENT**  
₹25,581 / Sq. Feet *onwards\**

**CAGR**  
10-12%\*

**FEATURING**  
7 Towers, 520 Units

**PAYMENT PLAN**  
CLP

**POSSESSION**  
December 2031

**2030 EXPECTED**  
₹38,833 / Sq. Feet\*

**XIRR\***  
14 %\*


**PLOT SIZE**  
13.275 Acres

**HOMELoAN**  
Available



Disclaimer\*

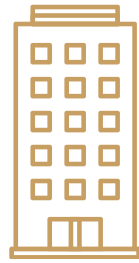
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# Why TOI recommends?

**Ideal for:** End users seeking ultra-premium long-term living and investors focused on stable capital appreciation in Gurgaon's most proven luxury corridor.



*Birla Arika is a limited-inventory development with spacious 4 BHK residences, large landscaped areas and a signature lifestyle clubhouse, designed for a private, high-end residential experience.*



*Backed by strong micro-market performance, premium buyer demand and Birla Estates' institutional execution, the project offers a measured, predictable growth profile rather than speculative volatility.*



*Located in one of Gurgaon's most established luxury belts, Arika enjoys seamless access to business hubs, premium schools, retail districts and key arterial roads, supporting long-term livability and resale strength.*

## Recommended Configurations

**BUY FOR END USE**

**4 BHK**

**BUY TO SELL**

**4 BHK**

**BUY TO RENT**

**4BHK**



BHK	SUPER AREA	PER SQUARE FEET PRICE	PRICE
<b>4 BHK</b>	4300 sq/ft	₹25,581	₹11 Cr*

*The project offers a limited collection of 4 BHK residences, designed with expansive built-up areas to prioritise space, privacy and long-term livability. With a single configuration and a defined inventory, pricing remains transparent while availability is naturally restricted.*

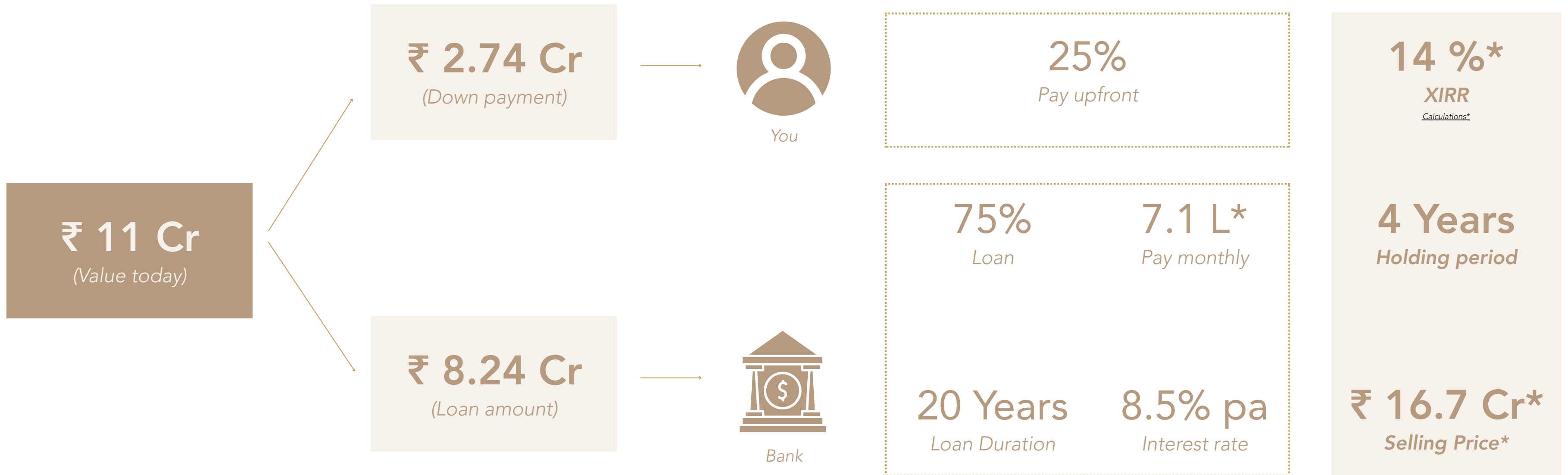
# Payment Plans

PAYMENT MILESTONE	PAYMENT (%)
At the time of booking	10% of BSP
Within 180 days of booking	10% of BSP
At the time of superstructure completion	30% of BSP
Upon completion of flooring of your unit	40% of BSP
On possession	10% of BSP

*Birla Arika is a Low-Density project with 560 units in total. This "10% every 6 months" plan is often a launch-phase exclusive. As construction reaches the 10th or 15th floor (likely by late 2026), the developer typically switches to a standard Construction Linked Plan (CLP) where payments are much closer together.*

# Investment Highlights


CALCULATED FOR A 4 BHK UNIT MEASURING 4,300 SQ. FT



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

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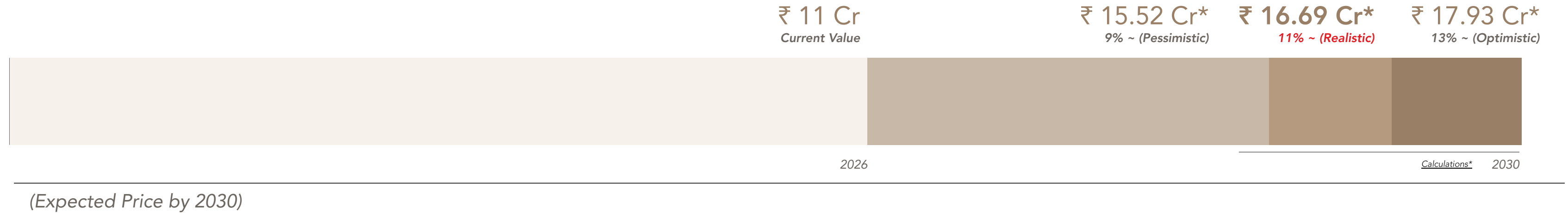
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# How your property could grow by 2030

CALCULATED FOR A 4 BHK UNIT MEASURING 4,300 SQ. FT



With an expected **11%\* CAGR** over **4 years**, the property's **current value of ₹11 Cr** is projected to grow to **₹16.69 Cr\* by 2030**, generating an estimated **₹5.69 Cr\* profit**.

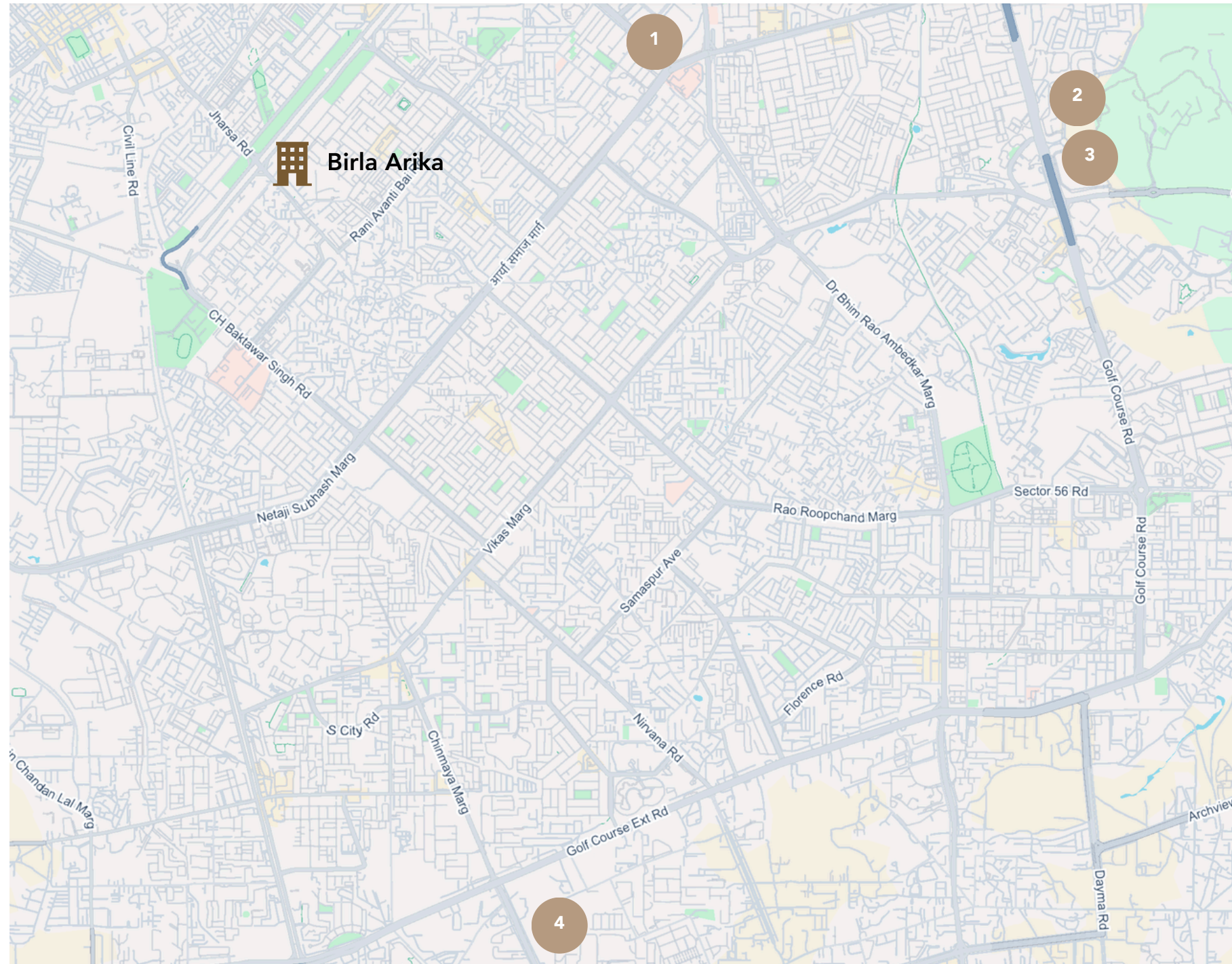
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# Nearby Projects



PROJECT NAME	LAUNCH YEAR	LAUNCH PRICE*	CURRENT PRICE*
<b>1 Platinum Towers, Suncity</b>	2018	₹11,000	₹30,000 - ₹32,000+
<b>2 DLF The Magnolias</b>	2008	₹4,500 - ₹10,000	₹64,000 - ₹75,000+
<b>3 DLF The Camellias</b>	2013	₹22,500	₹90,000 - ₹1,80,000+
<b>4 M3M Golfestate</b>	2012	₹9,500	₹35,000 - ₹45,000+
<b>Birla Arika</b>	2024-25	<b>₹26,000</b>	<b>₹26,000</b>

## HISTORIC METRICS

**15 - 20%**  
Long-Term CAGR  
(20 Years)

**9 - 12%**  
Recent YoY Price Growth  
(5 Years)

**45-70%**  
Avg. Price Increase  
(5 Years)

*Birla Arika sits in one of Gurgaon's most established luxury residential belts, defined by strong office density, premium schools, global corporate tenants and limited new land availability. This corridor behaves very similarly to Golf Course Road, price growth is driven by sustained end-user demand and institutional capital.*

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# Similar Projects


Project	Birla Arika	DLF The Camellias	M3M Golfestate	Trump Towers Gurgaon	Sobha International City
Developer	Birla Estates	DLF	M3M	Tribeca / Trump	Sobha
Micromarket / Location	Central Gurgaon Premium Belt	Golf Course Road	Golf Course Ext. Rd	Golf Course Ext. Rd	Dwarka Expressway
Total Area (acres)	13.275	~17	~56	~60	~150
Launch Date	2024–25	2013	2012	2018	2012
Handover Timeline	2031 (Projected)	Delivered	Delivered	Delivered	Delivered
Launch Price (₹/sq ft)	₹26,000	₹22,500*	₹9,500*	₹15,000*	₹7,000*
Current Price (₹/sq ft)	₹26,000 (Launch)	₹90,000 - ₹1,80,000+	₹35,000 – ₹45,000+	₹35,000 – ₹40,000	₹15,000 – ₹20,000
CAGR Since Launch (%)	(New Launch)	~14–15%	~12–14%	~10–12%	~8–10%
Expected Price (₹/sq ft)	₹38,000+ (by 2030)	₹1,50,000+	₹50,000+	₹40,000+	₹25,000+
Clubhouse Size	~45,000 sq ft	~60,000+ sq ft	~45,000 sq ft	~35,000 sq ft	~30,000 sq ft
Project Density (units/acre)	Low	Very Low	Medium	Medium	Low
Ideal For	Ultra-luxury end users & long-term investors	UHNIs & legacy wealth	Luxury buyers	Premium investors	Villa buyers
Key USP / Highlights	New-generation Birla luxury, prime central location, modern layouts	Gurgaon's most prestigious address	Large golf-facing township	Branded luxury residences	Land-rich gated community

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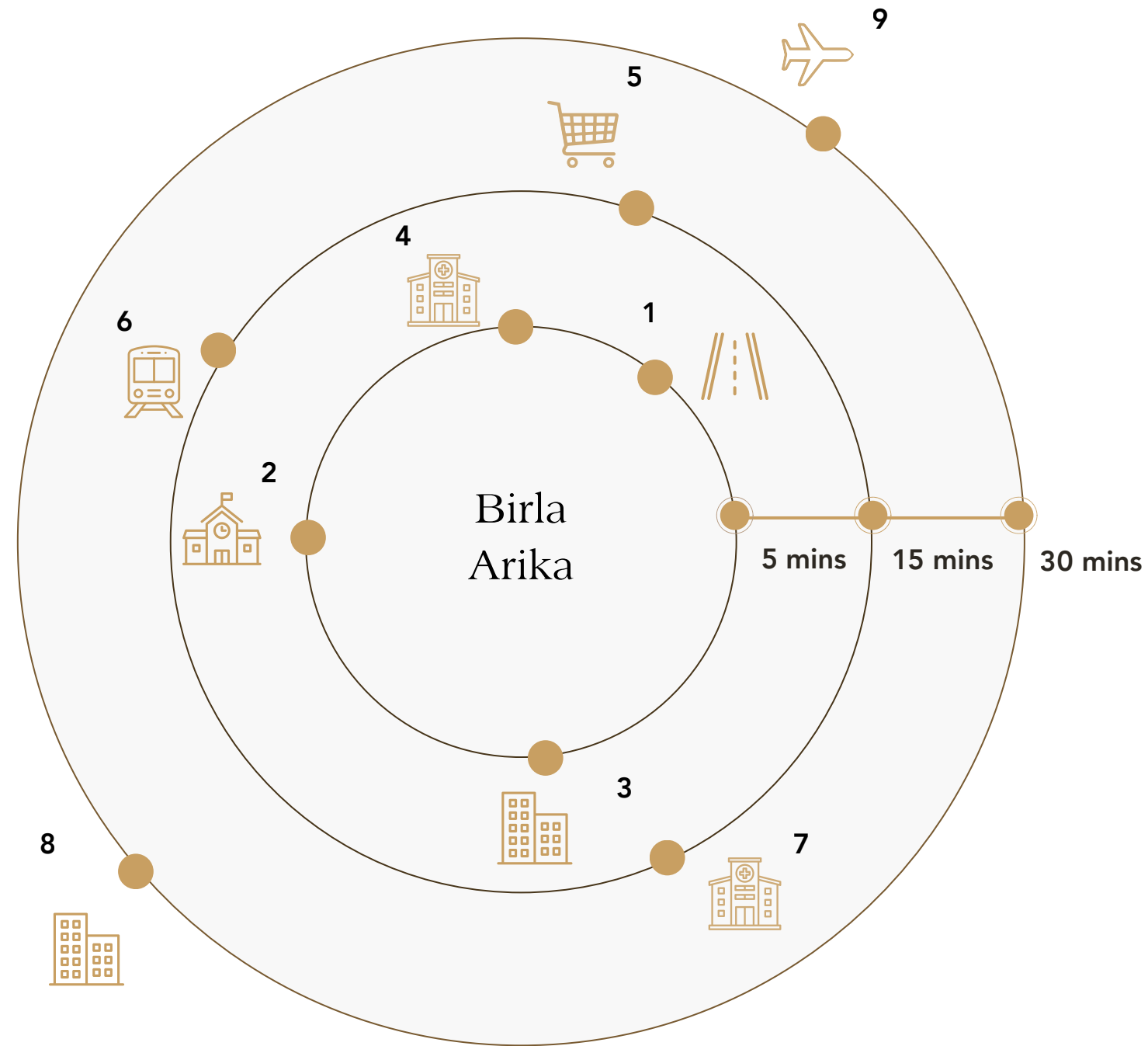
Prices and growth rates are indicative, based on market observations and historical transaction ranges. Actual prices may vary.

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# Facilities Nearby



1	NH-48 (Delhi-Jaipur Expressway)	0 Km
2	Ryan International School	0.34 Km
3	32nd Avenue	1 Km
4	Medanta – The Medicity	1.8 Km
5	Star Mall	2 Km
6	Millennium City Centre Metro	4.3 Km
7	Fortis Hospital, Gurugram	5 Km
8	DLF Cyber City & Udyog Vihar	8 Km
9	IGI Airport (Indira Gandhi International)	18 Km



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# Builder Profile



Aditya Birla Real Estate is focused on premium residential, commercial and mixed-use properties with presence across Mumbai, NCR, Bengaluru, and Pune.

Birla Aurora, Level 8, Dr. Annie Besant Road, Worli, Mumbai – 400030, Maharashtra, India

2016

ESTABLISHED  
YEAR

₹90K Cr

MARKET  
CAPITALIZATION

2+

TOTAL PROJECTS  
DELIVERED

2.6 M+

SQUARE FEET AREA  
DEVELOPED

40+

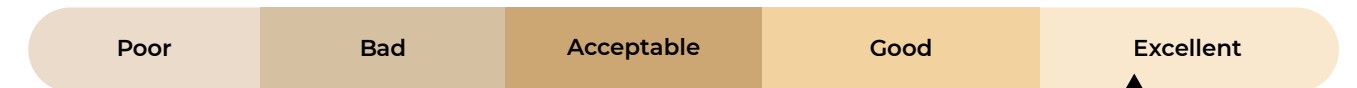
YEARS OF  
LEGACY

## Flagship Projects



## Rating Matrix

Brand Equity



Delivery Record



Financial Strength



Project Quality



Pricing Power



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# Project Scorecard

Parameter	Rating
Project Size	★★★★☆
Project Density	★★★★☆
Location	★★★★★
Club House	★★★★★
Floor-to-Ceiling Height	★★★★☆
Road Width	★★★★☆

*After rigorous primary and secondary research into the micro-market, historical price behaviour and developer track record, Birla Arika has been evaluated across critical lifestyle and investment parameters. The score reflects its low-density planning, premium clubhouse infrastructure, strong road connectivity and central Gurugram positioning. All of which support long-term value creation and a superior residential experience.*


# Property Risk Matrix

Risk	Impact	Probability	Overall
Market cycle slowdown	Low	Low	Controlled
Liquidity / exit timing	Low	Low	Stable
Regulatory & tax changes	Low	Low	Contained
Rental income stability	Low	Very low	Secured
Developer & asset quality	Very low	Very low	Assured
Currency movement (for NRIs)	Low	Medium	Favourable
Opportunity cost of capital	Medium	Medium	Manageable

*Birla Arika is structured as a low-volatility, high-quality residential investment. Its central Gurgaon positioning, Birla's institutional execution and ultra-premium buyer profile significantly reduce downside risk while preserving long-term appreciation potential. The asset prioritises capital protection, liquidity and rental resilience across market cycles.*

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*Birla Estates' brand strength and institutional delivery track record.*



*High-income buyer and tenant profile, supporting resale and rental stability.*



*Prime Gurgaon luxury location with strong connectivity to business districts, retail hubs and premium infrastructure.*



*Low-density, modern luxury planning with large layouts and landscaped open spaces.*




*Positioned below the mature luxury price ceiling, offering scope for long-term appreciation.*




# Connect with us!

Consult Our Certified Industry Experts

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 300+ families guided to the right home.

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 ₹250+ Cr worth of homes advised & transacted.

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