Project Report

Includes

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

Overview

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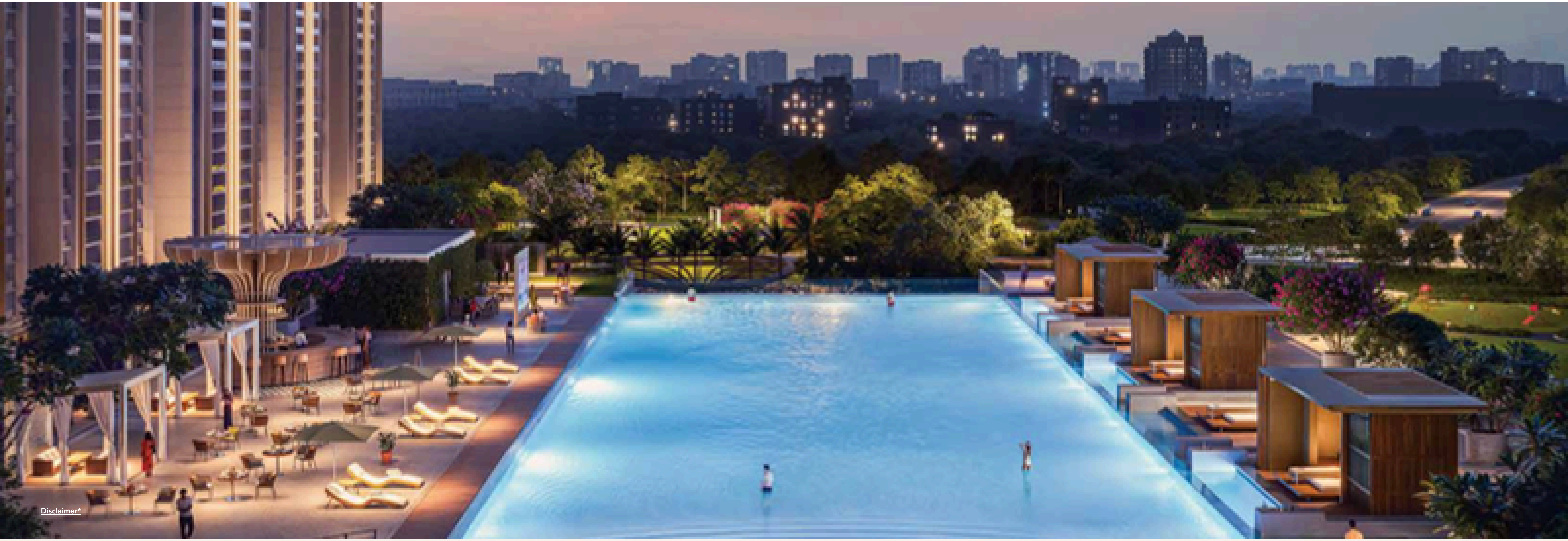
LAUNCH December 2025	CURRENT ₹23,500 / Sq. Feet*	CAGR 8-12%*	FEATURING 2 Towers, 275 Units	PAYMENT PLAN CLP
POSSESSION December 2030	2030 EXPECTED ₹35,674 / Sq. Feet*	XIRR* 14 %*	PLOT SIZE 2.03 Acres	HOMELOAN Available



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Why TOI recommends?

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Ideal for: Investors and end-users seeking brand-backed confidence, high liquidity, and capital efficiency, rather than aggressive luxury speculation.

Sobha Strada offers one of the lowest entry tickets into the Dwarka Expressway premium belt, enabling stronger leverage efficiency and higher XIRR potential versus larger luxury formats.

Compact unit sizes with optional terrace variants create faster resale and rental absorption, reducing exit timing risk over a 4-year horizon.

Sector 106 has transitioned into a lived-in residential pocket with operational expressway connectivity, supporting predictable, non-speculative appreciation.

Recommended Configurations

BUY FOR END USE
Type A / Type A1 (With Terrace)

BUY TO SELL
Type B / Type B2 (With Terrace)

BUY TO RENT
Type C / Type C1 (With Terrace)

Configurations

CONFIGURATION	SUPER AREA (SQ FT)	INDICATIVE PRICE @ ₹23,500 PSF
Type C	856.87	₹2.01 Cr*
Type C1 – With Terrace	883.93	₹2.08 Cr*
Type B	890.80	₹2.09 Cr*
Type B1 – With Terrace	917.86	₹2.16 Cr*
Type B2 – With Terrace	934.18	₹2.19 Cr*
Type A	926.30	₹2.18 Cr*
Type A1 – With Terrace	1,026.37	₹2.41 Cr*

Sobha Strada offers compact, efficiently planned residences with optional private terraces, positioned as a lower entry-point into Sobha's premium Dwarka Expressway portfolio. The configuration mix prioritises livability and price efficiency, supporting both end-user demand and liquidity-led investment use cases.

Payment Plan

PLAN TYPE	PAYMENT STRUCTURE	BEST FOR	INVESTMENT PROPOSITION
CLP	Payments spread across key construction milestones from booking to possession	End-users and long-term holders	Cash outflow aligned with construction progress, lower interest burden, reduced execution risk

Investment Highlights

CALCULATED FOR TYPE C (NON-TERRACE) UNIT MEASURING 856.87 SQ. FT

₹ 2.01 Cr
(Value today)

₹ 0.5 Cr
(Down payment)

You

25%
Pay upfront

₹ 1.51 Cr
(Loan amount)

Bank

75% Loan	**1.31 L*** Pay monthly
20 Years Loan Duration	**8.5% pa** Interest rate

14 %*
XIRR
Calculations*

4 Years
Holding period

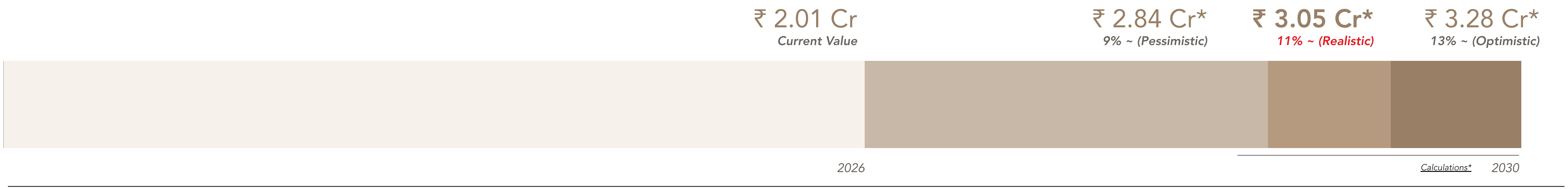
₹ 3.05 Cr*
Selling Price*

Sobha Strada delivers mid-teen leveraged returns under conservative assumptions.
Returns are driven by asset quality + corridor consolidation, not aggressive pricing arbitrage.

Disclaimer*

How your property could grow by 2030

CALCULATED FOR TYPE C (NON-TERRACE) UNIT MEASURING 856.87 SQ. FT



(Expected Price by 2030)

₹ 2.01 Cr
(Current Value)

₹ 23,500 PSF
(Current Value)

11%*
TOI Realistic CAGR
4 Years

₹ 3.05 Cr*
(Realistic Value by 2030)

₹ 35,674 PSF*
(Realistic Value by 2030)

₹ 1.04 Cr*
Appreciation in 4 Years

*With an expected **11%* CAGR** over **4 years**, the property's **current value of ₹2.01 Cr** is projected to grow to **₹3.05 Cr* by 2030**, appreciating by an estimated **₹1.04Cr*.***

Disclaimer*

Nearby Projects

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PROJECT NAME	LAUNCH YEAR	LAUNCH PRICE (₹/SQ FT)	CURRENT PRICE (₹/SQ FT)
1 Emaar Imperial Gardens (Sector 102)	2018–19	₹10,500 – ₹11,500	₹24,000 – ₹29,000
2 Sobha City (Sector 108)	2015–16	₹7,000 – ₹9,000	₹22,000 – ₹25,000
3 Godrej Meridien (Sector 106)	2023–24	₹18,000 – ₹20,000	₹20,000 – ₹23,000
4 ATS Triumph (Sector 104)	2017-18	₹8,000 – ₹9,000	₹24,000 – ₹27,000
Sobha Strada (Sector 106)	**2025**	**₹23,500**	**₹23,500**

HISTORIC METRICS

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

10 - 18%
Recent YoY Price Growth
(5 Years)

40 - 80%
Avg. Price Increase
(5 Years)

Sector 106 on the Dwarka Expressway is a maturing residential micro-market with established communities and improving connectivity. Price trends across comparable projects indicate steady, quality-led appreciation rather than speculative growth, aligning Sobha Strada with a stable long-term investment profile.

Disclaimer*

Similar Projects

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Project	Sobha Strada	Sobha City	Emaar Imperial Gardens	ATS Triumph	Godrej Meridien
Developer	*Sobha Limited*	Sobha Limited	Emaar India	ATS Infrastructure	Godrej Properties
Micromarket / Location	*Sector 106, Dwarka Exp.*	Sector 108, Dwarka Exp.	Sector 102, Dwarka Exp.	Sector 104, Dwarka Exp.	Sector 106, Dwarka Exp.
Total Area (acres)	*2.03*	~39	~12	~12	~14
Launch Date	*2025*	2015–16	2018–19	2017–18	2023–24
Handover Timeline	*2030*	Delivered	Delivered	Delivered	2028–29
Launch Price (₹/sq ft)	*~₹23,500*	~₹7,500–₹9,000	~₹10,500–₹11,500	~₹8,000–₹9,000	~₹18,000–₹20,000
Current Price (₹/sq ft)	*~₹23,500*	₹22,000 – ₹25,000	₹24,000 – ₹29,000	₹24,000 – ₹27,000	₹20,000 – ₹23,000
CAGR Since Launch (%)	*New Launch*	~12–14%	~11–13%	~13–15%	New / Early
Expected Price (₹/sq ft)	*₹35,674*	₹28,000+	₹32,000+	₹30,000+	₹25,000+
Clubhouse	*Premium lifestyle club*	~60,000+ sq ft	Lifestyle clubhouse	Central clubhouse	Premium clubhouse
Project Density (units/acre)	*Medium*	Low	Medium	Medium	Medium
Ideal For	*Compact end-users, investors*	Family end-users	Brand-focused buyers	Upgrade buyers	Premium corridor buyers
Key USP / Highlights	*Lowest entry Sobha product on Expressway*	Large township, mature ecosystem	Brand premium, strong resale	Strong resale liquidity	Brand-led premium positioning

Disclaimer*

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

Facilities Nearby

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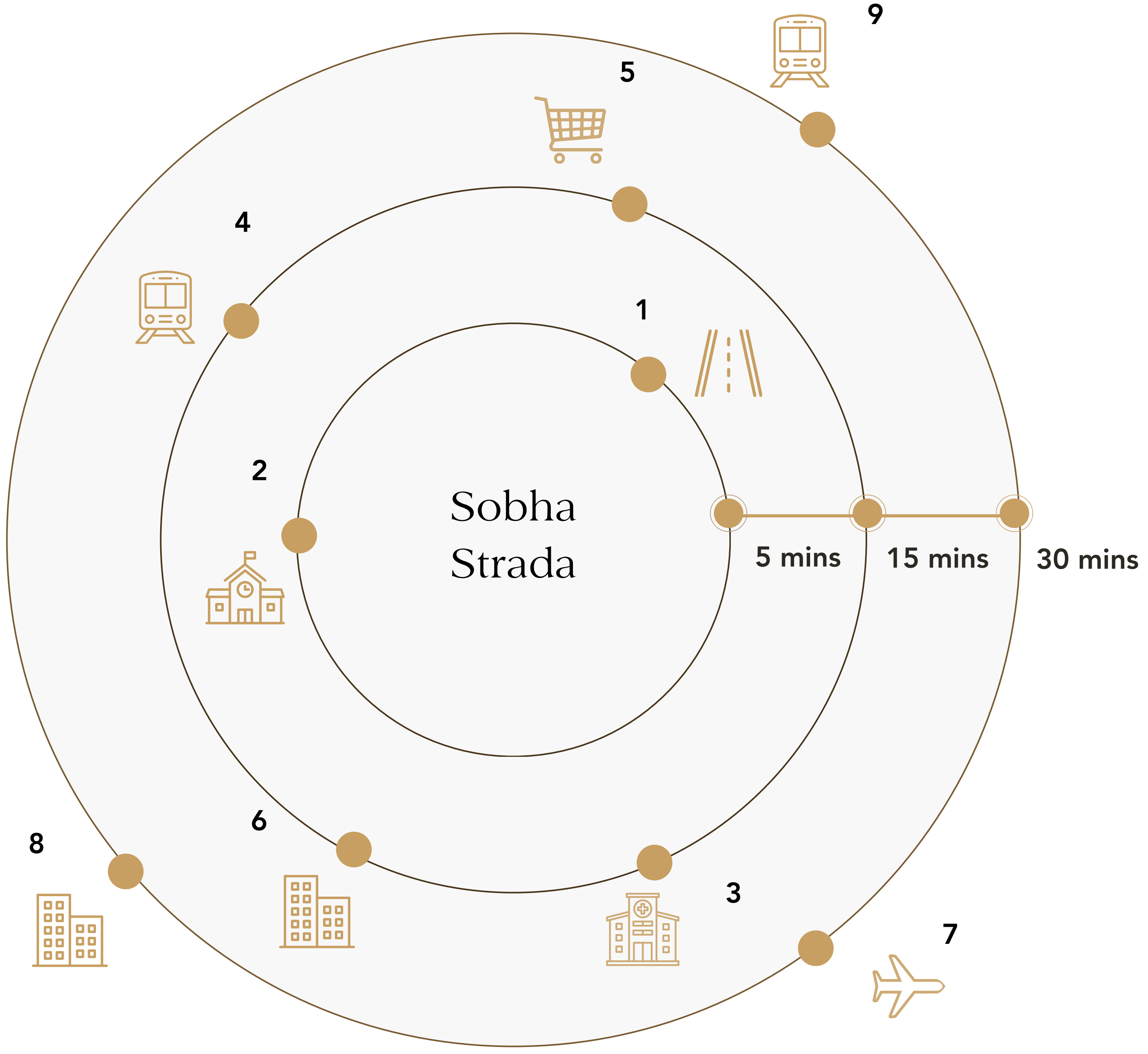

1	Dwarka Expressway	0.5 Km
2	Euro International School	2 Km
3	Aarvy Healthcare Super Speciality Hospital	4 Km
4	Dwarka Sector 21 Metro	8 Km
5	Conscient One Mall	9 Km
6	Udyog Vihar	10 Km
7	IGI Airport	12 Km
8	DLF Cyber City	18 Km
9	Gurgaon Railway Station	20 Km

Builder Profile

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SOBHA

A premium real-estate developer in India, known for its backward-integrated model (in-house manufacturing + construction + design) and presence in multiple states, delivering residential, commercial and township projects.

Sarjapur-Marathahalli Outer Ring Road (ORR), Devarabisanahalli, Bellandur Post, Bengaluru – 560103, Karnataka, India

1995	₹16K Cr	160+	148 M+	12+
ESTABLISHED YEAR	MARKET CAPITALIZATION	TOTAL PROJECTS DELIVERED	SQUARE FEET AREA DEVELOPED	STATES OF OPERATION

Flagship Projects

SOBHA NEOPOLIS

SOBHA AURUM
Sector 36, Greater Noida

BROOKLYN TOWERS
— TOWNPARK —

SOBHA ELYSIA

SOBHA CITY

Rating Matrix

Brand Equity	Poor	Bad	Acceptable	Good	Excellent
Delivery Record	Poor	Bad	Acceptable	Good	Excellent
Financial Strength	Poor	Bad	Acceptable	Good	Excellent
Project Quality	Poor	Bad	Acceptable	Good	Excellent
Pricing Power	Poor	Bad	Acceptable	Good	Excellent

Project Scorecard

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Parameter	Rating
Location Strength	★★★★☆
Micro-Market Depth	★★★★☆
Developer Credibility	★★★★★
Product Positioning	★★★★☆
Pricing & Entry Ticket	★★★★☆
Configuration Liquidity	★★★★☆

Sobha Strada scores strongly on developer credibility, compact-format liquidity, and disciplined pricing. Positioned as a lower-ticket entry into the Dwarka Expressway premium corridor, it offers a balanced risk-return profile for both end-users and investors.

Property Risk Matrix

Risk	Impact	Probability	Overall
Market cycle slowdown	Medium	Medium	Manageable
Dwarka Expressway Maturity	Medium	Low	Improving
Pricing Sensitivity	Medium	Low	Controlled
Liquidity Risk	Low	Low	Stable
Execution & Delivery Risk	Low	Very low	Assured
Interest Rate Volatility	Medium	Medium	Balanced
Rental Yield Volatility	Very low	Low	Growing

Risks in Sobha Strada are primarily corridor-timing related rather than structural. Compact unit sizes, strong brand execution, and improving micro-market maturity help keep downside risk controlled over a 4-year horizon.

Strengths

Lowest entry point into Sobha's Dwarka Expressway portfolio, enabling higher leverage efficiency and stronger IRR potential

Compact, high-liquidity configurations with broader end-user and investor demand compared to large-ticket luxury units

Strong developer credibility, with Sobha's in-house construction ensuring consistent quality and lower execution risk

Mature Sector 106 micro-market, benefiting from operational expressway connectivity and established residential activity

Terrace options in select units, offering product differentiation within the compact segment

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