

RITZ MEDIA WORLD

360° Integrated Marketing & Real Estate Communications

# GHAZIABAD LUXURY OUTLOOK

MID-YEAR 2026

Gateway Reimagined: Infrastructure, National Developers and a New Buyer Class Are Writing Ghaziabad's First Luxury Chapter



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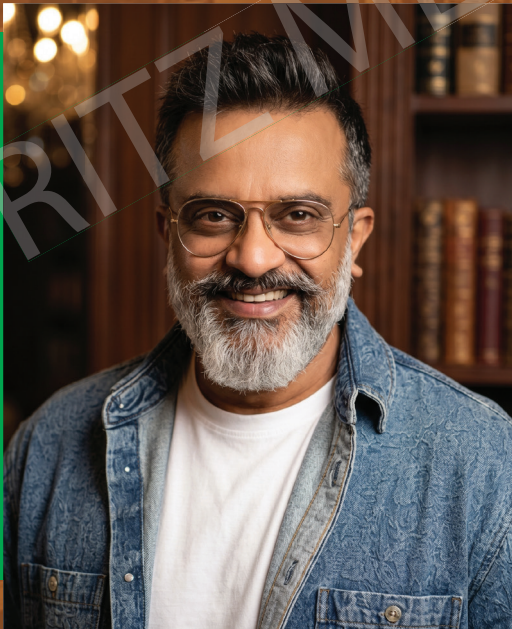


# FOREWORD

There is a moment in every real estate market's life when the story changes, when the conversation about a city moves from whether to buy to where and at what stage of the cycle. Ghaziabad is at that moment now.

For two decades, the city's identity was shaped by its proximity to Delhi rather than its own character: a more affordable option, a spillover market, a place where budgets stretched further. That framing was not wrong, but it was always incomplete. Ghaziabad is India's self-styled 'Gateway to Uttar Pradesh', a genuine industrial and employment hub, not a dormitory suburb. What is new in 2026 is that the infrastructure and the developer pipeline are finally making that full story visible to a much wider buyer base.

At Ritz Media World, we believe the window between a market's first luxury chapter and its consolidation phase is the most important moment for brand-building. The developers who establish credible, well-positioned brands in Ghaziabad now will define the benchmark against which all subsequent launches are measured. This report is our contribution to that conversation.



"Every market I have seen go through a luxury transition has had one thing in common: the developers who trusted the story early and told it with discipline came to own it. Ghaziabad's story is ready to be told. The question is who tells it first, and how well."

— Ritz Malik, Founder - Ritz Media World, Creative Thinks Media Pvt Ltd, Contenaissance



# EXECUTIVE SUMMARY

Six data points frame the Ghaziabad luxury story at mid-year 2026:

## ₹7944/- per sqft

Ghaziabad's average property rate stood at approximately ₹7,944 per sq.ft in early 2026, with luxury units crossing the ₹3 crore threshold and total market transactions exceeding ₹4,352 crore in the prior year, a transaction volume that signals institutional-scale demand not just end-user activity.

## 73%

Indirapuram, the city's most mature premium micro-market, recorded approximately 73% price appreciation over four years, driven by Delhi Metro Blue Line access, high professional-tenant density, and the arrival of national developer Prestige Group with a 62.5-acre mixed-use township the largest branded luxury development to enter the Ghaziabad market to date.

## 24%

Residential and property prices across Noida and Ghaziabad rose approximately 24% year-on-year in recent reporting periods, with analysts projecting sustained appreciation of 7–10% annually in key corridors, supported by ongoing infrastructure delivery.

## 15000/- per sqft

The Siddharth Vihar – NH-9 (NH-24) belt has emerged as a distinct pricing tier: ready-to-move projects from established developers trade at ₹8,500–10,500 per sq. ft., while under-construction premium product ranges from ₹10,000–12,000 per sq. ft., and Prestige City is establishing a new ceiling at approximately ₹15,000 per sq ft.

## 22000/- Residents

Wave City, a 4,200-acre GDA-approved platinum-green integrated township on NH-24, has surpassed 22,000 residents and 15,600 residential units sold, making it one of the largest successfully absorbed private township developments in northern India and a model for what the NH-24 belt can sustain at scale.

## RRTS Corridor Connections

The RRTS (Regional Rapid Transit System) corridor connecting Delhi to Meerut, with multiple Ghaziabad stations, is projected to redefine the city's commuter geography, with analysts comparing its impact potential on real estate to what the Delhi–Meerut Expressway has already delivered over the past four years.



# The National Context: Where Ghaziabad Sits in India's Luxury Wave

**Ghaziabad:** it is the confluence of infrastructure expressway, RRTS, Metro, Sahibabad's industrial corridor and the overflow of professional demand from saturated Noida and Delhi micro-markets.

Expressway

RRTS

Metro

Industrial  
Corridor

India's luxury residential market in 2026 is not a single story; it is a tiered one. At the apex sit the fully matured ultra-luxury corridors of South Mumbai and Golf Course Road, Gurugram, where wealth preservation rather than appreciation defines buyer motivation. Below that, but growing fastest in absolute terms, sit the markets that are actively re-rating: cities and micro-markets moving from a value or mid-segment identity to an aspirational one, second category as a market in the middle of its first genuine luxury transition.

The macro backdrop is supportive. Knight Frank's 2026 Prime International Residential Index (PIRI 100) recorded global prime residential price growth of 3.2% in 2025; Indian cities outperformed that average, with Delhi's prime segment up 6.9% and Bengaluru ranking 8th globally. That national HNI and UHNWI wealth expansion is a tailwind for every NCR market- including Ghaziabad, because it expands the pool of buyers who aspire to upgrade from the mid-segment to a genuine premium product.

My Property Fact, which tracks residential projects across Ghaziabad as part of its NCR-wide platform, characterises the city as a market that "balances industrial growth with urban expansion" and is connected to key NCR growth nodes through highways, railways, and the Delhi Metro, a connectivity profile that underpins residential demand at a structural level rather than a speculative one.

The key structural difference between Ghaziabad's luxury cycle and Noida's or Gurugram's is sequencing. Both of those markets benefited from large-scale corporate office absorption as the primary driver of senior professional housing demand. Ghaziabad's driver is different: it is the confluence of infrastructure (expressways, RRTS and Metro connectivity) with the city's own employment base in Sahibabad's industrial corridor and the overflow of professional demand from saturated Noida and Delhi micro-markets.



# The Inflection Point: From Affordable Overspill to Aspirational

Ghaziabad's transition from the NCR's affordable option to a market with genuine luxury credentials has been building for several years, but 2026 is the year it has become impossible to ignore. Aurum PropTech's May 2026 analysis frames the shift precisely: the city has moved from "being perceived as a cost-efficient spillover of the NCR to becoming a high-conviction luxury destination," driven by the NH-9 highway's infrastructure uplift and the Delhi-Meerut Expressway's compression of commute times to Delhi.

Three factors are driving this market re-rating simultaneously. First, infrastructure delivery has reached a critical mass: the Delhi-Meerut Expressway has reduced travel to major Delhi commercial districts to under 30 minutes, and the RRTS corridor is expected to compress psychological distance still further. Second, land availability on the NH-24 belt remains genuinely superior to saturated markets in central Noida or Gurugram, enabling developers to build low-density, green-intensive townships at competitive ticket sizes that simply cannot be replicated in those markets. Third, the arrival of national developers, most visibly Prestige Group, as well as ATS Homekraft and Prateek Group has provided the brand credibility signal that typically accompanies a market transition. As Prateek Tiwari, Managing Director of Prateek Group, noted in April 2026 industry commentary: "The current real estate market of Ghaziabad reveals that buyers seek high-end and lifestyle-oriented homes" (The Realty Today, April 2026).

Director of County Group, echoes this infrastructure-first reading: "Infrastructure has always played a defining role in shaping real estate markets, and Ghaziabad is a clear example of that transformation. The NH-24 belt and the upcoming RRTS corridor are not just improving connectivity; they are fundamentally changing how people perceive distance and accessibility" (The Realty Today, April 2026).

The numbers support that perception shift. Noida-Ghaziabad residential prices have risen approximately 24% year-on-year in recent reporting periods; Indirapuram alone has recorded 73% appreciation over four years. The Master Plan 2031, a GIS-based transit-oriented development roadmap covering 33,543 hectares for a projected population of 48 lakh, divided into 15 planned zones, provides the long-range planning framework to sustain that trajectory.

Ghaziabad moved from cost-efficient to high-conviction luxury destination.



Driven by  
NH-9 highway &  
Delhi-Meerut  
Expressway



# A Policy Boost: Property Tax Rationalisation in April 2026

While Gurugram's headline policy moment in 2026 was the circle rate hike, Ghaziabad's was its mirror image: the Ghaziabad Municipal Corporation reduced property tax rates by up to 40%, effective from April 15, 2026. The revised system lowers per sq.ft charges, reducing the holding cost of residential property in the city at precisely the moment new supply is accelerating.

For investors and end-users evaluating Ghaziabad against more expensive NCR alternatives, this is a meaningful signal. Lower property tax reduces both the annual carrying cost of a held asset and the total cost of ownership for owner-occupiers, a factor that becomes disproportionately important in the 7–15 crore ticket-size range that premium Ghaziabad projects are now targeting. In a market still in the early phase of its luxury cycle, this kind of friction reduction from the administration tends to support volume and price simultaneously.

The timing is notable: it mirrors the administrative acknowledgement in Gurugram- where circle rate hikes validated that market's price appreciation — but in Ghaziabad's case, the signal is directed at demand stimulation rather than revenue extraction, consistent with a market at an earlier stage of its premium cycle.



# Micro-Market Spotlight

Five corridors define the Ghaziabad luxury landscape in 2026, each at a distinct stage of the appreciation and development cycle:

| Micro-Market                             | Positioning                                                                                | Indicative Price Band                                                                                                    | Key Growth Driver                                                                                                     |
|------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Indirapuram                              | Most mature premium hub in Ghaziabad; strong resale and rental market                      | ₹6,200–₹8,500 per sq.ft; +73% appreciation over 4 years; premium projects to ₹10,500 per sq.ft                           | Metro Blue Line access; dense professional-tenant base; mature social infrastructure; Prestige Group entry            |
| Vaishali / Kaushambi                     | Metro-linked zones commanding Ghaziabad's highest per sq.ft premiums                       | ₹7,600–₹13,000+ per sq.ft; Kaushambi at Delhi border the most expensive                                                  | Blue Line metro terminus proximity; Delhi adjacency; hospital and institutional belt                                  |
| Siddharth Vihar / NH- 9 (NH-24) Belt     | Fast-rising national developer corridor; new luxury price benchmark zone                   | Ready-to-move ₹8,500–₹10,500; under-construction ₹10,000–₹12,000; Prestige City setting new benchmark ~₹15,000 per sq.ft | Delhi-Meerut Expressway access; RRTS corridor; Prestige (62.5-acre township), Prateek, ATS launches                   |
| Wave City (NH-24 Integrated Township)    | Self-sustaining smart township; largest single land holding in Ghaziabad's premium segment | Residential flats from ₹88.35 lakh; plots ₹75,000–₹1.8 lakh per sq.yd (park-facing/corner premium)                       | 4,200-acre Platinum-green rated township; 22,000+ residents; Eastern Peripheral Expressway; RRTS node                 |
| Raj Nagar Extension / Crossings Republik | Affordable entry corridor fast attracting first-time buyers and investors                  | ₹3,000–₹4,800 per sq.ft; double-digit annual growth trajectory                                                           | Infrastructure rollout; RRTS medium-term impact; Migsun, Gaur's, Apex launches; large student/professional buyer pool |

Figures are indicative, compiled from third-party research and consultancy sources listed under Sources & Methodology. Actual project-level pricing varies and should be independently verified.

Micro-Market  
Spotlight



# The Developer Landscape: National Brands and What They Signal

In luxury real estate, a developer's brand is not merely a marketing consideration; it is a pricing input. The presence of a nationally credible developer in a market acts as a quality anchor for the corridor, setting a delivery and specification benchmark that raises the floor for all competing projects. Ghaziabad in 2026 is experiencing exactly this dynamic, and the most consequential example is Prestige City.

Prestige Group's 62.5-acre mixed-use township in Siddharth Vihar (Indirapuram Extension), delivered with L&T handling construction and Hafeez Contractor as the architect, is being explicitly positioned as a market re-rating event. Industry commentary describes it as "designed not just for housing but for aspirational urban living, a sentiment many NCR buyers have long been seeking outside of Noida and Gurgaon." At up to G+50 floors across 23 towers with nearly 4,000 units, it is the most ambitious single launch the Ghaziabad market has seen in the premium segment, with possession expected mid-to-end 2027 (Prestige City Indirapuram / WhiteHat Realty, 2026). Its price benchmark of approximately ₹15,000 per sq.ft establishes a new top-of-market reference for the Siddharth Vihar–NH-24 corridor.

Prateek Group's upcoming ultra-luxury project in Siddharth Vihar, directly on NH-24, adds another data point: a basic selling price of ₹9,000 per sq.ft with an expected launch price of ₹10,000–₹10,500 per sq.ft for a product range spanning 2BHK from 1,075 sq.ft to 3BHK luxury at 2,200 sq.ft with a servant room (Stallions Infra, 2024–26). That

pricing — from an established Ghaziabad developer represents a deliberate move to bridge the gap between the local market's historical mid-segment positioning and the national developer benchmark Prestige is establishing above it.

ATS Homekraft's Floral Pathways on NH-24, a 5.3-acre development with 3BHK apartments, also designed by Hafeez Contractor, with curvilinear walkways and green-led design, anchors the quality end of the established project pipeline along the same corridor (Star Estate, 2026). My Property Fact lists ATS Homekraft and ATS Infrastructure among the key builders active in Ghaziabad, alongside Prateek Group, Gaurs Group and County Group, reflecting a developer ecosystem that spans both established local names and nationally recognised brands.

In the large-format township segment, Wave City on NH-24 stands apart for scale and absorption proof. Described as North India's first 'Hi-Tech City' and carrying GDA approval, the 4,200-acre township, of which approximately 2,057 acres have been developed, has sent over 12,600 offers of possession and counts 22,000+ active residents. Plot prices within the township range from ₹75,000 per sq. yd in newer sectors to ₹1.8 lakh per sq. yd for prime park-facing and corner plots (Wave City, 2026). That absorption record, in a single master-planned address, is the clearest evidence that Ghaziabad buyers are willing to commit capital at scale when the product and developer credibility are in place.



# Who Is Buying: The Ghaziabad Premium Buyer in 2026



The Ghaziabad luxury buyer of 2026 is not a single profile, it is three overlapping cohorts whose presence in the same market is itself a signal of the transition underway.

The first and largest cohort is the upgrading Ghaziabad resident: a professional or business owner with family roots in the city who has watched its infrastructure improve and is now buying either a second home or a larger primary residence within the market rather than leaving for Noida or Delhi. This buyer has the local knowledge to understand that Ghaziabad's premium product is structurally under-priced relative to comparable assets in adjacent markets, and is moving before that gap closes.

The second cohort is the Delhi or Noida professional priced out of those markets' premium segments. As Siddharth Vihar analyst coverage from 360PropGuide noted in April 2026, the NH-24 belt is specifically "the only place where middle-income earners in the service industry can find luxury without a seven-figure debt" at a product standard comparable to Noida's premium launches. The expressway's commute reduction to under 30 minutes makes this trade-off increasingly rational.

The third cohort, smaller but growing, is the NRI and diaspora buyer. Ghaziabad's freehold land status — unlike the leasehold model prevalent in Noida — has historically been an advantage for this segment, as it simplifies both ownership and inheritance. As My Property Fact describes the city, it is "a growing real estate hub" with "excellent connectivity via highways, railways, and the Delhi Metro" — the baseline connectivity criteria NRI buyers apply to any shortlist evaluation (MyPropertyFact, 2026). The RRTS's eventual connection to the Noida International Airport (Jewar) — estimated at approximately one hour travel time from Siddharth Vihar will further strengthen this segment's interest in the corridor.

What all three cohorts share is a demand for lifestyle infrastructure as standard: gated communities, wellness facilities, professional security and maintenance, green cover, and proximity to quality schools and hospitals. The projects now launching in Ghaziabad's premium corridors are built precisely around that specification list.



# Outlook: The Second Half of 2026

> Prestige City's construction progress and pace of unit sales will be the single most-watched indicator for the Siddharth Vihar – NH-24 belt in H2 2026. Strong absorption will validate the ₹15,000 per sq.ft ceiling and pull competing projects upward; any slowdown will test how much of the pricing is benchmark-setting versus speculative.

> RRTS operational milestones are the corridor's most important structural catalyst. The system's full Ghaziabad–Delhi segment coming into regular service will station-adjacent micro-markets with Raj Nagar Extension and Crossings Republik likely to show the most responsive price movement.

> Wave City is approaching a maturity inflection: as developed acreage crosses the 50% threshold and the internal ecosystem (schools, hospitals, Sportzon, retail) achieves full critical mass, resale values on delivered plots and apartments are expected to accelerate. The under-construction inventory window at current pricing is narrowing.

> The property tax reduction of up to 40% from April 2026 should begin to influence investors' return calculations in H2, supporting deal volumes and holding confidence particularly in the ₹1–3 crore segment where tax sensitivity is highest.

> Ghaziabad's defining risk remains delivery credibility. As the Aurum PropTech analysis notes, the city's emerging luxury market is characterised by "a blend of lifestyle and connectivity" — but the buyers now entering at ₹10,000–15,000 per sq.ft are global in their reference points and unforgiving on execution. Developers who prioritise substance over positioning will set the terms of the market's next chapter. Brand strategy that credibly communicates delivery track record will be the most durable competitive advantage in this cycle.



# ABOUT RITZ MEDIA WORLD



Integrated Marketing and Communications Agency

Ritz Media World (RMW) is a 360° integrated marketing and communications agency headquartered in Greater Noida, with over sixteen years of experience across digital, creative, print and performance marketing. RMW has built a focused specialisation in real estate communications, working across luxury, branded and investment-grade residential and commercial developments through a fully in-house, vertically integrated delivery model spanning brand strategy, creative, digital and launch communications.

My Property Fact, a partner platform that tracks residential and commercial projects across Ghaziabad, Noida, Gurugram and the wider NCR, is among the data-intelligence partners that inform RMW's market understanding for this report series. My Property Facts' Ghaziabad coverage spans projects by ATS Homekraft, ATS Infrastructure, Prateek Group, County Group, Gaurs Group and other key developers active in the city's premium segment (MyPropertyFact, 2026).

In January 2026, RMW was awarded the creative and integrated marketing mandate for Forbes Fab-Luxe Residences, a premium branded residential development in Greater Noida West. To discuss a brand strategy or market-launch partnership for a project in Ghaziabad or the wider NCR luxury corridor, reach out to the RMW team.



# SOURCES & METHODOLOGY

This report synthesises publicly available research, developer data, consultancy commentary and news coverage published between December 2025 and June 2026. Key sources include:

1. My Property Fact (mypropertyfact.in) — Ghaziabad city guide; residential project tracker covering ATS Homekraft, Prateek Group, County Group, Gaurs Group and other NCR developers (2026).
2. Aurum PropTech / PropTech Pulse — 'Why Ghaziabad is Becoming NCR's Next Luxury Real Estate Hub' (May 2026).
3. The Realty Today — 'Ghaziabad's Luxury Shift: From Affordable Housing to Aspirational Living', including direct commentary from Amit Modi (County Group) and Prateek Tiwari (Prateek Group) (April 2026).
4. 360 PropGuide — Siddharth Vihar Ghaziabad market analysis; price-tier breakdown (April 2026).
5. Express Builders — Ghaziabad Property Market 2026: transaction volume, average rates, Master Plan 2031 data (April 2026).
6. Housiey — Indirapuram property price appreciation data: 73% over four years (2025).
7. NoBroker — Property rates in Ghaziabad 2026: Indirapuram premium zone pricing, RRTS commentary, YoY appreciation figures.
8. RealtyPromoo — Ghaziabad locality price ranges: Indirapuram, Vaishali, Vasundhara, Siddharth Vihar, Raj Nagar Extension, Crossings Republik.
9. 99acres — Ghaziabad market overview; property tax rate reduction of up to 40% effective April 15, 2026.
10. Wave City (wavecity.in / wave-city.in) — Township data: acreage, resident count, possession figures, plot pricing (2026).
11. Prestige City Indirapuram / WhiteHat Realty — Prestige City township specifications, L&T and Hafeez Contractor credentials, possession timeline.
12. Stallions Infra — Prateek Group ultra-luxury project, Siddharth Vihar: pricing and configuration data.
13. Star Estate — ATS Floral Pathways and wider Ghaziabad project pipeline coverage.
14. Knight Frank India — Wealth Report 2026 (Prime International Residential Index, PIRI 100); referenced for India luxury market macro context.
15. ANAROCK Research — NCR residential market price trend and volume data (referenced for background context).
16. Sotheby's International Realty — 2026 Mid-Year Luxury Outlook®, referenced for global buyer trend context.
17. AdGully — Ritz Media World / Forbes Fab-Luxe Residences mandate announcement (January 2026).

Disclaimer: This report is compiled from publicly available third-party research, consultancy estimates and news coverage believed to be reliable at the time of writing. Ritz Media World has not independently verified all underlying data, and figures are subject to revision. This document is intended for informational and marketing-collateral purposes only and should not be treated as investment, legal or financial advice.

