



SWARANAYA

@ NFC

by KREEVA

RERA No: DLRERA2026P0007

BUILT ON LEGACY. DRIVEN BY VISION.

KREEVA is a premium real estate development platform headquartered in Gurugram, committed to crafting bespoke residences that stand as landmarks for generations. Backed by institutional capital and unwavering focus on design excellence, structural quality, and lifestyle innovation, KREEVA has established itself as a trusted name amongst discerning homebuyers and investors across NCR.



Blackstone

A 30+ YEAR LEGACY POWERING THE NEXT CHAPTER OF RARE LIVING.

30+

Years of trust, execution
& industrial strength

3500+

Workforce across diverse
business verticals

8+

companies operating across
cement manufacturing,
infrastructure development,
media, FMCG
& real estate

INDUSTRY WE SERVE



HYGIENE



CEMENT



MEDIA



REAL ESTATE



BRANDS WE CURATED



KANODIA CEMENT
LIMITED



BUILDING SOLUTIONS
EASY BUILD



HYGIENE SOLUTIONS
LIMITED



MEDIA



REAL ESTATE

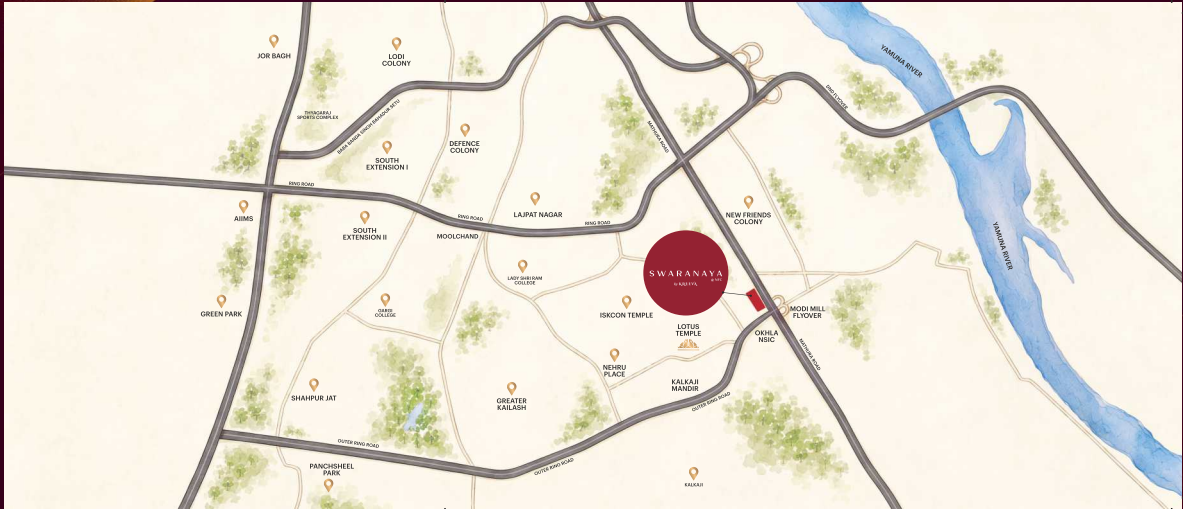
PROJECT FACT SHEET

Location:	NFC , New Delhi
Plot Area:	2.007 Acres / 8,122 Sqm
Height:	G+27 94.55 m
Units:	114 sky villas
Parking:	418+ ECS
Tentative Price:	₹40,000–45,000 / Sqft
Configuration:	3.5BHK, 4.5BHK & 5.5BHK Sky Villas



LOCATION

South Delhi





STRATEGICALLY LOCATED AT THE HEART OF SOUTH DELHI

NEIGHBOURHOOD





STRATEGICALLY LOCATED AT THE HEART OF SOUTH DELHI

NEIGHBOURHOOD

LOTUS TEMPLE
~3 Km



IGI Airport
~30 mins via Magenta Line



NEHRU PLACE
~3 Km



FORTIS ESCORTS HOSPITAL
Close Proximity



THE INVESTMENT OPPORTUNITY AT A GLANCE

PRIME NFC LOCATION

Epicenter of South Delhi, Frontage on Mathura Road,
Stone's throw distance from Lotus Temple & adjacent
to New Friends Colony.

EXTRAORDINARY DESIGN

G+27, bespoke 114 skyvillas with curated amenities spread
across 1,50,000 Sq Ft.

HIGH CONVICTION RETURNS

Premium low rise floors and villas in South Delhi
appreciating at 22-25% ; launch price ₹40 -45K/sqft
expected to deliver 45-50% appreciation.

NFC, New Delhi - 110065



85%

**Growth in luxury
Sales H1 2025**

YoY — HNI/NRI led

Buying Triggers

- Infrastructure upgrades (Metro, flyovers)
- Career milestones / wealth events
- NRI return / India portfolio diversification

Source: TOI and HT reports

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20-25%

**Share of NRIs in New
luxury investments**

Anchor asset demand

Decision Timeline

- Pre-launch to booking: 30–60 days
- High conviction buyers close in 1–3 site visits
- Reference buying: 40% come via peer referral
- RERA compliance is non-negotiable

Source: TOI and HT reports

55%

**HNIs cite capital
appreciation as
#1 motivation**

vs 44% in 2024

Preferred Formats

- 4.5BHK: Primary choice for HNIs (space + status)
- 3.5BHK: Entry point for young HNIs / NRIs
- Preference for limited units per floor
- Double-height lobbies signal exclusivity

Source: TOI and HT reports





12-18%

**Expected returns
anticipated by HNIs
in 2025**

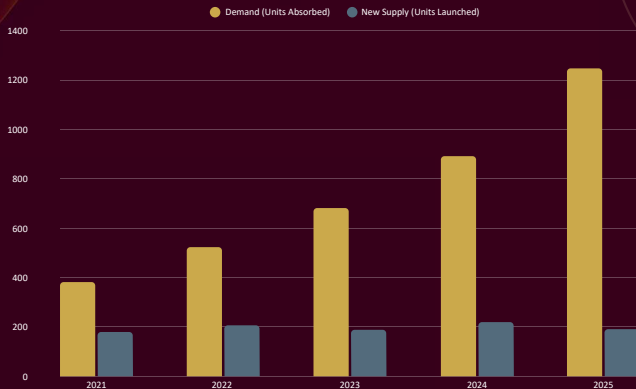
Annual, combined yield

NRI vs Domestic

- NRIs: Long-term hold, rental income focus
- Domestic HNIs: End-use + appreciation
- Repeat investors: 35%+ of luxury closures
- Family office mandates growing strongly

Source: TOI and HT reports

A MARKET WHERE DEMAND FAR OUTPACES SUPPLY



Indicative demandsupply data based on broker reports and market surveys for South Delhi luxury micro-market.

ZERO NEW GROUP HOUSING PROJECTS

South Delhi has seen virtually no new group housing approvals in the last decade most additions are builder floors on old plots.

LAND SCARCITY

DDA Master Plan 2041 restricts new residential land release in South Delhi. Proposition being offered by KREEVA is extremely rare.

SHRINKING INVENTORY

Current ready luxury inventory in the South Delhi micro-market: under 500 units. Kreeva adds 114 but with a 5+ year delivery timeline, e-raating begins launch.

MATHURA ROAD IS RAPIDLY TRANSFORMING INTO A FUTURE-READY INFRASTRUCTURE CORRIDOR



Delhi-Meerut RRTS operational since Feb 2026 with Sarai Kale Khan as a major transit hub.



₹950 Cr Delhi Road Redevelopment Program focused on road modernization & mobility.



Drainage & Waterlogging Infrastructure Upgrades for improved monsoon resilience.



PWD Decongestion Initiative for smoother traffic flow & signal-free connectivity.



DDA Walkability Enhancements with improved pedestrian infrastructure.



4.5 KM Alternate Link Road planned to ease congestion on Mathura Road & Kalindi Kunj.



DESIGN PHILOSOPHY



KREEVA ONBOARDS



CONCEPT AND EXPERIENCE

BRITTA KNOBEL FOUNDING PARTNER

Studio Symbiosis is an internationally acclaimed architecture and design practice with studios in India, the UK, and Germany. Known for crafting immersive spatial experiences, the studio seamlessly integrates architecture, interiors, and human-centric design to create environments that are timeless, intuitive, and emotionally engaging.

With over 120 million sq. ft. of projects worldwide and 100+ international design awards, including the Red Dot Design Award, German Design Award, and ICONIC Awards, Studio Symbiosis brings a globally celebrated design philosophy that transforms spaces into meaningful experiences.





KREEVA ONBOARDS



LANDSCAPE AND LIGHTING DESIGN

TOMMASO LIGHTING DESIGN DIRECTOR

Every outdoor space is conceived as a seamless extension of the architecture, where landscape and light unite to create an atmosphere of timeless elegance.

Designed by SAHVIA Group, the landscape masterplan blends lush greenery, tranquil gardens, elegant walkways, and thoughtfully curated open spaces that inspire wellness and quiet reflection. A bespoke lighting strategy enhances architectural features, accentuates natural elements, and creates a warm, sophisticated ambience from dusk to dawn.

Meticulously planned for beauty, functionality, and sustainability, every detail contributes to an outdoor environment where nature, architecture, and light exist in perfect harmony.





KREEVA ONBOARDS



PRINCIPAL DESIGN

SANJAY BHARADWAJ PARTNER

Team3 is an award-winning, multidisciplinary architectural practice renowned for creating human-centric, contextually responsive spaces. Blending contemporary design with a deep understanding of climate, culture, and place, the studio delivers architecture that is both timeless and purposeful.

With expertise spanning master planning, architecture, and interior design across diverse geographies, Team3 is recognized for crafting innovative, sustainable environments that balance design excellence, environmental responsibility, and functional efficiency.



KREEVA ONBOARDS



STRUCTURE REVIEW CONSULTANT

UMESH JOSHI PARTNER

With over four decades of engineering excellence, JW Consultants LLP is renowned for delivering robust, innovative, and efficient structural solutions. Combining technical precision with uncompromising quality standards, the firm has established a legacy of trust across diverse sectors.

With an extensive portfolio spanning residential, commercial, hospitality, healthcare, and institutional developments in India and internationally, JW Consultants brings global expertise and engineering excellence to create structures that are resilient, efficient, and built to endure.





PARTNERS

SIGNATURE
SERVICE
PARTNERS

✦ | | ✦

ROSEATE

HOTELS & RESORTS

The art of effortless living, curated by Roseate. From discreet concierge and impeccable housekeeping to round-the-clock security, signature dining, exclusive global Roseate membership privileges, and a thoughtfully curated calendar of experiences and events—every detail is designed to elevate everyday life.





TONI&GUY
HAIRDRESSING

World-class styling, just an elevator ride away. Experience globally renowned hair artistry, grooming, and beauty services curated exclusively for residents—because luxury begins with effortless living.



YKBI
YOGA KICKBOXING BOUTIQUE

Experience a boutique Pilates studio that combines expert instruction with contemporary wellness, helping you build strength, improve posture, and embrace a more balanced lifestyle.



Enjoy the privilege of a premium cinematic destination, where cutting-edge technology, luxurious comfort, and exceptional entertainment come together to transform every movie into an unforgettable experience.



FAÇADE & ELEVATION



FAÇADE



RERA-NO: DLRERA2026P0007

FAÇADE



REKA No: DLRERA2026P0007

VIEW FROM NFC



RERA No: DLRERA2026P0007

ELEVATION



ELEVATION



VIEW FROM LOTUS TEMPLE



THE BOULEVARD



DROP OFF



DROP OFF



GROUND FLOOR CAFÉ



VIEWING DECK STAIR CASE



INFINITY POOL



INFINITY POOL



CLUB LAWN AREA



MULTIPURPOSE HALL



ZEN GARDEN



SUNKEN DECK



3.5BHK MASTER BEDROOM



4.5BHK MASTER BEDROOM



4.5BHK MASTER BEDROOM



5.5BHK 2ND BEDROOM



WRAP AROUND SUN DECKS



LIVING AREA



KITCHEN



PRIVATE LIFT LOBBIES



WASHROOM



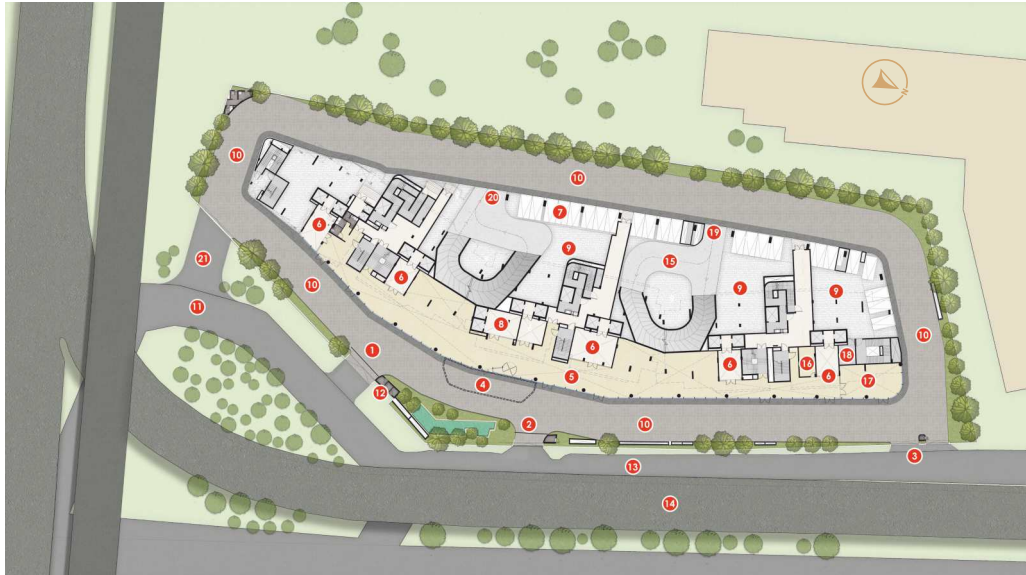
WALK-IN CLOSET



PLANNED AS A PRIVATE VERTICAL ESTATE .

LEGEND

1. MAIN ENTRY
2. EXIT
3. EXIT GATE
4. DROP OFF
5. QUADRUPLE HIGHT
ATRIUM ABOVE
6. DOUBLE HEIGHT
ENTRENCE LOBBY
7. CAR PARKIING
8. CLUB DOUBLE HEIGHT
ENTRENCE LOBBY
9. TWO WHEELER PARKING
10. DRIVE WAY
11. SERVICE ROAD
12. GUARD ROOM & ATM
13. SERVICE ROAD
14. MATHURA ROAD
15. DRIVEWAY
16. SOCIETY OFFICE
17. DOUBLE HEIGHT LOBBY
18. FIRE CONTROL ROOM
19. ENTERY
20. EXIT
21. PROPOSED ROAD



4TH FLOOR

LEGEND

1. PICKLE BALL COURT
2. KID'S POOL
3. ADULT SWIMMING POOL
4. JACUZZI
5. SKATING RINK
6. RAISED DECK
7. STEPPED GARDEN
8. DOUBLE HEIGHT COMMUNITY RECREATIONAL HALL
9. DOUBLE HEIGHT ENTRANCE LOBBY
10. LOUNGE
11. CAFE
12. KID'S PLAY AREA
13. BAR COUNTER
14. SUNKEN SEATING
15. DOUBLE HEIGHT LOBBY
16. CABANA
17. PLAZA
18. GREEN AREA

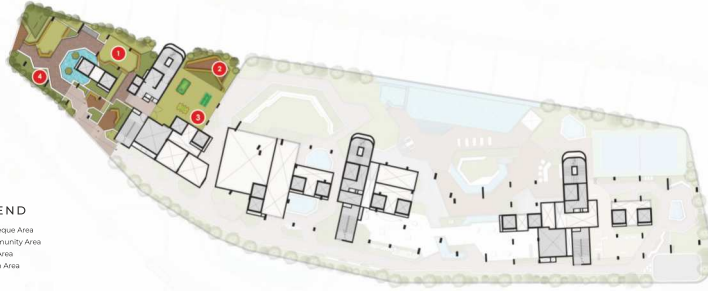


6TH FLOOR

6TH FLOOR

LEGEND

- 1. Barbeque Area
- 2. Community Area
- 3. Play Area
- 4. Green Area



3.5 BHK TYPICAL UNIT PLAN

UNIT TYPE	BALCONY AREA		TOTAL CARPET AREA		TOTAL USEABLE AREA	
	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
3.5BHK	77.55	834.75	174.60	1879.39	252.15	2714.14



EVEN FLOOR



ODD FLOOR

4.5 BHK TYPICAL UNIT PLAN (CORE-A)

UNIT TYPE	BALCONY AREA		TOTAL CARPET AREA		TOTAL USEABLE AREA	
	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
4.5BHK	81.95	882.11	215.84	2323.30	297.79	3205.41



EVEN FLOOR



ODD FLOOR

4.5 BHK TYPICAL UNIT PLAN (CORE-C)

UNIT TYPE	BALCONY AREA		TOTAL CARPET AREA		TOTAL USEABLE AREA	
	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
4.5BHK	81.95	882.11	215.84	2323.30	297.79	3205.41



EVEN FLOOR



ODD FLOOR

5.5 BHK TYPICAL UNIT PLAN (CORE-A)

UNIT TYPE	BALCONY AREA		TOTAL CARPET AREA		TOTAL USEABLE AREA	
	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
5.5BHK	110.25	1186.73	235.28	2532.56	345.53	3719.29



EVEN FLOOR



ODD FLOOR

5.5 BHK TYPICAL UNIT PLAN (CORE-C)

UNIT TYPE	BALCONY AREA		TOTAL CARPET AREA		TOTAL USEABLE AREA	
	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
5.5BHK	110.25	1186.73	235.28	2532.56	345.53	3719.29



EVEN FLOOR



ODD FLOOR



GROUND FLOOR PODIUM LIFESTYLE AMENITIES



Business Centre

A thoughtfully designed workspace fostering productivity, collaboration, and seamless professional interactions.



Open Library

A quiet reading haven curated for learning, relaxation, and intellectual engagement.



Cafeteria

A vibrant café experience blending comfort, conversations, and delightful dining moments.



GROUND FLOOR PODIUM LIFESTYLE AMENITIES



Retail Space

A convenient retail destination enhancing everyday lifestyle needs within the community.



Medical Room

A well-equipped healthcare space prioritizing resident wellness and emergency care.



Atrium Area

A grand open atrium crafted to elevate social interactions with spacious and elegant surroundings.

2ND FLOOR PODIUM LIFESTYLE AMENITIES



Gym

World-class gym designed to redefine fitness with luxury and unmatched wellness experiences.



Salon

A refined salon experience tailored for style, sophistication, and self-care



Card Room

A sophisticated card room curated for leisure, conversations, and timeless social experiences

2ND FLOOR PODIUM LIFESTYLE AMENITIES



AV Room

An immersive AV room designed for cinematic experiences & entertainment



SPA

An indulgent spa sanctuary offering tranquility, rejuvenation, and elevated wellness experiences



4TH FLOOR PODIUM LIFESTYLE AMENITIES



Swimming Pool & Pool Deck

Resort-style pool with
cabana & lounge seating



Pickle Ball Court

South Delhi's newest
premium sport trend



Skating Rink

First-of-its-kind within
luxury residential complex



4TH FLOOR PODIUM LIFESTYLE AMENITIES



Café

Curated resident café
with poolside views



Sunken Seating & Water Body

Landscaped zen retreat
at podium level



Kids Play Area & Landscape

A vibrant space designed to
spark imagination, creativity,
and joyful childhood experiences.



6TH FLOOR PODIUM SKY AMENITIES



Star-Gazing Deck

Open-to-sky elevated terrace
a rare commodity in Delhi



Elevated Garden

Curated garden with indigenous species
of flora to accentuate wellness



6TH FLOOR PODIUM SKY AMENITIES



Public Art

1.01% of project cost dedicated to curated installations



Indoor recreation zone

A vibrant indoor recreation one featuring table tennis and pool tables for leisure, fun, and social engagement.



22ND FLOOR SKY AMENITIES



Kids' Play Area

An engaging kids' play area created for fun, activity, and joyful experiences.



Open-Air Gym

An energizing open-air gym blending fitness with the outdoors.



Zen Garden Zone

Thoughtfully crafted landscapes that inspire peace, reflection, and well-being.



22ND FLOOR SKY AMENITIES



Jogging Track

Run above the city on a thoughtfully designed track with breathtaking skyline views



Yoga & Meditation retreat

A serene yoga & meditation retreat designed for mindfulness and inner balance.



Social & BBQ space

A vibrant social & BBQ space crafted for gatherings, conversations, and memorable evenings.

SALIENT FEATURES



ESG Compliant

Entire terrace green building rating ready



Air Wellness Technology

A thoughtfully integrated air wellness ecosystem that continuously monitors and enhances indoor air quality, ensuring a healthier living experience



5-TIER Security

Main gate + Atrium + Access
Controlled Lift Lobbies +
Lift Lobbies +
Video Door Phones



Rainwater Harvesting

Sustainable water management built in from design



THE GREEN RESERVE

Sustainable landscape
management designed to keep
nature thriving throughout the year.





THE GREEN RESERVE

Sustainable landscape
management designed to keep
nature thriving throughout the year.



THE LAST-MOVER ADVANTAGE — WHY KREEVA IS IRREPLACEABLE

0

New group housing
projects in South Delhi
(2026–2027)

<400

Ready luxury units in
the entire South Delhi
micro-market

114

KREEVA units — only
new branded supply
entering the market

₹6L CR

Redevelopment
opportunity locked in
South Delhi colonies

ENTRY BARRIERS FOR FUTURE COMPETITION

LAND AVAILABILITY:

No vacant land parcels available for group housing in NFC / surroundings

TREE PRESERVATION:

Mature tree cover in South Delhi restricts demolition & new constructions

RESTRICTIVE APPROVAL PROCESS:

DDA heavily restricts vertical development in the city resulting in negligible amount of vertical developments

LAND COST:

Land cost alone in micro-market now ₹250-350 Cr/acre — making new launches economically unfeasible at under ₹55K/sqft

WHY NOW IS THE RIGHT TIME TO INVEST

PEAK DEMAND, ZERO SUPPLY

Luxury demand in South Delhi grew 85% in H1 2025. Supply is at an all-time low. This is a textbook entry window.

NRI RUSH & RUPEE VALUE

Favorable currency dynamics and India's growth story are accelerating NRI investments in premium real estate.

INFRASTRUCTURE TAILWIND

Upcoming Delhi-NCR infrastructure projects — Widening of Mathura Road, Phase 4 Metro, ring roads — will continue to compress travel times and amplify locational value.

NO FUTURE COMPETITION

Land exhaustion + regulatory barriers mean Kreeva will remain the only branded group housing project in this micro-market for the foreseeable future.

WHY NOW IS THE RIGHT TIME TO INVEST

2026

PRE-LAUNCH WINDOW

Buy at lowest price before its accessible to others. Historical data shows 15–22% uplift between pre-launch and launch stages alone.

2027

CONSTRUCTION COMMENCEMENT

Prices re-rate upward as construction progresses. Supply remains near-zero.

2030

STRUCTURE COMPLETION

Structural visibility will discover price accelerates. Secondary market transactions begin at 70–75% premium to launch price.

2031

OC / DELIVERY

Occupancy Certificate + possession triggers final re-rating. Rental income begins. Project becomes comparable to ready luxury stock.

2031+

MATURITY & LEGACY

Fully stabilised asset with proven rental yield. Resale demand from next buyer generation. NFC micro-market significantly denser in HNI profile.



THANK YOU