

2024

Micromarket Spotlight

DWARKA EXPRESSWAY

Shaping Gurugram's Future, One Mile at a Time

Gurugram, situated within Delhi's National Capital Region (NCR), has established itself as the fastest-growing metropolitan city in India, undergoing a remarkable transformation over the years. Its strategic proximity to the international airport, abundant availability of land, and favourable tax policies have collectively shaped Gurugram into a pivotal hub for IT and IT-enabled services (ITeS). Today, the city hosts a significant portion of NCR's Grade-A office space, drawing numerous Fortune 500 companies. This economic dynamism has spurred a steady population increase, rising per capita incomes, and a corresponding surge in housing demand. However, this rapid growth has brought challenges for prospective homebuyers, including escalating property prices and limited availability of desirable locations. Recognizing the need to accommodate future growth, governing authorities have been actively focusing on alternative regions, aiming to bolster infrastructure, connectivity, and overall liveability. Among these emerging areas, peripheral micro-markets are gaining traction, with the Dwarka Expressway¹ corridor standing out as a notable example.

The Dwarka Expressway, also known as the Northern Peripheral Road, represents a landmark infrastructure project, connecting Dwarka in Delhi with Gurugram in Haryana. While the project faced significant delays, with the Gurugram stretch inaugurated in March 2024 and the Delhi section slated for completion by December 2024, its impact on connectivity and urban development has been transformative. This state-of-the-art eight-lane expressway not only eases congestion on the Delhi-Gurugram Expressway but also provides seamless access to the Indira Gandhi International Airport. The partial operationalization of the expressway has already spurred a surge in real estate activity, making it one of NCR's most sought-after destinations for both end-users and investors. As the final stages of the project near completion, the region's appeal continues to grow, promising a new chapter of urban expansion and real estate investment opportunities in the NCR.

“After years of anticipation, the long-overdue Gurugram stretch of the Dwarka Expressway was inaugurated earlier this year, and with the Delhi stretch nearing completion, the region is witnessing a remarkable surge in residential activity. Reflecting this trend, the micromarket has posted the highest cumulative new supply post-2020 in Gurugram, with leading developers launching projects to cater to the growing demand. At Square Yards, we have observed a sharp increase in interest from investors and end-users eager to capitalize on the enhanced connectivity to commercial hubs and the international airport, with many looking to seize early-mover advantages and reap long-term returns. The impact of the infrastructure upgrade is already evident in property prices, which have seen consistent double-digit growth in recent years. We see this as the first chapter in a long-term growth story for the Dwarka Expressway, with significant opportunities unfolding for end-users, investors, and developers in the years ahead.”

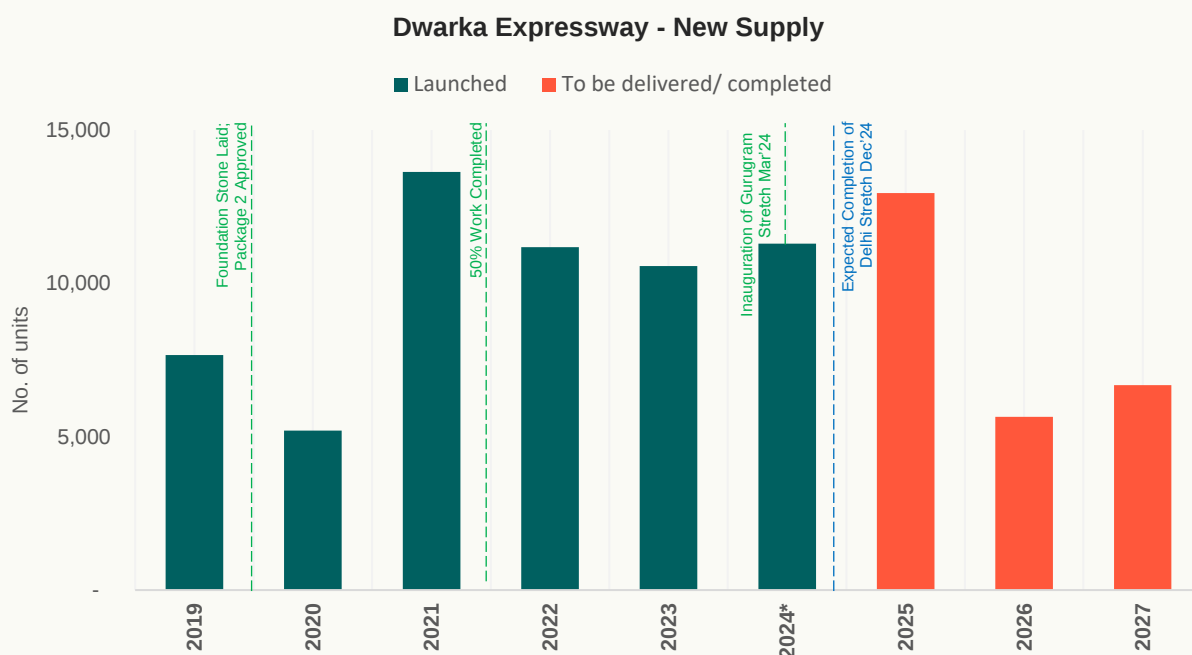
Rajat Likhyan, Principal Partner, Square Yards

¹ For this analysis, the Dwarka Expressway micromarket comprises sectors along the expressway, excluding those in New Gurgaon (Sectors 80–95B).

Residential Market Trends in Dwarka Expressway

Strategic Expansions by Developers Propel Supply Growth on Dwarka Expressway

The accelerated completion of the Dwarka Expressway, coupled with a post-pandemic surge in real estate activity, has led to a significant rise in residential new supply along this corridor. Developers have been actively completing projects and launching new ones, propelling Dwarka Expressway to become micro-market with highest cumulative new residential supply in Gurugram post-2020, followed by New Gurgaon and Sohna. Where annual supply hovered around 5,000–7,000 units before 2020, it has now more than doubled, exceeding 10,000 new units per year. This surge underscores that a substantial portion of the inventory in this region is relatively new.



Note: *January-September 2024. As per calendar year. Includes primary residential properties only.

Source: RERA, Square Yards

Key Players and Projects in Dwarka Expressway

Top Developers with Maximum New Supply in Dwarka Expressway 2021-2024 (Jan-Sep)		
Rank	Developer Name	Major Projects in Dwarka Expressway
1	Signature Global	Signature Global City, De Luxe DXP
2	M3M	M3M Capital, M3M Crown
3	Conscient One	Conscient Habitat 102
4	Smart World Developers	Smart World One DXP
5	Sobha Realty	Sobha City
6	Krisumi Corporation	Krisumi Waterfall Residences
7	Shapoorji Pallonji	Shapoorji Pallonji Joyville
8	Elan Group	Elan The Mark, Elan The Presidential
9	Hero Realty	Hero Homes
10	BPTP	BPTP Park Serene

Note: As per calendar year. Includes primary residential properties only.

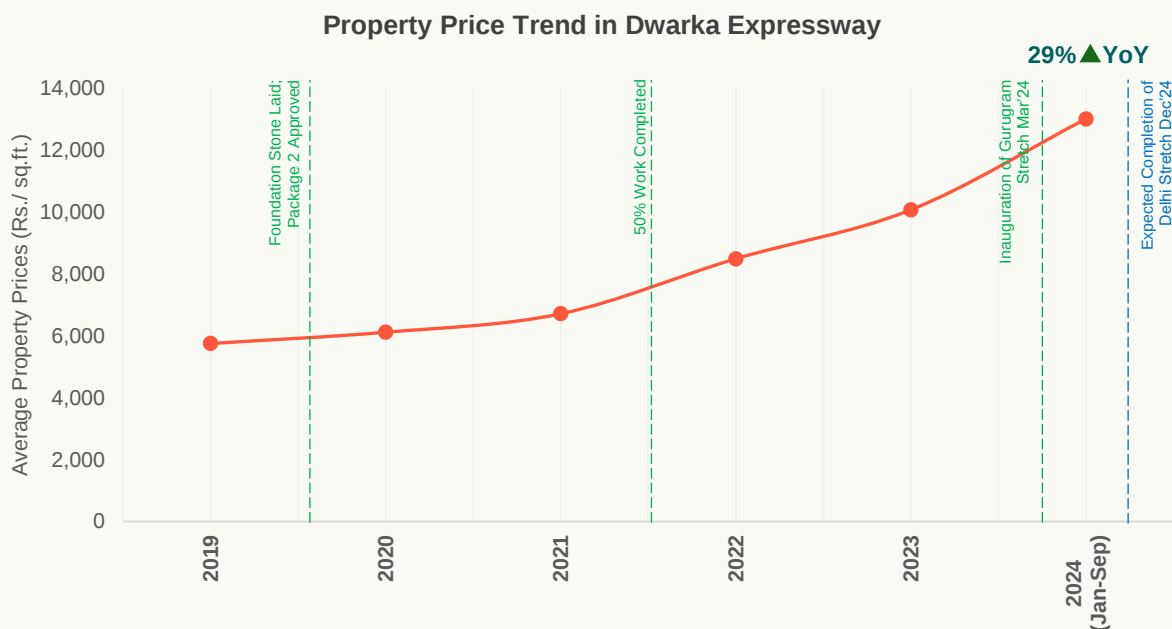
Source: RERA, Square Yards

Among the prominent players, Signature Global has emerged as the market leader post-pandemic, accounting for the highest share of new launches in the past four years with their flagship development, Signature Global City in Sector 37D, offering the largest number of units in the region. Close on its heels is M3M, with projects M3M Crown and M3M Capital, located in the sectors near the international airport. Other notable contributors include Conscient One, Smart World Developers, Sobha Realty, and Krisumi Corporation, all of whom cater predominantly to the luxury residential segment.

The future of Dwarka Expressway's residential market looks promising, with a robust pipeline of over 25,000 new units set to be completed and delivered within the next three years. This confidence is underscored by the entry of several notable developers, including Tata Realty, Sobha Realty, Godrej, Indiabulls, Hero Realty, BPTP, Max Estate, Emaar and Adani Realty, who have existing or ongoing projects in the micromarket. In the first three quarters of 2024, the majority of new launches were driven by M3M, Krisumi Corporation, and Smart World. Their active involvement signals strong faith in the region's demand potential and returns, further solidifying Dwarka Expressway's position as a prime residential destination in Delhi NCR.

Double-Digit Growth Drives Property Prices Up Along Dwarka Expressway

Post-pandemic, the accelerated completion of the Dwarka Expressway has catalysed steady price appreciation in the micro-market, driven by a robust balance of growing supply and increasing demand. Property prices in the region have consistently recorded double-digit growth in recent years, more than doubling since 2019. **In 2024, prices witnessed a notable 29% increase during the first three quarters compared to 2023. Current rates now average between Rs. 12,000 -14,000 per sq. ft., with select premium projects surpassing this threshold.** This strong performance reflects a broader shift in buyer preferences toward premium housing segments in the post-pandemic era. While localities like Golf Course Road and Golf Course Extension remain synonymous with ultra-luxury offerings, Dwarka Expressway is emerging as a leading destination for residential projects with premium amenities at relatively lower price-points.



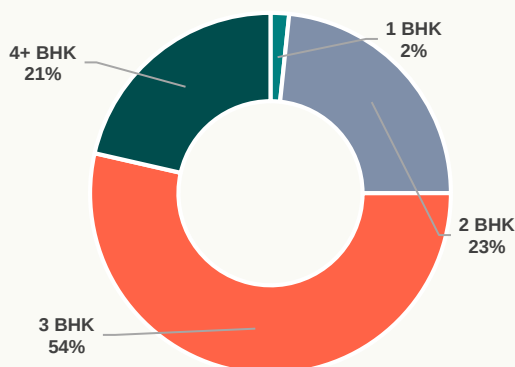
Note: As per calendar year. The data is for primary and secondary apartments and sourced from data trends observed on www.squareyards.com for the given period. Average property prices may vary by location and property-specific factors.

Source: Square Yards

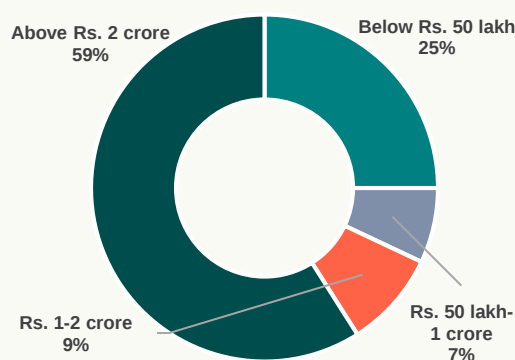
Decoding Supply and Demand Dynamics on Dwarka Expressway

In January-September 2024, the majority of Dwarka Expressway's available inventory, in both primary and secondary markets, comprises 3BHK units (54%), followed by 2BHK units (23%). This diverse offering reflects the corridor's ability to cater to a broad spectrum of homebuyers. In earlier years, most of the supply along the Dwarka Expressway was concentrated in the below Rs. 1 crore segment, which accounted for 67% of the market in 2019. This was primarily due to the slow pace of property appreciation, driven by delays in project completion. However, post-pandemic, the landscape has undergone a dramatic transformation. **Developers have shifted focus to high-end apartments with premium offerings, aligning with the evolving preferences of homebuyers and a renewed demand momentum. This transformation is evident in the pricing trends, with properties above Rs. 1 crore growing from 33% in 2019 to 68% in 2024.**

Supply Trends in Dwarka Expressway
Configuration-wise split



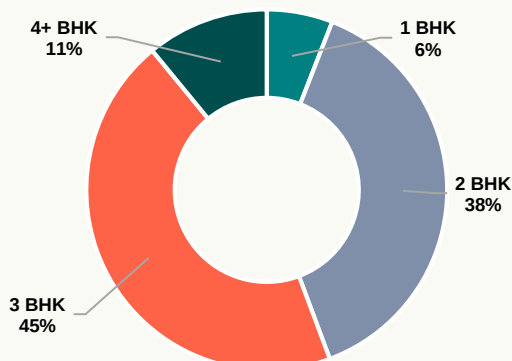
Supply Trends in Dwarka Expressway
Price-bracket split



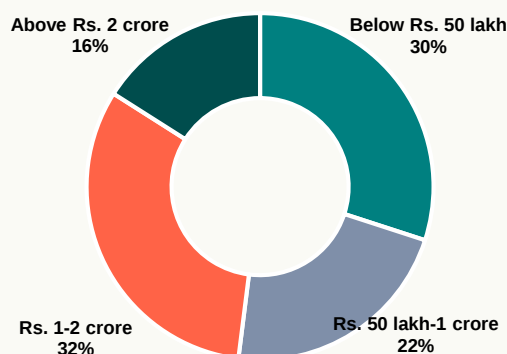
Note: As per calendar year. Includes homebuyer activity as observed on squareyards.com for primary and secondary residential properties.
Source: Online trends on squareyards.com, Square Yards

In terms of demand, Dwarka Expressway continues to captivate both end-users and investors, with insights from Square Yards suggesting that investor interest marginally surpasses that of end-users. This shift underscores the evolving dynamics of the real estate market in the region, where homebuyers are moving beyond budget-centric preferences to prioritize location and connectivity along with projects that match their lifestyle preferences. **Approximately 50% of homebuyers are now seeking properties priced above Rs. 1 crore, reflecting the premium positioning of the Dwarka Expressway corridor. A closer look reveals that a significant 32% of buyers are targeting properties in the Rs. 1-2 crore range, while an impressive 16% are focusing on homes priced above Rs. 2 crore, primarily driven by investor interest.**

Demand Trends in Dwarka Expressway
Configuration-wise split



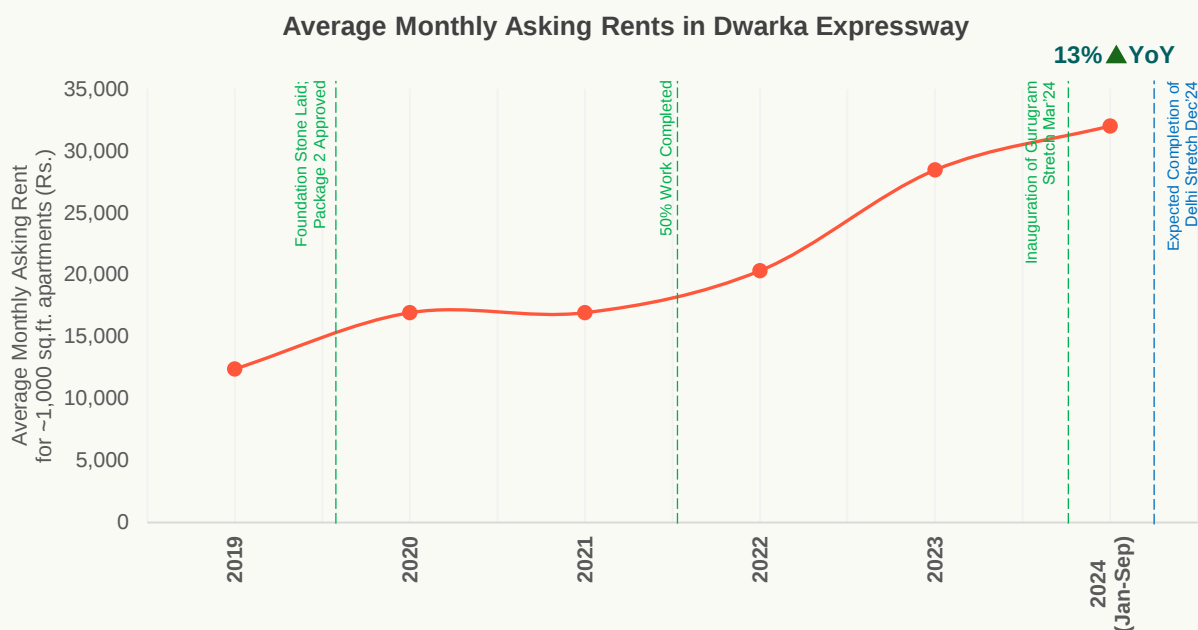
Demand Trends in Dwarka Expressway
Price-bracket split



Note: As per calendar year. Includes homebuyer activity as observed on squareyards.com for primary and secondary residential properties.
Source: Online trends on squareyards.com, Square Yards

Dwarka Expressway Rental Market Gaining Ground

The rental market along Dwarka Expressway is still in its nascent stages, as many renters currently gravitate toward locations closer to major commercial hubs. However, the post-pandemic surge in rental rates across Gurugram has created significant spill over demand in the Dwarka Expressway region. **At present, the average monthly rent for a 1,000 sq. ft. apartment in a gated community range between Rs. 30,000 and Rs. 35,000, a marked increase from the Rs. 10,000 to Rs. 15,000 range observed in 2019.** Depending on the property's area and specifications of the project, rents can trend even higher, reflecting the growing appeal of the area. Rental yields along Dwarka Expressway currently average 3–3.5%, highlighting the gradual maturity of the rental market as both demand and property values in the region continue to rise.



Note: As per calendar year. The data is as per apartments ~1,000 sq.ft. in size and the monthly asking rents may vary by location and property-specific factors. The data is for primary and secondary apartments and sourced from data trends observed on www.squareyards.com for the given period.
Source: Square Yards

Top Projects with Maximum Inventory Available for Rent in Dwarka Expressway 2024 (Jan-Sep)		
Rank	Projects	Developer Name
1	Signature Global The Millennia	Signature Global
2	Shapoorji Pallonji Joyville	Shapoorji Pallonji
3	Indiabulls Centrum Park	Indiabulls
4	Puri Emerald Bay	Puri
5	Tata La Vida	Tata Realty
6	Emaar Gurgaon Greens	Emaar
7	M3M Woodshire	M3M
8	Conscient Heritage Max	Conscient One
9	Sobha City Gurgaon	Sobha Realty
10	Paras Dews	Paras Group

Note: As per calendar year. The data is for primary and secondary apartments and sourced from data trends observed on www.squareyards.com for the given period.
Source: Square Yards

Dwarka Expressway: The Next Chapter of Gurugram's Growth

Dwarka Expressway, also referred to as the Northern Peripheral Road (NPR), is rapidly establishing itself as a cornerstone of Gurugram's future growth narrative. Historically, the region faced challenges such as delays in project completion, toll-related issues, and limited direct connectivity to Gurugram's commercial hubs, Delhi, and the airport, leading to underwhelming returns on investments. However, the recent completion of the Gurugram stretch, the near completion of the Delhi stretch, and the operationalization of the Central Peripheral Road have significantly improved connectivity, especially to the airport, commercial centres, the DMIC corridor, and NH-48, effectively addressing these long-standing concerns.

This enhanced connectivity has sparked immense interest among stakeholders, as evidenced by a substantial surge in real estate activity. Dwarka Expressway has become a frontrunner in Gurugram's real estate market, with supply increasing exponentially. Branded local and national developers have several ongoing or upcoming projects, paving the way for extensive residential development. Over the next three years, more than 25,000 residential units are expected to be delivered by major developers, signalling the region's robust growth potential. With ongoing infrastructure upgrades continuing to enhance access to key hubs and buyer sentiment exhibiting strong positive momentum, Dwarka Expressway is poised to solidify its position as a key player in Gurugram's real estate landscape. The region offers significant and diverse opportunities for both investors and end-users, marking it as a dynamic and promising micro-market within Delhi NCR.

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