

**TOI HOMES**  
THE TIMES OF INDIA GROUP

**adani**  
Realty

# THE MĀRQ

**SECTOR 102A, GURUGRAM**

## Project Report

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### Includes

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

# Overview

**LAUNCH**  
Jan 2026

**CURRENT**  
₹17,500 / Sq. Feet *onwards\**

**CAGR**  
8-12%\*

**FEATURING**  
2 Towers, 350 Units

**PAYMENT PLAN**  
CLP, Flexi, 30:40:30

**POSSESSION**  
Dec 2031

**2030 EXPECTED**  
₹26,566 / Sq. Feet

**XIRR\***  
14 %\*


**PLOT SIZE**  
5.16 Acres

**HOMELoAN**  
Available



Disclaimer\*

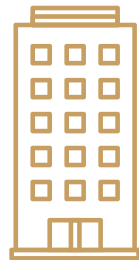
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# Why TOI recommends?

**Ideal for:** End-users seeking premium, low-density living and investors focused on stable, long-term capital appreciation on Dwarka Expressway.



*Adani The Marq is a low-density luxury development with spacious residences, premium specifications and a focus on exclusivity, designed for a private, high-end residential experience.*



*Backed by strong corridor growth, limited competing luxury supply and Adani's institutional strength, the project offers a stable, predictable growth profile rather than speculative volatility.*



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

## Recommended Configurations

### BUY FOR END USE

4 BHK  
3250 sq ft

### BUY TO SELL

3 BHK  
2500 sq ft

### BUY TO RENT

3 BHK  
2350 sq ft

# Configurations

BHK	SUPER AREA (SQ/FT)	PRICE SQ/FT	PRICE
<b>3 BHK + SR</b>	2350	₹ 17,500	₹ 4.22 Cr
<b>3 BHK + L + S</b>	2500	₹ 17,500	₹ 4.37 Cr
<b>4BHK + L + S</b>	3250	₹ 17,500	₹ 5.68 Cr
<b>Grand 4 BHK</b>	3550	₹ 17,500	₹ 6.21 Cr

*The project offers a thoughtfully curated range of 3 & 4 BHK residences, designed with expansive built-up areas to prioritise space, privacy and long-term livability. With clearly defined configurations and transparent pricing, it caters to varied lifestyle needs while maintaining exclusivity.*

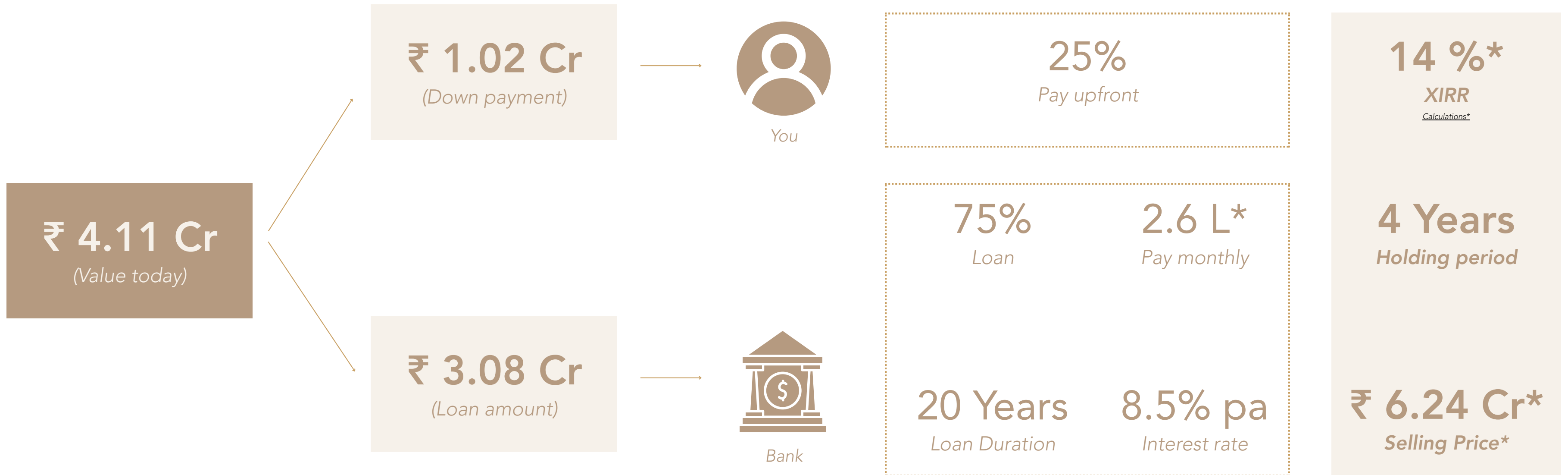
# Payment Plans

PAYMENT PLAN	PAYMENT STRUCTURE	BEST FOR	INVESTMENT PROPOSITION
<b>CLP</b>	Payments linked to construction milestones from booking to possession, with final 20% at completion	End-users and long-term investors	Lower risk as payments align with project progress, reduced uncertainty and better capital control
<b>Flexi Plan</b>	Typically 10%-20% at booking, 80%-90% near possession or in later stages	Investors seeking low initial outflow	Minimises upfront capital requirement, improves leverage and boosts IRR due to delayed payments
<b>30:40:30</b>	30% at booking, 40% during construction, and final 30% at possession	Balanced buyers (end-users + investors)	Moderate upfront investment with structured payments, offering a balance between risk and return

*The project offers multiple payment plan options to suit different buyer needs, ranging from construction-linked schedules to flexible and structured 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 3BHK UNIT MEASURING 2,350 SQ. FT




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

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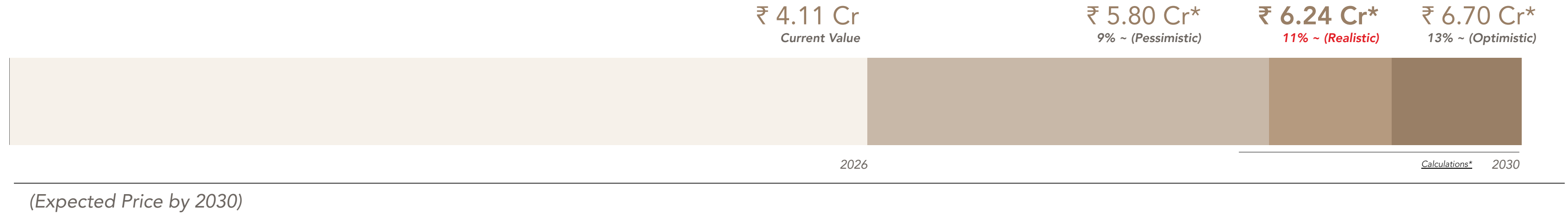
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# How your property could grow by 2030

CALCULATED FOR A 3BHK UNIT MEASURING 2,350 SQ. FT



With an expected 11%\* CAGR over 4 years, the property's current value of ₹4.11 Cr is projected to grow to ₹6.24 Cr\* by 2030, generating an estimated ₹2.13 Cr\* profit.

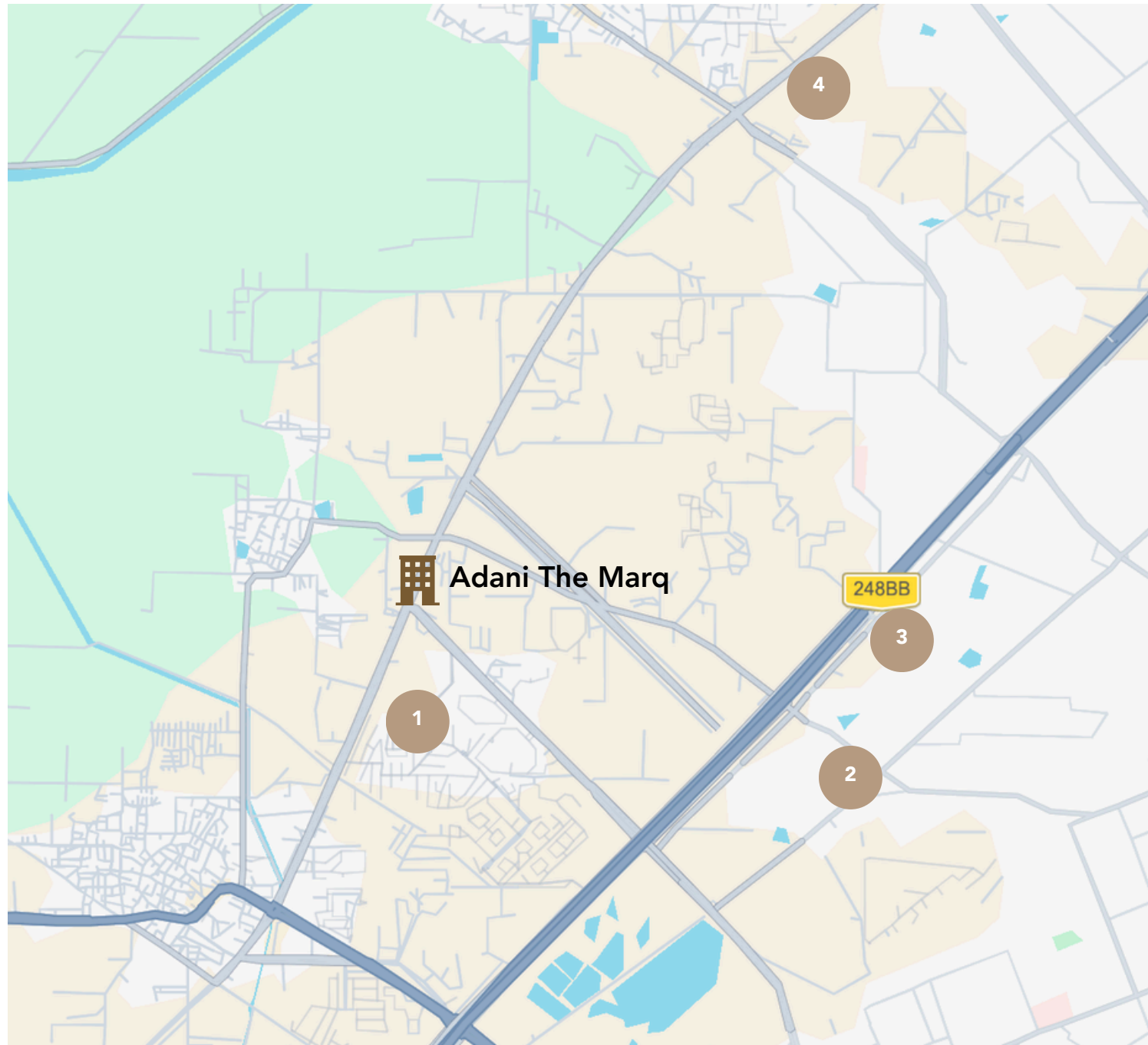
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# Nearby Projects



PROJECT NAME	LAUNCH YEAR	LAUNCH PRICE*	CURRENT PRICE*
1 Emaar Imperial Gardens	2018-19	₹10,500 - ₹20,000	₹24,000 – ₹29,000
2 ATS Triumph	2017-18	₹8,500	₹24,000 – ₹27,000
3 Hero Homes	2019-20	₹7,000	₹14,000 – ₹16,000
4 Godrej Meridien	2023-24	₹18,000 - ₹20,000	₹20,000 – ₹23,000
<b>Adani The Marq</b>	2026	₹17,500	₹17,500

## HISTORIC METRICS

**8% – 11%**  
Long-Term CAGR  
(20 Years)

**12% – 18%**  
Recent YoY Price Growth  
(5 Years)

**80% – 100%**  
Avg. Price Increase  
(5 Years)

Adani The Marq is positioned as a premium, low-density luxury development, benefiting from strong recent corridor growth while offering a more stable, end-user-driven appreciation profile going forward.

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# Similar Projects


Project	Adani The Marq	Emaar Imperial Gardens	ATS Triumph	Godrej Meridien	Sobha City
Developer	Adani Realty	Emaar India	ATS Infrastructure	Godrej Properties	Sobha Limited
Micromarket / Location	Sector 102, Dwarka Exp.	Sector 102, Dwarka Exp.	Sector 104, Dwarka Exp.	Sector 106, Dwarka Exp.	Sector 108, Dwarka Exp.
Total Area (acres)	5.16	~12	~12	~14	~39
Launch Date	2026	2018–19	2017–18	2023–24	2015–16
Handover Timeline	2031	Delivered	Delivered	2028–29	Delivered
Launch Price (₹/sq ft)	₹17,500	₹10,500 – ₹11,500	₹8,000 – ₹9,000	₹18,000 – ₹20,000	₹7,500 – ₹9,000
Current Price (₹/sq ft)	₹17,500	₹24,000 – ₹29,000	₹24,000 – ₹27,000	₹20,000 – ₹23,000	₹22,000 – ₹25,000
CAGR Since Launch (%)	New Launch	~11–13%	~13–15%	New / Early	~12–14%
Expected Price (₹/sq ft)	₹26,566	₹32,000+	₹30,000+	₹25,000+	₹28,000+
Clubhouse Size	Premium luxury clubhouse	Lifestyle clubhouse	Central clubhouse	Premium clubhouse	~60,000+ sq ft
Project Density (units/acre)	Low	Medium	Medium	Medium	Low
Ideal For	Luxury end-users, HNIs	Premium end-users	Upgrade buyers	Premium buyers	Family end-users
Key USP / Highlights	Low-density luxury, large layouts	Mature resale market	Strong liquidity	Brand-led premium positioning	Established township ecosystem

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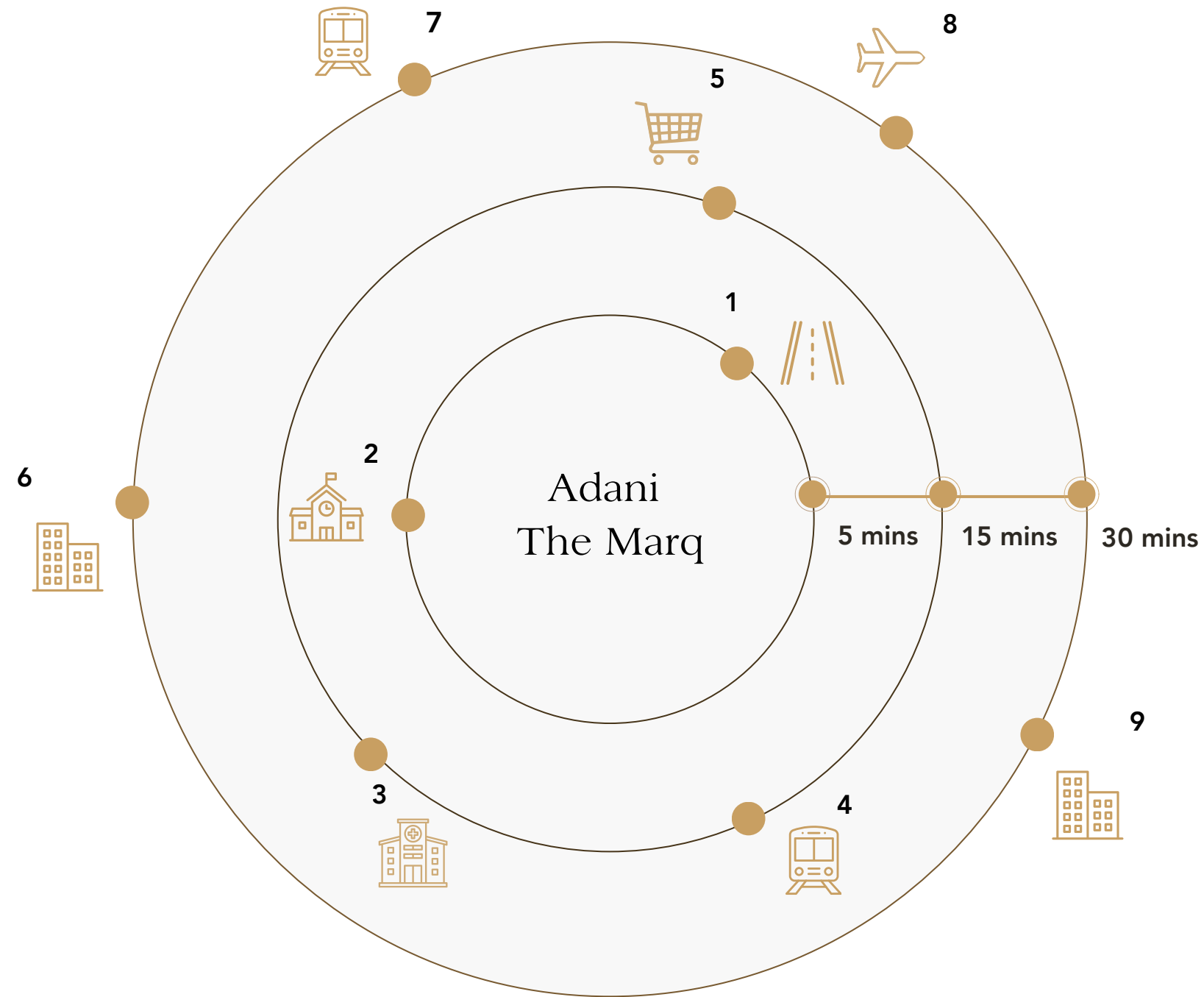
Prices and growth rates are indicative, based on market observations and historical transaction ranges. Actual prices may vary.










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# Facilities Nearby



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



Mall



Hospitals



Schools



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Connectivity

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# Builder Profile



Adani Realty is the real estate arm of the Adani Group, developing premium residential, commercial, and township projects across major Indian cities.

Adani Corporate House, Shantigram, SG Highway, Ahmedabad, Gujarat, India

2010

ESTABLISHED  
YEAR

3.4 K+

ACRES OF  
LAND BANK

20+

TOTAL PROJECTS  
DELIVERED

22.5 M+

SQUARE FEET AREA  
DEVELOPED

10+

CITIES OF  
OPERATION

## Flagship Projects



## Rating Matrix

Brand Equity



Delivery Record



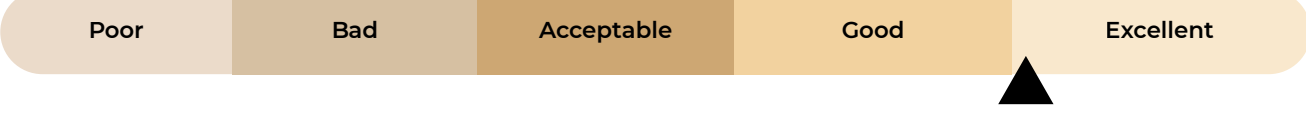
Financial Strength



Project Quality



Pricing Power



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# Project Scorecard

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

*Adani The Marq scores strongly on product differentiation and location advantage, positioning it as a low-density luxury offering within a fast-maturing Dwarka Expressway corridor. Balanced pricing and strong demand fundamentals support long-term stability and exit comfort.*


# Property Risk Matrix

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

*Overall risk remains controlled, with strong developer backing and low-density positioning offsetting market and liquidity concerns. Key considerations are linked to premium pricing and capital allocation rather than execution or structural risks.*

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*Limited number of units with spacious layouts, creating exclusivity and a clear differentiation from high-density Dwarka Expressway supply.*



*Backed by Adani Group's financial strength, ensuring execution reliability and long-term asset credibility.*



*Large configurations, high ceiling heights, and design-led planning aligned with luxury end-user expectations.*



*Located on Dwarka Expressway with direct access to Delhi, IGI Airport, and key business hubs.*




*Positioned for upgrade buyers and HNIs, reducing dependence on speculative investor-driven demand.*




# 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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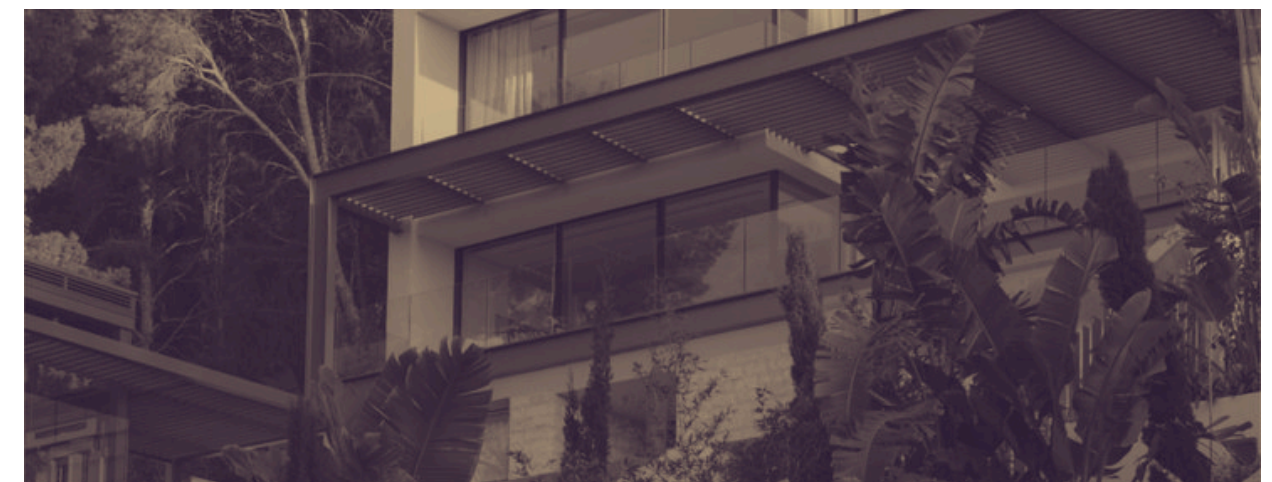
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