

RERA REGISTRATION NO. RC/REP/HARERA/GGM/914/646/2025/17  
DATED 20/02/2025 WWW.HARYANARERA.GOV.IN



**BIRLA ESTATES**



# BIRLA PRAVAAH

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## GURUGRAM

**Sector – 71 Gurugram**



ADITYA BIRLA GROUP

# ADITYA BIRLA GROUP



**A US\$ 67\* Billion**  
conglomerate

\*As on 31<sup>st</sup> March, 2025



Considered  
market cap of  
**US\$ 115# Bn**

#As on 31<sup>st</sup> October, 2025



Across  
**06** Continents &  
**41** Countries



**340+**  
State-of-the-heart  
manufacturing units globally



**227,500+**  
Employees of over  
100 nationalities



**300M+**  
Loyal customer  
base

# GLOBALLY

Aditya Birla Group is

**#1** In Aluminium Rolling  
Recycler of Aluminium

**#2** In Viscose Staple Fibre  
In Carbon Black (based on installed production capacity)

**#3** In Cement (Excluding China)  
In Insulators

The largest single-location copper smelter in the world



# IN INDIA,

The Group is a leader in various sectors

**#1** In Grey Cement & Concrete  
Fashion (Branded Apparel) & Lifestyle Player  
In Copper

Our Fabrics are used by top fashion brands | India's leading Telephone Company

One of the largest Financial Services providers in India



Largest Chlor-Alkali Player



Largest Linen Player



Among the leading Telecom Players



Largest Manufacturers of Insulators



Leading Player in Life Insurance & Asset Management

# BIRLA ESTATES PRIVATE LIMITED



Forayed into real estate business in 2016



100% wholly owned subsidiary of Century Textiles & Industries Limited



Strong management team with experienced industry professionals



Established presence in 4 key macro markets in India i.e. MMR, NCR, Pune & Bengaluru



One of the most trusted brands in the country



Diversified portfolio of residential, commercial & mixed-use properties



Portfolio with a developable potential in excess of 24 Mn SFT



Established commercial real estate portfolio located in Worli, Mumbai with ~6 lakh SFT of leasable area



Aims to be amongst the top 5 real estate companies in India



Robust project pipeline of owned & joint development land parcels in all the 4 major macro markets



# OUR PRESENCE



## Gurugram

- ▶ Birla Arika, Gurugram
- Birla Navya, Gurugram
- Birla Pravaah, Gurugram

## Pune

- ▶ Birla Punya, Central Pune
- Birla Evam, Pune

## Mumbai

- ▶ Birla Niyaara, Worli
- Birla Anayu, Malabar Hill
- Birla Vanya, Kalyan
- Hindalco, Thane
- Birla Centurion, Commercial, Worli
- Birla Aurora, Commercial, Worli

## Bengaluru

- ▶ Birla Alokya, Whitefield
- Birla Tisya, Magadi Road
- Birla Trimaya, Devanahalli
- Birla Ojaswi, RR Nagar
- Birla Evara, Sarjapur



# BIRLA ESTATES OVERVIEW



BIRLA ESTATES



“ TO ENRICH LIVES, BY  
BUILDING HAPPY  
COMMUNITIES  
THAT ARE ROOTED IN TRUST



Mumbai  
Metropolitan Region



Delhi NCR



Pune



Bengaluru



BIRLA ESTATES

# LIFEDESIGNED<sup>®</sup> PHILOSOPHY

Our LifeDesigned<sup>®</sup> philosophy can be experienced at multiple touch-points across all our projects and reflects our continuous endeavor of pushing ourselves to create spaces designed around life. For life.





# GRAND SUCCESS

Birla Estates FY25 sale bookings double to **₹8,000 crore** on strong housing demand ~ The Economic Times

**Birla Estates FY25 sale bookings double to Rs 8,000 crore on strong housing demand**

**Synopsis**  
Birla Estates, the Aditya Birla Real Estate arm, announced a record-breaking fiscal year, with property sales surging to Rs 8,000 crore, a two-fold increase from the previous year. The company's business was driven by projects like Birla Arika in Gurugram, which achieved a landmark booking value.

**Birla Estates Pvt Ltd, Aditya Birla Real Estate arm, sold properties worth Rs 8,000 crore last fiscal, a more than two-fold jump from the preceding year. In a regulatory filing on Tuesday, the company said its subsidiary Birla Estates has clocked its highest-ever booking value of Rs 8,000 crore for 2024-25.**

This success is underlined by Birla Arika, Gurugram (phase 1) which achieved a record-booking value of about Rs 3,100 crore for over 300 units along with multiple successful launches in its Bengaluru market in FY25.

In the last quarter of 2024-25, the company launched 5 projects across its key markets of NCR, Bengaluru and forayed into the Pune market.

**India's Economic Growth and Global Trends**

Our FY25 performance is a testament to our market choices, right positioning and strong brand...we are among the fastest-growing real estate developers in India.

Over the next few years, we aim to expand our business, establishing Birla Estates among the top players in key micro-markets across Mumbai, Pune, NCR, and Bengaluru," K T Jibendran, Managing Director and Chief Executive Officer of Birla Estates, said.

## Birla Estates records 100% growth with ₹8,000 crore bookings in FY25

The last quarter of FY25 proved particularly strong as the company launched five projects across its key markets of NCR and Bengaluru



File photo: Aditya Birla Real Estate

The shares of Aditya Birla Real Estate Limited were trading at ₹1,896, up by ₹38.80 or 2.09 per cent on the NSE today at 1.20 pm.

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Click below to set it.

Add as a preferred source on Google.

Birla Estates Private Limited, a wholly owned subsidiary of Aditya Birla Real Estate Limited, has achieved its highest-ever annual booking value of ₹8,000 crore for the fiscal year 2025, marking over 100 per cent growth compared to FY24, according to a press release issued on April 15.

The company's flagship project, Birla Arika in Gurugram (phase 1), contributed significantly with bookings worth approximately ₹3,100 crore for over 300 units. The real estate developer also completed multiple successful launches in Bengaluru during the fiscal year.

READ MORE

Birla Estates records 100% growth with **₹8,000 crore** bookings in FY25 ~ The Hindu BusinessLine

ABREL-owned Birla Estates reports booking value of **₹8,000 cr** for FY25

## Birla realty arm posts Rs 8000 crore bookings in FY25

The company witnessed a remarkable 17x surge in booking value in its residential sector from FY20 to FY25, displaying a strong growth trajectory and has shown a 100% growth over FY24, it said.

Written by [Bhargavendra Kamath](#)  
April 15, 2025 22:57 IST



Birla realty arm posts Rs 8000 crore bookings in FY25.

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250K+ satisfied users on Google

Birla Estates, a subsidiary of Aditya Birla Real Estate (ABREL), on Tuesday said it clocked its highest-ever booking value of Rs 8,000 crores for FY25 across its focus markets.

This performance is underlined by Birla Arika, Gurugram (phase 1) which achieved a record-booking value of nearly Rs 3,100 crore for over 300 units along with multiple successful launches in its Bengaluru market in FY25, the company said

## ABREL-owned Birla Estates reports booking value of Rs 8,000 cr for FY25

Birla Estates said in a release that it would aim to build on its FY25 performance in the ongoing financial year, with eight launches planned across its key markets- Mumbai, Pune, National Capital Region, and Bengaluru- for FY26

MONEYCONTROL NEWS | MUMBAI | APRIL 15, 2025 | 17:27 IST



Birla Estates reported booking value of Rs 8,000 crore for FY25

Trade

NSE IF

1,750.00

₹ 4,20 (0.24%)

₹ 1,700.00

₹ 1,700.00

Aditya Birla Real Estate Ltd (ABREL)-owned Birla Estates has announced that the company's booking value for the financial year 2024-25 has reached Rs 8,000 crore, driven by its projects in Gurugram, as well as in Bengaluru. The reported booking value is higher by around twice that of the same figure in FY24, Birla Estates said in a release.

Birla realty arm posts **₹8000 crore** bookings in FY25 - Industry News ~ The Financial Express

# BIRLA ARIKA GRAND SUCCESS



Birla Estates' Birla Arika Phase 1 clocks **₹3,000 crore** sales  
~ Money Control

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Home / News / Business / Real Estate / Gurugram real estate: Birla Estates' Birla Arika Phase 1 clocks Rs 3,000 crore sales

Trending Topics: Sensex Live, Pine Labs Share Price, Teneeco Clean Air India IPO, Groww IPO, Gold Rate

**Gurugram real estate: Birla Estates' Birla Arika Phase 1 clocks Rs 3,000 crore sales**

Birla Arika, a luxury residential project, is spread across 13.275 acres and has a development potential of 2.4 million square feet with seven high-rise towers planned. The project is located off NH-48 at Sector 31 in Gurugram.

October 14, 2025 | 05:33 PM IST

**Business Standard**

HOME | **MARKETS** | IPO | STOCK MARKET NEWS | THE SMART INVESTOR | COMMODITIES | CRYPTOCURRENCY | MUTUAL FUNDS

Sensex (0.10%) 84562.78 +84.11  
Nifty (0.12%) 25910.05 +30.90  
Nifty Midcap (0.08%) 60739.20 +47.15  
Nifty Smallcap (0.26%) 8842.65 +22.75  
Nifty Bank (0.23%) 58517.55 +135.60

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Home / Markets / Capital Market News / Aditya Birla Real Estate gains as arm record sales of Rs 3,000 crore with Birla Arika

**Aditya Birla Real Estate gains as arm record sales of Rs 3,000 crore with Birla Arika**

Advertisement

Aditya Birla Estates gains as arm record sales of **₹3,000 crore** with Birla Arika  
~ Business Standard

ETNOW

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MUTUAL FUNDS: Mirae Asset Equity Savings Fund - Direct (G) | 1 Year Return: 10.73 | 3 Year Return: 12.25 | INVEST NOW | Mirae Asset

**BIHAR ASSEMBLY ELECTION 2025**

Assemble Election 2025

BIHAR LEAD + WINS: 243/143 TARGET: 122	204 NDA LEADS + WINS	33 MGB LEADS + WINS	0 JSP LEADS + WINS	6 OTH LEADS + WINS
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Business News > Real Estate

**Gurugram Real Estate: Birla Estates sells homes worth Rs 3000 cr in luxury project Birla Arika**

Gurugram Real Estate Market: Birla Estates is subsidiary of Aditya Birla Real Estate. The company has sold homes worth Rs 3,000 crore in its luxury project Birla Arika in Gurugram.

Authored by: Abhinav Ranjan  
Mar 28, 2025 19:59 IST

Gurugram Real Estate: Birla Estates sells homes worth **₹3,000 crore** in luxury project Birla Arika  
~ ET Now



BIRLA ESTATES



## Introducing **BIRLA PRAVAAH**

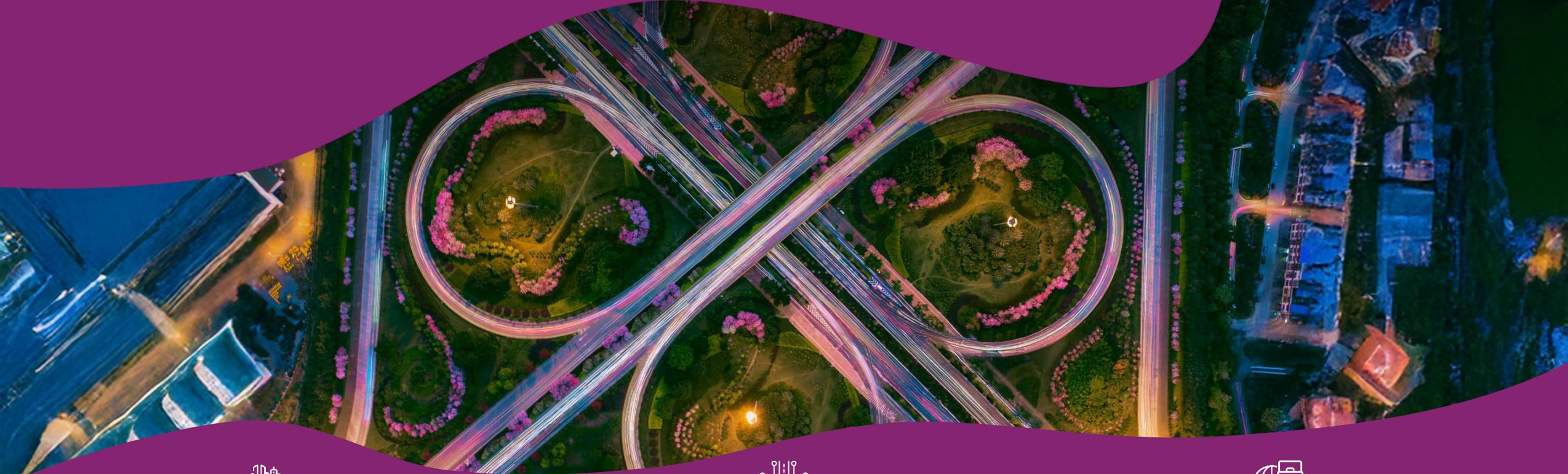
A reflection of effortless living, Birla Pravaah unites modern comfort, open spaces, and thoughtful amenities to create a life that flows with ease and balance. Every detail is designed for seamless living—so you have more time for what truly matters.







# SOUTHERN PERIPHERAL ROAD (SPR)



SPR is being seen as Gurugram's "next big corridor" due to the influx of commercial / IT as well as residential projects



Improved connectivity linking several major roads - Golf Course Extension Road, Sohna Road, NH-48 & Dwarka Expressway.



Proximity to IGI Airport via NH48



# LOCATION

map



360  
degree view



# Life at Birla Pravaah



# Clubhouse amenities in every tower



# Landscape Amenities

spread across the  
complete project



Select Towers

2 apartments  
on each floor

# Community living

## At Birla Pravaah

life unfolds within a close-knit community of like-minded residents. Thoughtfully designed green spaces and vibrant amenities

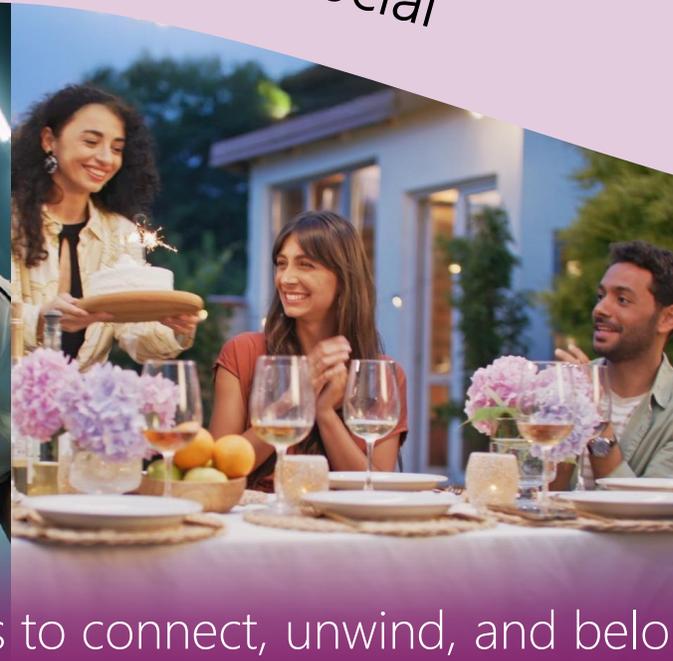
Wellness



Sports



Social



Kids



create countless moments to connect, unwind, and belong.

Here, togetherness isn't just a feeling it's a way of life that flows naturally

# Your Life, in Perfect Flow

Perfectly placed in Gurgaon's thriving corridor, Birla Pravaah brings every convenience and destination closer. Here, shorter commutes open up longer moments — to pursue passions, nurture wellbeing, or simply unwind. It's a place where time flows back to its true owner — you.



# Amenities

# Wellness Amenities



# Swimming Pool

## Infinity Edge



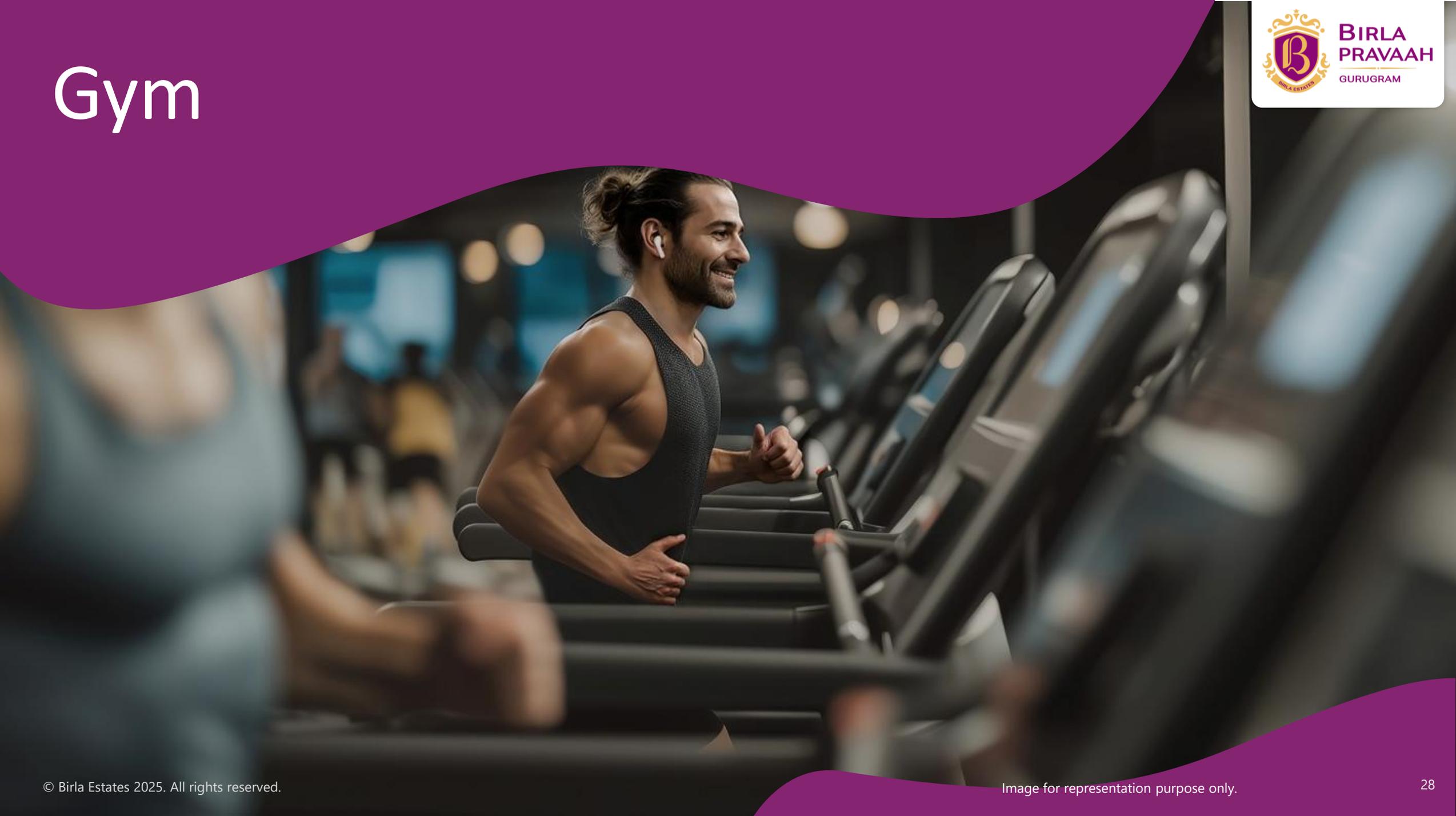
# Walkway



# Sunken Cocoon



# Gym



# Yoga / Zumba Room



# Mist Plaza



# Spa & Salon



# Pet Park



# Celebration Lawn



# Multi-Purpose Hall



# Mini Theatre



# Cards Room



# Bakery



# Sports Amenities



# Indoor Badminton Court



# Half Basketball Court



# Cricket Practice

## Pitch



# Skating Rink



# Kids' Amenities



# Kid's Pool



# Kids Play Area



# Kids Play Lawn



# Toddler Area



# Specifications

# Specifications

 Living |  Dining |  Lounge |  Foyer

**Imported Marble/Stone or Equivalent**



# Specifications

Bedrooms

**Laminate Wooden Floor**



# Specifications

Kitchen

**Modular with Hob & Chimney**



# Specifications

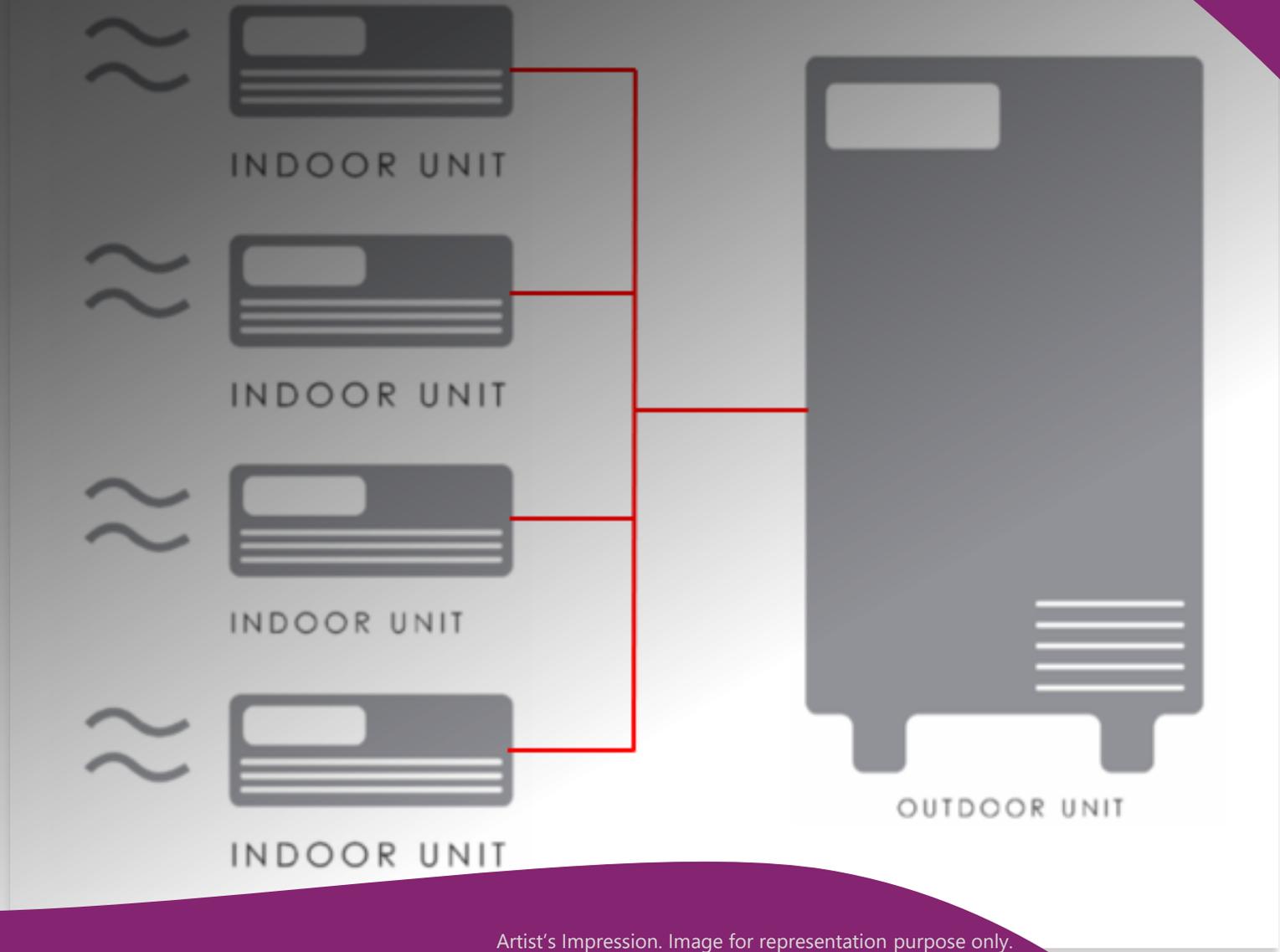
Bathrooms

State-of-the art fittings



# Specifications

## VRV With Hi-Wall Units



# Pricing

# Pricing



Typology	3 BHK	3 BHK + UTILITY	PENTHOUSE
RERA Carpet Area	<b>1058.54 Sq.ft.</b> (98.34 Sq.m)	<b>1299.53 Sq.ft.</b> (120.73 Sq.m)	<b>2112.31 – 2405.51 Sq.ft.</b> (196.23 – 223.47 Sq.m)
Balcony Area	<b>299.23 Sq.ft.</b> (27.79 Sq.m)	<b>379 Sq.ft.</b> (35.21 Sq.m)	<b>739.72 - 782 Sq.ft.</b> (68.72 – 72.65 Sq.m)
Useable Carpet Area	<b>1357.77 Sq.ft.</b> (126.13 Sq.m)	<b>1678.52 Sq.ft.</b> (155.94 Sq.m)	<b>2852.02 – 3187.51 Sq.ft.</b> (264.95 – 296.12 Sq.m)
Launch Price Range* (Rs. in Cr)	<b>3.26 – 3.38</b>	<b>4.10 – 4.35</b>	<b>7.15 Onwards</b>

\*Excluding GST, Possession and other Government Charges.

T&C Apply.

# Payment Plan

# Payment Plan–20 x 5



Milestones	% Payment	
At the time of Booking	10%	20%
Within 90 Days of Booking	10%	
On Completion of Fifth Floor Slab		20%
On Completion of 20th Floor Slab		20%
On Commencement of Lift Work		20%
On Commencement of Flooring Work	10%	20%
On Offer of Possession	10%	

# Payment Details



## Tower

## EOI Amount

## Bank Details

3BHK  
(TA, TC, TD & TE)

**10 Lakhs**

BIRLA PRAVAAH MASTER A/C  
A/C No. – 924020042122602

3BHK + UTILITY  
(TA, TB & TC)

**12 Lakhs**

BANK – AXIS Bank

IFSC CODE – UTIB0005051

BRANCH – MWBC GURGAON,  
1<sup>ST</sup> & 2<sup>ND</sup> FLOOR, HUDA  
MARKET, SECTOR 56, GURGAON

PENTHOUSE  
(TA & TC)

**20 Lakhs**



# THANK YOU

The project “Birla Pravaah” is registered with Haryana RERA under Registration No. RC/REP/HARERA/GGM/1006/738/2025/109, dated 06.11.2025 and all details of the same are available at [www.haryanarera.gov.in](http://www.haryanarera.gov.in). All images, visuals, renders, objects, items, features and content are artistic impressions used for presentation purposes only. The amenities, facilities, and specifications to be provided to buyer shall be clearly defined under the Agreement for Sale. The city and location story narratives are not intended as factual representations and the actual conditions or developments may vary. The location map is based on distances indicated by 'Google Maps'. Actual travel time and distance may vary due to traffic, infrastructure changes or other factors. Buyers are advised to verify Project related details on the above website before making any decision. Our official project website is: [www.birlaestates.com](http://www.birlaestates.com). Buyers are encouraged to seek independent advice before making any decision to purchase the unit/flat.