

DLF Midtown

Introductory Deck

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**Advantage DLF &
Delhi NCR Portfolio**



Intro to DLF Midtown



**Location,
Connectivity &
Physical Infra**



**Social
Infrastructure**



**Community Living &
Ecosystem**



**DDA
Greens**



Amenities



**The Crest
Success
Story**

1 Advantage DLF Delhi NCR Luxury Portfolio

27.96

million sq m
residential area developed

132

residential
projects completed

17.84

million sq m of
development potential

1

million +
happy residents

Founded in 1946 by Chaudhary Raghavendra Singh, DLF started with the creation of 22 urban colonies in Delhi. In 1985, the company expanded into the then-unknown region of Gurugram, creating exceptional living and working spaces for the new Indian global professionals. Today, DLF is the largest publicly listed real estate company in India, with residential, commercial, and retail properties in 15 states and 24 cities.



THE ULTIMA BY DLF

SECTOR 81, NEW GURGAON

- Status | Ready-to-move-in
- Product | 3, 4 bedroom residences
- Pricing | 1.76 Cr. onwards
- Total number of units: 916
- Habitation | over 100 families moved-in



The Crest Live magnificently

DLF5, GURGAON

- Status | Ready-to-move-in
- Product | 3, 4 bedroom residences and penthouses
- Pricing | 6.5 Cr. Onwards
- Total number of units: 767
- Habitation | over 600 families moved-in

2 Introduction to DLF Midtown

Introducing DLF Midtown



Image: Capital Greens 1, 2 & 3



Image: DDA Greens adjoining Capital Greens



Image: Capital Greens Elevations



Image: Internal Greens, Capital Greens



Image: Internal Greens, Capital Greens

A Brief Overview of the DLF Midtown Ecosystem



- Home to over 2500 families
- Ready to move in 2, 3 & 4 BHK apartments
- Round the clock multi-tiered security system
- Ample parking space
- Surrounded by more than 100 acres of lush greenery
- Luxury apartments with all recreational facilities
- Fully equipped clubhouse with best-in-class amenities
- Shopping, leisure facilities, finest schools, hospitals in near vicinity



Occupancy Trends



Capital Greens Phase 1		
Total Units	1446	
Rented	639	44%
Self-Occupied	521	36%
Occupancy	1160	80%
Fitouts Ongoing	89	6%
Possession taken but vacant	85	6%
Possession not taken	66	5%
Possession Letter not Issued	45	3%
Unsold	1	0%

Capital Greens Phase 2		
Total Units	1270	
Rented	553	44%
Self-Occupied	416	33%
Occupancy	969	76%
Fitouts Ongoing	121	10%
Possession taken but vacant	66	5%
Possession not taken	68	5%
Possession Letter not Issued	44	3%
Unsold	2	0%

Capital Greens Phase 3		
Total Units	154	
Rented	35	23%
Self-Occupied	74	48%
Occupancy	109	71%
Fitouts Ongoing	20	13%
Possession taken but vacant	9	6%
Possession not taken	10	6%
Possession Letter not Issued	6	4%
Unsold	0	0%

3 Location, Connectivity & Physical Infrastructure

Site Location



Located in the heart of India's Capital City

Part of one of the most vibrant neighborhoods of NCR—"DLF MIDTOWN"

BIGGEST Launch of Delhi in last 10 Years. Absence of quality developments in Delhi makes this an exceptional opportunity

KEY DISTANCES

Connaught Place	10.3 KM
Karol Bagh	4.9 KM
Netaji Subhash Place	6.4 KM
New Delhi Railway Stn	8.2 KM
IGI Airport	25 KM
Cybercity, Gurugram	27.5 KM



**On 60 M wide Shivaji Marg
(As per Masterplan)**

**Good connectivity with rest
of the city through
Patel Road
New Rohtak Road
Ring Road**

**Surrounded by 4 metro lines
(Blue, Green, Red, Pink)**

5 Metro stations within 3 KM

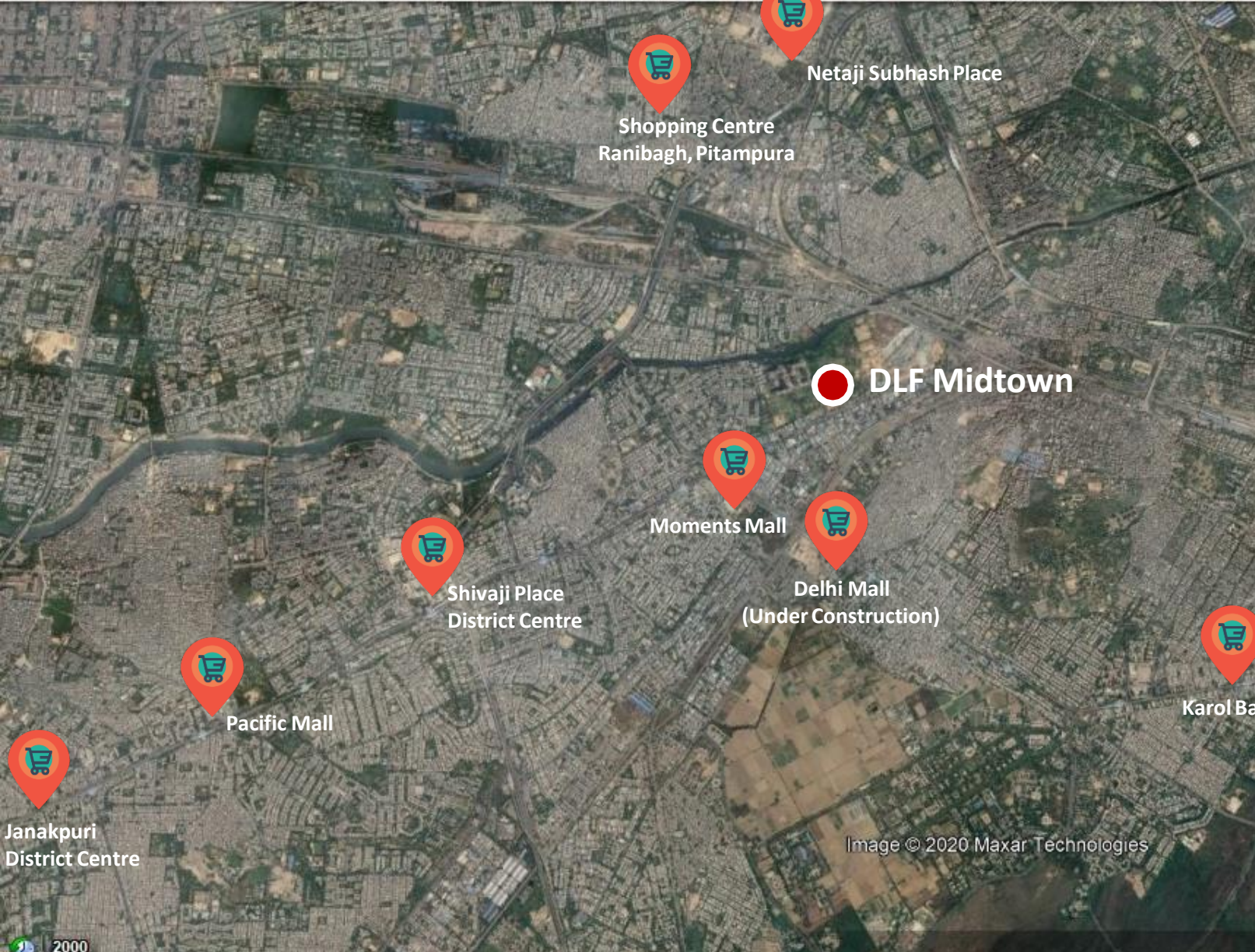
4 Social Infrastructure



Image © 2020 Maxar Technologies

Google Earth

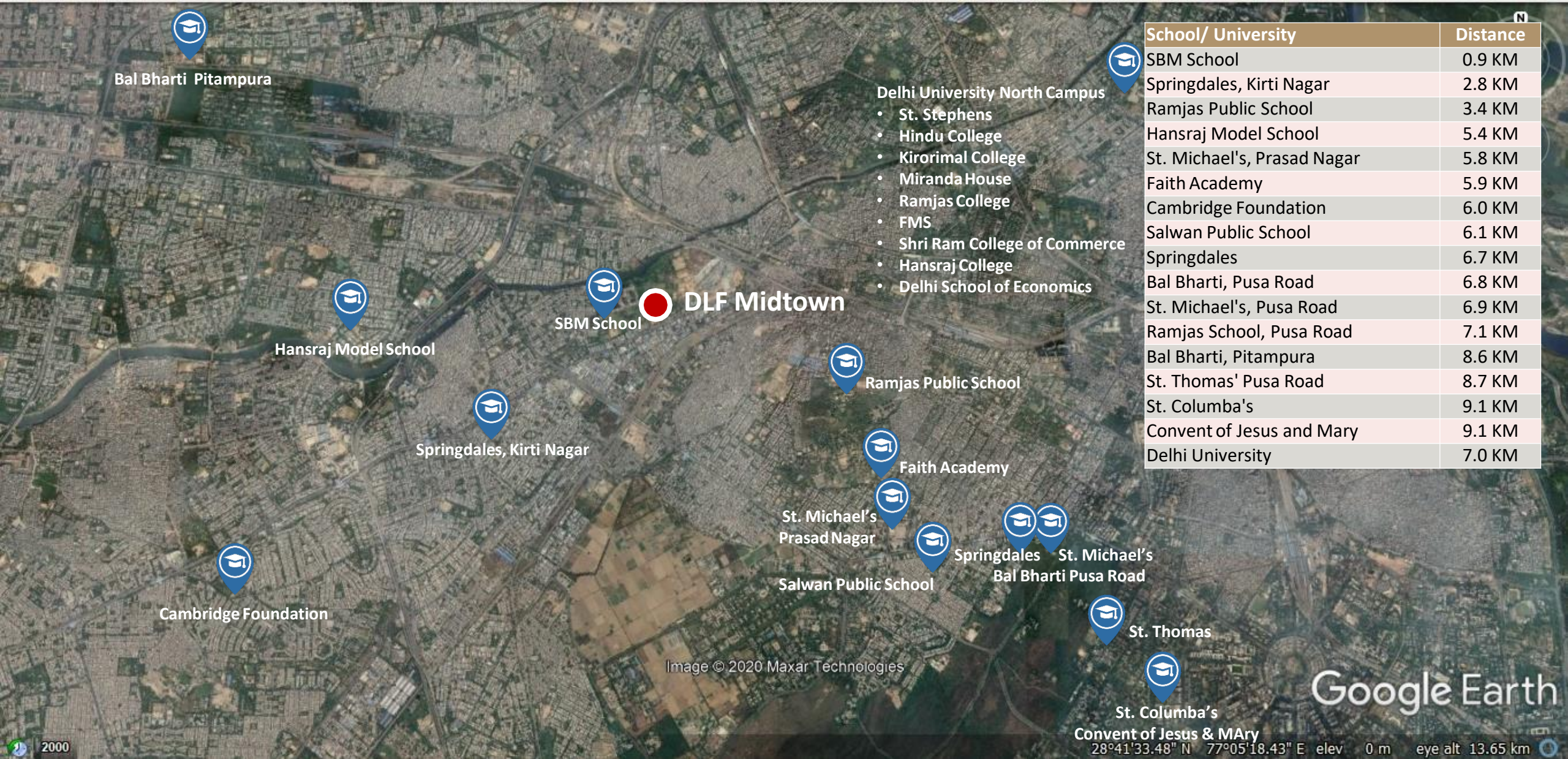
28°41'33.48" N 77°05'18.43" E elev 0 m eye alt 13.65 km



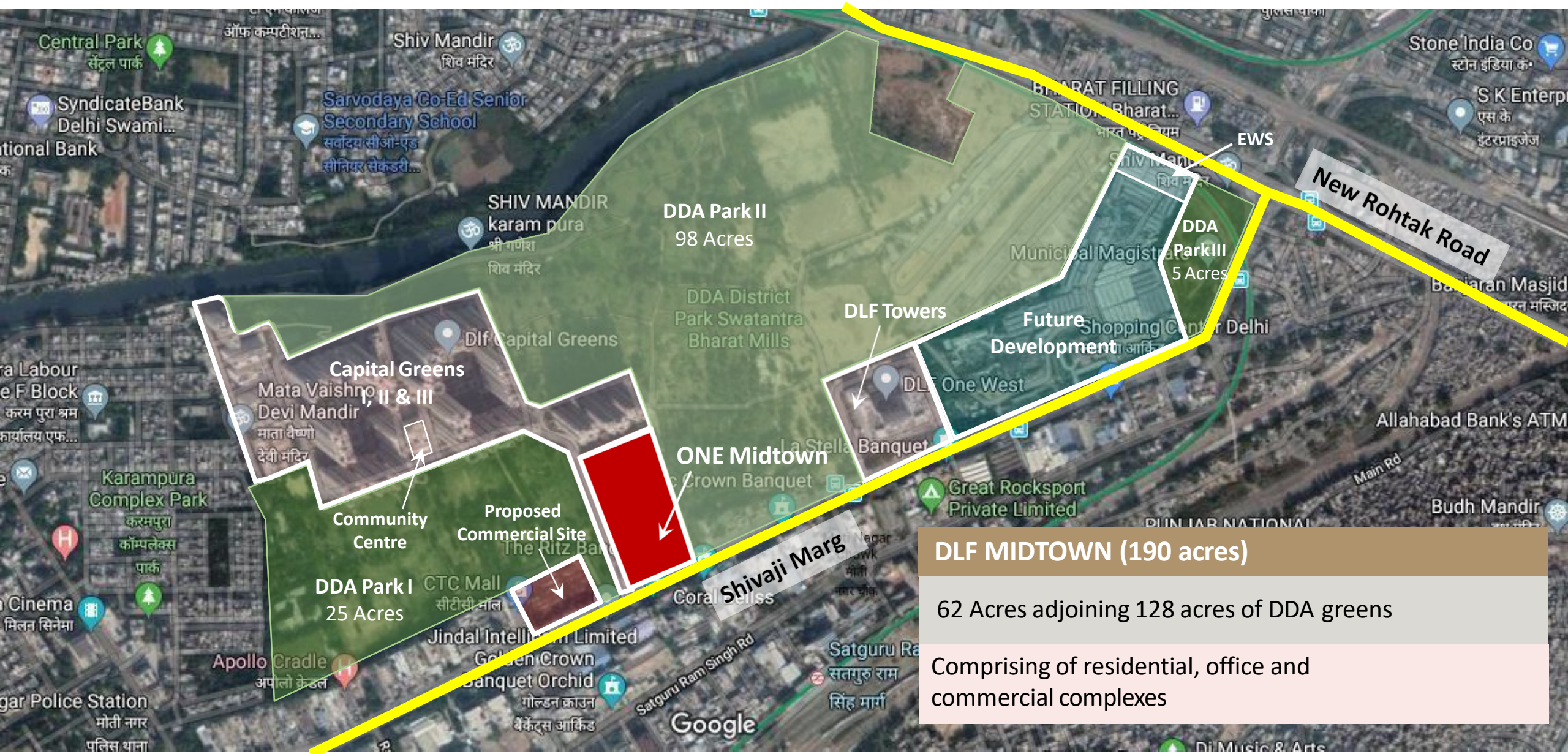
Shopping Centre/ Mall	Distance
Moments Mall	2.3 KM
Delhi Mall	3.2 KM
Shivaji Place, District Centre	4.4 KM
Shopping Centre Ranibagh Pitampura	5.9 KM
Karol Bagh	6.1 KM
Pacific Mall	6.2 KM
Netaji Subhash Place	6.3 KM
Janakpuri District Centre	9.1 KM
Chandni Chowk	9.2 KM
Connaught Place	10.3 KM

Image © 2020 Maxar Technologies

Google Earth



5 **Community Living**
DLF Midtown Ecosystem



DLF MIDTOWN (190 acres)
62 Acres adjoining 128 acres of DDA greens
Comprising of residential, office and commercial complexes

6

**128 Acres of Sweeping
DDA green**

128 Acres of Sweeping Greens

- One of the largest protected green spaces of the City
- Comprising of 3 sprawling parks - 25 Acres, 98 Acres and 5 Acres;
- Proposed amenities to include Cycling, jogging and walking tracks, amphitheater, open gyms, thematic gardens, Sculpture Gardens, water bodies, sports facilities
- Proposed to become activity center hosting events - Kite flying, Food tasting, Art and culture, Light shows etc.



Image: DDA Park, adjoining DLF Midtown

128 Acres of Sweeping Greens



Image: 25 acre DDA Park

128 Acres of Sweeping Greens



Image: 98 acre DDA Park

7 Amenities

Project Amenities

Restaurant/Coffee Shop

Spa/Salon

Gymnasium

Library

Kids Play Area

Activity Room (Yoga/Dance)

Bar

Convenience Store



Image: Clubhouse Café, The Crest



Image: Lounge, The Crest



Image: Reading Room, The Crest



Image: Gymnasium, The Crest



Image: Swimming Pool, The Crest





Image: Pool Side Deck, The Crest



Image: Restaurant, The Crest



Image: Bar, The Crest



Image: Ballroom, The Crest



Image: Spa & Salon, The Crest

8 The Crest Success Story



Image: The Crest



The Crest

Live magnificently



Image: Elevations, The Crest

Every home at The Crest has been designed to deliver the utmost in space and design. Even the smaller homes here are a luxurious **247.30 sq. m. (2662 square feet)** with the largest homes offering an expansive **373.65 sq. m. (4022 square feet)**. While the doors of The Crest Penthouse open to a lavish **607 sq. m. (6535 square feet)** interior.

The feeling of openness is further enhanced by the floor-to-floor height of **3.2 m (10.6 ft.)**, which makes these the highest apartment ceilings created by DLF in its luxury residences portfolio till date; minimal column sizes and a well- defined flow between living, dining and other private areas.



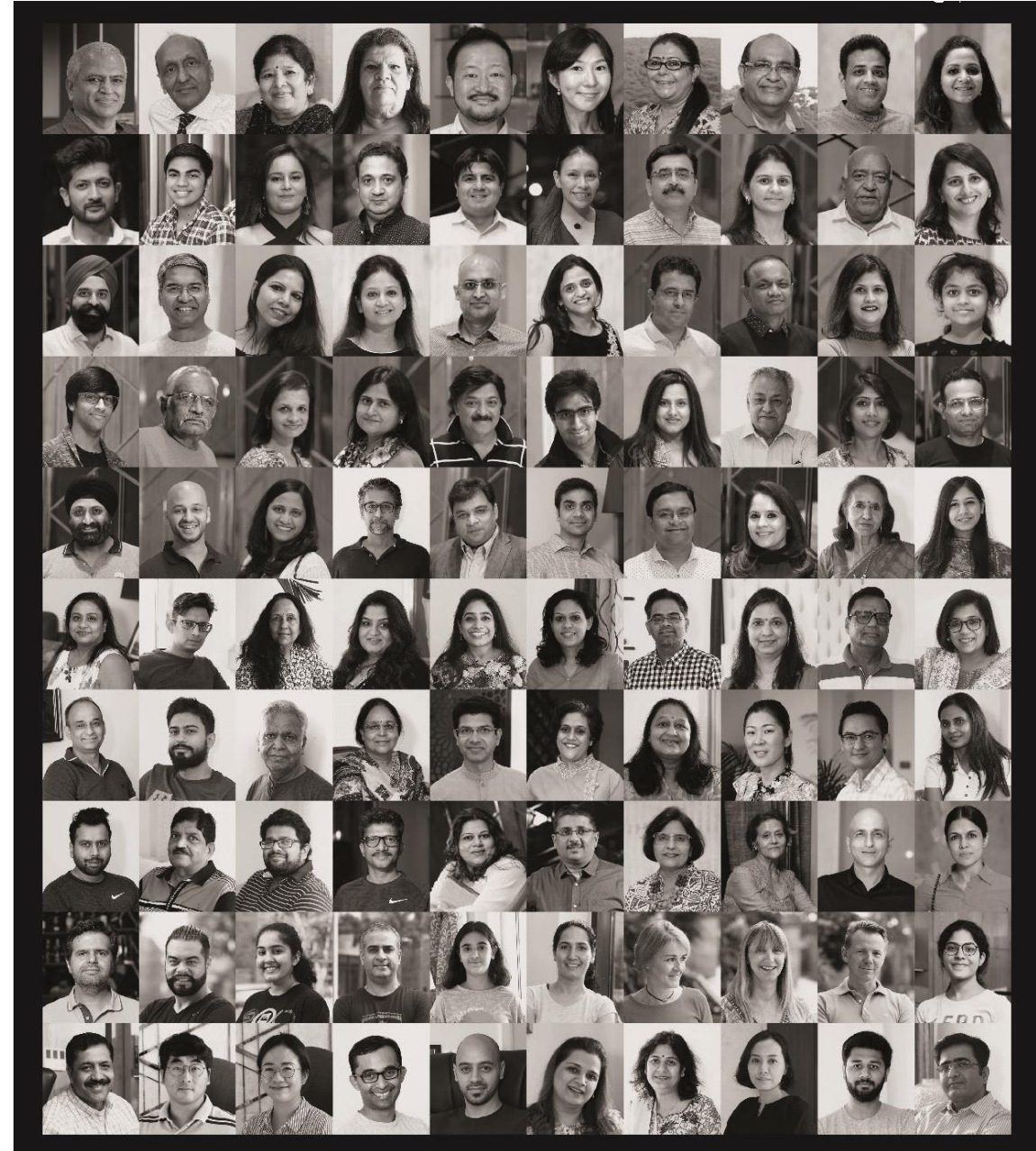






LIFE IS A GROWING CELEBRATION AT THE CREST

The Crest is now a vibrant neighborhood, where an exceptional quality of life and seamless amenities define a true urban oasis. **More than 600 families have already moved-in, including over 220 expatriate families,** who make it an inspiring cosmopolitan lifestyle.



CHALLENGING THE PARADIGM

The Crest has been writing one success story after another. Widely recognized as the benchmark luxury residential project in DLF5, it has now set another benchmark – this time with rental yields touching Rs. 74 per square feet, delivering a new high of 4.6% return on investment.

Capital appreciation chart		Rental yield
Launch year and details		Current scenario
May 2013	Apartment size= 2,700 - 4,000 SFT + Penthouses 6100 SFT Launch BSP = Rs. 15,500/ SFT	Current BSP = Rs. 20000/ SFT 600+ families have already moved in with an occupancy rate of 78%.
		Rental yields touching Rs. 74 per square feet, delivering a new high of 4.6% return on investment. Rental range – 1.6 – 2.8 lakhs per month

Thank You

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