

Real Estate Hub: Central West Delhi Emerges as Prime Destination for Luxury Living

By: [Nikhil Prasad](#) November 22, 2023

The landscape of luxury living in Delhi is undergoing a notable shift, with Central West Delhi emerging as a strong contender against traditional upscale areas like South Delhi and Gurugram. The area is experiencing a significant transformation, marked by improved infrastructure, spacious properties, and modern amenities, making it an increasingly popular choice for luxury homebuyers.

Historically overshadowed by the opulence of South Delhi and Gurugram, Central West Delhi is now witnessing a surge in interest from both homebuyers and major developers. This change is part of a broader trend characterized by strategic development, enhanced connectivity, and the rise of luxurious residential projects catering to the needs of Delhi's affluent class.

Amar Sarin, MD and CEO of TARC Ltd, reflects on this shift, stating, "*The narrative of luxury living is undergoing a significant transformation in Delhi. While South Delhi and Gurugram have traditionally been the epicenters of high-end real estate, we are now witnessing the same in Central West Delhi, which is emerging as a vibrant, upscale living destination.*"

The real estate market in Central West Delhi reflects the area's growth trajectory, with major developers expressing a keen interest and signaling its increasing value. This interest is driven not only by individual luxury preferences but also by a recognition of the area's potential to meet the evolving demands of urban living.

Developers are capitalizing on the public's appetite for modern, amenity-rich living spaces, focusing on anticipating the needs of a growing urban populace. The entry of real estate giants into Central West Delhi signifies the area's potential to become a key hub for luxury developments in the city, with expectations of a surge in both demand and land prices.

Industry experts note sustained sales growth across major Indian metropolises, with Delhi-NCR experiencing a substantial increase in demand for the residential segment. Developers are redirecting their focus to Delhi's real estate market, responding to the evolving preferences of homebuyers.

Aakash Ohri, Joint Managing Director and Chief Business Officer of DLF Ltd, emphasizes the changing demands of homebuyers in Delhi, stating, "*Today's home buyers in the Delhi market desire well-planned community living with comfort, privacy, and security.*" The city's real estate market has gradually shifted from a secondary market to a primary development opportunity, with luxury gated high-rise communities such as DLF Midtown project in West Delhi meeting these demands.

The trend in Central West Delhi extends beyond physical amenities, reflecting a growing desire for community, security, and accessibility. The government's role in enhancing local infrastructure has played a pivotal role in this transformation.

Shashank Vashishtha, Executive Director, Exp Realty India, observes the changing dynamics, noting that "New Delhi has become the epicenter, transcending the boundaries of Gurgaon and South Delhi." As residents seek refuge and ease within gated communities, the city presents a range of exquisite residential options, including DLF Midtown, Unity the Amaryllis, Raheja the Leela Sky Villas, and DLF Capital Greens.

The shift in luxury living to Central West Delhi is just the beginning, with more high-end projects planned to redefine luxury living in Delhi. Families and young professionals moving to the region are not only shaping a new skyline but also influencing the future of upscale living in the city.

Central West Delhi's real estate market is expected to sustain its upward trajectory, with luxury living becoming a defining feature of the area. The focus on community, accessibility, and modern amenities, coupled with strategic development initiatives, positions Central West Delhi as a major player in Delhi's luxury real estate sector.

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