

RERA REGISTRATION NO. RC/REP/HARERA/GGM/914/646/2025/17
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BIRLA PRAVAAH

GURUGRAM

Sector –71 Gurugram

ADITYA BIRLA GROUP



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

*As on 31 March, 2025



Considered
marketcap of
US\$ 115# Bn

#As on 31st October, 2025



Across
06 Continents &
41 Countries



340+
State-of-the-art
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,

TheGroup 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

Delhi NCR

Mumbai

Pune

Bengaluru

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

BIRLA ESTATES OVERVIEW



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



Mumbai
Metropolitan Region



Delhi NCR



Pune



Bengaluru

LIFEDESIGNED[®] PHILOSOPHY

Our LifeDesigned[®] 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 launched five projects across its key markets of NCR and Bengaluru

By Anupama Chakrabarti
Updated: April 16, 2025, 12:58 PM



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.

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 17% 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 Karmath](#)
April 16, 2025, 12:57 PM



BIRLA ESTATES

Birla realty arm posts Rs 8000 crore bookings in FY25

Add Financial Express As Your Top Google Source

Birla Estates, a subsidiary of Aditya Birla Real Estate (ABREL), on Tuesday said it clocked its highest-ever booking value of Rs 8000 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 3100 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

Written by: [Bhargavendra Karmath](#)
April 16, 2025, 12:57 PM



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



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



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



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



Artist's Impression.

Clubhouse amenities in every tower



Landscape Amenities

spread across the
complete projec



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

Sports

Social

Wellness



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



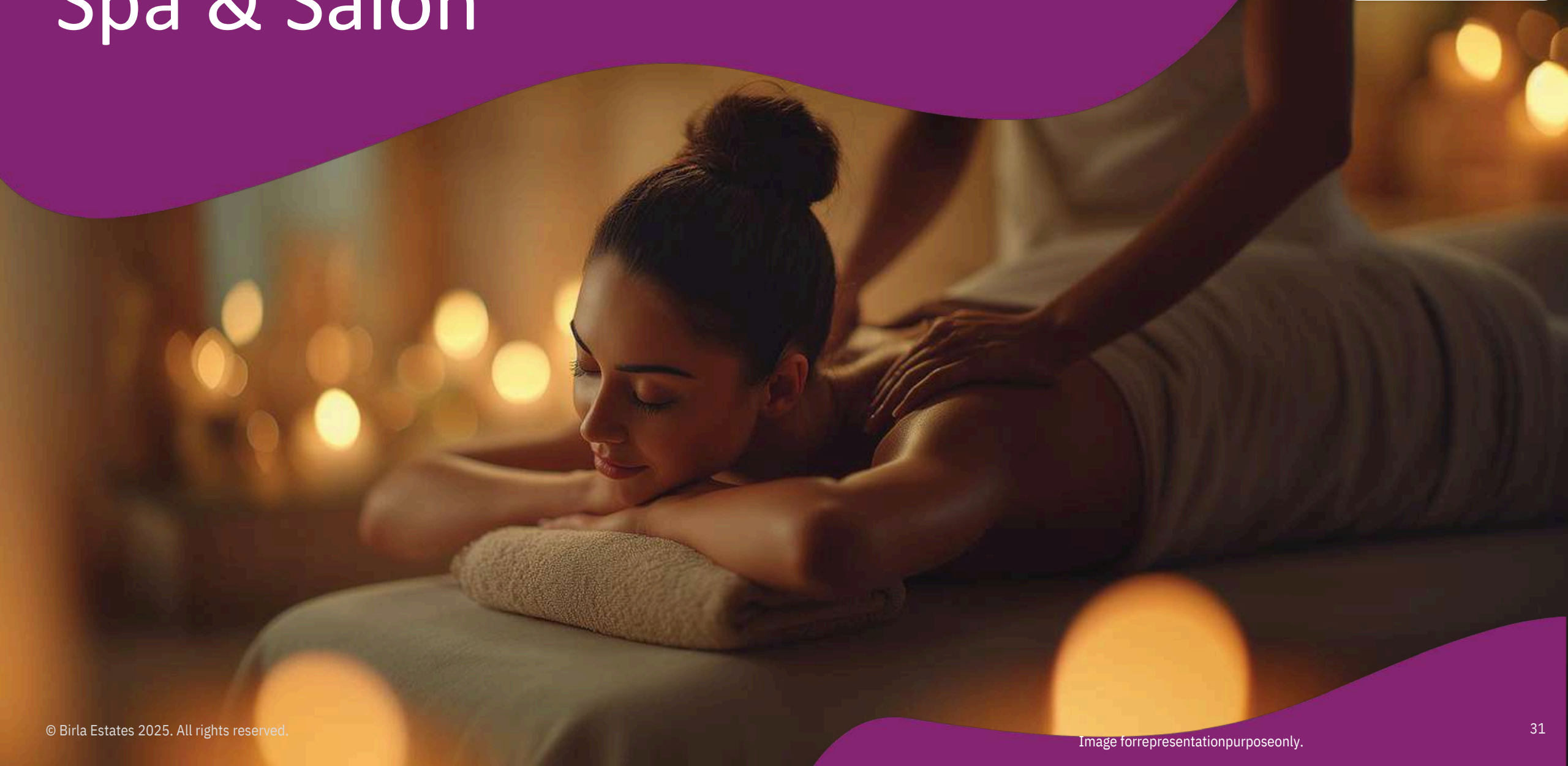
Yoga / Zumba Room



Mist Plaza



Spa & Salon



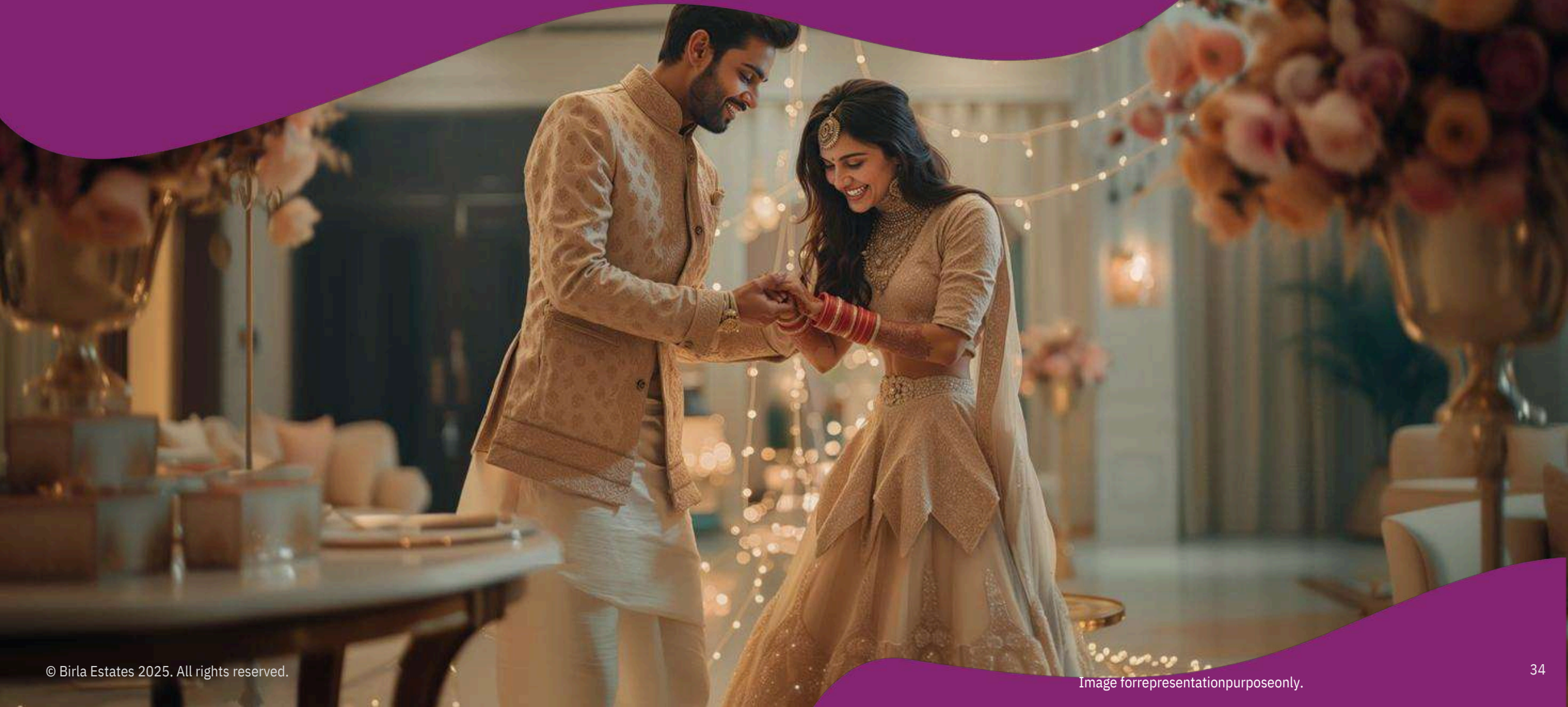
Pet Park



Celebration Lawn



Multi-Purpose Hall



Mini Theatre



CardsRoom



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



Imported Marble/Stone or Equivalent



Specifications

Bedrooms

Laminate Wooden Floor



Specifications

Kitchen

Modular with Hob & Chimney



Specifications

Bathrooms

State-of-the art fittings



Typology	3 BHK	3BHK + UTILITY	PENTHOUSE
RERA Carpet Area	1058.54 Sq.ft. (98.34 Sq.m)	1299.53 Sq.ft. (120.73 Sq.m)	2112.31 –2405.51 Sq.ft. (196.23 –223.47 Sq.m)
Balcony Area	299.23 Sq.ft. (27.79 Sq.m)	379 Sq.ft. (35.21 Sq.m)	739.72-782Sq.ft. (68.72 –72.65 Sq.m)
Useable Carpet Area	1357.77Sq.ft. (126.13 Sq.m)	1678.52 Sq.ft. (155.94 Sq.m)	2852.02 –3187.51 Sq.ft. (264.95 –296.12 Sq.m)

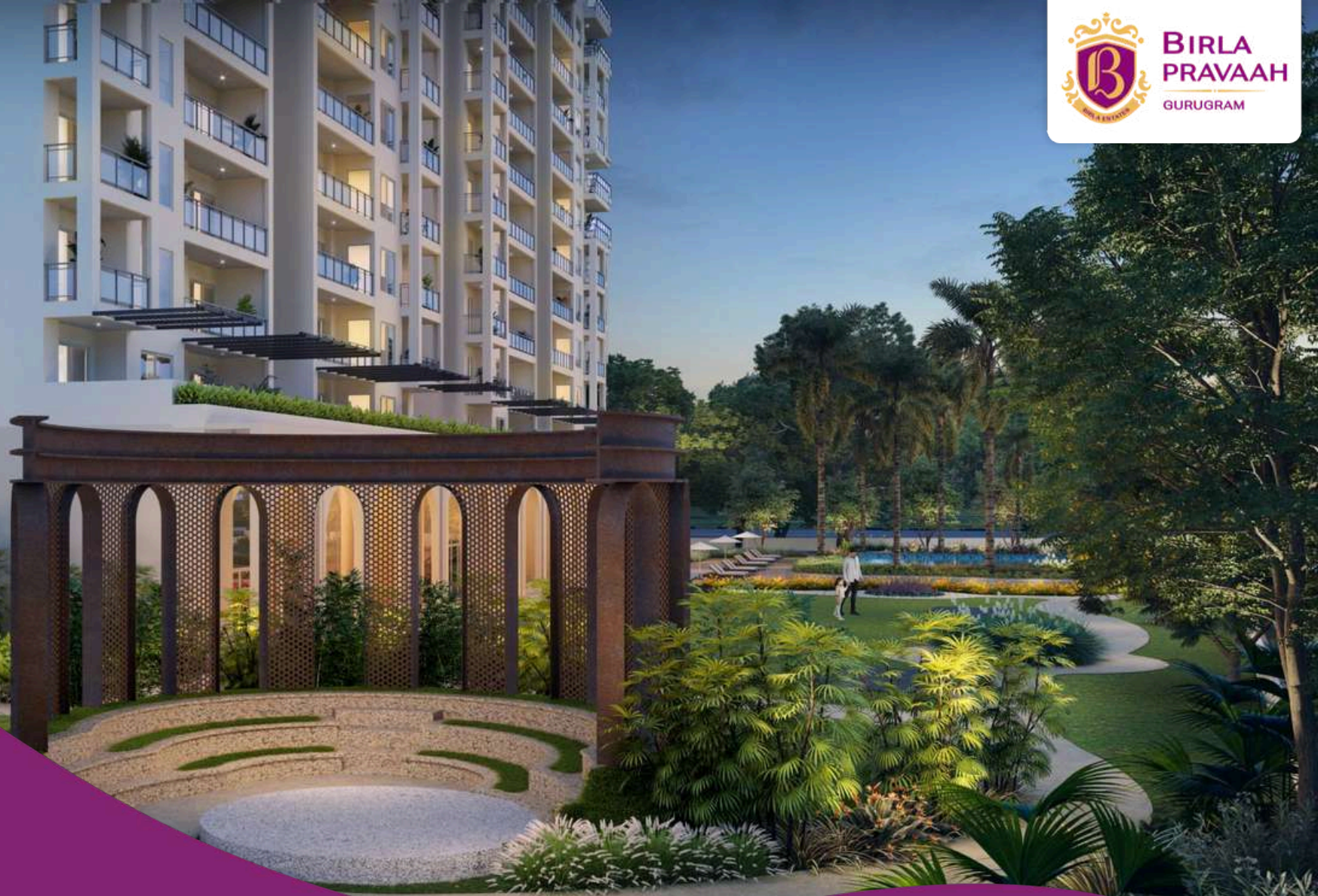


*Excluding GST, Possession and other Government Charges.
T&C Apply

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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. 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 buyers 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. Buyers are encouraged to seek independent advice before making any decision to purchase the unit/flat.