

SOBHA

SOBHA, India's Leading Real Estate Developer Known For Its Quality, Enters Greater Noida - Setting A New Benchmark In Luxury Living

SOBHA Ltd receives RERA approval for its eagerly awaited first project in Greater Noida, featuring 420 premium residences across two towers in Sector 36

Noida, India, 26th June 2025: SOBHA Limited, India's leading real estate brand, launches its first project in Greater Noida - SOBHA Aurum, an ultra-luxury residential development in a prime location. Spread across **3.46 acres** (14,001 sq m) with a development potential of 9.3 lakh square feet, the project features expansive homes, premium amenities, and tallest residential tower in the area. Crafted with iconic architecture and SOBHA's unmatched construction quality, SOBHA Aurum sets a new benchmark for luxury living.

SOBHA Aurum comprises two sleek towers with distinct architectural silhouettes. Soaring over **45** floors, the taller tower emerges as a striking landmark on the city's skyline, offering panoramic views and a commanding presence. With a total of **420** residences, the project features a diverse mix of **1, 2, 3, and 4 bedroom** homes, including select units with private terraces and corner balconies, designed for elevated urban living.

Thoughtfully positioned, the two towers maximise natural light and privacy, and offer panoramic views. The project's grand arrival experience leads to a world of refined living, with a host of intelligently planned community spaces.

Residents will enjoy over **2.5 acres** of dedicated open space, featuring amenities such as Reflexology Walk, Island Gazebo, Water Cascade, Amphitheatre, Tennis Court, Cricket Pitch, and Pet Park. Spread across **15,072** sq ft (1400 sq m), the state-of-the-art clubhouse offers a range of indoor amenities including Badminton Room, Banquet Hall, Games Room, Space for Yoga / Gym / Aerobics, Pool Table, and more.

Key Highlights of SOBHA Aurum:

- **Land Area:** 3.46 Acres (14,001 sq m)
- **Number of Towers:** 2 (**Tower 1:** 35 Floors) (**Tower 2:** 45 Floors + 1 Service Floor)
- **Total No. of Units:** 420
- **Clubhouse & Amenities:** Lap / Leisure Pool, Multi-sport Court, Outdoor Fitness Deck, Kids' Play Area, Exhibition Lawn, and more

Project Configurations

- **1BHK:** 739 sq ft (68.68 sq m) || **2BHK** - 1270 sq ft (118 sq m)
- **3BHK:** 1570 to 1901 sq ft (145.9 to 176.6 sq m) || **4BHK:** 2285 to 2306 sq ft (212.3 to 214.2 sq m)

Price Starts from:

- 1 bhk - 1.12 Cr
- 2 bhk - 1.92 Cr
- 3 bhk - 2.30 Cr
- 4 bhk - 3.48 Cr

RERA NUMBER: UPRERAPRJ361748/06/2025

Commenting on the launch, **Mr. Jagadish Nangineni, Managing Director, SOBHA Limited**, said, *“Entering Greater Noida marks a significant new chapter in SOBHA’s journey. Over the past 30 years, we have built a legacy grounded in quality, transparency, and trust – values that have earned us the confidence of our customers across India. As we step into this dynamic market, we are confident that our commitment to excellence will set a new benchmark in luxury living for the region.”*

This launch underscores SOBHA’s vision of delivering timeless developments that elevate lifestyles and inspire future-ready urban communities.

About SOBHA Limited: Founded in 1995, SOBHA Limited is the only leading real estate brand in India that offers international quality homes, and commercial and contractual projects delivered on time, through its backward integration model. The SOBHA DNA hinges on customer-centricity built on a foundation of strong values of trust and transparency. The unwavering commitment to continually raising and bettering quality standards through relentless execution and technology adaptation have helped the company cumulatively deliver over 143.65 million square feet of developable area across 27 Indian cities. SOBHA has been recognised for implementing class-leading sustainability practices, adhering to the highest safety standards and making significant contributions to communities through its CSR efforts. The Company epitomises ‘Passion at Work’, ingrained in each of the 4500+ strong Sobha-ites across its offices and manufacturing units.

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