

Privana North: Yet another sell-out performance

Building on the success of two initial phases, DLF has reinforced its leadership in the luxury housing segment with yet another sell-out performance at DLF Privana North. The new project comprises 1,152 large 4BHKs along with 12 penthouses and has generated bookings of INR 110bn – implying average pricing of INR 95mn per unit. The Privana project is a c. 116 acre integrated township located in Sector 76 and 77, Gurugram. Since Jan'24, DLF has launched three phases across 54 acres and generated cumulative bookings of INR 238bn. With the success of Privana North, the company has achieved c. 55% of its annual pre-sales guidance of INR 200bn and is now gearing up for its maiden Mumbai project, which has recently received RERA approval.

- **Project details:** DLF Privana North is part of the larger DLF Privana township, a premium integrated development spread across c. 116 acres in Sectors 76 and 77, Gurugram. It spans 17.7 acres and consists of six ultra-luxury towers, each rising to stilt+50 storeys. The project offers a total of 1,152 well-appointed 4BHK residences with a carpet area of 2,236sqft along with 12 exclusive penthouses having carpet area of 4,847sqft. Each apartment comes with three dedicated car parking slots, while the penthouses have four. The master bedrooms in Privana North are ~33% larger than previous offerings within the ecosystem.
- **Gearing up for Mumbai launch:** DLF's maiden project in Mumbai has received RERA approval 2 days ago and the official launch is expected soon. The initial phase has c. 400 units of 3BHK and 4BHK configuration with a starting ticket size of INR 65mn.

Phase	Launch	Units	Towers	Land (acres)	Sales (INR bn)
South	Jan'24	1,113	7	25.0	72.0
West	May'24	795	5	12.5	55.9
North	June'25	1,164	6	17.1	110.0
Total		3,072		54.6	237.9

Source: Company, JM Financial

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