



# STRADA

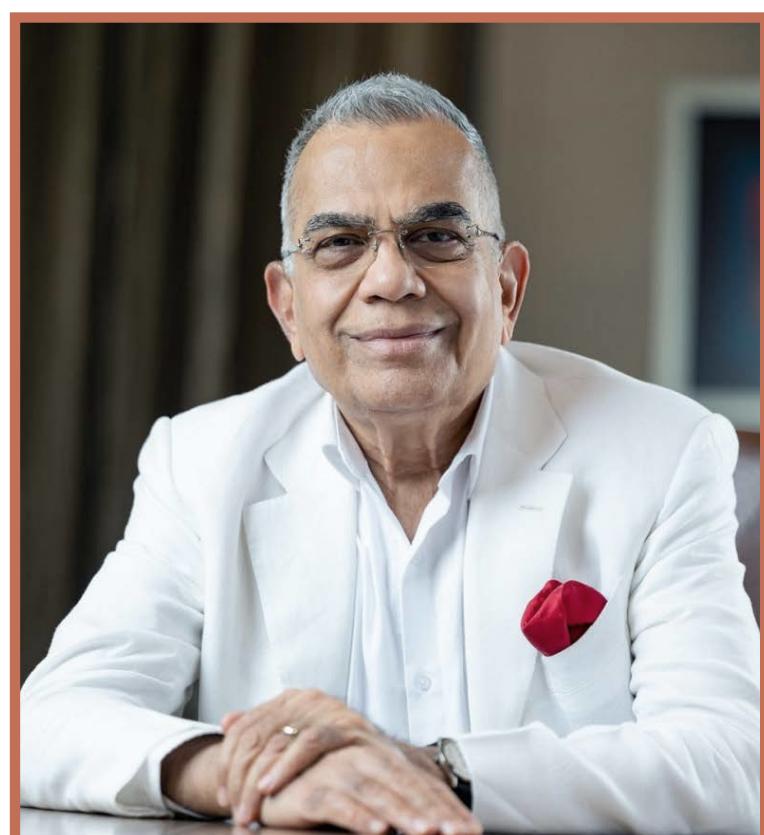
SERVICED RESIDENCES & PLAZA BY SOBHA  
SOBHA Downtown, Sector 106, Gurugram

# Perfection

*— Inevitably Yours —*

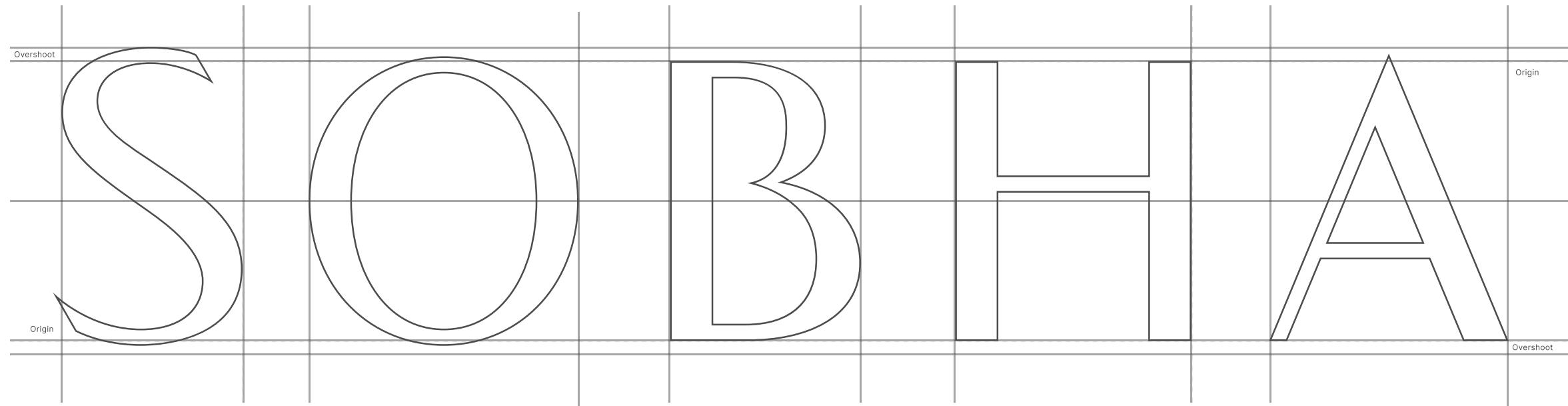
## THE SOBHA LEGACY

With international provenance, SOBHA entered India's nascent real estate market with a resolution to redefine luxury. Founder Mr. PNC Menon's unwavering dedication has made the brand synonymous with quality and on-time delivery. Over the past three decades, SOBHA has been renowned for delivering architectural landmarks that converge global expertise with technology, consistently setting standards of brilliance.



“Commitment to high quality in every single undertaking, integrity of mind, and sincere customer orientation are important keys to achieving success.”

**Mr. PNC Menon**  
Founder, SOBHA Group



## PASSION. INKED WITH PERFECTION.

SOBHA has crafted 576 iconic projects in residential, commercial, and contractual spaces spread over 148.02 million sq. ft. (13.75 million sq. m.) by paying minute attention to detail—in systems, processes, and design. With a steadfast approach to deliver impeccable quality, SOBHA performs 1,456 quality checks before every handover.

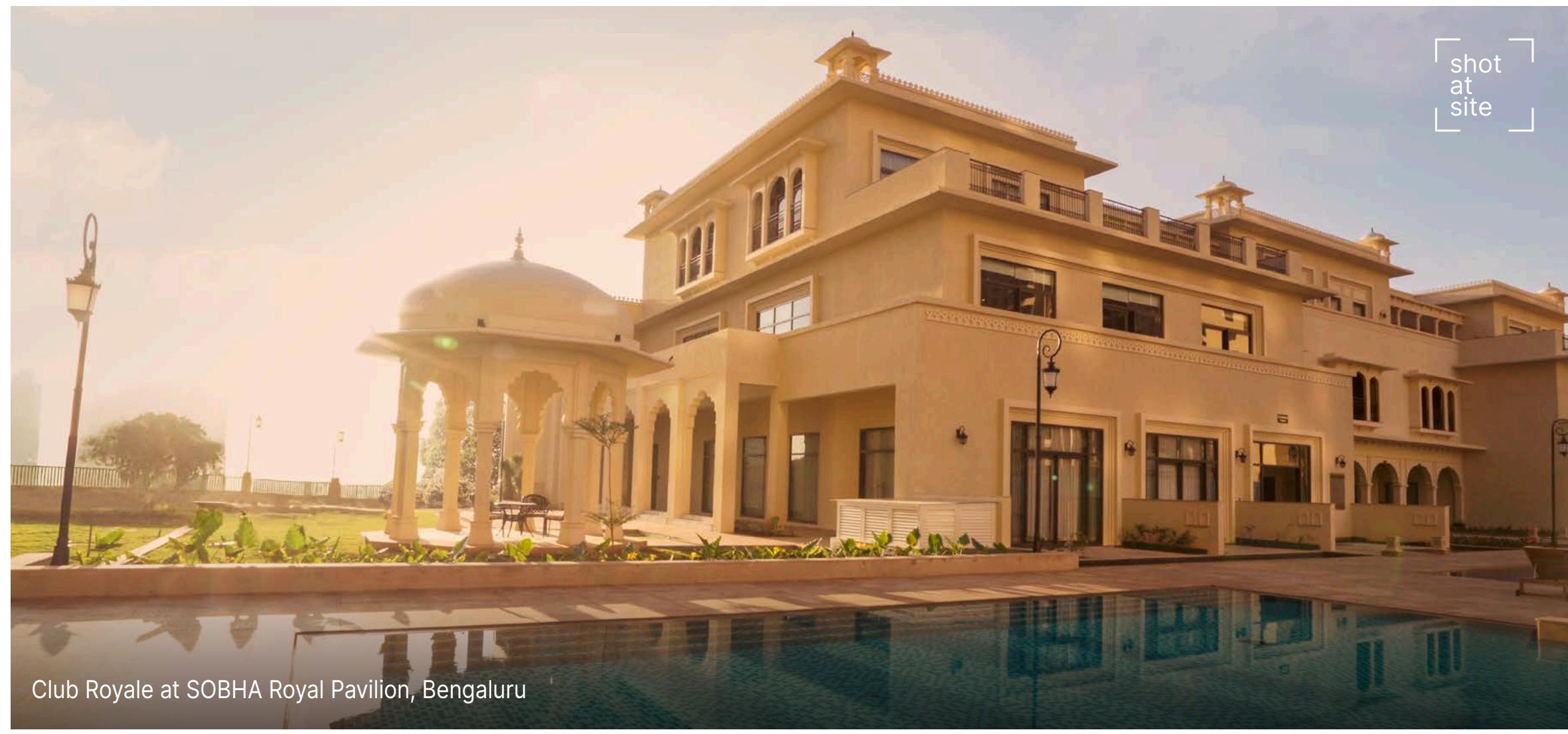
| Established  
in 1995

| Over 255  
Prestigious Awards

| Strong Expertise  
16,150+ Workforce

| National Footprint  
27 Cities in 14 States

## SOBHA'S PORTFOLIO OF EXCELLENCE



### RESIDENTIAL

| Spread across 88.18 million sq. ft. (8.19 million sq. m.)



### COMMERCIAL

| Spread across 0.43 million sq. ft. (0.04 million sq. m.)

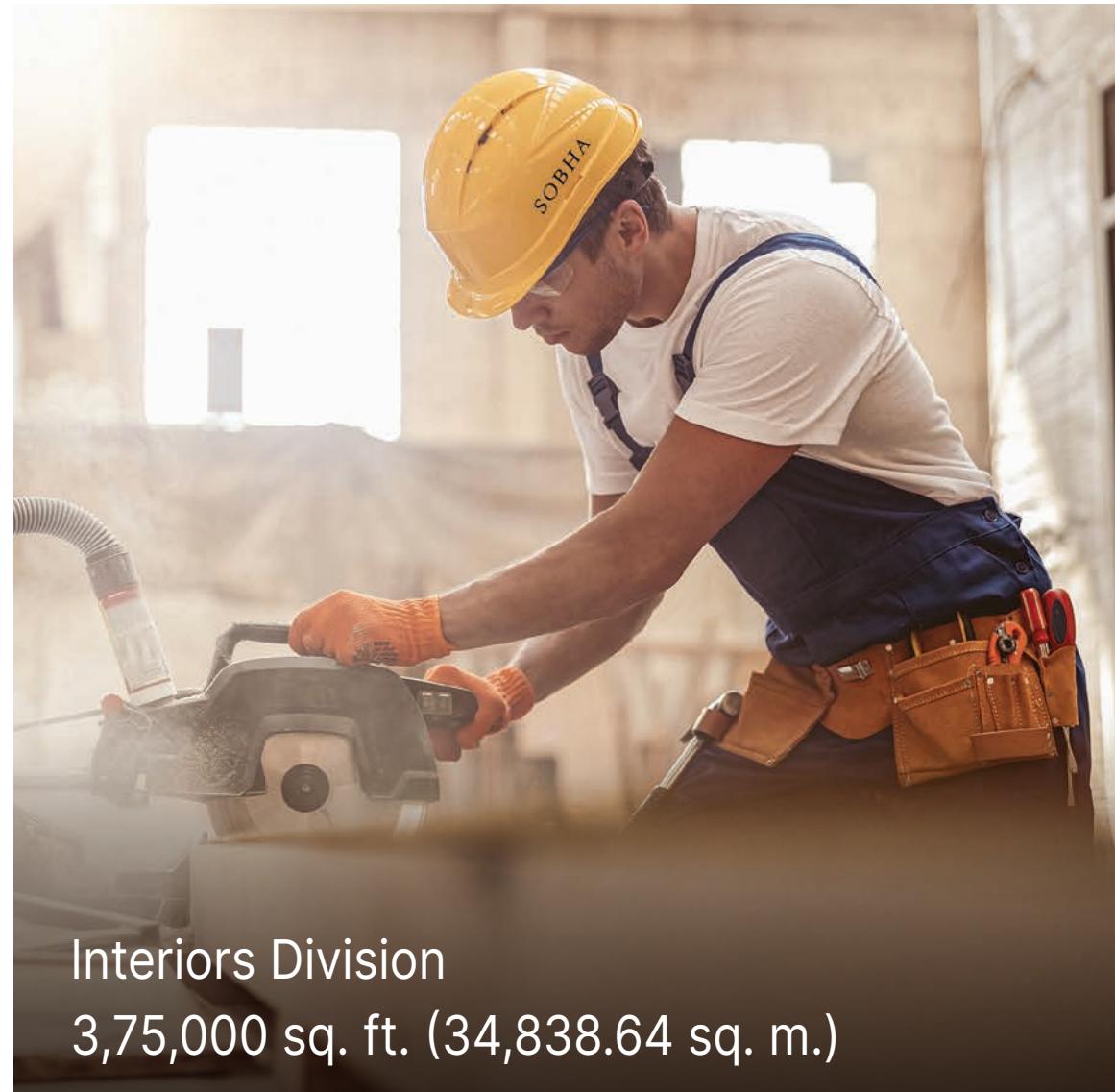
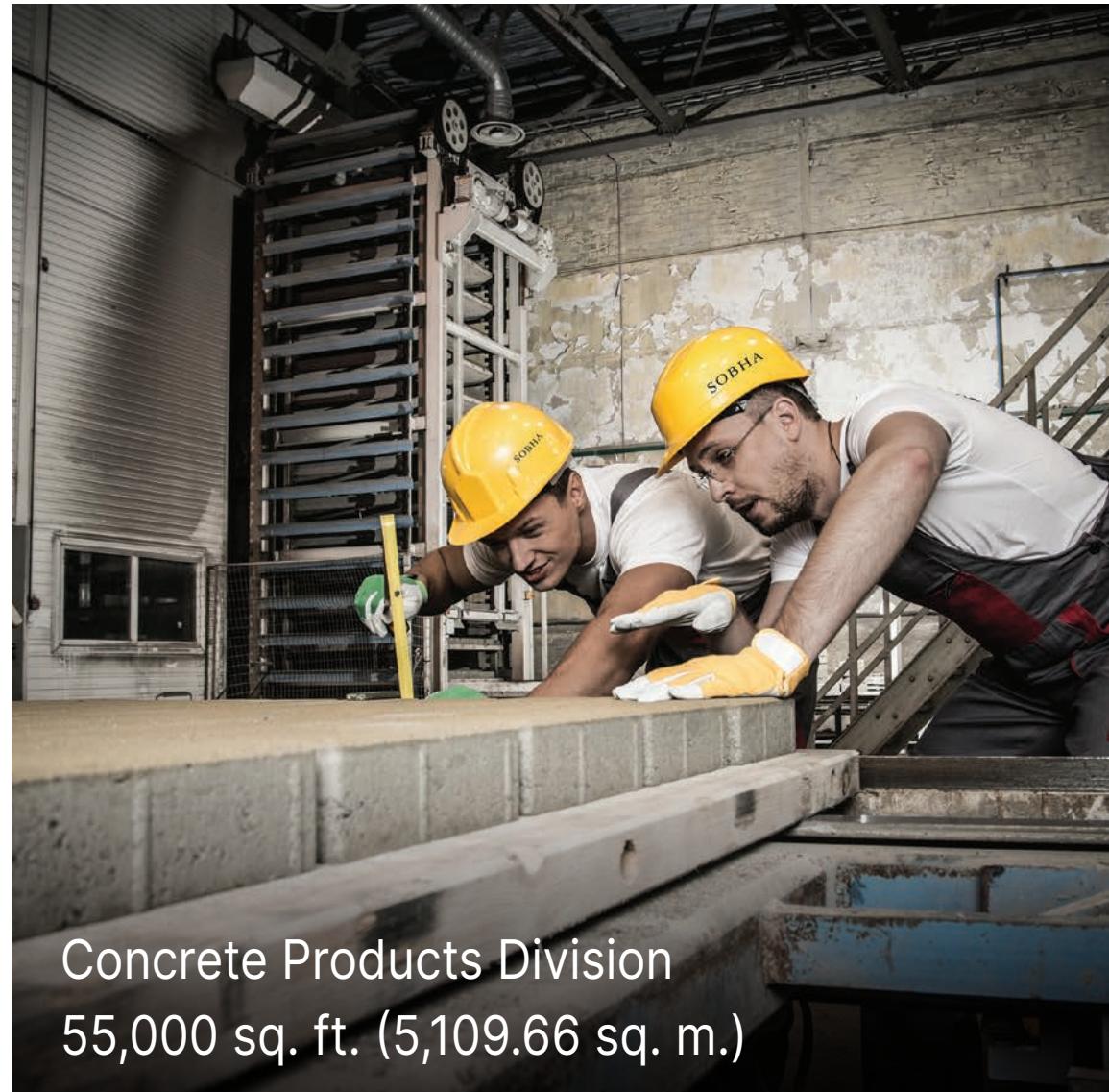


### CONTRACTING

| Spread across 59.84 million sq. ft. (5.55 million sq. m.)

## PIONEERING SELF-RELIANCE

SOBHA introduced the concept of Backward Integration in the real estate industry, bringing the finest together—from precision engineering to innovative design, and from superior concrete products, glazing & metal works to top-notch interiors. This philosophy allows SOBHA to provide unmatched quality to its customers. This has been featured as a Harvard Business School case study.



## ARCHITECTING THE NCR SKYLINE SINCE 2011

With an indelible mark on the region's real estate market, SOBHA has brought to life ultra-luxe residences for the discerning. It has built iconic wonders spanning 3.90 million sq. ft. (0.36 million sq. m.), dispensing a way of life that transcends the ordinary.



### SOBHA Aranya | 2024

Eco-luxe residences in a 270-acre (1.09 million sq. m.) golfing paradise with 5 lush forestscapes.



### SOBHA Altus | 2024

Mixed-use project with fluidic design, hosting palatial abodes and boutique retail space.

# ARCHITECTING THE NCR SKYLINE SINCE 2011



## International City, Gurugram | 2011

Gated community with presidential villas, expansive row houses, and limited-edition duplexes, spread across 150 acres (6,07,028 sq. m.).



## SOBHA City, Gurugram | 2016

Spanning 39 acres (1,57,827 sq. m.), the project houses the region's first-ever urban park apartments with a 90-metre diameter cricket ground.



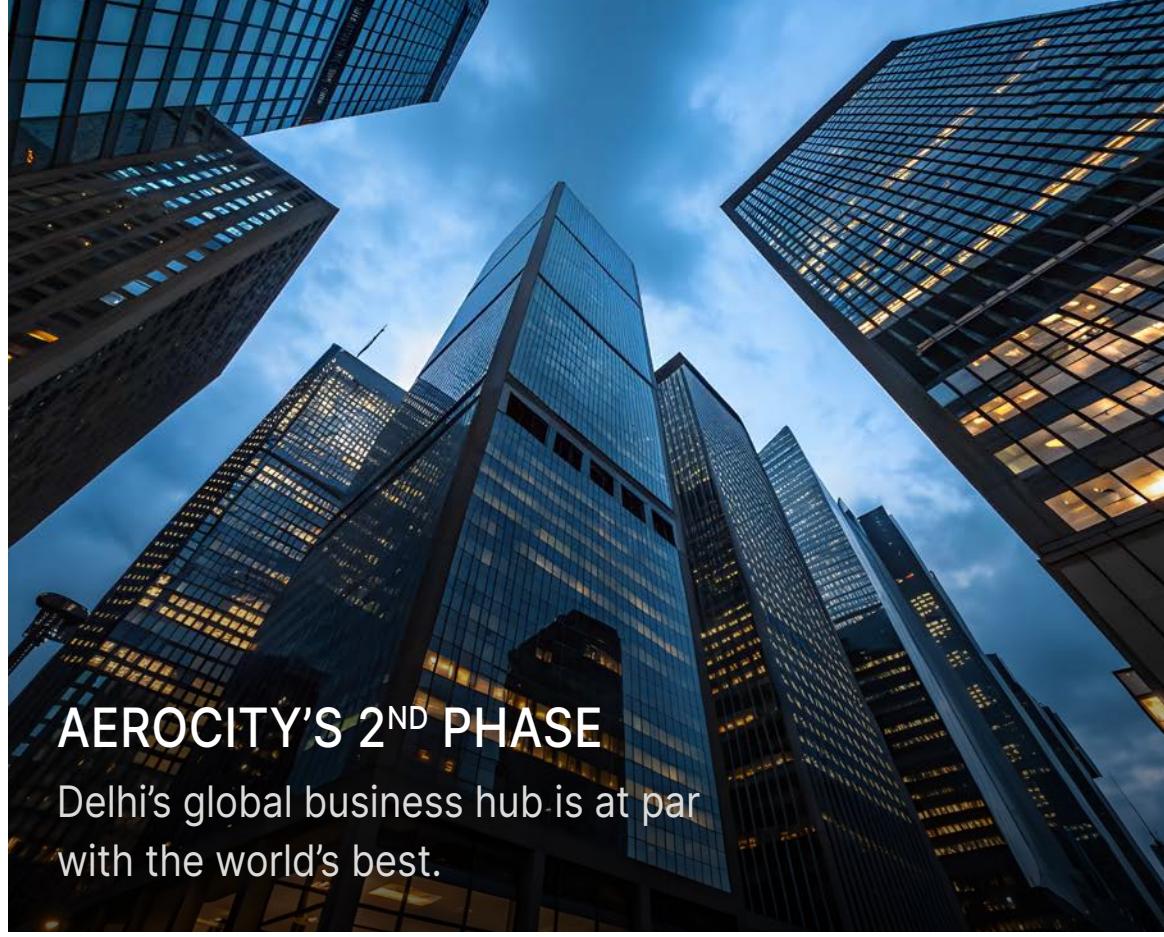
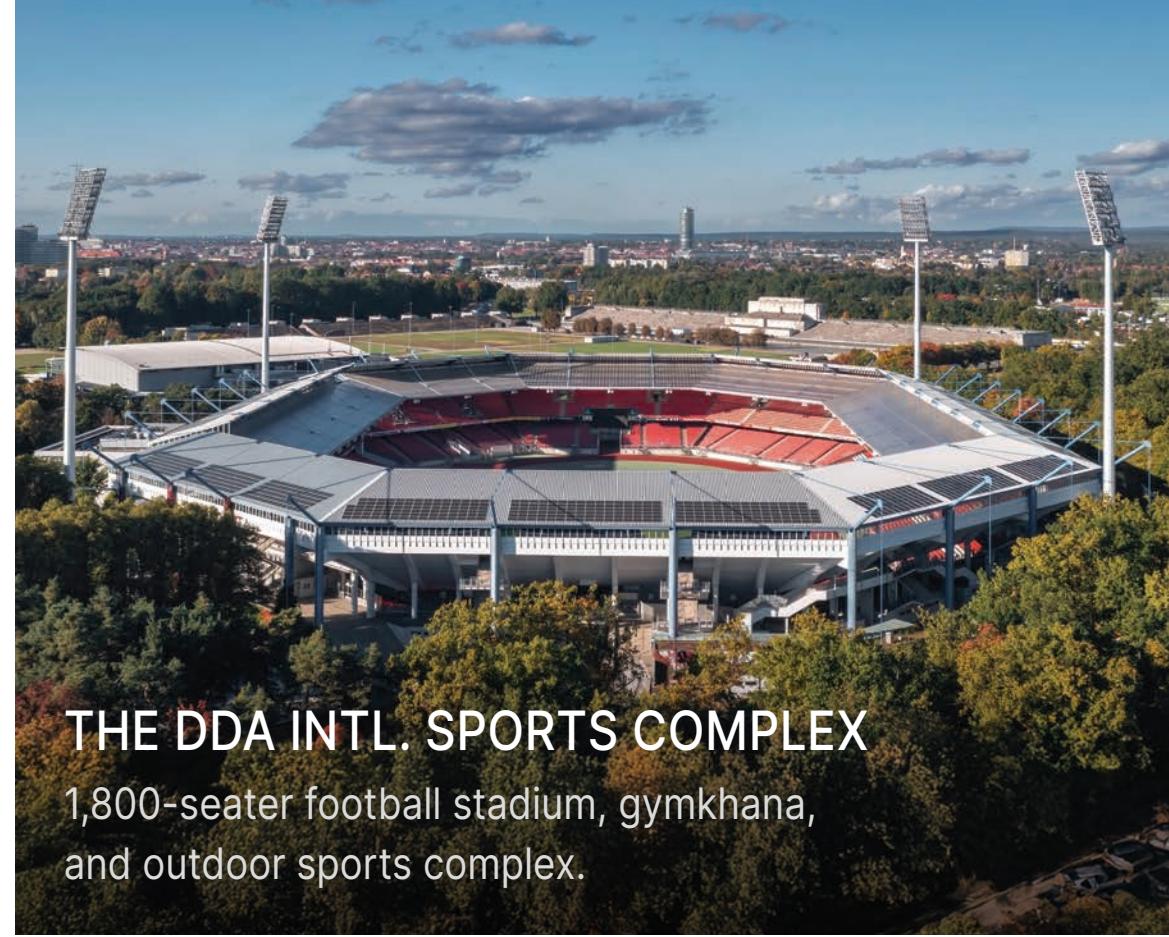
## SOBHA Aurum, Greater Noida | 2025

The Gold Standard of Luxury Living, offering limited-edition homes and the tallest residential tower in the vicinity.

# THE NEXT FRONTIER OF GROWTH

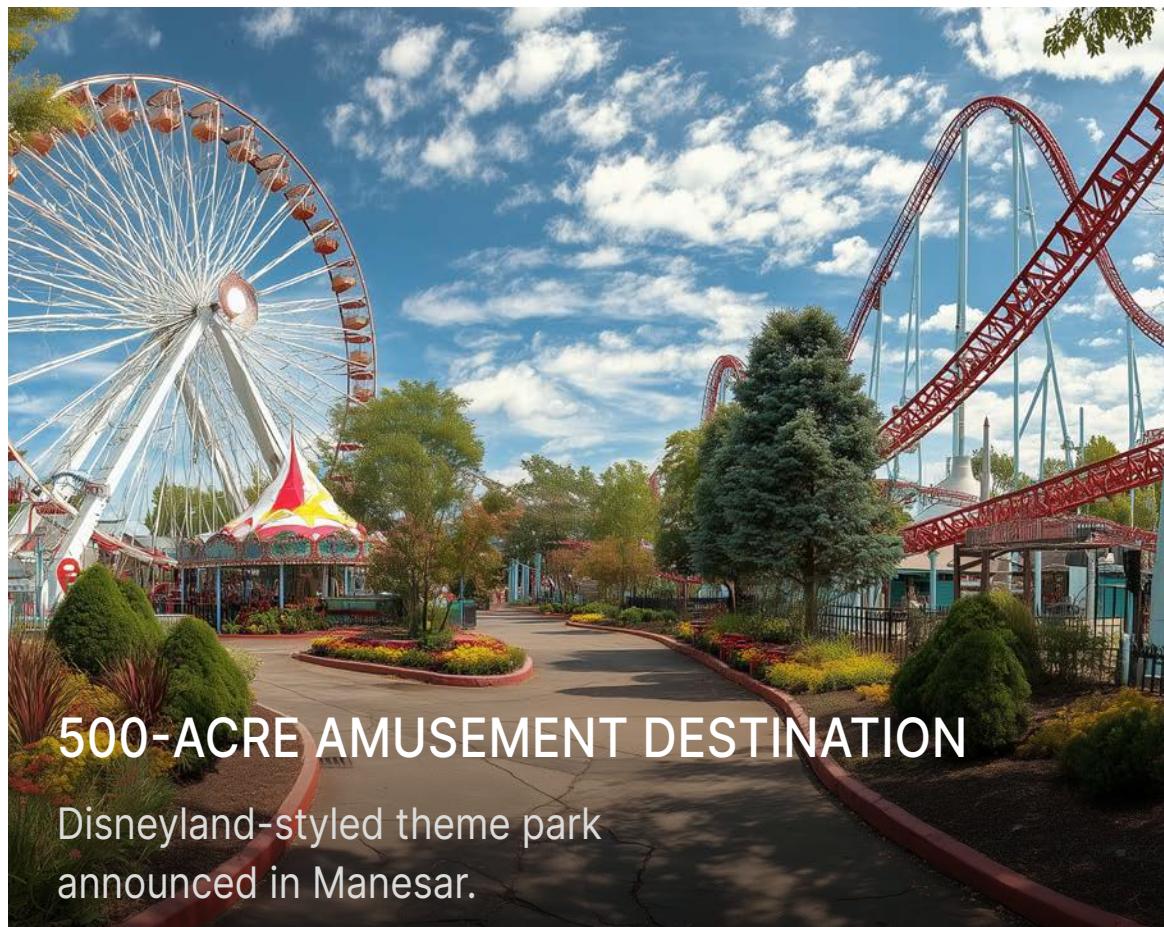
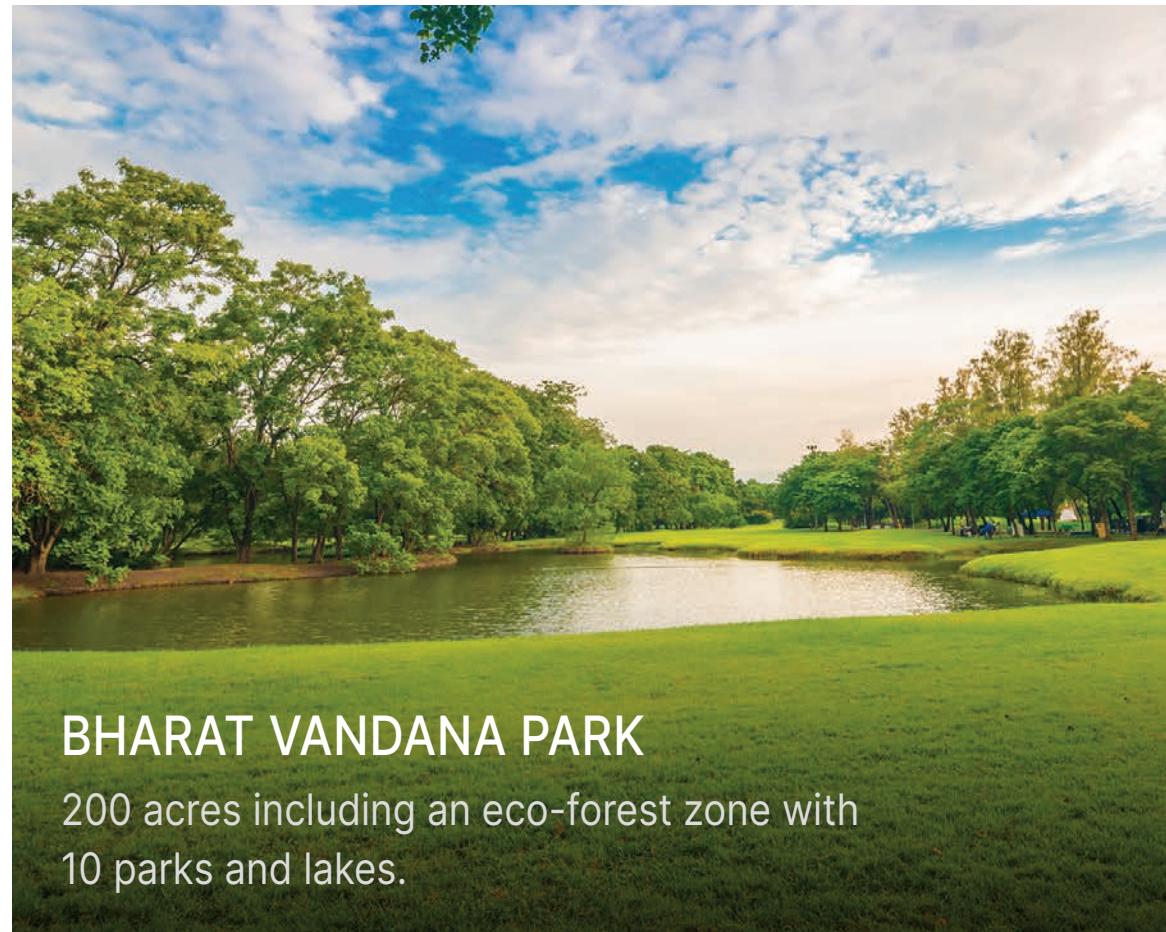
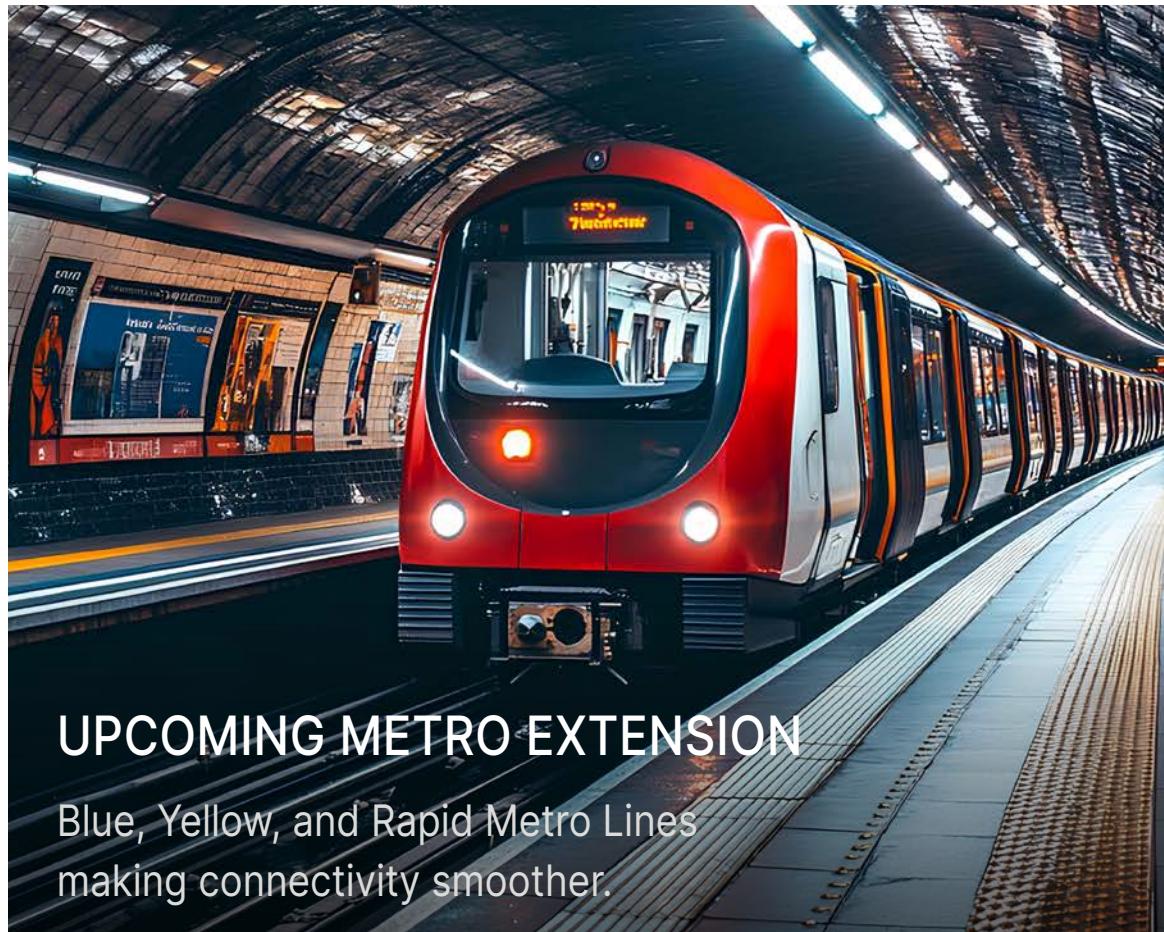
Dwarka Expressway has seen an impressive 80% price jump\* in the last five years, emerging as a high-growth corridor. With planned infrastructure, policy support, and excellent connectivity, it is becoming a global address for seasoned investors.

## UPCOMING EXTENSION PLAN



\*Anarock: Dwarka Expressway Report (October 2024)

# THE NEXT FRONTIER OF GROWTH



# GURUGRAM'S COSMOPOLITAN CAPITAL

SOBHA Downtown, off Dwarka Expressway, is a self-sustaining ecosystem brimming with ambition. Four iconic communities crafted by the atelier of sophistication, unite under a singular vision. The neighbourhood at the convergence of culture and connectivity has evolved into a thriving hub with flexible stay options, bespoke retail, and curated dining experiences.



**STRADA**

SERVICED RESIDENCES & PLAZA BY SOBHA  
Sector 106, Gurugram

**SOBHA  
CITY**

Sector 108, Gurugram

**international  
city**

Sector 109, Gurugram

**SOBHA  
ALTUS**

SECTOR 106, GURUGRAM

**SOBHA  
DOWNTOWN**

# EVOLVED LIVING FOR THE COSMOPOLITE

Where aspiration meets lifestyle and tomorrow takes form today— welcome to the new way of life at SOBHA Downtown.



ABOUT SOBHA STRADA

PRE-LAUNCHING



# STRADA

SERVICED RESIDENCES & PLAZA BY SOBHA

SOBHA Downtown, Sector 106, Gurugram



SOBHA Strada is a next-generation development featuring 251 one-bed serviced residences and bespoke retail avenues, managed by SOBHA.

From glass and aluminium façades with UV, heat, and noise insulation to efficient layout and lavish indulgences, every detail caters to discerning connoisseurs.



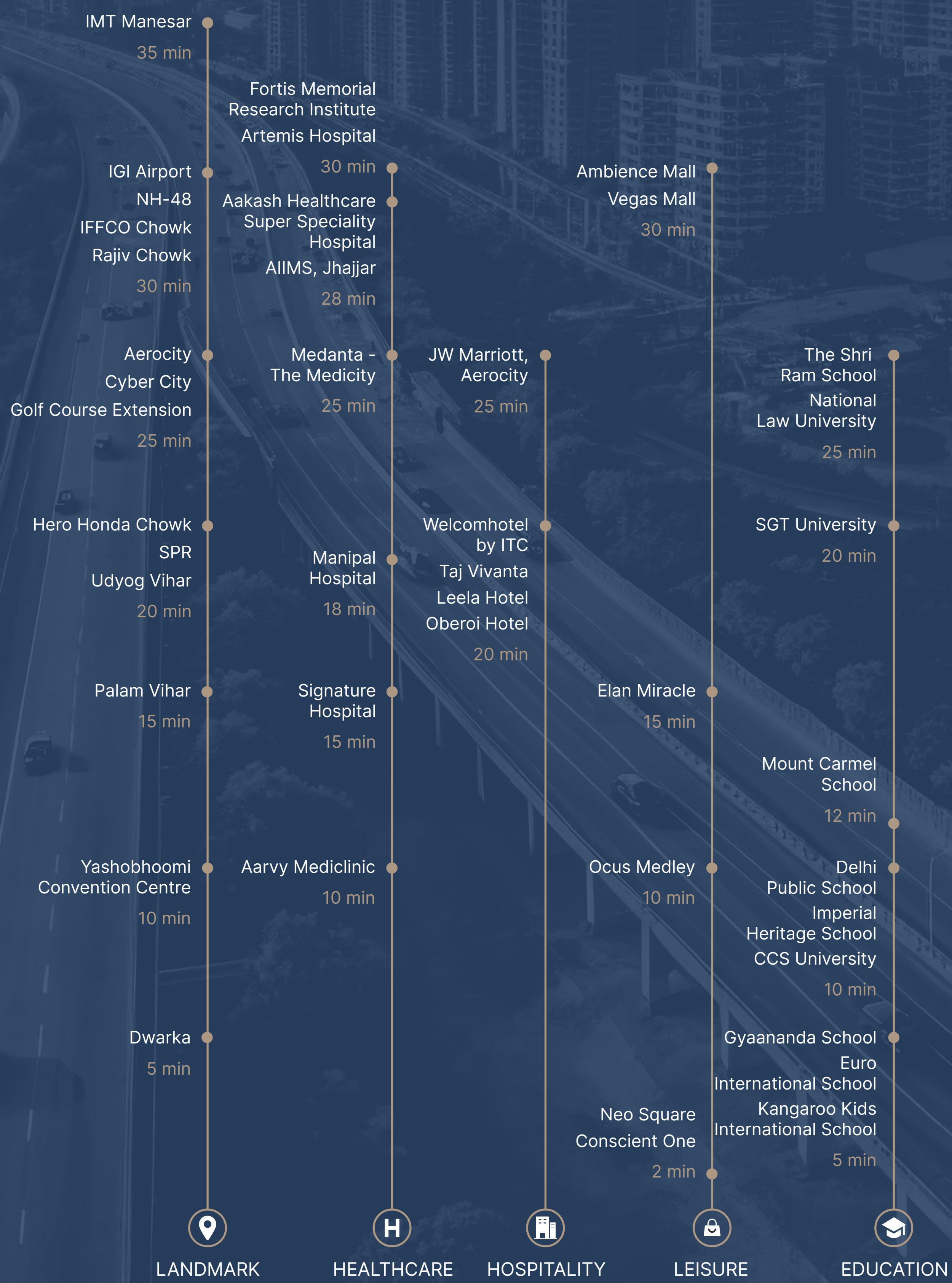
# ENVIRONS OF EXCELLENCE

SOBHA Strada offers quick access to IGI Airport, Manesar, Dwarka, Cyber City, Udyog Vihar, Yashobhoomi Convention Centre, and Golf Course Road. Key routes such as NH-48, NPR, and the Delhi-Mumbai Corridor via Sohna ensure connectivity and opportunities.



# CENTRE OF GRAVITAS

Sector 106 is an eclectic mix of eminent commercial precincts, dynamic leisure enclaves, advanced healthcare facilities, and world-class hospitality, truly epitomising a life shaped by global sensibilities.



# MASTERFULLY CRAFTED

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- Anchored on a corner plot, the site is divided into two parts, each featuring one tower, segregated by a 13.5 m. wide road.
- The tower is accentuated by sculpted vertical lighting. The glazing offers UV and heat insulation along with noise reduction.
- Grand arrival experience offers exclusive private drop-offs and entrances.
- The residences are embellished with professional hospitality services.
- The main entrance gate opens connects to the 60 m. sector road.
- Parking for 500 cars, including a mechanical stacked parking system.

## PROJECT DETAILS

Total Area: 2.03 Acres (8215.106 sq. m.)

## SERVICED RESIDENCES AND CENTRAL PLAZA (BLOCK - I)

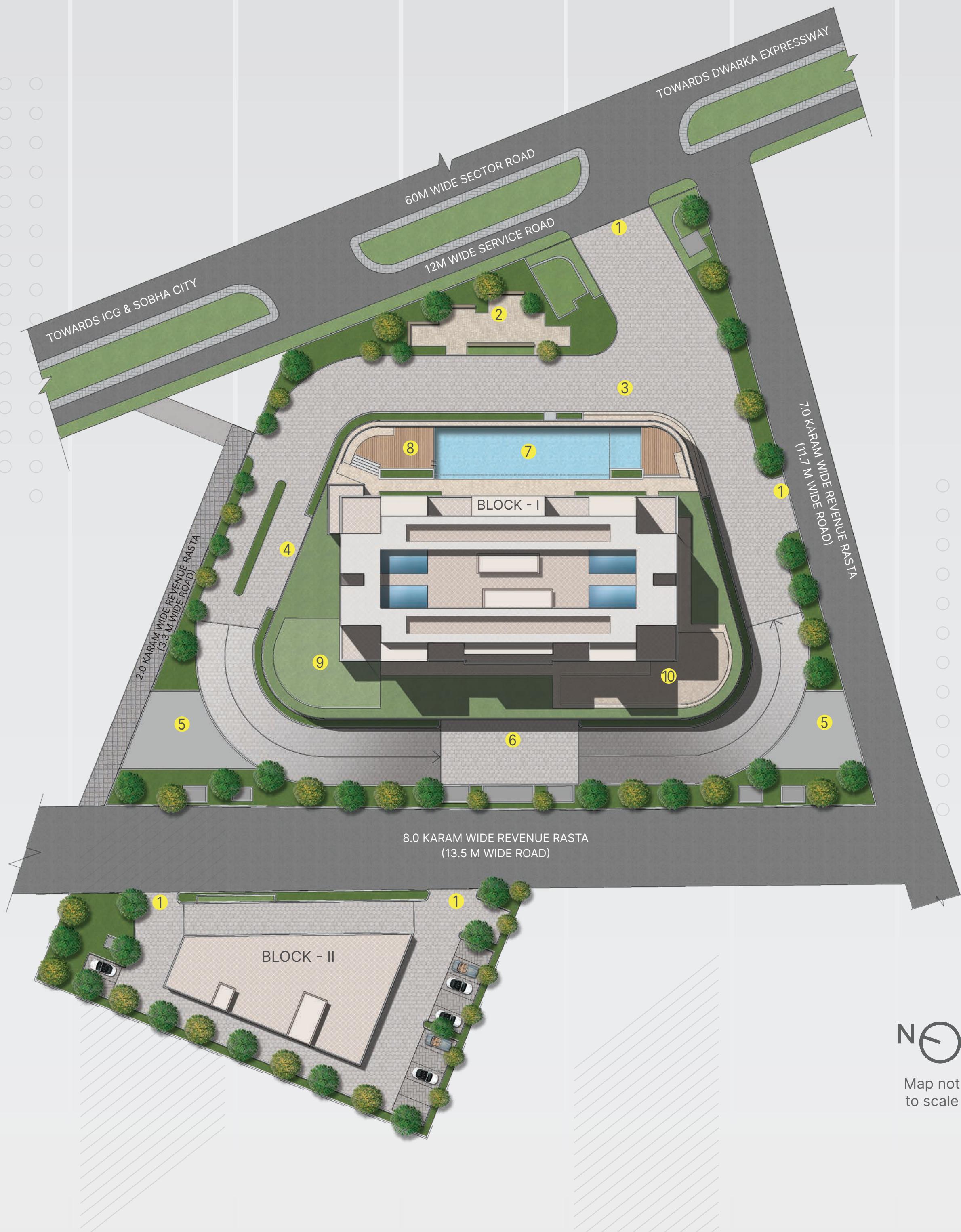
Total Area : 1.64 Acres (6646.95 sq. m.)  
 No. of Floors : 4B + G + 31  
 Retail : G + 2  
 Club Amenities : 3<sup>rd</sup> Floor  
 Work and Wellness Zone : 4<sup>th</sup> Floor  
 Service Floor : 5<sup>th</sup> Floor  
 Serviced Residences : 6<sup>th</sup> to 31<sup>st</sup> Floors

## RETAIL PLAZA (BLOCK - II)

Total Area : 0.39 Acres (1568.16 sq. m.)  
 No. of Floors : G + 2

## AREA SPECIFICATIONS OF THE SERVICED RESIDENCES

Unit Type	SBA (sq. ft.)	SBA (sq. m.)
Type A	926.30	86.06
Type A1 - With Terrace	1026.37	95.35
Type B	890.80	82.76
Type B1 - With Terrace	917.86	85.27
Type B2 - With Terrace	934.18	86.79
Type C	856.87	79.61
Type C1 - With Terrace	883.93	82.12



## SERVICED RESIDENCES AND CENTRAL PLAZA (BLOCK - I)

Club Amenities: 3<sup>rd</sup> Floor

Work and Wellness Zone: 4<sup>th</sup> Floor

Service Floor: 5<sup>th</sup> Floor

Serviced Residences:

6<sup>th</sup> to 31<sup>st</sup> Floors

## RETAIL PLAZA (BLOCK - II)

No. of Floors : G + 2

## OUTDOOR AMENITIES

01. Entry/Exit
02. Outdoor Seating Area
03. Retail Drop-off
04. Serviced Residence Drop-off
05. Service Yard
06. Basement Entry and Exit

## PODIUM-LEVEL AMENITIES

07. Lap Pool/Kids' Pool
08. Deck
09. Alfresco Dining
10. Outdoor Fitness Area



Map not to scale

# A FLUIDIC LIFE-FRAMEWORK ENCOMPASSING WORK, TRAVEL, LEISURE, AND EVERY INDULGENCE



# SERVICED RESIDENCES: BUILT FOR WHAT'S NEXT

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Crafted for modern business formats, flexible accommodation, and adaptive leasing models, SOBHA Strada offers one-bed serviced residences.

Starting on the 6th floor, each residence includes a generous layout with a balcony. Corner units enjoy extra space, while the front-facing overlooks the pool. Wide corridors, twin passenger lifts and a service lift, along with reserved parking spaces, provide ease.





## A PERFECT FIRST ARRIVAL

A double-height lobby greets you in style. Airy, open, and adorned with elegant décor, it offers a glimpse of what lies beyond.

# A REALM TO FLOURISH

From unwinding after a day of travel to hosting friends, the spacious and well-ventilated living area effortlessly accommodates every moment. Step onto the balcony—a cosy nook, to relax with a book, coffee, and your favourite playlist.

LIVING AREA & BALCONY





## A PINCH OF HOME

The kitchenette invites culinary experiments during leisure hours, offering a perfect spot to enjoy meals. Complemented by provisions for a refrigerator and a washing machine, it brings modern essentials to your stay.

# A SANCTUM OF BLISS

A respite from the day's demands or a retreat from life's constant pace, step into a haven of comfort, equipped with a dedicated space for a wardrobe. It is also home office-enabled.





# PAMPERING INFUSED WITH LUXURIOUS CALM

Sleek bathroom, your personal sanctuary of repose, crafted with precision and flair. With upscale fittings and refined finishes, it invites you to restore your sense of well-being.

# AMENITIES THAT ADD ENERGY TO YOUR SCHEDULE— SPACES FOR REVIVAL AND REJUVENATION



# INTO THE BLUE

Whether escaping the day's bustle or pausing for a moment of peace, immerse yourself in soothing waters on the third floor and relax on the deck.





KIDS' POOL

## ADVENTURE IN EVERY RIPPLE

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Watch as water turns into a playground for your little ones. Let the air fill with endless giggles and the joy of splashing.

# WORKOUT ANYWHERE, ANYTIME

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With state-of-the-art equipment, never miss your fitness goals, even on the go.

GYMNASIUM



AMENITIES



# MOMENTS WORTH TOASTING

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Whether it is a success party or a long-awaited reunion, the sky-lit dining arena makes every get-together truly unforgettable.

# YOUR ROUTINE, ON THE MOVE

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Active living doesn't pause. Open-air fitness stations keep you on track, even when you are far from home and away from your schedule.

OUTDOOR FITNESS AREA





# OF MILESTONE MEETS AND MEANINGFUL DISCUSSIONS

From online meetings to in-person collaborations, the lounge empowers every professional interaction.

# WHERE EVERY NEED IS ANTICIPATED

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Beyond the plush amenities, bespoke enhancements enrich the experience, delivered by expert service partners:

- Meticulous upkeep and discreet housekeeping
- Round-the-clock reception with concierge support
- On-demand laundry services



# WORLD-CLASS RETAIL IN A CLASS OF ITS OWN





## THE DIFFERENCE LIES IN THE DETAIL

Backed by SOBHA, this curated space spans three levels featuring 24 outlets in each of the two blocks, offering elevé labels and artisanal dining.

A soaring, light-filled triple-height lobby sets the tone at the Central Plaza, while wide passageways and well-placed lifts open the arena for exploration.

# AN ODE TO ALTERNATE THERAPY

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Step into a realm where every storefront beckons. Trendsetting names and signature collections invite you to explore, choose, and express your style in ways as unique as you are.





# WHERE TASTE TRANSCENDS

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Let your plate be graced with global delicacies crafted for those who savour the finer things. Whether moments alone, shared laughter, or a lively celebration, every flavour lingers—and every conversation finds its perfect pairing.

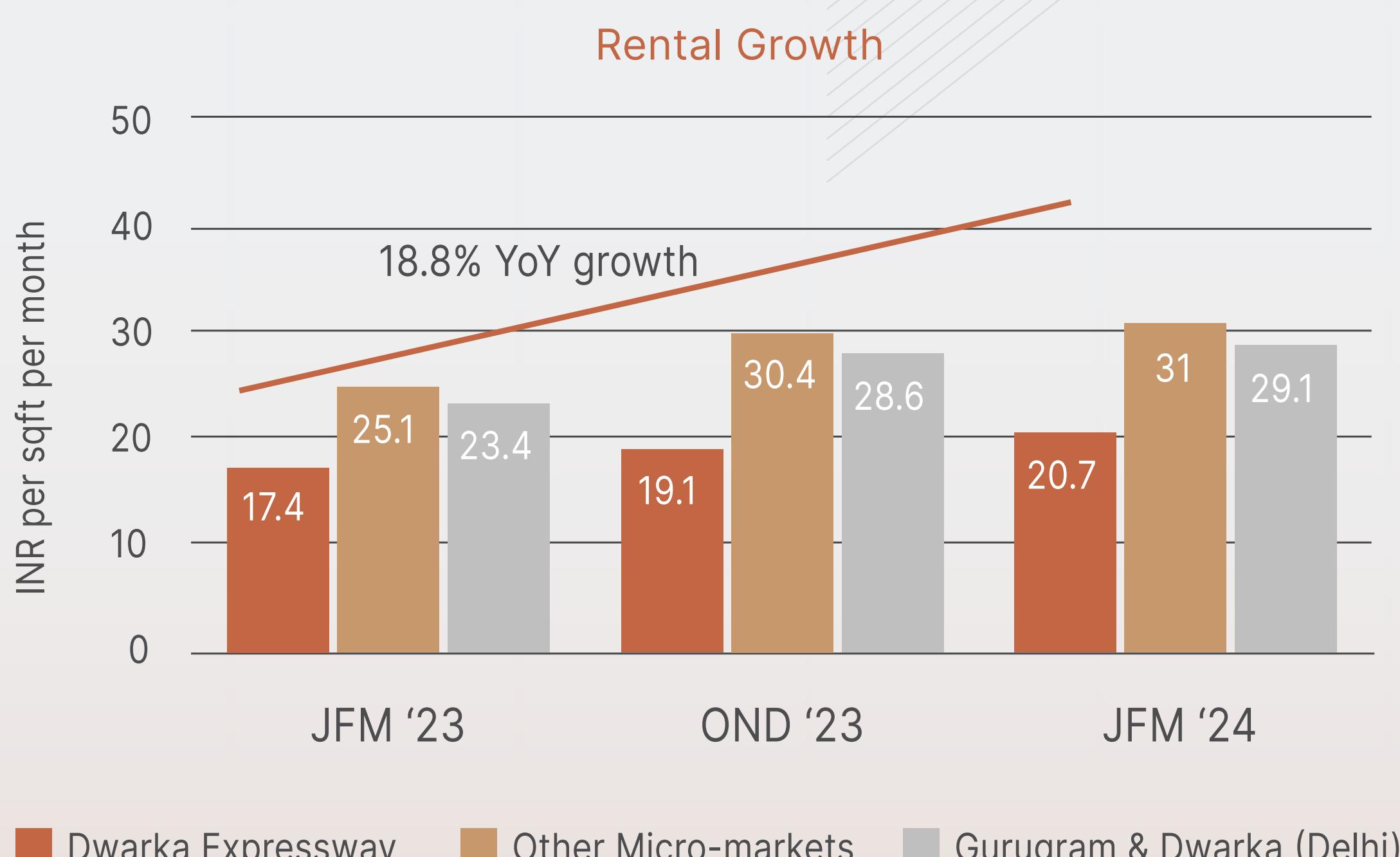
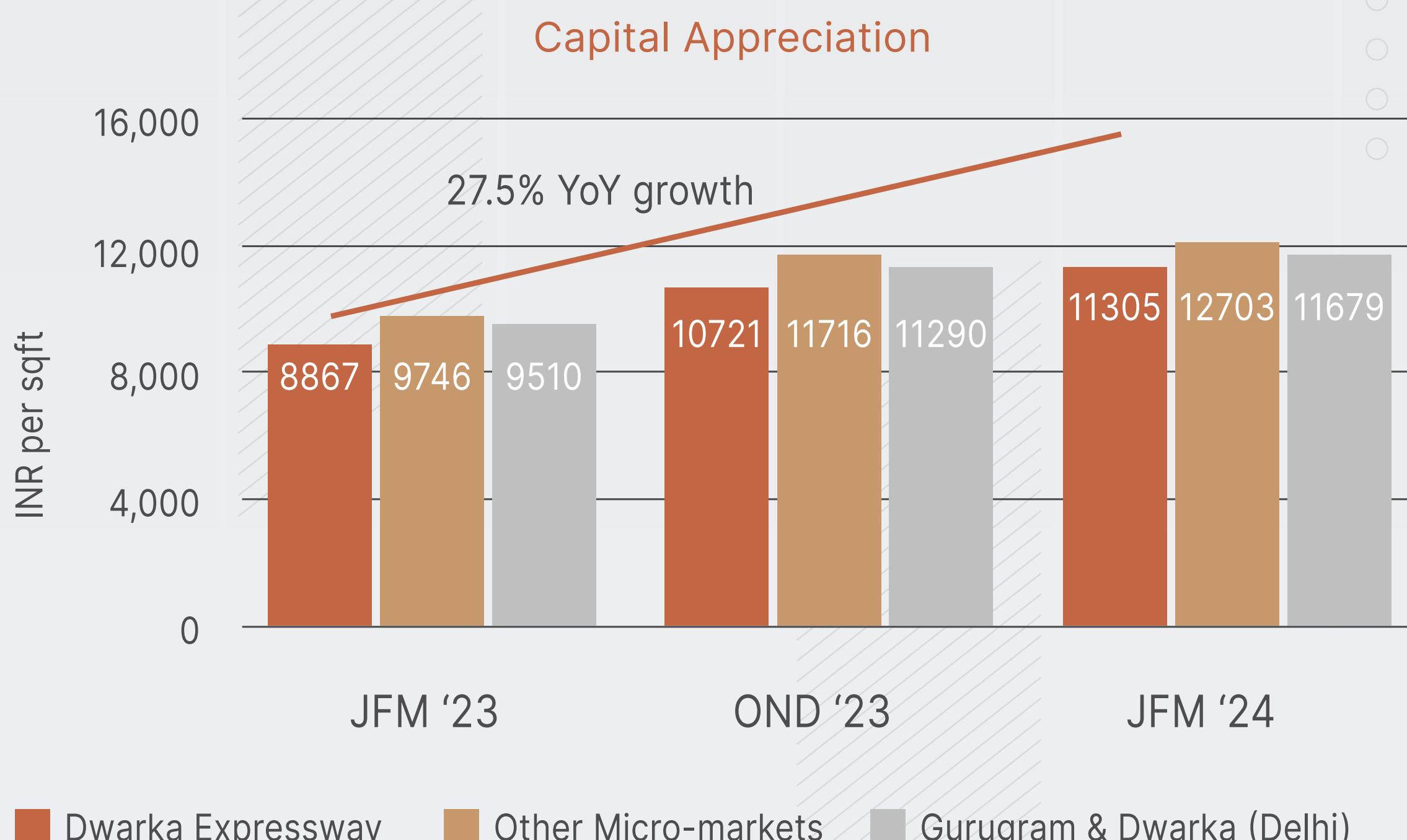
# WHY INVEST IN SOBHA STRADA?



# THE STATEMENT OF TOMORROW

SOBHA Strada stands as an expression of design, lifestyle, and investment opportunity.

With strategic positioning amidst world-class infrastructure, the project leverages the city's evolving landscape, delivering both capital appreciation and rental momentum.



Propelled by rising aspirations, mixed-use is the new crescendo of India's urban growth. These integrated formats deliver faster capital appreciation and higher rental yields than standalone projects.

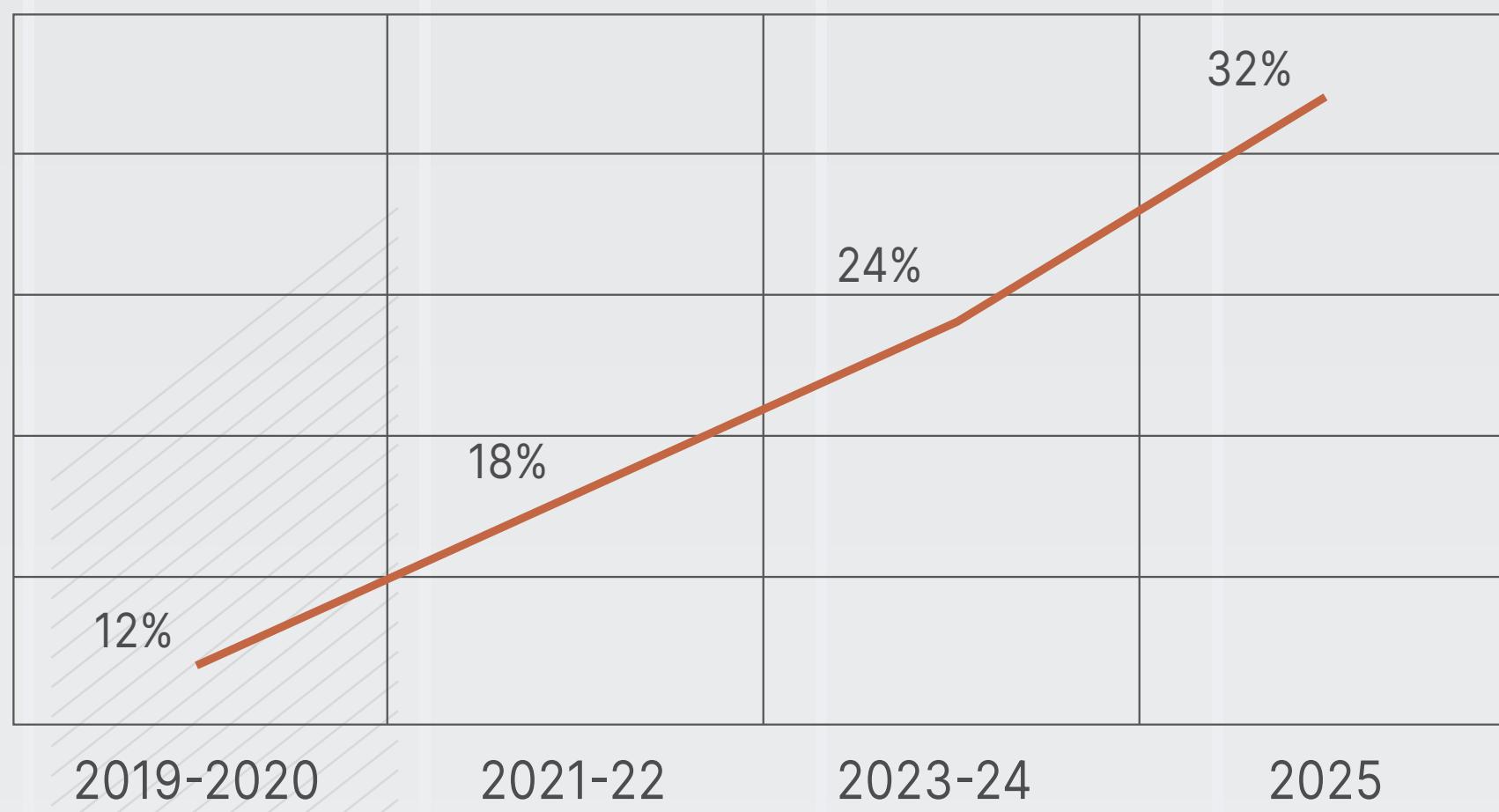
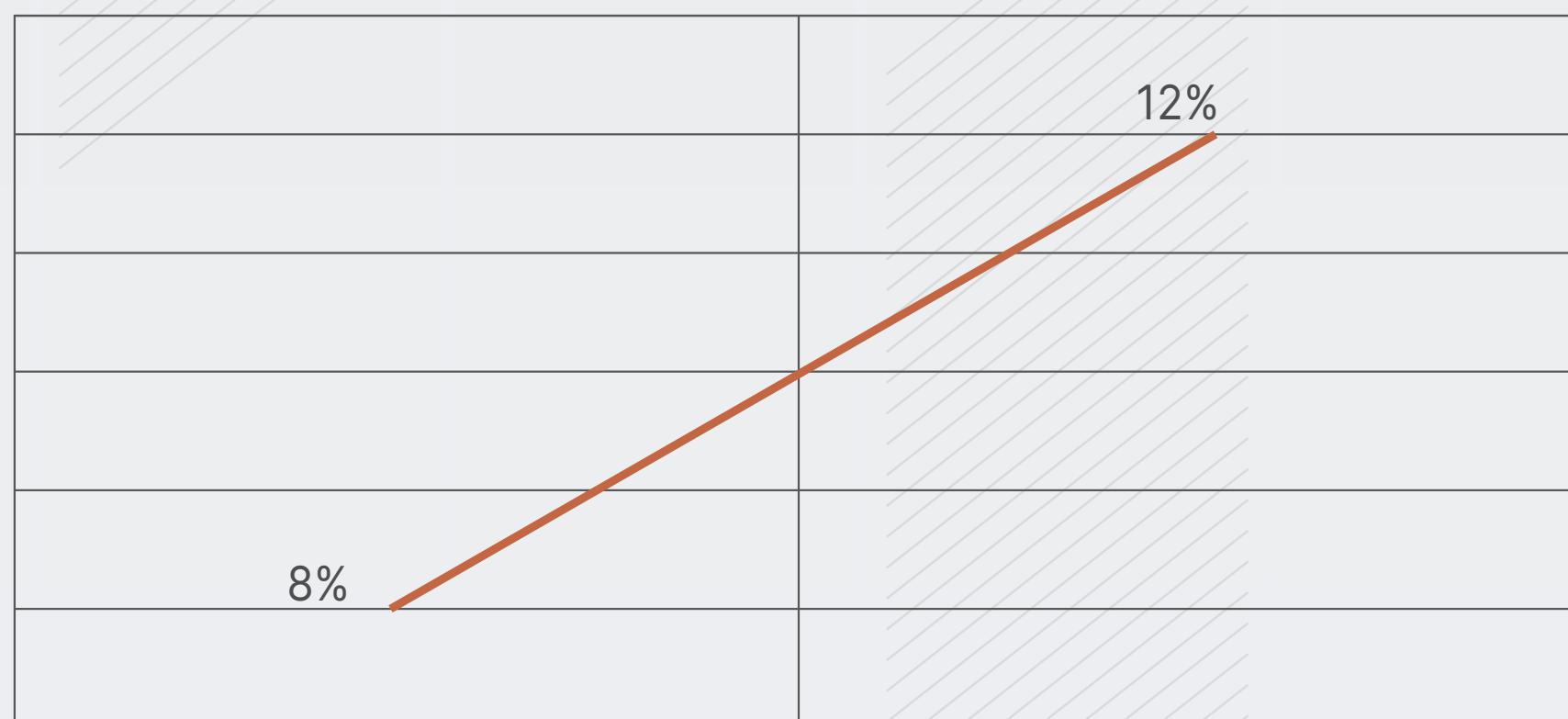


Fig 1. Rising footprint of mixed-use developments in India

— Capital Appreciation (2019-25 CAGR)



— Rental Yield (2025 Avg.)

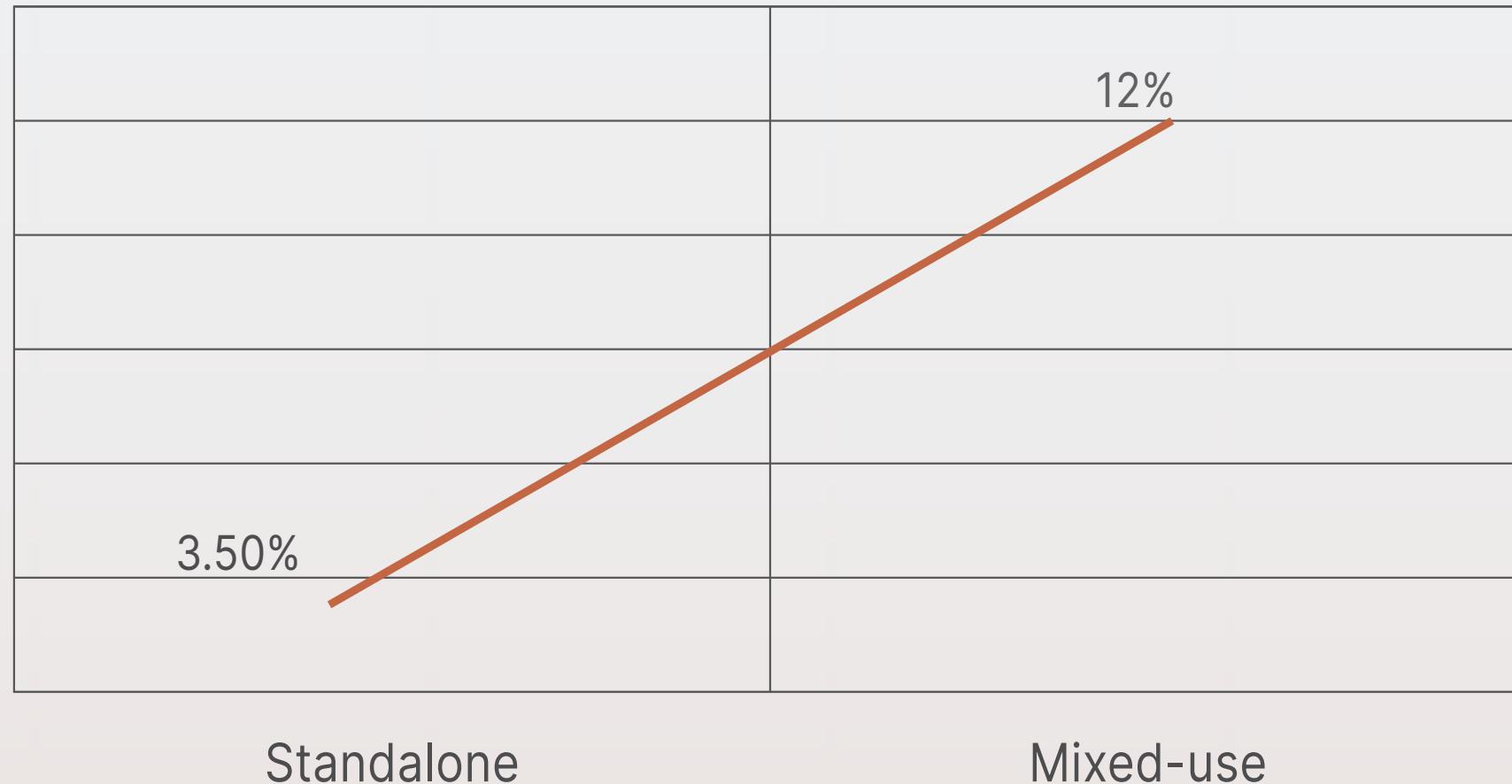
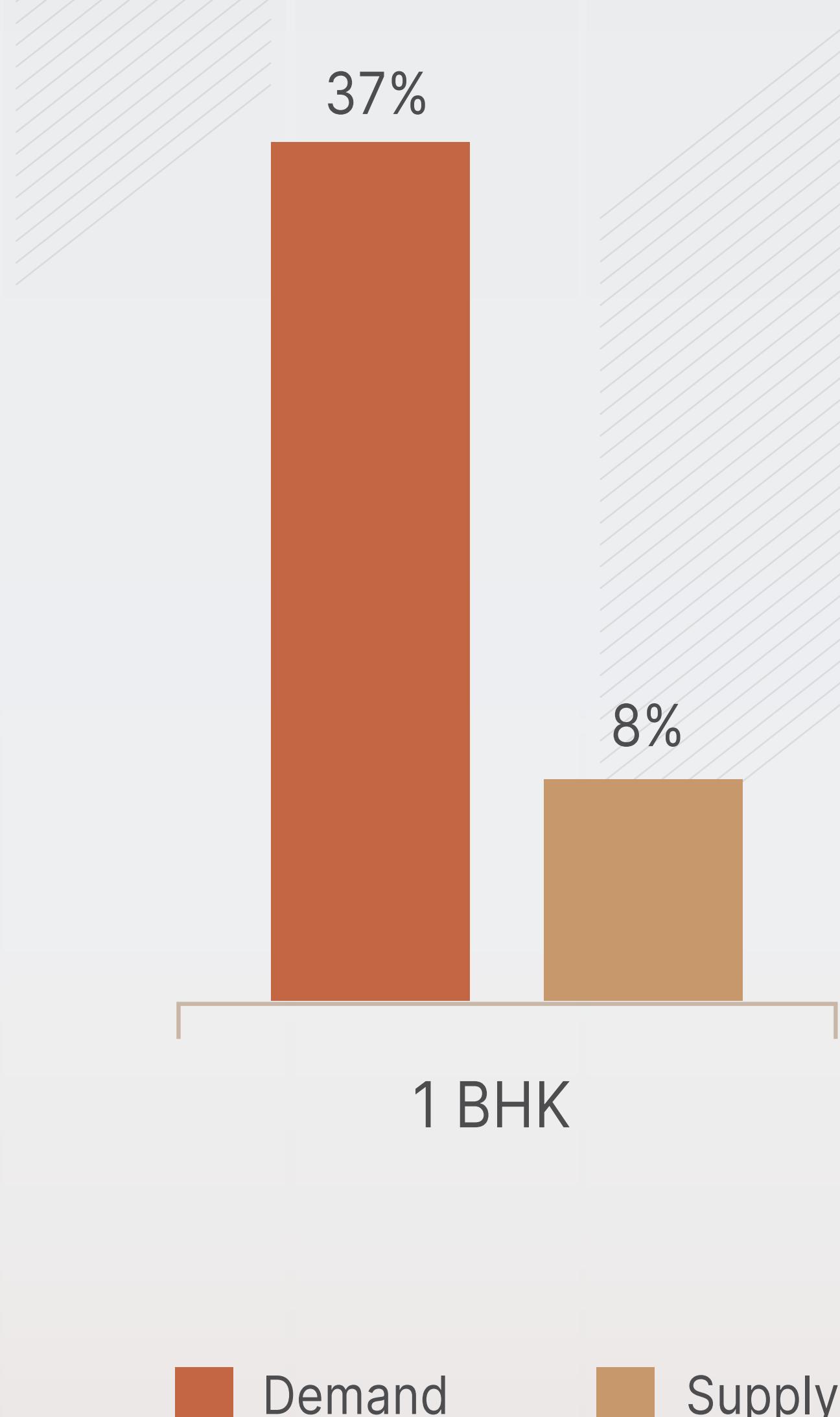


Fig 2. Capital Appreciation & Rental Yield: Mixed-use Vs. Standalone

Compact, well-designed 1 BHK residences are fuelling the demand for rental housing in Gurugram. With a widening demand-supply gap, the units offer a faster leasing cycle, steady occupancy, and superior yields.

The thriving residential communities along Dwarka Expressway have catalysed a sharp demand for premium commercial spaces. As highlighted in CBRE's India Retail Figures H1 2025 report, Grade A retail vacancies in the city are at an all-time low, reflecting exceptionally tight supply.



With its rare composition of one-bed serviced residences, curated retail, and elevated leisure spaces, SOBHA Strada offers an investment opportunity in a market that moves swiftly. The privilege rests with those who move decisively — for the market waits for no one.





RC/REP/HARERA/GGM/1010/742/2025/113 dated 17- November- 2025 | [www.haryanarera.gov.in](http://www.haryanarera.gov.in)

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SOBHA Strada, Sector-106, Pawala Khusruper, Gurugram, Haryana

📞 +91 9636173555 📩 [info@growmaxwealth.com](mailto:info@growmaxwealth.com)

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