

Sustainability Takes Center Stage

The Indian real estate sector is embracing future-ready urban growth with green buildings and eco-conscious infrastructure like never before.



Brookfield Properties' Worldmark Gurgaon



TOP STOREY
Kausar Firdausi

The Indian real estate sector is fast emerging as a driver of sustainable innovation, aligning with global environmental goals and reshaping urban living. With the rise of green-certified projects and supportive government policies, developers, investors and homebuyers are increasingly turning toward eco-conscious opportunities.

Santhosh Kumar, vice chairman, Anarock Group, highlights the sector's green momentum: "There is a greater interest from

developers to get LEED and IGBC certifications, and we are seeing more effort and research being put into solar energy, water conservation, and smart urban planning."

HomeFirst Finance is pioneering affordable, sustainable housing at scale. "In FY25 Q4, we reached a significant milestone: certifying 100 homes as green homes. This

"From recycled materials to smart systems, we are building spaces that support business, people and the planet."

ALOK AGARWAL
CEO, Brookfield Properties India

achievement highlights our commitment to sustainability as a brand," shares Gaurav Mohta, CMO, HomeFirst Finance. Each of these homes is designed to be 20% more efficient in energy, water, and greenhouse gas emissions.

Brookfield Properties is leveraging the opportunity presented by the sector's environmental impact, nearly 40% of global energy-related emissions. "The renewable power from our Bikaner Solar Power Project powers 40% of our Delhi-NCR portfolio, cutting over 20,000 tons of CO₂ annually," apprises Alok Agarwal, CEO, Brookfield Properties India. "From recycled materials to smart

systems, we are building spaces that support business, people and the planet," he adds.

BPTP is also setting benchmarks for green living. "Our project, AmstoriaVerti-Greens, reflects our commitment to holistic, high-quality living in line with modern sustainability demands," affirms Harinder Dhillon, senior VP - sales, BPTP.

"Sustainability is no longer a premium add-on, it's the foundation of urban development," emphasises Sarveshaa SB, CMD, Bhadra Group. "We integrate green thinking at the design stage, embedding energy intelligence, eco-conscious materials, and water stewardship into every project," he puts in.

Vikas Dua, founder & director,

"We prioritise water conservation and energy efficiency through rainwater harvesting, greywater recycling, EV charging stations and solar panels."

ANAND SHUKLA
MD, Ashrai Infra

Chintamanis, believes the shift is both ethical and essential.

"When we act with empathy and foresight, we don't just build for today, we build for generations," he says.

Amrita Gupta, director, Manglam Group, echoes this view. "Projects today aim to reduce waste and resource use while enhancing livability. The goal is to create climate-responsive, well-balanced communities," she asserts.

Ashrai Infra's MD, Anand Shukla, proclaims, "We focus on water conservation through rainwater harvesting and greywater recycling, and our buildings are designed for energy efficiency with EV charging stations and solar panels."

"This transformation is driven by growing environmental awareness, regulatory support and evolving buyer preferences," concludes Aman Sharma, MD & founder, Aarize Group.

Raghav Malhotra, founder & director, Prime Developments, sums it up, "We view sustainability not as a trend but a responsibility to build homes that are efficient, conscious, and future-proof."

IN SPOTLIGHT

Prestige Group Debuts in NCR with ₹9,000 Cr Project

Prestige Group has officially entered the National Capital Region (NCR) residential market with the launch of 'The Prestige City - Indirapuram,' starting with phases Oakwood and Mulberry. With all approvals in place, the group is marketing this first phase, which boasts a Gross Development Value (GDV) exceeding ₹9,000 crore, one of the largest real estate debuts in NCR. The upcoming second phase, Mayflower, will raise the total GDV to ₹12,000 crore.



Oakwood and Mulberry offer 3,421 premium homes across 19 towers, featuring 2 BHK, 3 BHK, 3 BHK + home office, and 4 BHK + home office residences, with unit sizes ranging from 1,681 sq.ft. to 6,026 sq.ft. on a 62.5-acre township along NH-24.

"This marks a monumental chapter for Prestige Group," said Irfan Razack, CMD, Prestige Group. "We are committed to redefining modern living in NCR, and this is only the beginning of our expansion in this dynamic market," he added.

Vardhman Amrante to Invest ₹1,350 Cr in Punjab Real Estate

Vardhman Amrante, a venture by the Oswal Group, has unveiled plans to invest ₹1,350 crore in Punjab's real estate over the next three years. The investment will span residential, commercial, hospitality, industrial and allied segments, with a focus on Ludhiana and other high-growth regions.

Backed by the group's strong financial position, the initiative reflects a long-term commitment to transforming the state's urban landscape while boosting economic growth, infrastructure and service sector expansion.

"Our vision goes beyond building spaces; we aim to craft destinations that reflect the bold aspirations of a new Punjab," said Adish Oswal, CMD, Oswal Group. "Over the next decade, we are committed to setting new benchmarks in quality and innovation," he added.

As the first organised real estate company in Ludhiana, Vardhman Amrante is poised to reshape the region's identity and become the most trusted brand in Punjab's evolving urban story.



Realtors' Forum

Is the subvention scheme genuinely buyer-friendly, or does it primarily benefit builders despite the risks? Industry majors weigh in...



DR NIRANJANA
HIRANANDANI
Chairman, NAREDCO

"Subvention schemes can be a viable option for buyers seeking flexibility and security. To avoid unexpected costs and burdens, buyers should carefully review and consult with financial advisors."



ANSHUMAN MAGAZINE
Chairman & CEO - India, South-East Asia, Middle East & Africa, CBRE

"For homebuyers, it's important to assess the developer's track record before opting for such a model. When implemented with transparency, subvention schemes can be a helpful tool in property financing."



DHARMENDRA
RAICHURA
VP & Head - Finance, Ashar Group

"For developers, these schemes play a pivotal role in accelerating sales velocity, as the no-EMI-until-possession model makes premium homes more accessible to a broader buyer base."



MANAN SHAH
MD, MCL Group

"Subvention schemes reduce financial pressure, letting buyers invest without pre-EMIs during construction, building trust and benefiting both buyers and developers."