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EMERGING REALTY HOTSPOTS IN NOIDA

IF YOU PLAN TO BUY OR INVEST IN PROPERTY, YOU MAY OPT AMONG FIVE EMERGING RESIDENTIAL ZONES WITH THE BEST POTENTIAL, AND AT BETTER PRICE DEAL!

While investors seem to have taken a back seat for now, there is no dearth of end users in the city. Thus, if you too are looking to buy a house in Noida, Greater Noida region in 2021, here is a list of locations that have the potential to reap healthy returns.

Despite these regions being plagued by subdued homebuying sentiment on the back of inordinately delayed projects and the growing number of developers filing for insolvency, there is a robust demand for housing units.

Noida Sector 150: If we talk about one fast emerging golf themed residential zone along Noida-Greater Noida and Yamuna Expressway, Sector 150 in Noida is the most preferred hotspot amongst homebuyers and investors.

The layout of this sector is planned in a way that out of 600 acres of the land parcel, about 80 percent is kept for greenery, 20 percent is allocated to carry out construction-related activities, and 42 acres of land is given for the development of social infrastructure comprised of parks and amusement avenues.

Apart from this, the area is low on population density, with several ready projects still lying vacant. In terms of connectivity, the locality is situated around the Faridabad-Noida-Ghaziabad (FNG) Expressway, Yamuna

Expressway and Eastern Peripheral Expressway. It also provides access to other areas via bus, metro and private cabs. Post the inauguration of the Aqua metro line (closest station located at a distance of about 2-3 km), housing demand has gone up manifold in the area.

Top notch developers like Tata Housing, Godrej Properties, Shapoorji Pallonji, ATS Group, Ace Group, Antriksh India, Supertech, Prateek Group, Mahagun, Logix, and Sethi Group, have launched projects here.

Besides, the presence of prestigious educational institutions, corporate offices and F1 racing track makes this sector suitable for investment. At present, the average capital values in Sector 150, Noida, hover around Rs 5,000-6,100 per sq ft.

The stretch between Sector-142 and Sector-149 along the Noida Expressway is being considered one of the most peaceful and fastest emerging realty sectors which connect Greater Noida to other regions of Delhi through Noida Expressway.

This place is a hub of several IT and financial companies such as Global Logic, Indiamart, Xavient, NTT Data and institutions such as Amity.

The Aqua line metro expansion has propelled the housing and rental demand here. The area offers healthy investment potential as the State government



is searching for avenues to develop a financial centre along the lines of Gujarat International Finance Tech-City (GIFT) between Sector 142 and 149. Once operational, investors can also earn decent rental income in the coming years. The property price in Sector 143B Noida is Rs 4,700 per sq ft to 6,500 per sq ft onwards.

Sectors 118 to 122: Located close to the FNG Expressway and NH-24, the belt between the Sector 118 to 122 Noida is emerging as the preferred choice for investment. Once considered a stranded locality, it now offers mid-segment to luxury category ready-to-move-in as well as under-construction residential projects.

The area provides approved residential plots as well as 1,2,3 and 4 BHK apartments. Its closeness to

the IT Business Park in Sector-62, where companies such as TCS, IBM, Nokia, Tech Mahindra, and HCL are operational, along with the other entertainment options such as Gaur City Mall, Logix City Centre, are the reasons for investment.

Central Noida, Sectors 74-78: The newly developing sectors 74, 75, 77, 78, 79 of Central Noida are being considered as one of the best residential choice for high-end to ultra-luxury residential as well as commercial projects. Here number realty projects have been launched by top notched developers like Antriksh India, Supertech, Aditya Group, Designer Arch, Prateek Group, Mahagun, Gaursons, Amrapali, Sikka, etc.

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Manoj Gaur, MD of Gaurs Group, said: 'The open, ventilated and spacious apartments are catching investors' attention and have influenced the real estate demand in the recent past. Another key growth driver here is the vicinity to Noida City Centre, Noida Special Economic Zone (NSEZ) and commercial hub in Sector 50, 51, and 34, which offers employment opportunities to working professionals.'

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Prashant Tiwari, CMD of Prateek Group, said: 'We have established their our realty projects here. Since it is close to FNG, Delhi-Noida-Direct (DND) Flyway and Noida Expressway, commuting from here to other areas of Noida



and Delhi is easy. The inauguration of the Aqua metro line and the extension of the blue line to Electronic City in Noida

has triggered the residential as well as rental demand in the area, past one year.'

Dheeraj Jain, MD of Mahagun India, said: 'There has been a boom in the commercial office space absorption with several multi-national firms opening their offices in the nearby locations. Some of the prominent employers in the area are Sify, Matrix, Oracle, InfoEdge, Genpact, KPMG, IndiaMart and IBM, among others. Property investment in these sectors is backed by robust rental demand. While Sector 100 is well-occupied, Sectors 135 and 137 still have several projects with vacant inventory, thus offering buyers a healthy scope to negotiate the best price.'

Apart from these, Noida Extension (also known as Greater

Noida West) is also expected to emerge as potential investment destinations in Noida in 2021. With the State government planning to extend the Noida-Greater Noida metro line to Noida Extension, the area would experience improved connectivity, resulting in increased occupancy of vacant units.

At present, there are 2.5 lakh ready but unoccupied units in Noida and Greater Noida.

Further, there are 2,000 projects under construction, in which around 1.44 lakh units are reportedly stalled in Greater Noida and Noida as of now. With the government taking steps to complete these projects, the region is anticipated to see a realty revival, paving the way for healthy investment prospects.

—AK Tiwary

