

TARC AVYA

25²⁰ NEW YEAR
EDITION

TARC *in* THE
NEWS

**TARC - THE
JOURNEY SO FAR**

TARC TRIPUNDRA Emerges
as Top Choice

SADDLE UP
TARC Equestrian Inspires
a New Generation

*Awards &
Accolades*

*A Glimpse into
Luxury & Legacy*

CELEBRATIONS @TARC

Lifestyle
UPDATE

TARC
Kailāsa High on the
Lifestyle Quotient
PATEL ROAD, NEW DELHI

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*Illuminating
Possibilities,
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Illuminating Possibilities, Inspiring Lives

AVYA

As the first rays of sunlight grace the horizon, they herald hope, growth and transformation. TARC AVYA, symbolises our unwavering commitment to enriching lives, spreading warmth and fostering a renewed sense of purpose.

Our philosophy is rooted in the belief that even the smallest ray of light can spark monumental change. Just as dawn dispels the darkness, we aspire to be a guiding light - championing progress, innovation and excellence. From our thoughtfully crafted spaces to our groundbreaking initiatives, we aim to inspire positivity and potential at every turn. Together, let's embrace a future that shines with endless possibilities, one radiant beam at a time.



Stock Image

Message from the MD's Desk



Namaskar Colleagues,

The New Delhi & Gurugram real estate market is flourishing in 2025, attracting investors, homebuyers and developers alike. This growth is fuelled by evolving buyer preferences, innovative urban infrastructure and a renewed focus on luxury living.

TARC is proud to be at the forefront of this transformation, redefining luxury real estate with iconic developments.

TARC Ishva and TARC Kailasa are almost sold out, underscoring the trust and confidence of our buyers. We are excited to announce the launch of the next phase with new towers, promising even more exceptional living spaces.

With an unwavering commitment to excellence, TARC delivers Differentiated Luxury, where Curated Residences seamlessly blend bespoke design, exclusivity and thoughtful amenities. Every detail is crafted with unmatched craftsmanship and personalised elegance, setting a new benchmark for sophisticated living.

TARC Tripundra is nearing completion, redefining luxury and convenience. Our partnership with the internationally renowned ILC Spectra brings world-class services to TARC Tripundra, enhancing the experience of modern living. Furthermore, we have introduced the TARC Wellness Methodology across all developments, ensuring holistic well-being for our customers through thoughtful design, health-focused amenities and sustainable practices.

As we continue to lead the way in luxury real estate, our commitment remains unwavering, creating future-ready homes with seamless connectivity, eco-friendly designs and premium amenities.

At TARC, we are not just building homes; we are shaping lifestyles and creating a legacy of excellence.

Wishing you a successful year ahead!

Amar Sarin



Inspired by India | भारतें प्रेरितः

TARC Ishva - Echoing India's Spirit

The Shankh or conch shell, is a symbol of India's spiritual, cultural and historical legacy. Its sacred sound embodies purity, strength and the call to rise above, resonating with the core values of TARC Ishva. In Indian traditions, the Shankh is believed to bring positivity and blessings. Its sound purifies the environment, wards off negativity and marks auspicious moments. Historically, it served as a war trumpet, symbolising authority and courage. Beyond tradition, the Shankh inspires personal growth.

Its spiralling form mirrors life's journey, epitomising evolution and enlightenment. The Shankh in the TARC Ishva logo celebrates India's enduring spirit, growth, strength and harmony.



Celebrating a resounding success with 4 towers sold at launch, marked by an inspiring groundbreaking ceremony. A testament to the trust and aspirations of our patrons.

Development Updates



TARC Kailāsa

PATEL ROAD, NEW DELHI

Encouraged by the initial response of Large Format Residences, the last tower is all set to be launched with even bigger and bolder amenities. This includes a reimagined gallery and an exquisitely crafted sample apartment. The much-awaited unveiling is just round the corner!



Progressing towards completion with the finishing touches in full swing. The club is almost ready to redefine community living and we are thrilled to welcome ILC Spectra as our esteemed hospitality partner.

Chand Central: Elevating entertainment with the addition of Miraj Cinema, delighting visitors with a stellar movie experience since November 2024. With Burger King onboard, we are expecting a few more International Food Outlets.



Event Highlights

TARC x Muebleria at **TARC Kailasa**



TARC Kailasa hosted an elegant evening celebrating the fusion of premium real estate and luxury interiors. Guests admired Muebleria's exceptional furniture showcased within TARC Kailasa's opulent spaces, accompanied by live classical flute performances and a curated menu of modern Indian cuisine, offering a glimpse of refined living.



TARC x BMW at **TARC Tripundra**

TARC Tripundra became the stage where luxury met performance. Guests experienced TARC's exquisite development alongside BMW's vehicles, embodying sophistication and excellence.



TARC Ishva Channel Partner Meet

A cultural gala celebrating India's culinary diversity with regional cuisines from across the country. Live music set the tone for an evening dedicated to strengthening partnerships and fostering connections.



TARC x HDFC

Sip and Savours

An exclusive whiskey-tasting soirée marked TARC's collaboration with HDFC Bank. Soulful live music and a gourmet menu added elegance and indulgence to the evening.



Tree Of Life

Every home at TARC is more than just a milestone; it's a moment of joy, hope and new beginnings. To celebrate this journey, we introduced the Tree of Life, a symbol of growth, prosperity and connection. Our cherished homeowners tie a bell to the Tree of Life, a heartfelt gesture of their dreams taking root in a home filled with possibilities. Each bell represents a wish, a blessing and a promise, weaving a tapestry of aspirations. At TARC, we don't just build homes; we nurture the dreams that make them come alive.



PickleBall Event

TARC proudly presented the Pickleball event in association with KICA, Nykaa Fashion, The Net Gala and Baseline Sports. A sports-themed kiosk and interactive VR game highlighted TARC's commitment to health, fitness and lifestyle. This immersive participation enhanced brand visibility and received widespread positive feedback from a niche audience.

TARC Corporate Office Events

A Spectacular Diwali Celebration

This Diwali, TARC illuminated lives with a celebration of light, hope and togetherness. Across TARC Kailasa, Ishva and Tripundra Experience Galleries 15,000 diyas lit up the festive spirit, symbolising unity and community. A special video captured heartfelt reflections, vibrant visuals and leadership messages, showcasing TARC's cultural richness, people-first values and innovative vision. By embracing light as a beacon of inspiration, TARC reaffirmed its mission to create spaces that inspire, uplift and connect.



SUSTAINABILITY IN ACTION: DIWALI WITH HABITAT INDIA

In partnership with Habitat India, TARC celebrated a sustainable Diwali, sharing the joy with underprivileged communities and embracing eco-friendly practices. This initiative highlighted TARC's commitment to giving back while spreading light in meaningful ways.

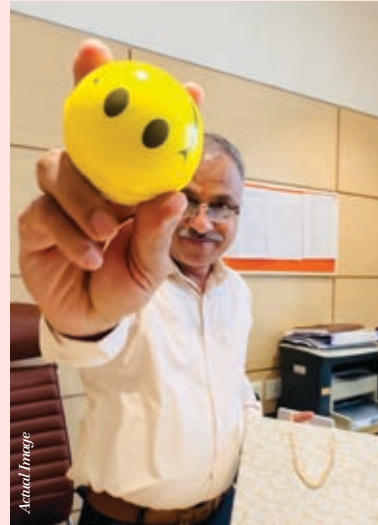
Children's Day: A Day Full of Smiles

On Children's Day, TARC welcomed the laughter and joy of young guests with fun-filled activities, games and surprises. The celebrations reminded everyone of the boundless imagination and innocence that children bring to life.



Celebrating the Men of TARC

International Men's Day at TARC honoured the dedication and resilience of the men who contribute to its success. The day featured engaging workshops, heartfelt speeches and camaraderie, celebrating their pivotal role in shaping TARC's journey.



Christmas: A Festive Affair To Remember

TARC's Christmas celebrations brought employees together in an evening of carols, gift exchanges and festive cheer. The event encapsulated the spirit of gratitude, joy and togetherness that define the holiday season.



Birthday Celebrations: Spreading Cheer, Month by Month



At TARC, birthdays are celebrated every month to honour and bring joy to colleagues. These events foster connections and strengthen team bonds, creating cherished memories.



Key Trends Shaping the Real Estate Market

The real estate market in Delhi NCR is evolving rapidly, influenced by various factors. Here are NINE key trends shaping its future:



Surge in Luxury Property Demand

There's a significant rise in demand for luxury properties, with home prices expected to increase by 7.75% this year and 6.0% - 6.25% annually over the next two years.



Infrastructure Development

Major infrastructure projects like the Delhi-Mumbai Expressway, the Eastern Peripheral Expressway and the upcoming Gurgaon RRTS and Sohna Metro Corridor are significantly improving connectivity. These developments are unlocking new real estate hotspots and making previously remote areas more accessible.



Sustainable and Green Buildings

The demand for eco-friendly buildings is on the rise, with features like rainwater harvesting, solar energy integration and energy-efficient systems becoming standard. Additionally, the push for sustainability is driving the inclusion of EV charging stations in residential and commercial projects.



Technological Integration

The adoption of digital platforms, virtual tours and smart home technologies is transforming property transactions, making them more efficient and customer-friendly.

Mixed-Use Developments

Developments that combine residential, commercial, retail and recreational spaces are gaining popularity, offering convenience and functionality to urban population.



Regulatory Changes

RERA and IGBC have been instrumental in promoting transparency, sustainability and consumer-friendly practices in the real estate sector, with more such initiatives expected in the future.



Revival of Residential Real Estate

Post-pandemic, the demand for residential real estate has surged, with homebuyers prioritising spacious, well-connected and amenity-rich living spaces, as remote and hybrid work models continue to shape lifestyle choices.



Future-Ready Workspaces

The demand for smart office spaces equipped with IoT devices, advanced security systems and sustainable features is rising, aligning with global sustainability goals and enhancing work experiences.

HNI and NRI Investments

High-net-worth individuals (HNIs) and non-resident Indians (NRIs) are increasingly investing in Delhi NCR's real estate market, attracted by robust infrastructure, luxury offerings and high investment potential.

These trends indicate a dynamic and evolving real estate landscape in Delhi NCR, driven by technological advancements, sustainability initiatives and changing consumer preferences.

A Glimpse into Luxury & Legacy



Abhinav (Abix)

Social media influencers like Abhinav (Abix) and Satrupa have brought their unique perspectives to TARC's development. While Abix highlighted TARC's cutting-edge design and world-class amenities, Satrupa commended its meticulous craftsmanship and sustainable luxury, reinforcing the brand's leadership in redefining urban living.



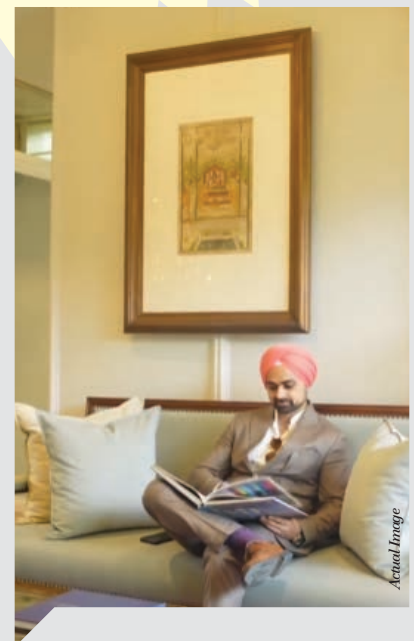
Satrupa

Partner Videos

Prajesh Bhatia from Bhatia Properties and Aman Pratap led immersive tours of TARC Ishva, offering guests a first-hand experience of its unmatched luxury and unique charm. Their expertise brought to life the exceptional features that set TARC Ishva apart. Furthermore, Prajesh Bhatia featured in million dollar listing, wherein he showcased TARC Tripundra.



*Prajesh Bhatia
Bhatia Properties*



*Aman Pratap
WealthGate Advisory*

Accolades & Achievements

We at TARC are honoured to be recognised for our efforts in redefining luxury real estate in India.

Entrepreneur One Award for the Top 10 most promising companies of the Year 2024 to TARC Projects Ltd.



1

Indian Business Excellence Award 2024 for the Luxury Project of the Year to TARC Kailasa.



2

Realty + Award for the Design project of the year to TARC Kailasa.



4

India's Greatest Brands Award to TARC Kailasa for Residential development.



3

Corporate Connect presented luxury project of the year 2024 to TARC Kailasa.



5

TARC in the News

TARC reports Rs 1,165 crore pre-sale during Q3FY25



TARC Ltd has reported significant pre-sales growth, reaching Rs 2,487 crore in the first nine months of FY2025, driven by demand in luxury real estate. Their project TARC Ishva achieved Rs 1,500 crore in presales.

The Tribune

TARC Limited has delivered an outstanding operational performance for the third quarter of FY2025, achieving pre sales of Rs 1,165 crore, maintaining a consistent growth trajectory. For the first nine months of FY2025, the Company registered pre sales of Rs 2,487 crore, marking an impressive six-fold year-on-year increase.

Customer collections in Q3 FY2025 amounted to Rs 181 crore, bringing the total collections for the first three quarters of the fiscal year to Rs 371 crore. This robust collection performance further reflects the Company's effective sales strategies and strong market demand.



Delhi developer TARC posts 1000% growth in 23 pre sales

The company's flagship project, TARC Ishva, has achieved pre sales of approximately ₹1,500 crore to date, with construction currently in progress. TARC has also expanded its portfolio by acquiring a new land parcel in Gurugram. Managing Director & CEO Amar Sarin attributed the growth to the company's focus on luxury developments and timely delivery.



TARC shares zoom 5% on making sales worth Rs 1,350 cr in Gurugram project

New Delhi based luxury real estate firm, TARC's share price surged up to 4.98 per cent at Rs 216.95 per share on the BSE after the company announced that it has sold 50 per cent of project TARC Ishva amounting to Rs 1,350 crore. The company launched TARC Ishva in the month of September 2024 and received robust response from its customers, the company said in a statement on Wednesday.

ARCHITECT and INTERIORS INDIA

Singapore-based AFW reveals design vision for 1,000,000 sq ft residential complex in New Delhi

The Singapore-based multi-disciplinary design firm AFW is pleased to share their design vision for TARC Kailāsa, a 1,000,000-square-foot, five-tower residential complex launched by realty developer TARC Group across over 6.12 acres of land in New Delhi, India. Situated on the site of a former shopping mall on Patel Nagar Road in the Kirti Nagar locality, TARC Kailāsa encompasses three- and four-bedroom apartment properties ranging between 3,440 and 3,685 square feet and was awarded the "Luxury Project of the Year" at the Golden Brick Awards in Dubai.

TARC Ishva

Gurugram

These thoughtfully designed homes break free from traditional constraints, blending modernity with nature's rhythm.

In Gurugram's vibrant Sector 63A, TARC Ishva redefines luxury living as a transformative experience. This visionary development transcends conventional housing, offering a sanctuary of refinement, innovation and sustainability.

At TARC Ishva, every residence embodies a revolutionary four-side open concept, ensuring abundant natural light, cross-ventilation and breathtaking views. This unique design seamlessly merges urban convenience with natural serenity, fostering well-being and tranquility. These thoughtfully designed homes break free from traditional constraints, blending modernity with nature's rhythm. Emphasising privacy and openness, the 'Own Your Core' philosophy transforms each home into a personal retreat amidst the bustling city.

Developer: TARC Limited
Type of Project: Residential
Location: 63A, Gurugram
Configuration: 3 & 4 BHK Apartments

USPs:

- ☞ Four-side open residences offering abundant natural light and ventilation
- ☞ Own your own core, ensuring personalised living spaces
- ☞ Perfect square apartments inspired by the timeless Golden Ratio for aesthetic harmony
- ☞ Column-free corners for expansive and unobstructed views
- ☞ Majority of open green area for serene living amidst nature

Launched in: September 2024
Possession: 2029
Price: ₹8.50 crore onwards
Current Status: Under Construction



Inspired by the Golden Ratio, TARC Ishva's residences are crafted as perfect squares, exemplifying architectural precision and aesthetic harmony. Prioritising green spaces, most of the development is dedicated to lush landscapes, offering a refreshing respite from urban life.

Scheduled for possession in 2029, TARC Ishva invites discerning buyers to invest in a lifestyle of elegance and innovation. The ready-to-experience sales gallery and show apartment provide a tangible preview, showcasing meticulously curated interiors that blend functionality with grandeur. TARC Ishva isn't just a residence — it's a statement of aspiration and sophistication in the heart of Gurugram.

Saddle Up: TARC Equestrian Excellence

Our TARC Equestrian Centre continues to make waves in the world of equestrian sports, hosting prestigious international events like the Fédération Équestre Internationale (FEI) and Conquer Dressage International (CDI). They are both the International Equestrian Federation World Challenge Championships. Furthermore, other prestigious national events like Conquer Show Jumping and Conquer Dressage Nationals (CDN) were also held. The other highlight was the Training sessions with Nick Verlies, which soon became a big draw for enthusiasts.



TARC Rendezvous:

Welcome to TARC's 'Get to Know You' Event!

We believe that behind every role and responsibility, there's a unique story, a quirky talent or a moment that defines who we are. This is your chance to step away from the daily grind and share a little more about yourself with the team. Get ready to have some fun, spark new conversations and maybe even discover something you never knew about your colleagues! We've prepared a few exciting questions to help us break the ice and build stronger connections.



THE ICE-BREAKING QUESTIONS

Mr. Rajeev Trehan - COO

What's a hidden talent or unique hobby you have that most of your colleagues would be surprised to learn about?

Most people don't know this, but I feel quite empowered with the power of imagination and consider it as a tremendous faculty. It started as a way to visualise ideas, but over time, I found myself sketching ideas. It's a great way to slow down and focus on the details.

If you could leave your current industry behind and start your own business, what would it be and why does that idea excite you?

If I weren't in real estate, I'd go into manufacturing - something simple yet essential in daily life that can make a difference to the way we do things. There's something satisfying about creating a well-crafted product that people use every day. Another option could be teaching.

What's the funniest or most embarrassing moment from your life that you've never shared with the team? (Feel free to let loose!)

Years ago, at a high-profile industry gala, I mistook a well-known architect for a journalist and spent several minutes explaining real estate trends to him, only to have him smile and say, "I designed three of the projects you're talking about." It was humbling, but we both had a good laugh about it.

If you could invite any historical figure or contemporary icon to dinner, who would it be and what's the one burning question you'd ask them?

Early in life, a particular and very popular Bollywood actress who I found very graceful in her demeanour, intriguing with her mannerism and mesmerisingly beautiful in the way she came across to people. Impressionable as I was, I wished that some day I should invite her at our place to know the eminence of her persona. As a mark of respect to the distinguished personality there may not have been burning questions and instead just a respectful tete-a-tete.

Looking back, what would you say was the best day of your life so far and what made it so unforgettable?

The two days of my life when I was blessed with fatherhood are the most memorable days of my life. There was a sense of belonging, responsibility and a whole lot of emotions. That sense of possibility and permanence made it unforgettable. My deepest thanks to the Almighty and my wife.

What's one food you've tried once but would never dare touch again? What happened?

Durian. I respect those who enjoy it, let's just say it's an acquired taste - one I won't be acquiring anytime soon.

If you could hop in a time machine and give your younger self one career piece of advice, what would it be?

"Think long-term, but act fast."

If I could go back, I'd tell myself to take bold decisions sooner and not wait for perfect conditions.

What's one thing you wish more people knew about you, something that might surprise them?

I believe in listening over speaking. Over the years, I've realised that truly hearing people - whether it's colleagues, clients or even competitors - gives you an edge. A well-timed response is always more powerful than just having the loudest voice in the room. Perhaps this is also the reason I quite enjoy vocal music.

If you had the chance to break a world record, which one do you think you could actually have a shot at conquering?

At this point in my journey of life, giving back to the society in which I have flourished may be more meaningful than breaking a world record.

If you could be turned into any animal for a day, which one would you choose and why?

A hawk. I'd love to get a bird's-eye view of the city - seeing how everything connects, the roads, the buildings, the movement of people. Plus, the freedom of flight is exhilarating.



TARC

Inspired by India

भारतेन प्रेरितः