

TOI HOMES
THE TIMES OF INDIA GROUP

EMAAR
INDIA



SERENITY HILLS

SECTOR 86, GURUGRAM

Project Report

Includes

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

Overview

LAUNCH December 2025	CURRENT ₹17,529 / Sq. Feet*	CAGR 8-12%*	FEATURING 13 Towers, 1800 Units	PAYMENT PLAN 30:40:30
POSSESSION September 2031	2030 EXPECTED ₹26,197 / Sq. Feet*	XIRR* 14 %*	PLOT SIZE 25.9 Acres	HOMELOAN Available



Disclaimer*

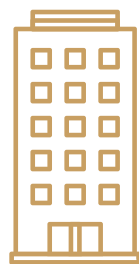
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Why TOI recommends?

Ideal for: End-users and long-term investors seeking spacious living, low-density environments, and stable appreciation in a mature New Gurugram micro-market.



Emaar's established brand credibility and premium positioning enhance resale comfort and construction confidence, differentiating the project from mid-tier launches in the Dwarka Expressway belt.



Balanced 3 & 4 BHK configuration mix offers liquidity flexibility, while 75% leverage under a 11% CAGR scenario delivers high-teen IRR potential without excessive speculative exposure.



Sector 86 benefits from improving Dwarka Expressway connectivity and proximity to NH-48 employment hubs, supporting organic end-user demand and sustained capital appreciation.

Recommended Configurations

BUY FOR END USE

4 BHK
2800 sq ft

BUY TO SELL

3 BHK
2200 sq ft

BUY TO RENT

3 BHK
1700 sq ft

CONFIGURATION	BUILT UP AREA (SQ FT)	SUPER AREA (SQ FT)	PRICE PER SQ. FT	INDICATIVE PRICE
3BHK+2T	1182*	1700	₹17257	₹2.93 Cr*
3BHK+3T+U	1537*	2200	₹17257	₹3.79 Cr*
4BHK+4T+PDR+U	1998*	2800	₹17257	₹4.83 Cr*

Emaar Serenity Hills offers a well-balanced configuration mix ranging from spacious 3 BHK options to expansive 4 BHK layouts, catering to both mid-premium and large-family segments. With super areas from 1,700 to 2,800 sq ft and disciplined pricing across variants, the project provides flexibility for end-use, capital appreciation, and long-term portfolio positioning within the Dwarka Expressway corridor.

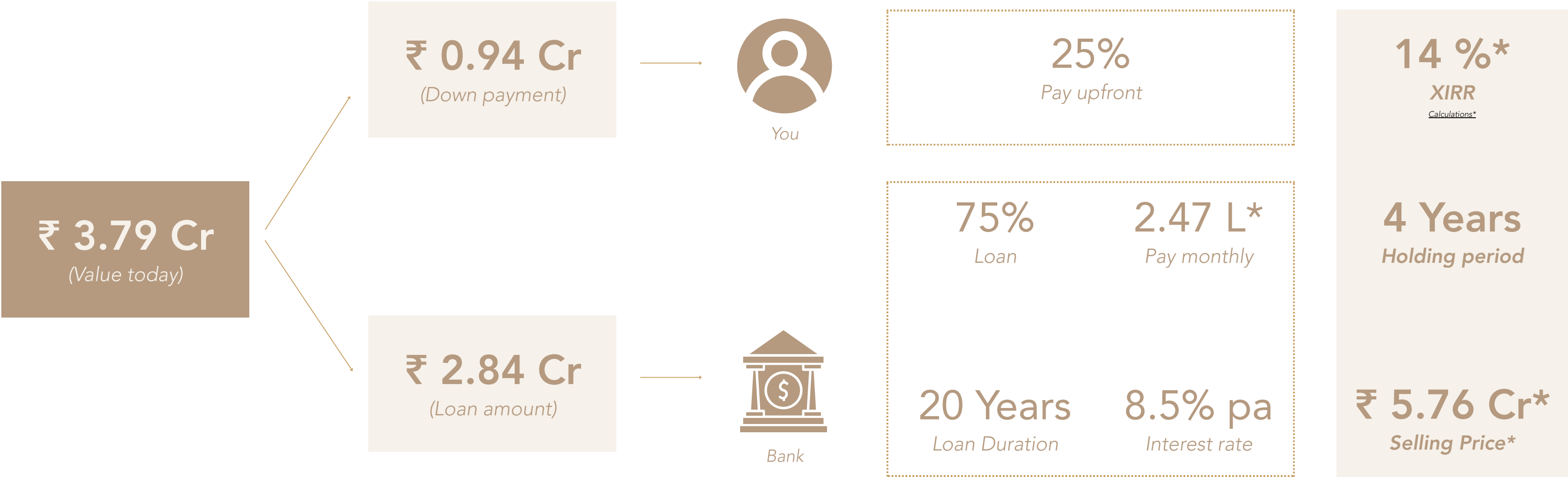
Payment Plan

PLAN TYPE	PAYMENT STRUCTURE	BEST FOR	INVESTMENT PROPOSITION
30 : 40 : 30	30% booking, 40% construction, 30% possession	Balanced buyers	Staggered payments, moderate risk

Flexible payment structures allow buyers to align capital deployment with construction progress, offering liquidity comfort while maintaining exposure to long-term appreciation.

Investment Highlights

CALCULATED FOR 3BHK UNIT MEASURING 2,200 SQ. FT



The project offers balanced, leverage-assisted returns over a 4-year horizon, supported by disciplined pricing, low-density planning, and strong execution quality rather than speculative upside.

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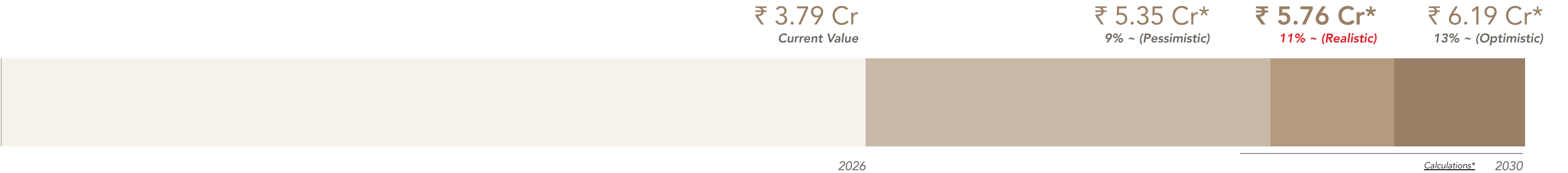
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How your property could grow by 2030

CALCULATED FOR 3BHK UNIT MEASURING 2,200 SQ. FT



(Expected Price by 2030)



With an expected **11%* CAGR** over **4 years**, the property's **current value of ₹3.79 Cr** is projected to grow to **₹5.76 Cr* by 2030**, appreciating by an estimated **₹1.97 Cr***.

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Nearby Projects



PROJECT NAME	LAUNCH YEAR	LAUNCH PRICE (₹/SQ FT)	CURRENT PRICE (₹/SQ FT)
1 ATS Triumph (Sector 104)	2017–18	₹8,000–₹9,000	₹24,000–₹27,000
2 Sobha City (Sector 108)	2015–16	₹7,000–₹9,000	₹22,000–₹25,000
3 Tata Primanti (Sector 72)	2018	₹10,000+	₹35,000+
4 M3M Crown	2023–24	₹17,000 – ₹19,000	₹18,500 – ₹21,000
Emaar Serenity Hills	2023–24	₹17,257	₹17,257

HISTORIC METRICS

8 - 12%*

Long-Term CAGR
(20 Years)

9 - 14%*

Recent YoY Price Growth
(5 Years)

45 - 70%*

Avg. Price Increase
(5 Years)

Sector 86 benefits from Dwarka Expressway momentum and NH-48 spillover demand. Historical comparables across Gurugram demonstrate consistent double-digit CAGR in established pockets, supporting conservative 10% growth modelling for mid-term projections.

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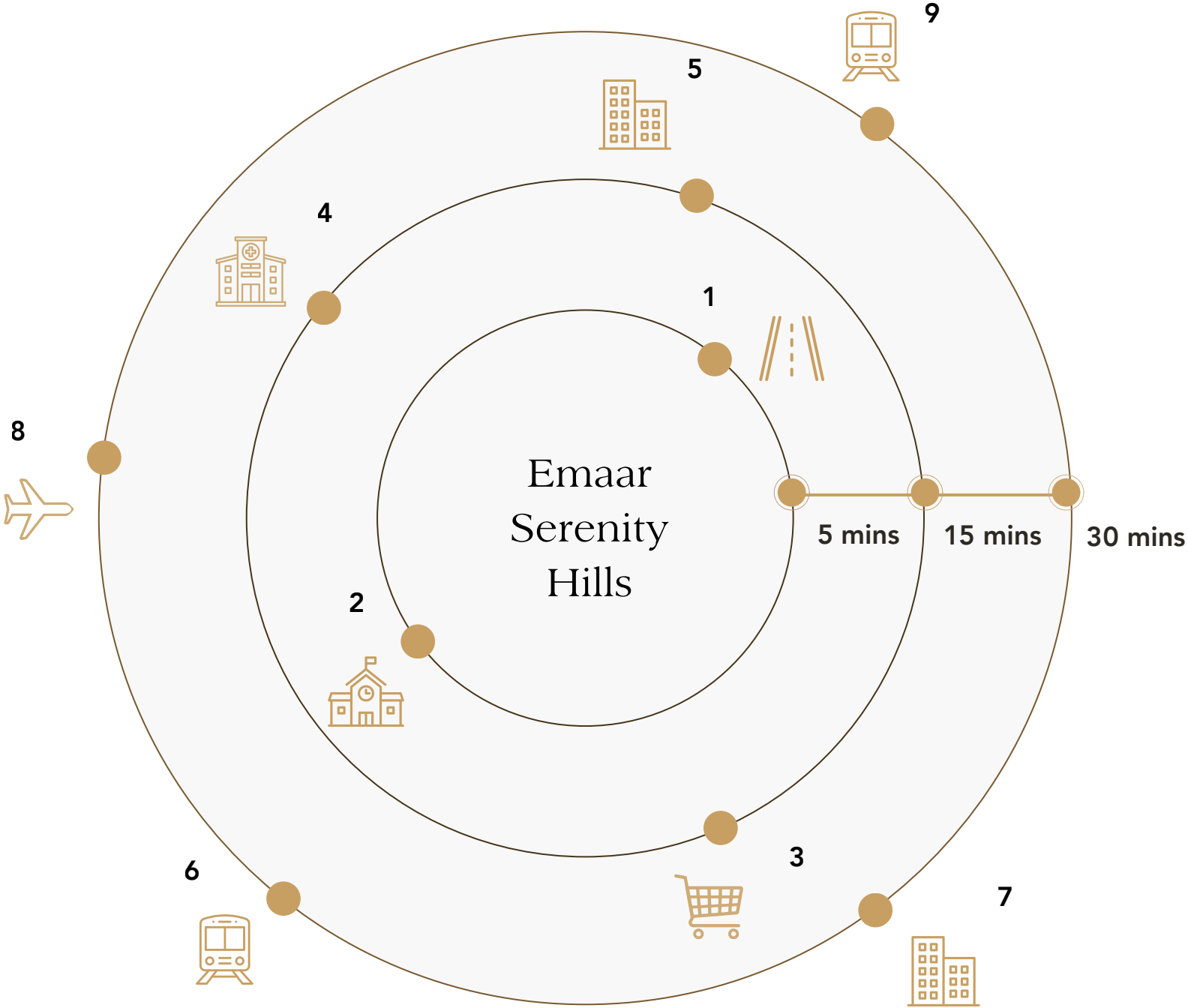
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Project	Emaar Serenity Hills	DLF The Camellias	Tata Primanti	Sobha City	ATS Triumph
Developer	Emaar India	DLF	Tata Housing	Sobha Ltd.	ATS Infrastructure
Location	Sector 86, Gurugram	Sector 42, Gurugram	Sector 72, Gurugram	Sector 108, Gurugram	Sector 104, Gurugram
Project Type	Mid-Premium Residential	Ultra-Luxury Residential	Premium Residential	Large Township	Mid-Premium Residential
Launch Year	2025	2013	2018	2015–16	2017–18
Handover Timeline	2031	Delivered	Delivered	Delivered	Delivered
Launch Price (₹/sq ft)	₹17,257	₹22,500	₹10,000+	₹7,000–₹9,000	₹8,000–₹9,000
Current Price (₹/sq ft)	₹17,257	₹90,000–₹180,000+	₹35,000+	₹22,000–₹25,000	₹24,000–₹27,000
CAGR (Since Launch)	New launch	~12–14%+	~14–15%+	~12–14%	~13–15%
Project Density	Low–Medium	Low	Low–Medium	Low	Medium
Clubhouse	Premium lifestyle clubhouse	~60,000+ sq ft luxury clubhouse	Large premium clubhouse	~40,000+ sq ft clubhouse	~35,000+ sq ft clubhouse
Ideal For	Premium buyers & investors	Luxury end-users	Premium investors	Family buyers	End-users & investors
Key USP / Highlights	2–3 residences per floor, large layouts	DLF luxury positioning	Integrated township living	Modern luxury amenities	Smart homes & connectivity

Disclaimer*

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

Facilities Nearby



1	 Dwarka Expressway	1 Km
2	 DPS Sector 82	2 Km
3	 Sapphire 83 Mall	3 Km
4	 Genesis Hospital	4 Km
5	 Udyog Vihar	10 Km
6	 Huda City Centre Metro	12 Km
7	 DLF Cyber City	14 Km
8	 IGI Airport	16 Km
9	 Gurugram Railway Station	15 Km



Mall



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Office Hub



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 Emaar Business Park, Mehrauli Gurugram Road, Sikanderpur Chowk, Sector-28, Gurugram - 122002, Haryana, India

2005

ESTABLISHED
YEAR

₹3.59L Cr

MARKET
CAPITALIZATION

35+

TOTAL PROJECTS
DELIVERED

15 M+

SQUARE FEET AREA
DEVELOPED

10+

COUNTRIES OF
OPERATION

Flagship Projects



Rating Matrix

Brand Equity



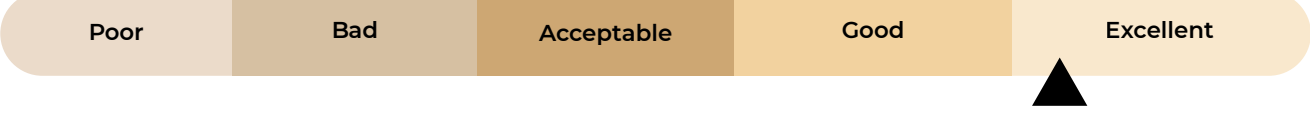
Delivery Record



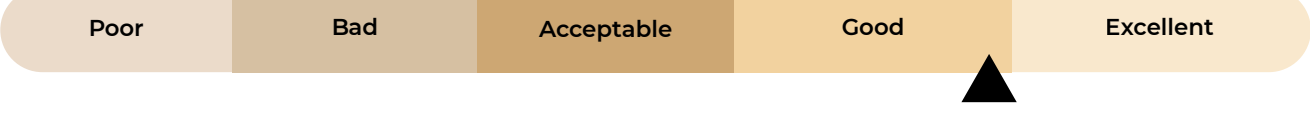
Financial Strength



Project Quality



Pricing Power



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

Emaar Serenity Hills scores high on developer credibility and corridor connectivity, supported by a stable end-user driven micro-market in Sector 86. With balanced entry pricing and a 4-year 10% growth outlook, the project offers a strong risk-adjusted return profile with comfortable resale visibility.

Property Risk Matrix

Risk	Impact	Probability	Overall
Market cycle slowdown	Medium	Low	Manageable
Regulatory/ Policy Changes	Low	Low	Contained
Opportunity Cost of Capital	Medium	Medium	Balanced
Liquidity Risk	Medium	Low	Stable
Execution & Delivery Risk	Low	Low	Controlled
Interest Rate Volatility	Low	Medium	Balanced
Rental Yield Volatility	Medium	Medium	Moderate

Overall risk profile remains moderate and controlled, supported by strong developer backing, improving infrastructure, and an end-user driven micro-market - making it a balanced growth play rather than a speculative bet.

Disclaimer*



Premium Emaar positioning with strong brand credibility and delivery history



Strategic Dwarka Expressway connectivity, strengthening long-term appreciation visibility



Balanced 3 & 4 BHK configurations with practical layouts and strong end-user appeal



High-teen leveraged IRR potential under 11% CAGR over a 4-year horizon



Growing employment access to Cyber City, Udyog Vihar, and airport corridor



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 ₹250+ Cr worth of homes advised & transacted.

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