

A dream home

Couples looking to start their life together in a home that matches their lifestyle are spoilt for choice, writes **Aneeka Chatterjee**

For decades, India's luxury real estate market was the domain of buyers over 45 — wealthy business magnates and legacy holders. But a new trend is emerging: Younger couples, aged 25-40, are increasingly investing in high-end properties, many of them as they embark on married life. Whether as a symbol of new beginnings or long-term financial planning, this shift highlights the evolving nature of luxury real estate in India.

"The young luxury consumer today is more informed, well-travelled, and discerning," says Anand Ramachandran, senior vice president of Business Expansion at Prestige Group. "They seek curated spaces, world-class amenities, and homes that reflect their personal success stories."

Parents are also playing a crucial role in this transformation. Many are investing in luxury and ultra-properties as gifts for their children, aligning with their aspirations and lifestyle preferences. This trend is most noticeable in

cities like Delhi-National Capital Region, Mumbai, and Bengaluru. "There's a visible uptick in parents buying luxury homes as gifts for their children," says Viswa Prathap Desu, chief operating officer-Residential at Brigade Group.

With younger buyers seeking more than just lavish homes, developers are curating the kind of homes they desire.

Ramachandran says that hospitality-like services, such as concierge offerings, lounges, and on-site dining are in demand. "It's no longer just about opulence but about enhancing the quality of life."

Desu at Brigade says couples also want clubhouses with advanced fitness equipment, swimming pools, and home theatres. Plus, amenities that match their dynamic lifestyles — premium fittings sourced from globally recognised brands, central air-conditioning, wellness spaces like private gyms, spas, yoga decks, and meditation areas, as well as social spaces



An apartment at Prestige Ocean Towers in Bengaluru

such as rooftop lounges, co-working areas and clubhouses. Add to these sports facilities, high-tech kitchens and concierge services.

Sattva Group, a Bengaluru-based developer, has also noticed the inclination toward wellness and convenience. In keeping with this trend, its properties feature private elevators, infinity pools, smart systems, and rooftop gar-

dens. These cater to younger buyers seeking seamless living that blends luxury, well-being, and aspiration. Luxury homes are also being built with eco-conscious couples in mind. Delhi-based New Modern Buildwell, for example, offers smart lighting, energy-efficient systems, and blue-green spaces. Over the past few years, the Bengaluru-based Embassy Group,

too, has launched luxury apartments, uber-luxury villas and townships.

There is no one definition of luxury, though. There is no one price point either. These luxe, young buyer-focused properties can cost upwards of ₹20 crore. Or, they can start at ₹3 crore. Prestige Group, for instance, offers residences with 5-star amenities for ₹20 crore-plus. In Bengaluru, Brigade's upper bracket homes start at ₹3 crore, while its Chennai project, Brigade Icon, has apartments beginning at ₹8 crore. The company's upcoming Hyderabad project will have homes starting at ₹4 crore.

Sattva Group's villas and row houses in Bengaluru are priced between ₹4.5 crore and ₹8.5 crore. Century Real Estate's apartment project, Codename Built Rare, also in Bengaluru, has expansive residences priced between ₹5.5 crore and ₹12 crore, with penthouses exceeding ₹20 crore.

Over in Kolkata, where the demand for luxury homes is on the rise, Godrej Properties recently launched a premium project called Godrej Blue in New Alipore, with units ranging from ₹2.3 crore to ₹5 crore.

Move to Mumbai or head northwards to Delhi, and the sky is the limit. Think Lodha's luxury apartments and villas in Mumbai, or DLF's Camellias in Gurugram with their jaw-dropping prices and amenities.