

# **DLF Midtown**

**Introductory Deck**



**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%        |
| <b>Occupancy</b>             | <b>1160</b> | <b>80%</b> |
| 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%        |
| <b>Occupancy</b>             | <b>969</b> | <b>76%</b> |
| 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%        |
| <b>Occupancy</b>             | <b>109</b> | <b>71%</b> |
| 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



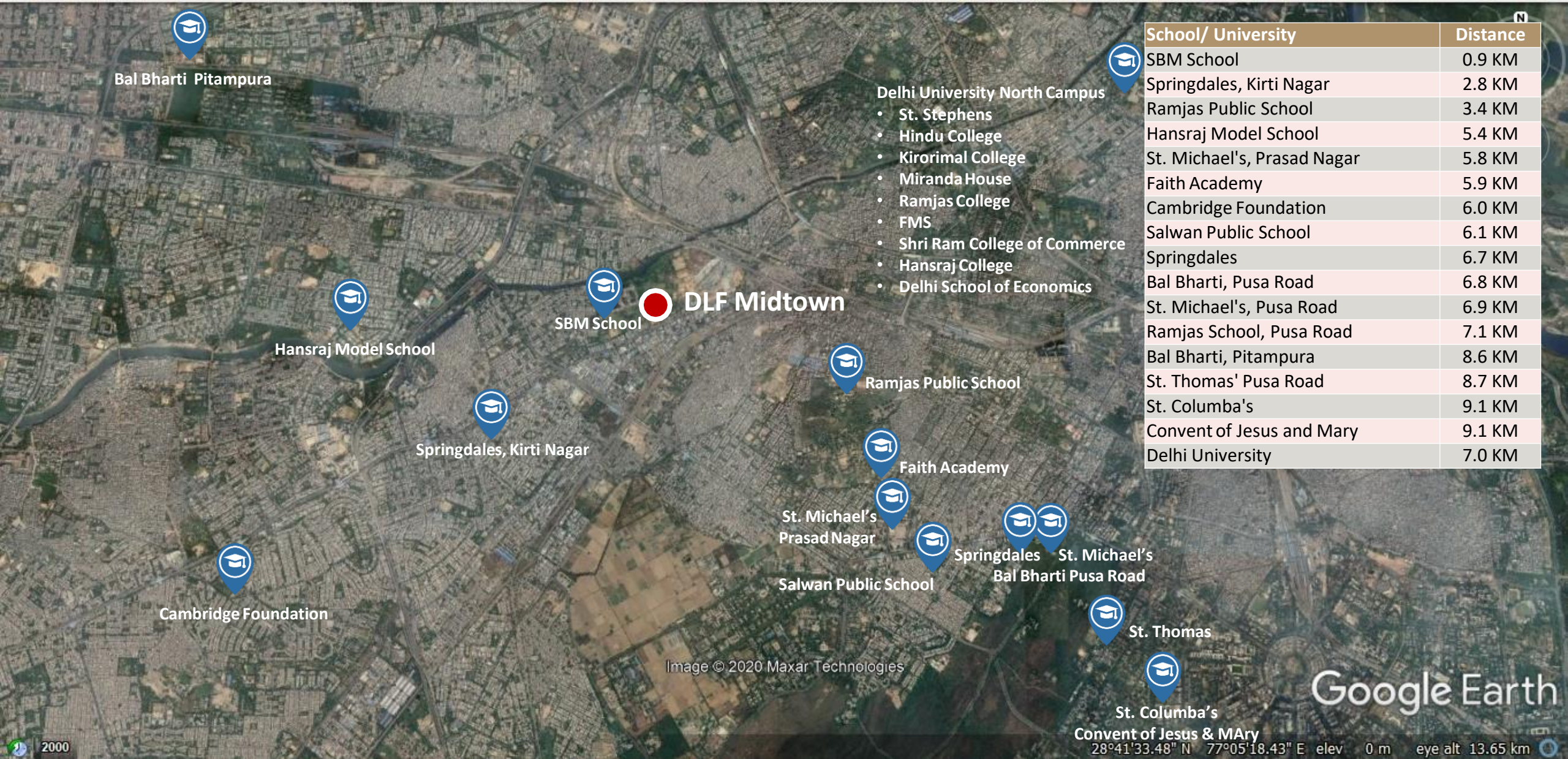
Image © 2020 Maxar Technologies

Google Earth

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

# Social Infrastructure | Shopping – Malls and Markets





| School/ University          | Distance |
|-----------------------------|----------|
| SBM School                  | 0.9 KM   |
| Springdales, Kirti Nagar    | 2.8 KM   |
| Ramjas Public School        | 3.4 KM   |
| Hansraj Model School        | 5.4 KM   |
| St. Michael's, Prasad Nagar | 5.8 KM   |
| Faith Academy               | 5.9 KM   |
| Cambridge Foundation        | 6.0 KM   |
| Salwan Public School        | 6.1 KM   |
| Springdales                 | 6.7 KM   |
| Bal Bharti, Pusa Road       | 6.8 KM   |
| St. Michael's, Pusa Road    | 6.9 KM   |
| Ramjas School, Pusa Road    | 7.1 KM   |
| Bal Bharti, Pitampura       | 8.6 KM   |
| St. Thomas' Pusa Road       | 8.7 KM   |
| St. Columba's               | 9.1 KM   |
| Convent of Jesus and Mary   | 9.1 KM   |
| Delhi University            | 7.0 KM   |

- Delhi University North Campus**
- St. Stephens
  - Hindu College
  - Kirorimal College
  - Miranda House
  - Ramjas College
  - FMS
  - Shri Ram College of Commerce
  - Hansraj College
  - Delhi School of Economics

Bal Bharti Pitampura

Hansraj Model School

SBM School

Springdales, Kirti Nagar

Ramjas Public School

Faith Academy

St. Michael's Prasad Nagar

Salwan Public School

Springdales Bal Bharti Pusa Road

St. Thomas

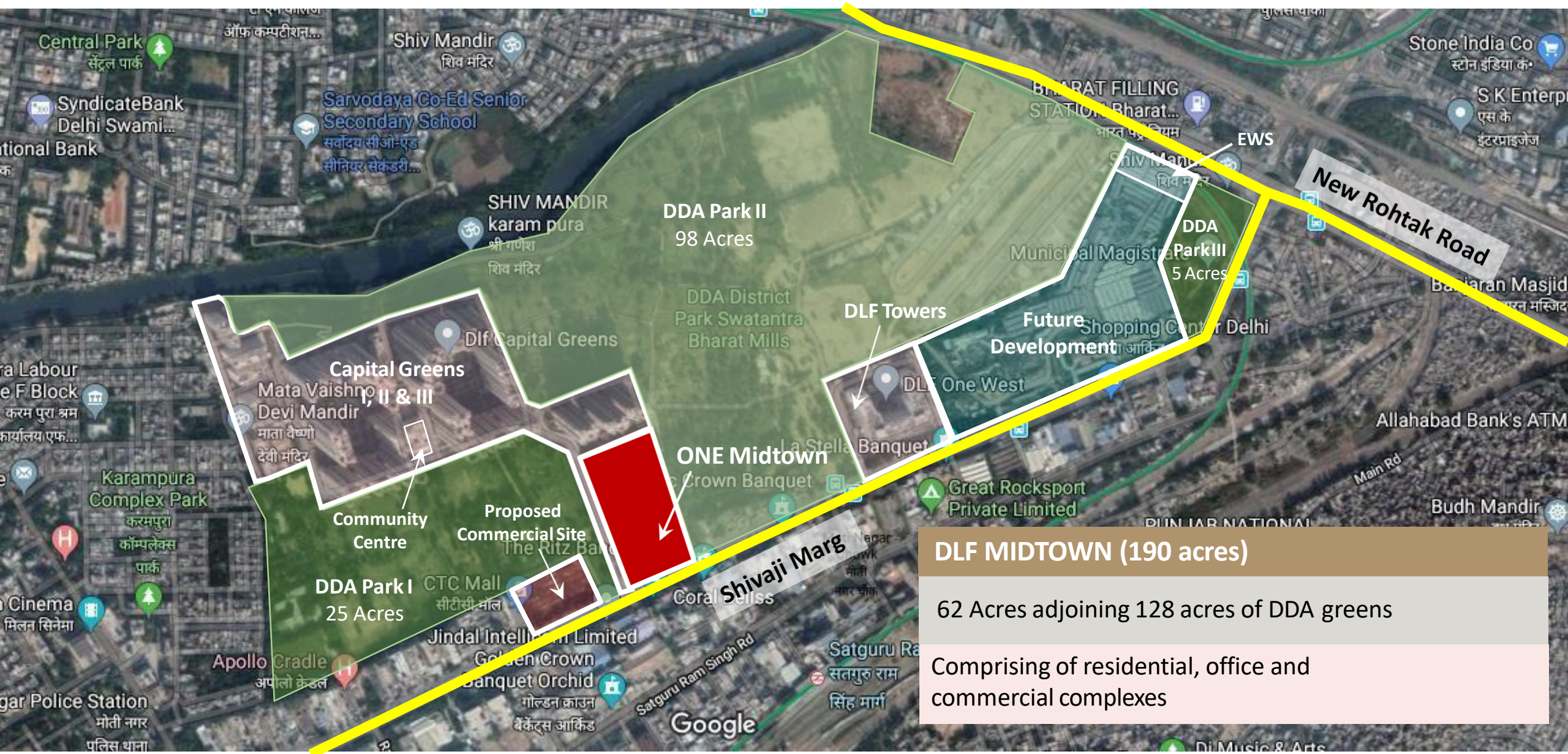
St. Columba's

Convent of Jesus & Mary

Cambridge Foundation

# 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

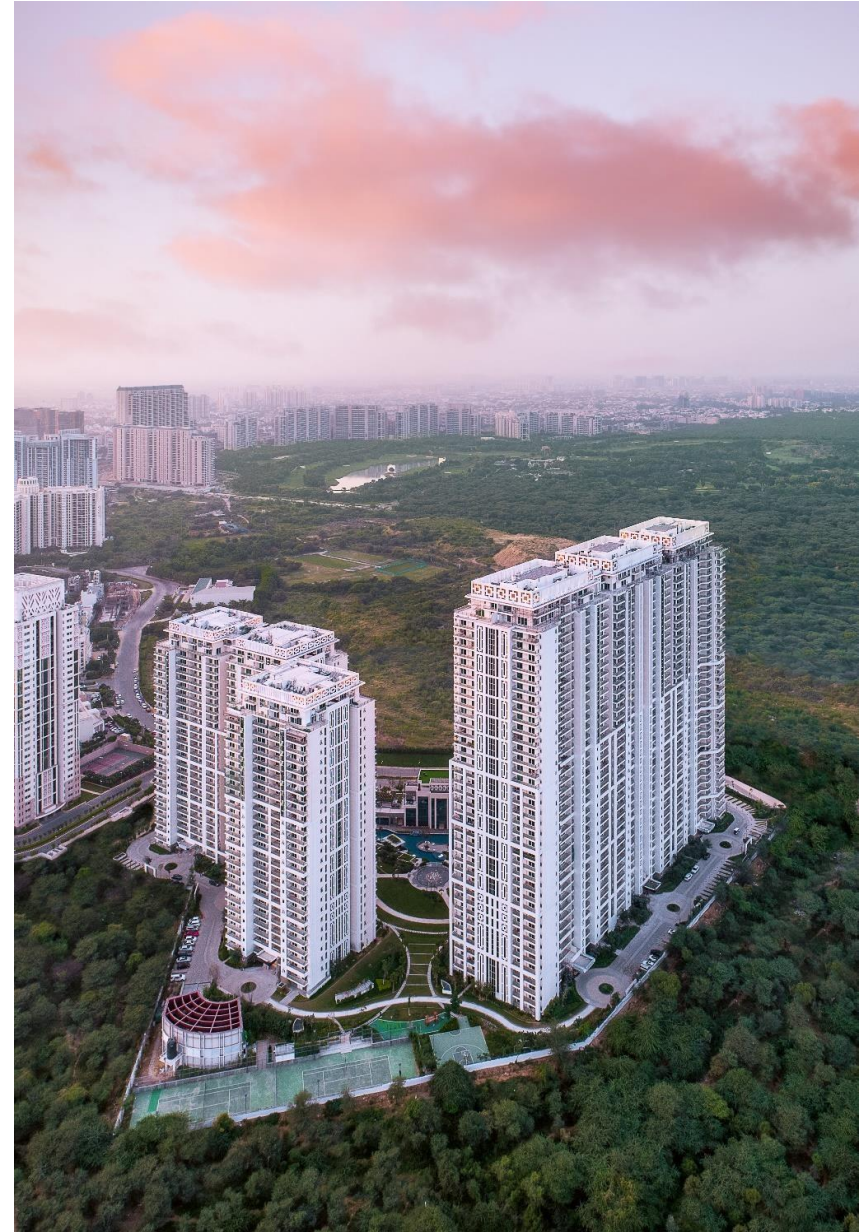


Image: Elevations, The Crest

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.





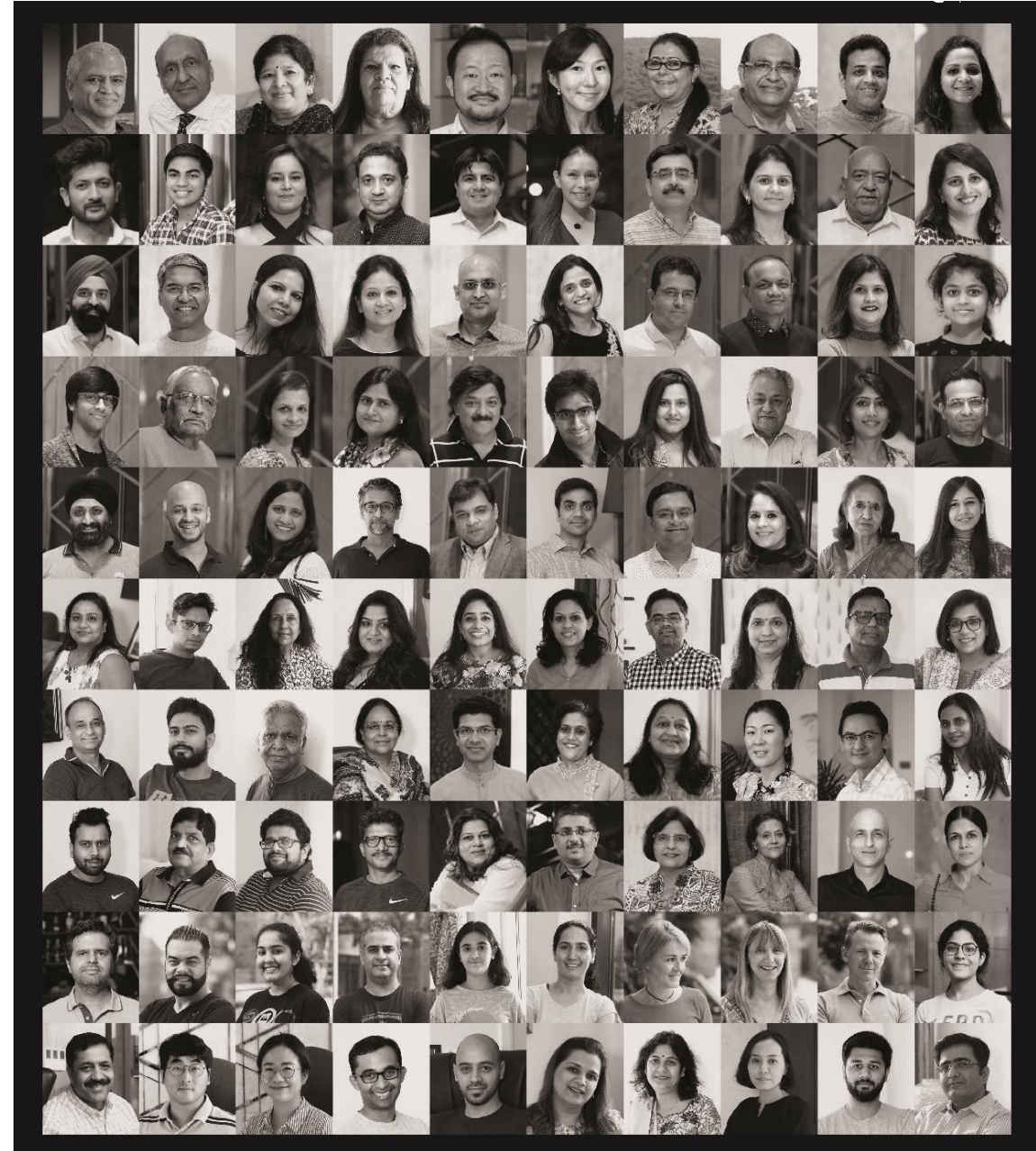






## LIFE IS A GROWING CELEBRATION AT THE CREST

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 -<br>4,000 SFT + Penthouses<br>6100 SFT<br><br>Launch BSP = Rs.<br>15,500/ SFT | Current BSP = Rs. 20000/<br>SFT<br><br>600+ families have<br>already moved in with an<br>occupancy rate of 78%.<br><br>Rental yields touching Rs.<br>74 per square feet,<br>delivering a new high of<br>4.6% return on investment.<br><br>Rental range – 1.6 – 2.8<br>lakhs per month |

**Thank You**