

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



# 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



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



**Mumbai**  
Metropolitan Region



**Delhi NCR**



**Pune**



**Bengaluru**

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

The last quarter of FY25 proved particularly strong as the company completed five projects across its key markets of tier 1 and tier 2 cities.



The shares of Aditya Birla Real Estate Limited (ABREL) rose 11.96% on the NSE today at 120.00.

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 note released on April 25.

The company's flagship project, Birla Arka in Coimbatore (phase II), contributed significantly with bookings worth approximately ₹1,800 crore for the FY25. The real estate developer also completed another high-profile project, Birla Arka in Bangalore (phase II), contributing ₹1,500 crore.

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 has achieved a remarkable 100% increase in booking value for the fiscal year 2025 (FY25) over FY24, reaching a total of ₹8,000 crore, and has posted a 100% per cent increase in FY25.



Birla Estates, a subsidiary of Aditya Birla Real Estate (ABREL), on Tuesday reported a record booking value of ₹8,000 crore for the fiscal year 2025 (FY25) over FY24, marking a 100% increase in booking value for the fiscal year 2025 (FY25) over FY24, according to a press note released on April 25.

This performance is underpinned by Birla Arka, Bangalore (phase II), which recorded a record booking value of ₹1,800 crore for the fiscal year 2025 (FY25) over FY24, marking a 100% increase in booking value for the fiscal year 2025 (FY25) over FY24, according to a press note released on April 25.

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

The company has achieved a remarkable 100% increase in booking value for the fiscal year 2025 (FY25) over FY24, reaching a total of ₹8,000 crore, and has posted a 100% per cent increase in FY25.



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

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Nifty Smallcap (0.26%) 8842.65 +22.75  
Nifty Bank (0.23%) 58517.55 +135.60

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

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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

## BIHAR ASSEMBLY ELECTION 2025

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BIHAR LEAD + WINS 243/243 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 10:59 IST

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



Introducing  
**BIRLA PRAVAAH**

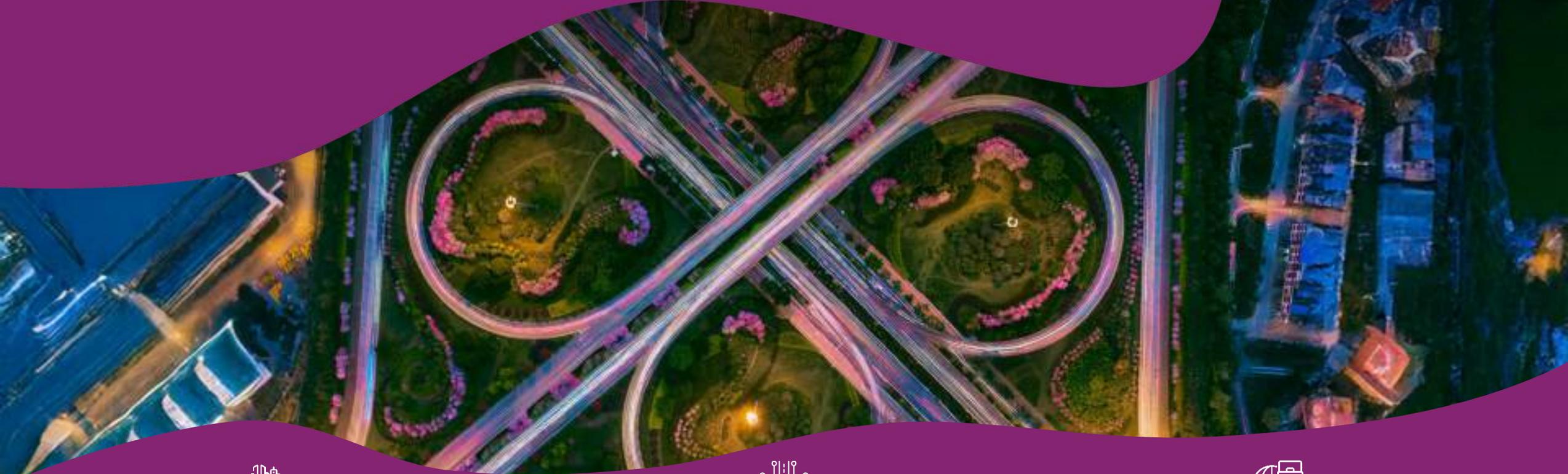
A reflection of effortless living, Birla Pravaah unites modern comfort, open spaces, and thoughtful amenities to create a life that flows with ease and balance. Every detail is designed for seamless living—so you have more time for what truly matters.







# 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

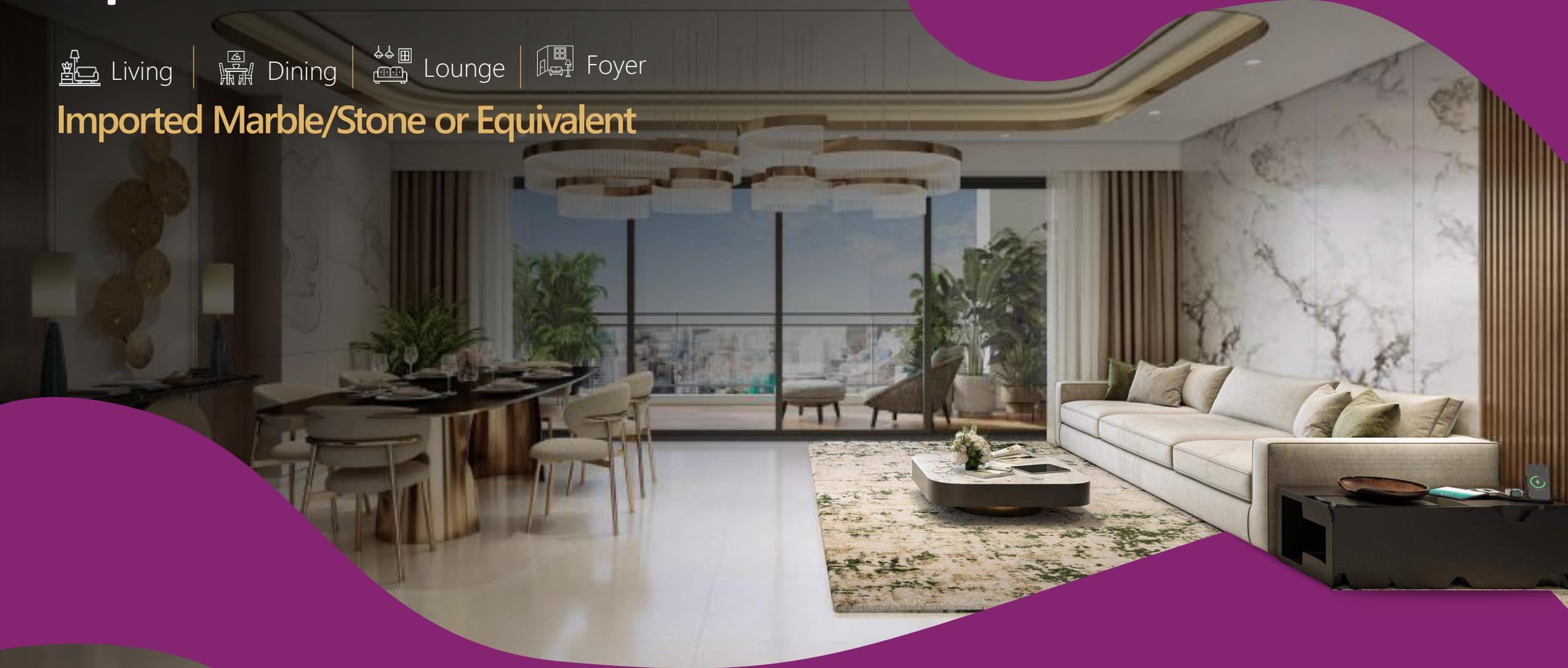


# Specifications

# 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



# 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
3BHK (TA, TC, TD & TE)	<b>10 Lakhs</b>
3BHK + UTILITY (TA, TB & TC)	<b>12 Lakhs</b>
PENTHOUSE (TA & TC)	<b>20 Lakhs</b>





# 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.