

PROJECTS

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Turning Dreams Into Destinations: Ekatva Builds More Than Buildings
Hiren Chheda, managing director of Ekatva Group, reflects on his organisation's remarkable growth story as well as the future of commercial real estate in Mumbai

Building the Future: Key Trends Defining Sustainable Luxury Housing in 2025



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As we move further into 2025, Indian real estate is witnessing a pivotal shift in how luxury is defined. No longer confined to grandeur or prestigious locations, the idea of luxury is evolving into a more conscious, intelligent, and purpose-driven experience. Homebuyers today seek more than indulgence; they seek alignment—with values of sustainability, wellness, technology, and individuality. This evolution signals a fundamental redefinition of what it means to build and live in a luxury home. The future of luxury housing is being shaped by the confluence of environmental stewardship, advanced design, and technological sophistication. Our understanding is rooted not merely in global trends but also in emerging data from within India, which indicates that the luxury segment is increasingly informed by ethics as much as by elegance.

Rethinking Materials, Design, and Energy

Sustainability is no longer a supplementary feature—it has become the foundation. The adoption of sustainable building materials has accelerated significantly, with India’s certified green building footprint crossing 13 billion sq. ft. by 2024. Recycled steel, low-emission glass, reclaimed timber, and natural stone are now standard choices for high-end developments. These materials offer not just aesthetic appeal but also longevity, low toxicity, and lower embodied carbon. Circular design principles are gaining prominence—where the architectural process aims to eliminate waste through modular construction and upcycling—ensuring that the lifecycle of every structure is thoughtfully considered from inception.

The market has also witnessed a sharp rise in green-certified residential

projects. What was once a differentiator is now a basic expectation among discerning buyers. Certifications such as LEED, IGBC, and WELL have moved into the mainstream, providing buyers with an assurance of performance, wellness, and energy efficiency. In several Indian cities, these certified properties command a visible premium, not only because they are more environmentally sound, but because they represent smarter long-term investments.

Renewable energy solutions are further reshaping the DNA of luxury developments. They are now integral to a development’s identity. The emphasis is shifting from “luxury with a view” to “luxury with vision”—where ecological foresight, regulatory compliance, and cost-saving efficiencies converge. Rainwater harvesting, greywater recycling, and smart irrigation systems have become essential components, especially in urban centres.

Smart, Seamless, and Sensory Living

Perhaps the most transformative shift has been the integration of artificial intelligence and home automation. The luxury home is now a smart ecosystem—capable of adapting to its occupants. From climate control and security to lighting and energy use, intelligent systems are turning homes into self-regulating environments. The deployment of 5G technology has enabled seamless interaction with IoT devices, enhancing comfort and predictability while promoting resource efficiency. For luxury homeowners, this is not simply about convenience—it is about intelligent living that anticipates and responds.

In parallel, design philosophies are being influenced by wellness and biophilic principles. Natural ventilation, enhanced daylight, green walls, and nature-connected

spaces are integral to today’s high-end residences. Features such as spa-style bathrooms, air-purifying systems, wellness decks, and quiet zones are no longer treated as value-adds. They are necessities, as post-pandemic priorities around health and well-being have permanently altered the psyche of premium homebuyers. These elements also contribute to mental wellness, environmental harmony, and overall lifestyle elevation.

Privacy & Security

Another area witnessing rapid investment is privacy and advanced security. Gated communities, discreet architectural layouts, and biometric access controls are now being complemented with facial recognition, AI-based surveillance, and visitor management systems. The luxury homeowner values discretion and security as much as design and address—and developers must respond by embedding these imperatives from the blueprint stage.

Market Momentum

In Q1 2025, the luxury housing segment in India registered a 28% year-on-year growth across the top seven cities. Delhi-NCR led the momentum, contributing nearly half of all luxury home sales. Bengaluru saw an extraordinary tenfold increase in sales volume for luxury units, indicating a structural shift in demand dynamics. Across these cities, property prices appreciated by as much as 34%, driven by premium launches and constrained supply. As of early 2025, the Indian real estate sector is valued at approximately USD 333 billion, with the residential market accounting for over USD 280 billion of this.

Green-certified commercial buildings are projected to dominate up to 85% of Grade A leasing by 2027, and a parallel trend is expected in residential. Interestingly, Tier-2 cities—once on the periphery of luxury demand—are now becoming aspirational markets, thanks to infrastructure expansion, improved connectivity, and the hybrid work paradigm. This makes them fertile ground for next-generation luxury housing.

For developers, the strategic implications are clear. Sustainability cannot be an afterthought or a decorative label. It must be embedded at the design level, through energy systems, material sourcing, and water management frameworks. Luxury, meanwhile, must be deeply personal—created through experiences that speak to the buyer’s identity. And technology must not merely feature in the brochure—it must form the very backbone of the home’s intelligence.

Crafting Tomorrow’s Legacy, Responsibly

The Indian luxury housing market is about statements of substance. Homes are being evaluated not only on their finishes but on their foresight. Today, credible developers are committed to building residences that go beyond indulgence to inspire—a commitment to craft homes that stand as enduring legacies of responsibility, imagination, and excellence. Because the future of luxury will not only be measured by square footage or skyline—it will be defined by purpose, by design, and by the ability to stand the test of time.

