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About Project

The group companies in a short span has launched its various projects successfully in Sonapat, Kurukshetra, Gurgaon etc. Group has constructed about 900 flats on the land measuring 14.03 Acres in Sonapat, about 1803 flats on 22 Acres in Gurgaon. The group companies in a short span has launched its various projects successfully in Sonapat, Kurukshetra, Gurgaon etc. Group has constructed about 900 flats on the land measuring 14.03 Acres in Sonapat, about 1803 flats on 22 Acres in Gurgaon.

Project Details

Area : -

 33 K.M.

 Feb - 2012


Towers : 9

 45 K.M.

 Oct - 2016

LUXURY

 2 K.M.

 6 month-1 year delay

Specifications

Wall Finish	 Plaster of Paris	 Acrylic Emulsion	 Oil Bound Distemper						
Flooring	Common Area I Marble	 V Tiles	M Bedroom L Wooden	 V Tiles	Bedrooms V Tiles	 L Wooden			
Air Conditioning	 VRV	 Split							
Kitchen	 Chimney	 All Appliances	 Modular	 Gas Pipeline	 Granite Counter				
M Washroom	 Premium CP Fittings	 Standard CP Fittings	 Premium Chinaware	 Standard Chinaware	 Bathing Cubical/ Glass Partition	 Bath Tub	 Jacuzzi		
O Washroom	 Premium CP Fittings	 Standard CP Fittings	 Premium Chinaware	 Standard Chinaware	 Bathing Cubical/ Glass Partition	 Bath Tub	 Jacuzzi		
Electrical Fittings	 Fans - All	 Fans - Semi	 Lights - All	 Lights - Semi	 Geysers - All	 Geysers - Semi			
Addons	 Solar Water Heater	 Treated Water Supply	 Video Door Phone	 Automation Control	 Water Pressure Pump	 Intercom	 RO System	 FTTH	 Wardrobe



















































Average Specification Rating in Gurgaon

58.78

Specification Rating

83.50

Conveniences

Landscape	 Good	Club	 Mediocre							
Healthy Living	 Indoor Swimming Pool	 Outdoor Swimming Pool	 Gymnasium	 Jacuzzi	 Massage Room	 Sauna Bath	 Spa	 Steam Room		
Security	 CCTV	 Gated	 Access Control							
Indoor Games	 Table Tennis	 Indoor Bball Court	 Chess/ Carrom Room	 Indoor Vball Court	 Billiards/ Snooker	 Bowling Alley	 Indoor Badminton Court	 Squash	 Cards Room	
Outdoor Games	 Cricket Pitch	 Floodlit Sports Field	 Football Field	 Jogging Track	 Kids Play Area	 Lawn Tennis	 Skating Rink	 Golf Green/Putt	 Basket ball	 Badminton
	 Volleyball									
Lifestyle Features	 Vaastu Compliant	 Rain Water Harvesting	 Basement Parking	 Open Parking	 Stilt parking	 High School	 AC Entrance Lobby	 Zone IV Compliance	 Zone V Compliance	
	 Primary School	 Nursery School	 Shopping Area	 Power Backup	 Wi Fi	 Creche	 Clinic	 Hospital		

Average Convenience Rating in Gurgaon

62.32

Convenience Rating

77.50

3BHK

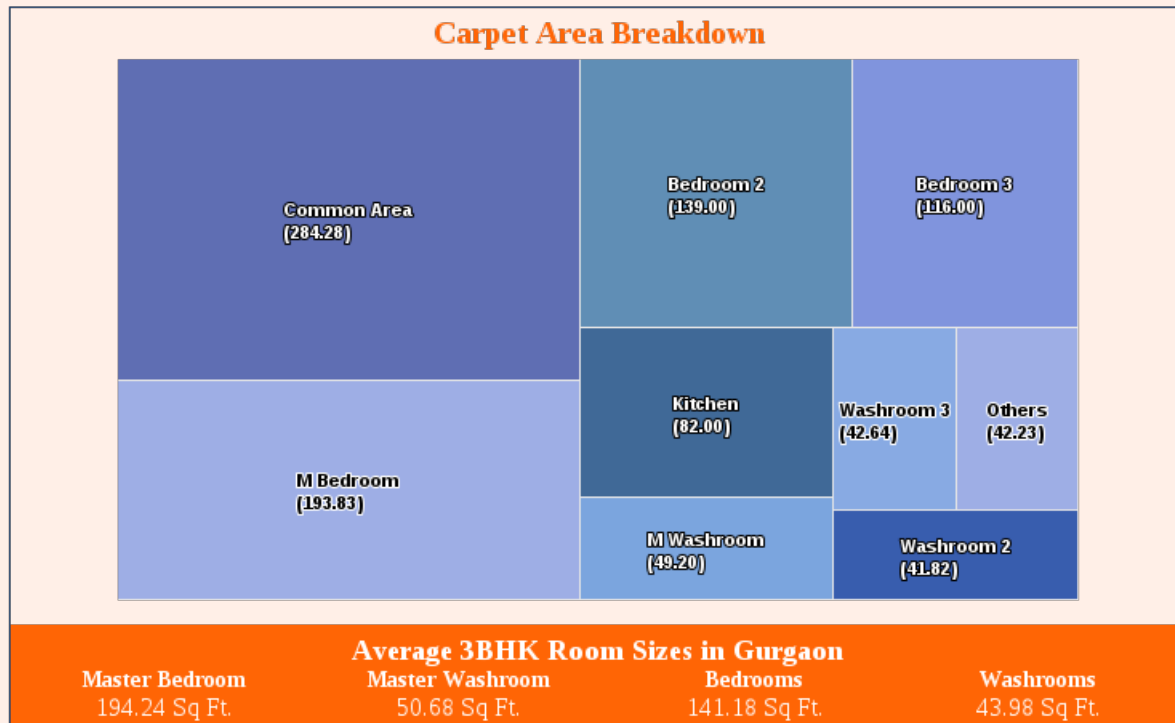
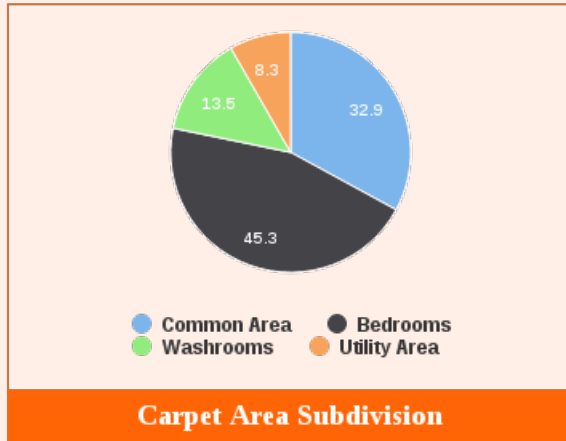
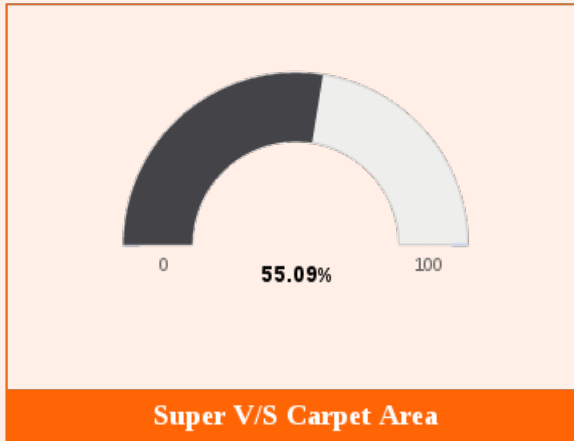
Super Area
1799 Sq.Ft.

Carpet Area
991 Sq.Ft.

Baths
3

BSP
1.48 Cr.

This 3BHK is ranked 19 out of 361 designs in Gurgaon.



Average Design Rating in Gurgaon

46.28

Design Rating

43

3BHK+S.Q

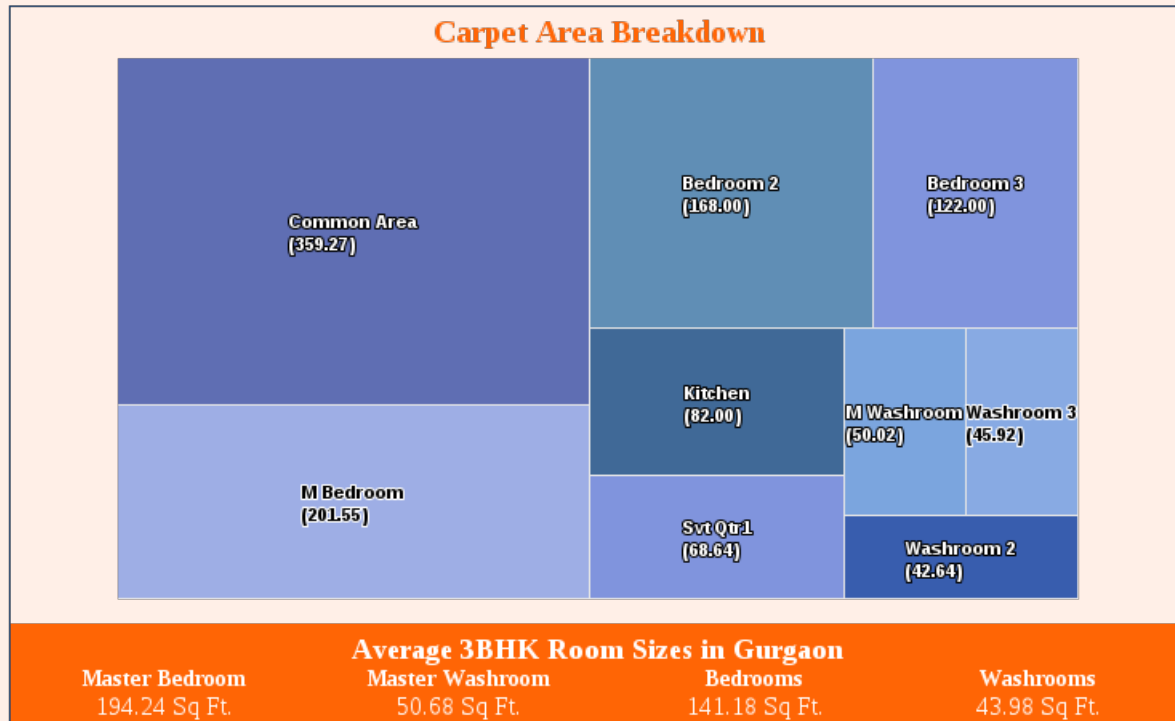
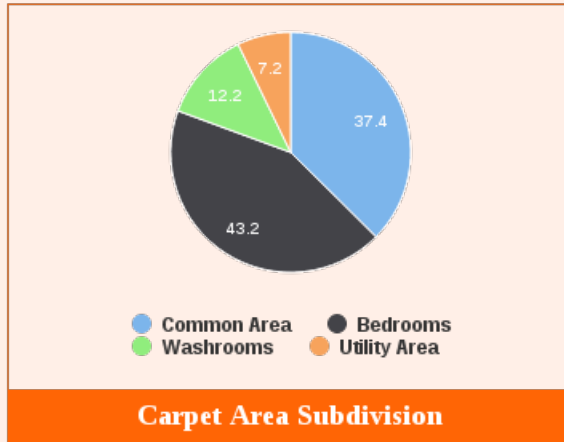
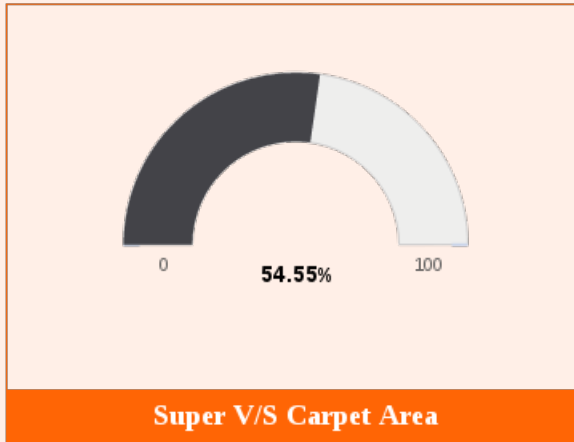
Super Area
2086 Sq.Ft.

Carpet Area
1138 Sq.Ft.

Baths
3

BSP
1.72 Cr.

This 3BHK+S.Q is ranked 18 out of 361 designs in Gurgaon.



Average 3BHK Room Sizes in Gurgaon

Master Bedroom
194.24 Sq Ft.

Master Washroom
50.68 Sq Ft.

Bedrooms
141.18 Sq Ft.

Washrooms
43.98 Sq Ft.

Average Design Rating in Gurgaon

46.28

Design Rating

44

4BHK

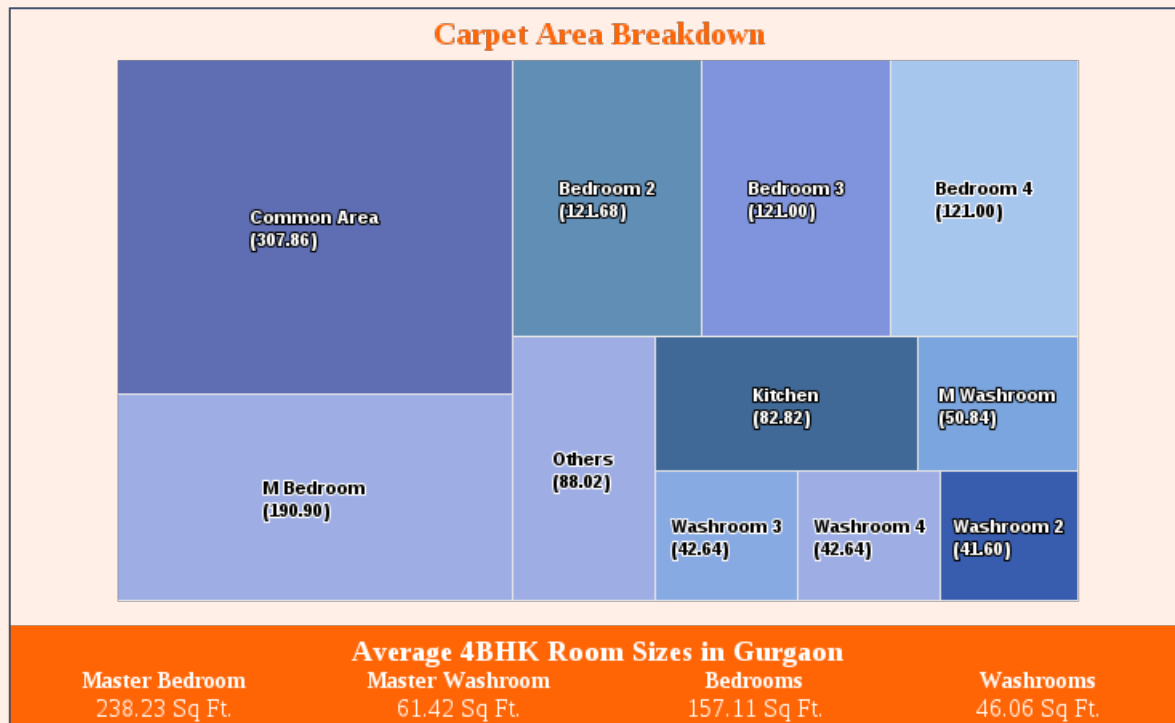
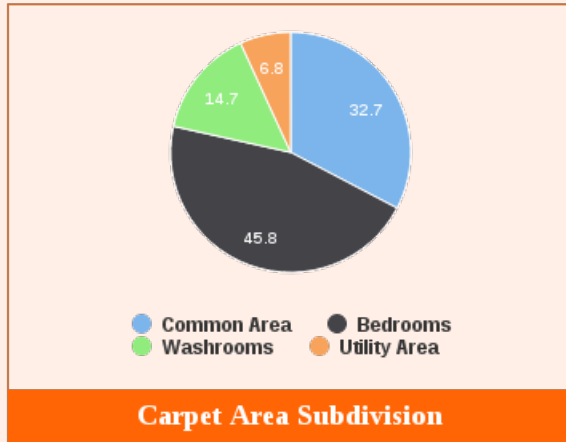
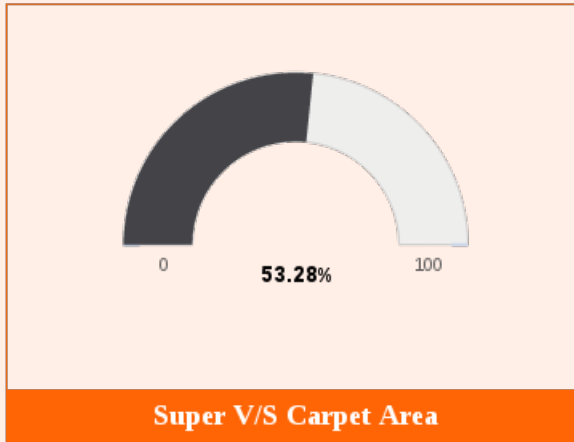
Super Area
2273 Sq.Ft.

Carpet Area
1211 Sq.Ft.

Baths
4

BSP
1.88 Cr.

This 4BHK is ranked 24 out of 174 designs in Gurgaon.



Average 4BHK Room Sizes in Gurgaon

Master Bedroom	Master Washroom	Bedrooms	Washrooms
238.23 Sq Ft.	61.42 Sq Ft.	157.11 Sq Ft.	46.06 Sq Ft.

Average Design Rating in Gurgaon

49.13

Design Rating

42

4BHK+S.Q

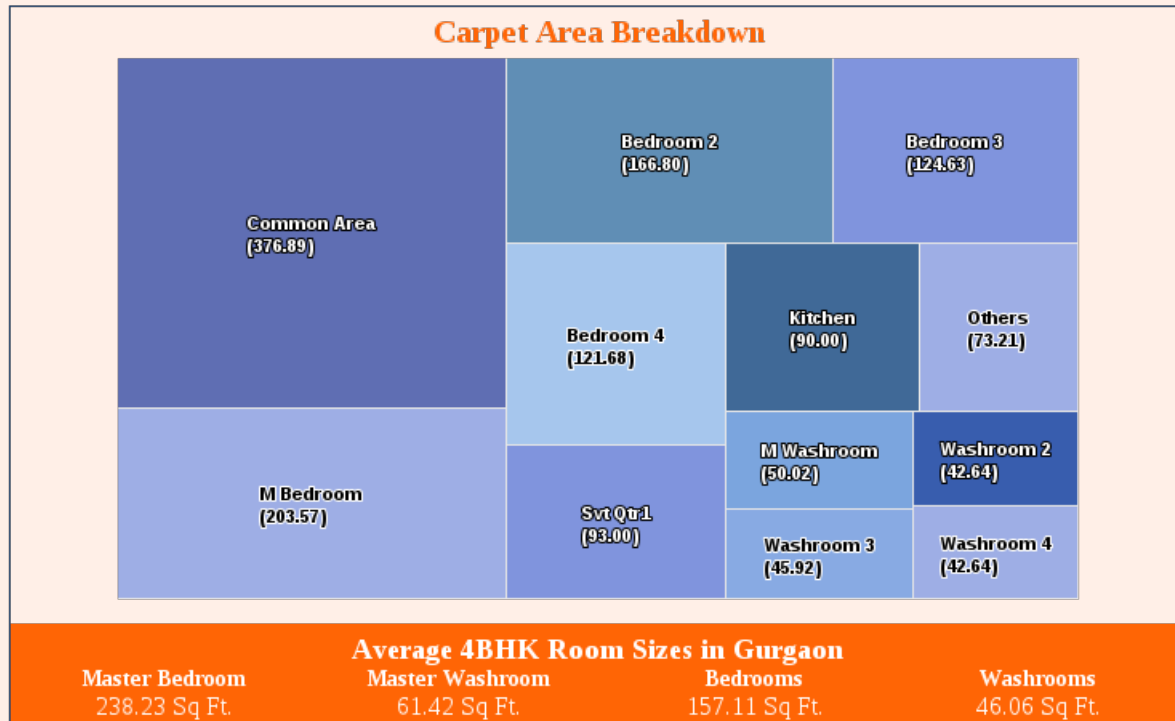
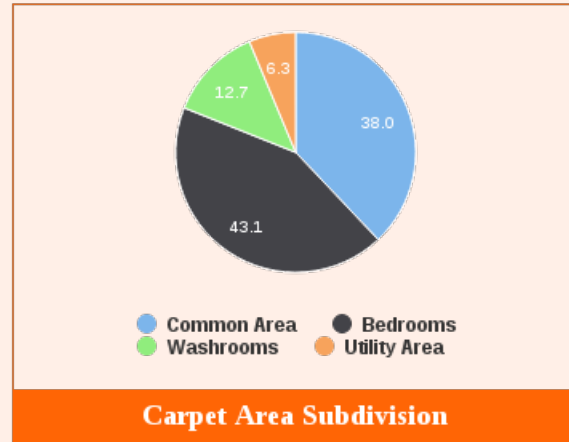
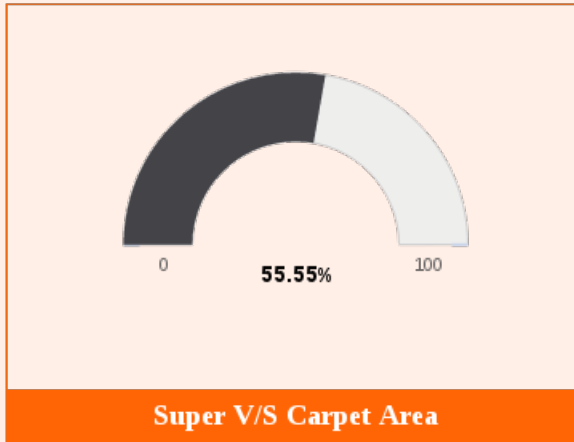
Super Area
2576 Sq.Ft.

Carpet Area
1431 Sq.Ft.

Baths
4

BSP
2.13 Cr.

This 4BHK+S.Q is ranked 19 out of 174 designs in Gurgaon.



Average Design Rating in Gurgaon

49.13

Design Rating

47



About the Builder

DLF is a 60 years old Company. The company has approximately 308 Million square feet of planned projects with 55 million square feet of projects under construction. DLF's primary business is development of residential, commercial and retail properties. From developing 22 major colonies in Delhi, DLF is now present across 15 states-24 cities in India.

Dashboard

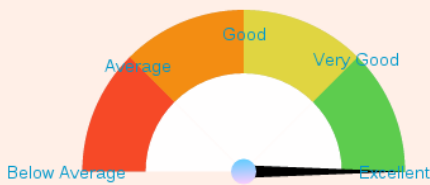
Year of establishment
1946

No of Projects on Propchill
9

Founders
Raghvendra Singh

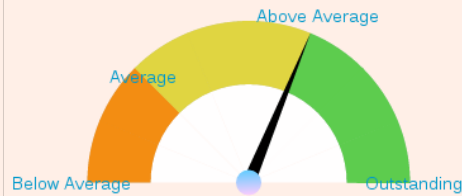
No of Project Delay
5

Rating Dashboard



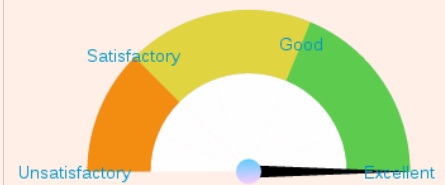
Overall Rating

Builder rating is based on market reputation, green building initiatives, adoption of technology, delivery timeline, quality of construction and litigations if any.



Market Reputation

This accounts for how much confidence buyers/consumers repose in the builder and his general standing in the market.



Construction Quality

This takes into account the materials used, architecture and the quality of workmanship by the builder across various projects.

Litigations

- Despite legal issues and complaints, the builder maintains a good market reputation.
- There are several complaints and cases against the Company in Gurgaon, Chandigarh and southern states. The famous one being that filed by residents of Belaire project in Gurgaon for abuse of dominance in the real estate industry. SEBI had banned DLF from the capital markets for 3 years.

City Overview

Northern periphery rd is part of **Gurgaon** which has a Liveability Index of **65.22** and is ranked **14** across **19** Cities in India. The breakdown of the Index is as shown under.

Infrastructure 63



The pillar takes into account the quality, quantum, condition and planning of infrastructural aspects. Each attribute has a weighed contribution based on its relevance, towards the subhead rating.

Services 65



The pillar takes into account the quality, quantum, condition and planning of infrastructural aspects. Each attribute has a weighed contribution based on its relevance, towards the subhead rating.

Housing 66



The pillar takes into consideration the percentage ratio of various housing parameters, against the total number of households. Each attribute has a weighed contribution based on its relevance, towards the subhead rating.

Socio Economic 76



This pillar accounts for the social structure; economic contribution and stability; religious tolerance and literacy aspects of the City. Each attribute has a weighed contribution based on its relevance, towards the subhead rating.

Demography 60



The pillar accounts for the populace vital statistics and considers them against the availability of land and space. Each attribute has a weighed contribution based on its relevance, towards the subhead rating.

Topo Environment 59



The pillar takes into consideration the climatic and natural disaster profile of the City. Each attribute has a weighed contribution based on its relevance, towards the subhead rating.

Northern periphery rd Liveability Investment Index

This index is based on five independently rated pillars. Each pillar further has its own sub and sub-sub verticals. The pillars make a weighed contribution, based on their relevance, towards the overall liveability index.

Infrastructure

Accounts for the state of internal roads and external exit connect.

Score: 54.00

Connectivity

Rates the distance based connectivity to facilities like airport, railway station.

Score: 45.00

Conveniences

Takes into account the quality and quantum of amenities in the locality.

Score: 45.00

RE Price Stability

Gauges the price stability of real estate in the locality based on variations in BSP of upcoming projects and market rates over a period of time.

Score: 35.00

Lutyens Index

Based on the social structure and the gentry of population residing in the area.

Score: 64.00

Northern periphery rd has an overall Liveability index of **48.60** and is ranked **5** across **7** localities in **Gurgaon**.

About Locality

General

Northern Periphery Road (NPR) or Dwarka Expressway is planned to connect Dwarka in Delhi to NH-8 at Kherki Daula Toll. It can be divided into almost two equal sections i.e. from Dwarka to Patuadi Road and from Patuadi Road to NH-8. The Patuadi Road NH-8 section is loosely called as the NPR Expressway and the area is called as New New Gurgaon. The construction of this expressway has been delayed due to various litigations on land acquisition. A number of residential as well as commercial projects have already come up, however occupancy and footfall are poor due to under developed infrastructure.

Positives

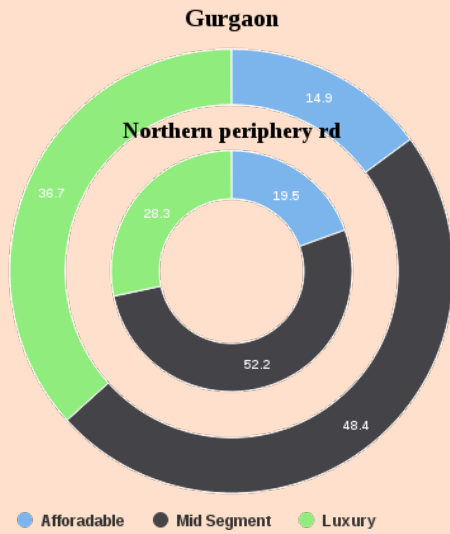
- The area holds humongous potential once the road connectivity is put through.
- The locality offers direct connectivity to Delhi (Dwarka), NH-8, Gurgaon and the International Airport.
- As per the master plan Metro connectivity is planned all along the road.

Negatives

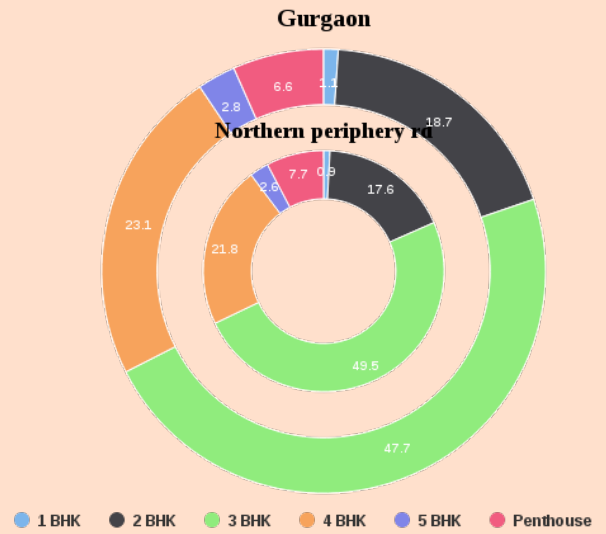
- Lacks basic infrastructure and would take another 2 to 3 years to develop once the road connectivity is put through.
- Property prices have taken a hit in the last few years, which has lowered the investor confidence in this locality.
- There are several projects which are stalled and delayed beyond acceptable time periods.
- There is huge surplus inventory in the locality, which may not let the property prices to stabilise.

Comparative Insight

Segment Distribution

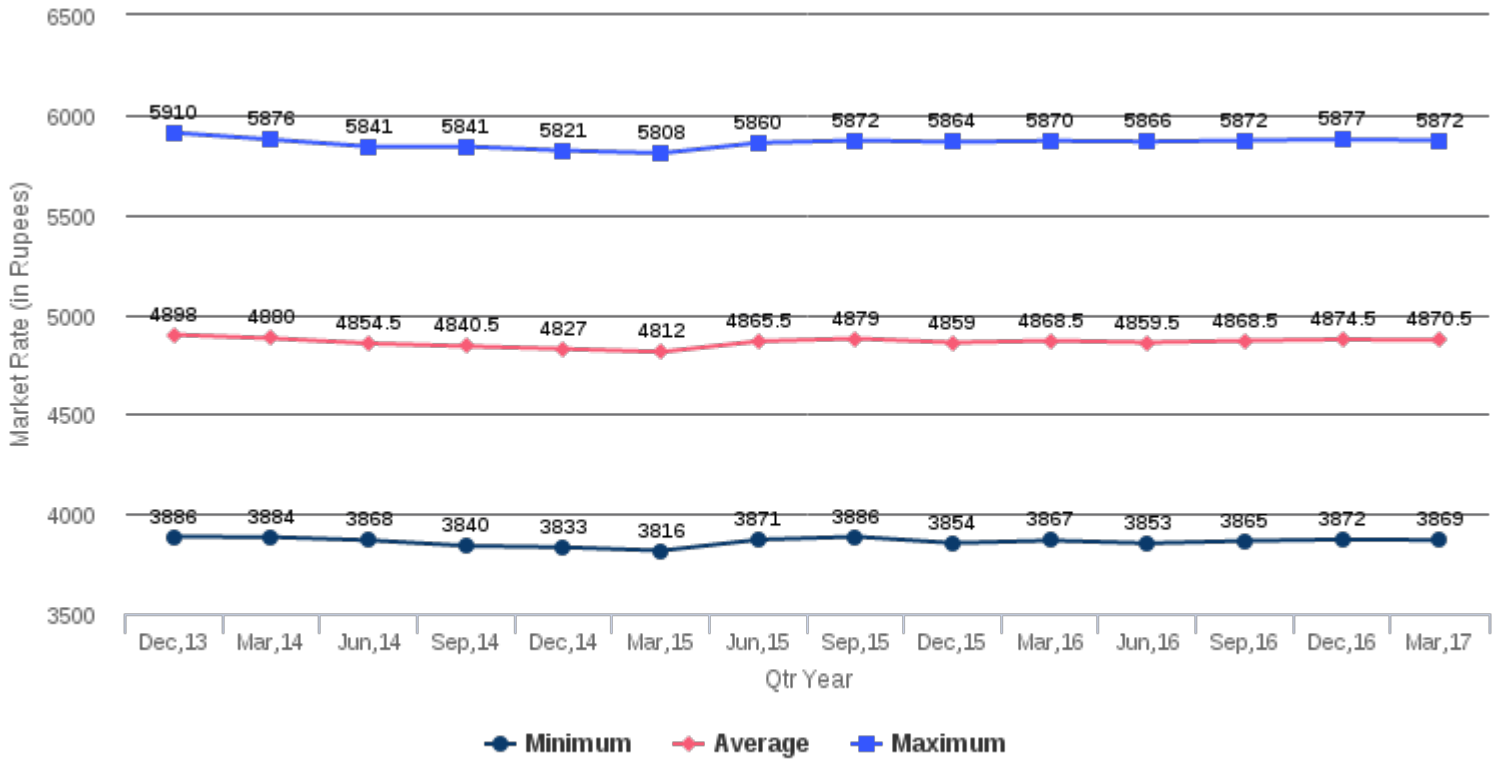


Design Distribution



These Charts illustrate a comparative distribution of apartments across segments and design sizes within the locality viz-a-viz the city.

Market Analysis

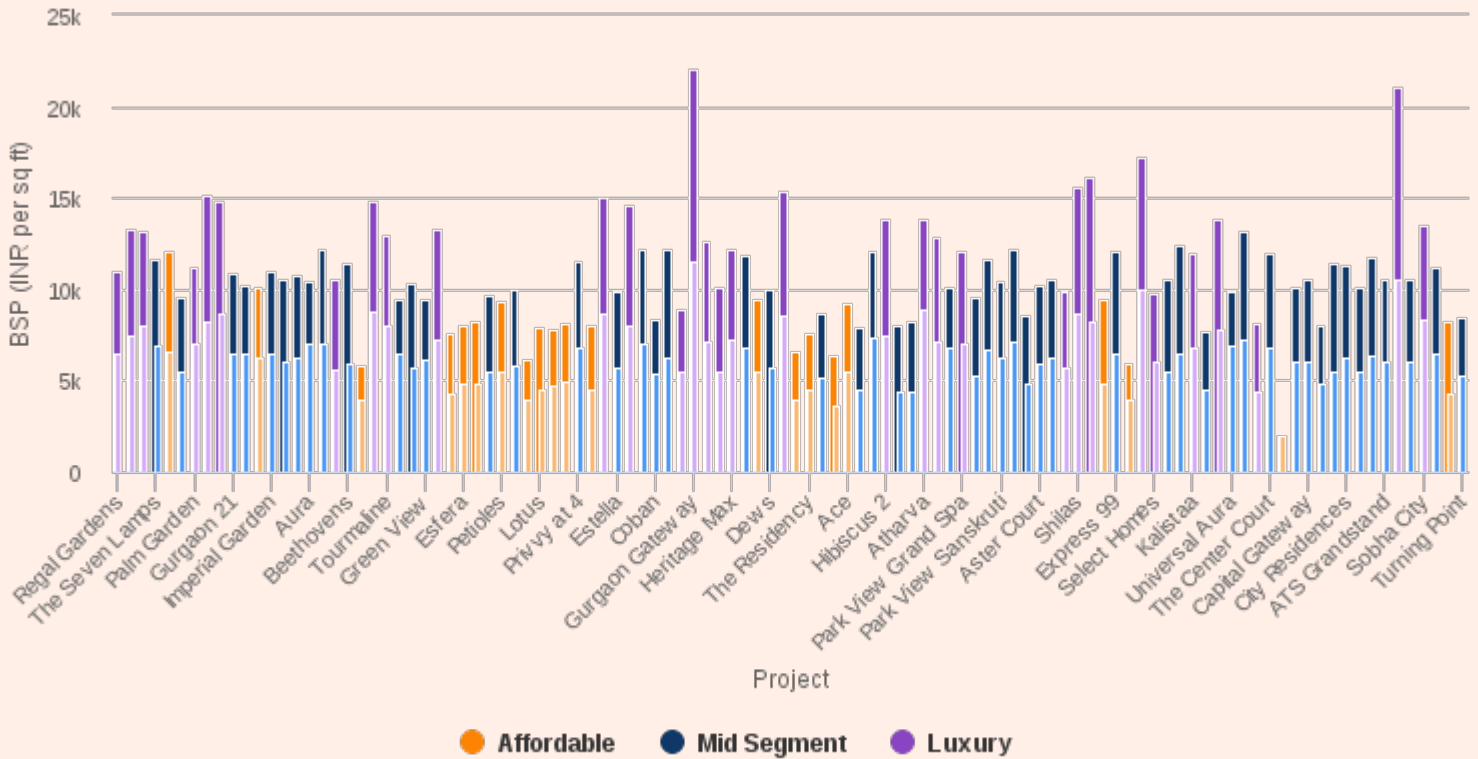


Cost Analysis of The Primus

Design	Super Area (in Sq. Ft.)	Carpet Area (in Sq. Ft.)	Rates (Per Sq. Ft.)			Total BSP (In Lacs)	EDC+IDC+IFMS + Sinking Charges (Total in Rs.)	Club/Amenities (Total in RS.)	Parking (Total in Rs.)		Avg PLC (Total in Rs.)	EEC+FFC+STP+WCC + Others (Total in Rs.)	Total w/o Taxes (In Lacs)
			BSP	Market	Circle				Open	Covered			
3BHK	1799	991	8250	6500-6200	2210	148.42	7,19,600	3,00,000	-	5,00,000	41,82,675	-	205.44
3BHK+S.Q	2086	1138	8250	6500-6200	2210	172.1	8,34,400	3,00,000	-	5,00,000	48,49,950	-	236.94
4BHK	2273	1211	8250	6500-6200	2210	187.52	9,09,200	3,00,000	-	10,00,000	31,82,200	-	241.44
4BHK+S.Q	2576	1431	8250	6500-6200	2210	212.52	10,30,400	3,00,000	-	10,00,000	36,06,400	-	271.89

BSP Comparison with other Projects in Northern periphery rd.

Outer Bar denotes Effective BSP and Inner Bar denotes BSP. Effective BSP - Is defined by the mathematical model of - Total BSP divided by the Carpet Area.



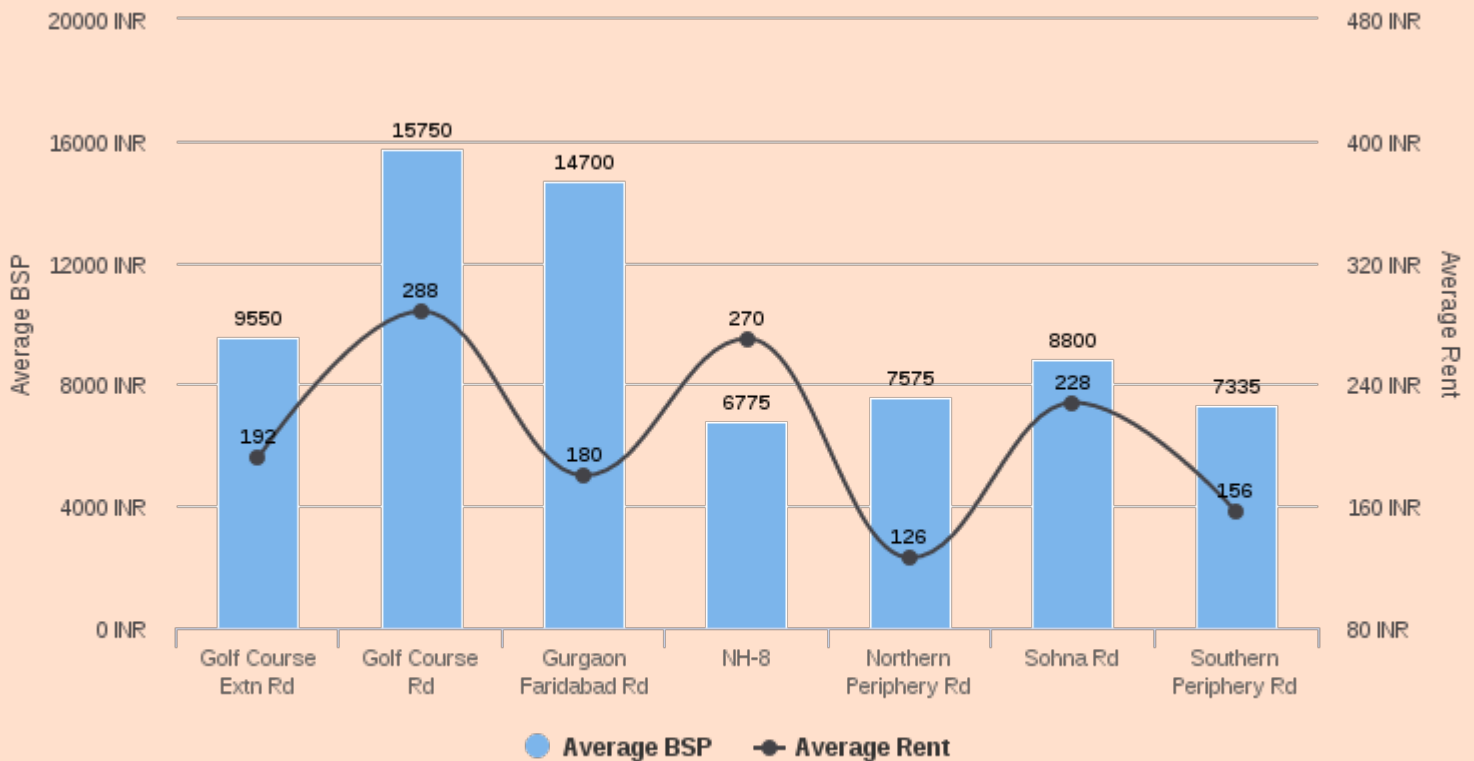
Rental Returns Northern periphery rd

BSP		Rent per Sq. Ft. per annum		% Return	
MAX	MIN	MAX	MIN	MAX	MIN
11550.00	3600.00	144.00	108.00	1.25 %	3 %

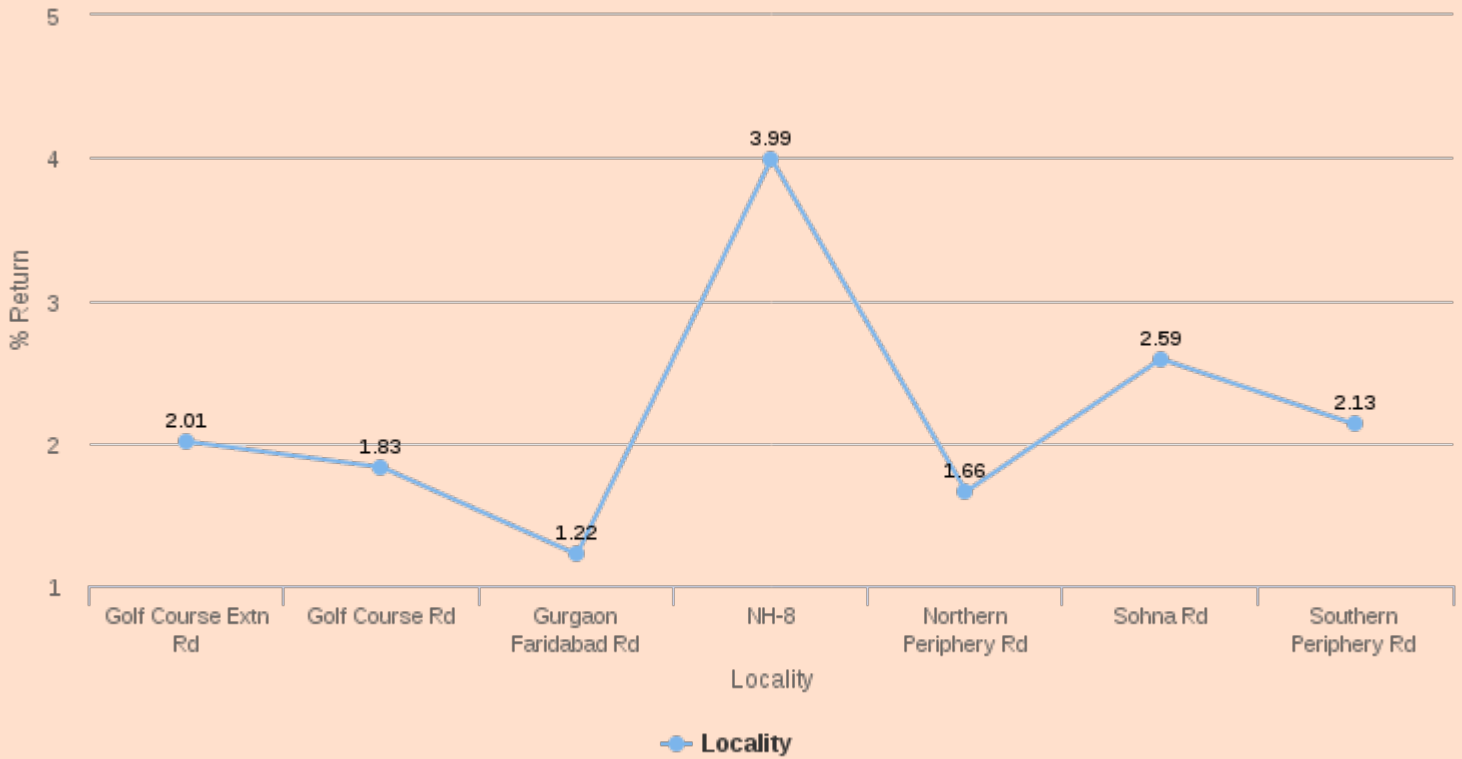
Rental Return Analysis across Gurgaon

Locality Name	Average BSP (In Rs.)	Average Rent (Per Sq.Ft. per annum Rs.)	Average % Return Rs.
Golf Course Extn Rd	9550	192	2.01 %
Golf Course Rd	15750	288	1.83 %
Gurgaon Faridabad Rd	14700	180	1.22 %
NH-8	6775	270	3.99 %
Northern Periphery Rd	7575	126	1.66 %
Sohna Rd	8800	228	2.59 %
Southern Periphery Rd	7335	156	2.13 %

Comparison of Average BSP V/S Average Rental Returns in Gurgaon



Percentage Rental Returns across Gurgaon





Strengths

- ❖ The specification rating of the project is **83.50**, higher than the average rating in **Gurgaon**, which is **58.78**
- ❖ The convenience rating of the project is **77.50**, higher than the average rating in **Gurgaon**, which is **62.32**
- ❖ Critic marks are awarded taking into consideration specific location of the project within a sector/locality. The critic marks obtained by this project are **77**, higher than the average rating in Gurgaon, which is 63.05
- ❖ The project has a **Mediocre club** house.
- ❖ The project has a **Good landscape** design and open spaces.
- ❖ The builder DLF has an **Above Average** Market reputation.
- ❖ The builder DLF has an **Excellent** construction quality record.
- ❖ The builder DLF has an **Excellent** overall track record.
- ❖ The project has an average design rating of 47.71, which is higher than the average design rating of 44 in Gurgaon.



Weaknesses

- ❖ The Project was to be completed by **Oct - 2016**, however it has been delayed by **6 month-1 year**.



Opportunities

- ❖ The area holds humongous potential once the road connectivity is put through.
- ❖ The locality offers direct connectivity to Delhi (Dwarka), NH-8, Gurgaon and the International Airport.
- ❖ As per the master plan Metro connectivity is planned all along the road.
- ❖ Northern periphery rd is likely to fetch 1.66% rental returns, which is higher than the average rental return of 0% in Gurgaon.



Threats

- ❖ BSP of the project is INR **8250** is higher than the average BSP of the locality by **40.59%**, which stands at INR **5868**.
- ❖ The present market rate in the locality is INR **6350** which is **23.03%** lower than the Project's BSP of INR **8250**.
- ❖ Lacks basic infrastructure and would take another 2 to 3 years to develop once the road connectivity is put through.
- ❖ Property prices have taken a hit in the last few years, which has lowered the investor confidence in this locality.
- ❖ There are several projects which are stalled and delayed beyond acceptable time periods.
- ❖ There is huge surplus inventory in the locality, which may not let the property prices to stabilise.