

# Where sheer opulence meets hospitality

The idea of branded residences has truly come of age. Such residences give buyers the glamour of hospitality with the luxury of real estate



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The concept of branded residences is slowly gaining ground in India. Though relatively new concept in India, the demand for such ultra-luxury residences is on the rise. Knight Frank's latest Residence Report 2023 features India's growing prominence in the global branded residences market, ranking 6th worldwide in live projects and contributing 4 per cent to global supply of branded residences. The country also ranks 10th globally in the pipeline of upcoming branded residence projects, accounting for 2 per cent of future supply among the 83 countries surveyed.

Mumbai, Delhi-NCR, Bengaluru, and Pune lead India's branded residence landscape, while Goa and Uttarakhand are emerging as key lifestyle and second-home destinations.

Developers are excited about the new brand of luxury real estate. Yuki Nagpal, director, Gultshan Group, says, "The idea of branded living has truly come of age in NCR. Branded residences give us the glamour of hospitality

national sophistication. These buyers are well-travelled, exposed to global benchmarks of luxury living in cities like Dubai, Singapore, and London. When they look for a home, they seek more than architecture; they seek a brand that resonates with their values — precision, privacy, and a certain finesse in everyday experience. For them, branded residences offer familiarity and trust, blending the warmth of a home with the luxury. From globally designed interiors and curated amenities to hospitality-inspired services and wellness-driven spaces, these projects are setting new standards of urban living. The buyers' mindset has shifted from 'owning property' to 'living an experience', and branded residences have become the natural choice for those who value quality, design integrity, and global service standards.

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Robin Mangla, president, MSM India, says, "Branded residences are emerging as a significant trend in India's ultra-luxury real estate sector, reflecting a shift in buyer preferences toward lifestyle-driven investments. Modern buyers no longer see a home purely as a functional space; they seek a holistic experience that combines global design standards, exclusivity, and unmatched comfort."

Key expectations in such ultra-luxury residences include iconic architecture, premium finishes, and thoughtfully curated amenities such as wellness centres, concierge services, and smart home integrations. Ashish Jera, president, sales and marketing, Smartworld Developers, says, "India is moving on the path to rising income levels and adding the highest numbers of millionaires in the world to its economy. This rising affluent class is living the same lifestyle and aspiring for global standards and luxury brands as the rest of the world. This is a natural evolution of customer behaviour, which, as income levels rise, shifts from basic needs to rich amenities and then to branded luxury. Today's customer is seeking the same amenities design, and branded luxury options in his home in India."

Developers are increasingly focusing on creating environments that deliver

a seamless blend of luxury, convenience, and experiential living. With the growing interest in branded residences, these properties are setting new benchmarks for urban luxury, redefining aspirational lifestyles, and shaping the future of high-end real estate in India.

Suddeep Bhat, director strategy, Whitefield Corporation, says, "Branded residences are redefining the meaning of modern homeownership by blending global hospitality, refined design and enduring asset value. Today's buyers seek far more than exquisite architecture; they

aspire for service-led comfort and long-term worth. This shift is driven by three key forces: hospitality-inspired living, international design sensibilities and the assurance of professional upkeep. Together, they create an ecosystem where every element, from amenities to management, drives consistency and distinction."

In essence, branded residences are about living in a space that feels effortlessly refined and infused with a sense of belonging that only comes from something that has been designed, not just built.

From globally designed interiors to hospitality-inspired services, these branded residences are setting new standards of urban living



with the margins of real estate. What was once considered a niche luxury is now being seen as an evolved lifestyle choice — one that blends design excellence, hospitality precision, and emotional comfort into everyday living. Naturally, this has caught the attention of UHNIs and NRIs who see immense potential here, not just for investment, but for a lifestyle that reflects inter-

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What makes the branded residence market unique is the way these residences blend international brand prestige with culturally nuanced design and services, appealing to buyers who seek a truly global lifestyle