



Hindustan Times

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YAMUNA EXPRESSWAY

Emerges as Realty Hotspot

Over the last few years, Yamuna Expressway has evolved beyond plotted developments and housing projects to become a magnet for infrastructure-led investments

The Yamuna Expressway, once perceived largely as a long-term residential investment destination, is rapidly transforming into one of the National Capital Region's (NCR's) most promising commercial and economic corridors. At the heart of this transformation lies the Noida International Airport at Jewar, a mega infrastructure project that is reshaping the economic geography of the NCR. Combined with improved road connectivity, planned industrial clusters, and policy-driven urban development, the expressway is steadily positioning itself as NCR's next commercial powerhouse.

What makes this growth story particularly significant is the shift in investor behaviour. The region is no longer attracting only speculative residential buyers; instead, institutional investors, commercial developers, logistics firms, and businesses are increasingly viewing the corridor as a long-term economic and commercial growth zone.

COMMERCIAL ECOSYSTEM BOOM

Infrastructure has historically played a defining role in determining the success of urban growth corridors, and Yamuna Expressway is now witnessing exactly that phenomenon. The 165-km expressway connecting Greater Noida to Agra was initially developed as a high-speed transit corridor. However, with multiple mega projects being announced along the route, the region is gradually transforming into a full-scale commercial ecosystem.

Simultaneously, the government's push toward integrated infrastructure

planning is strengthening the corridor's growth prospects. Connectivity through the Eastern Peripheral Expressway, Delhi-Mumbai Expressway linkage, Rapid Rail Transit System proposals, Metro Rail expansion plans, and freight corridors is making the region increasingly accessible from Delhi, Noida, Ghaziabad, Gurgaon, and western Uttar Pradesh.

YEIDA: DRIVING GROWTH MOMENTUM

The Yamuna Expressway Industrial Development Authority (YEIDA) has also played an active role in creating a structured development framework. Planned industrial sectors, electronics manufacturing zones, medical device parks, and logistics clusters are being strategically developed to attract investments across sectors.

One of the most ambitious projects proposed along the corridor is the Film City near Jewar. Designed as a world-class media and entertainment hub, the project is expected to bring production houses, OTT studios, post-production facilities, media companies, hotels, retail spaces, and entertainment infrastructure to the region. Such developments have the potential to create an entirely new commercial economy within NCR.

EMERGING BUSINESS CORRIDOR

Another major factor behind the expressway's rising commercial significance is the explosive growth of warehousing, logistics, and digital infrastructure across NCR. The corridor's strategic location and

availability of large land parcels are making it a preferred destination for logistics operators and industrial developers.

The rapid expansion of e-commerce and manufacturing industries has sharply increased demand for Grade-A warehousing and supply chain infrastructure. Yamuna Expressway offers a strong advantage due to its direct connectivity with Delhi, Uttar Pradesh, Rajasthan, Haryana, and central India. As a result, logistics parks, industrial warehousing hubs, and freight infrastructure projects are steadily emerging along the corridor. This is also attracting institutional capital and organised developers looking for long-term rental-yielding commercial assets.

Alongside warehousing, the rise of data centres is adding another dimension to the region's commercial growth story. India's digital economy is expanding rapidly, driven by cloud computing, artificial intelligence, fintech, streaming platforms, and increasing internet penetration. Data centres require uninterrupted power supply, connectivity infrastructure, scalable land availability, and proximity to urban markets — all of which the Yamuna Expressway region offers.

Hospitality sector is also witnessing rising momentum. With the airport expected to generate substantial business travel and transit demand, hotels, convention centres, and branded hospitality developments are likely to see strong growth. The proposed Film City and industrial hubs are expected to further strengthen demand for



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Director, Gaur Group

The Yamuna Expressway has been evolving steadily for many years. The operationalisation of the Noida International Airport has certainly added fresh momentum. However, we recognised the potential of this region early and were among the first developers to establish a township. Gaur Yamuna City, Gaur Chrysalis and our upcoming premium residential project in Sector 22D further reflect our association with the Yamuna Expressway. As the region's development gathers pace, projects located close to the airport are naturally expected to witness stronger demand and healthy appreciation over the long term. Today, Yamuna Expressway has emerged as the country's biggest growth corridor and is the best place to invest in the current market.

business accommodation and leisure infrastructure.

INVESTORS EYE OPPORTUNITIES

Perhaps the most significant change unfolding along the Yamuna Expressway is the shift in investor mindset. Earlier, the region primarily attracted investors looking for affordable plots and residential properties with long-term appreciation potential. Today, however, commercial opportunities are beginning to dominate investment discussions.

Mixed-use developments are emerging as one of the strongest growth segments along the corridor. Developers are increasingly integrating office spaces, retail zones, hospitality, entertainment, serviced residences, and commercial hubs within large-scale townships. These integrated ecosystems are designed to support the region's future workforce and commercial population while offering diversified investment opportunities.

Retail infrastructure is also evolving rapidly. As economic activity and population density increase, demand for shopping centres, food destinations, and lifestyle retail formats is expected to rise substantially. Investors are now recognising the long-term potential of

commercial retail assets in the region. Importantly, institutional participation in the corridor is becoming more visible. Large developers, private equity firms, logistics companies, and infrastructure-focused investors are actively evaluating opportunities along the expressway. Such participation signals growing confidence in the region's long-term viability as a commercial destination.

KEY RESIDENTIAL HOTSPOTS IN THE REGION

- **ATS Allure and ATS Homekraft:** High-rise residential apartments offering modern clubhouse and lifestyle amenities.
- **ACE YXP:** Mixed-use development with residential component positioned as integrated urban destination.
- **Gaur Yamuna City:** Integrated township, offering villas, plotted developments and apartments along with schools, sports facilities and commercial spaces.
- **Oriss Greenbay Golf Village:** Golf-themed residential township offering villas and premium plotted developments.
- **Purvanchal Royal City:** Premium residential apartments with green spaces and family-centric amenities.