

RITZ MEDIA WORLD

360° Integrated Marketing & Real Estate Communications

NOIDA LUXURY OUTLOOK

MID-YEAR 2026

Beyond the Affordable Tag: How Infrastructure, Wealth and a New Buyer
Are Re-Rating Noida's Real Estate Market



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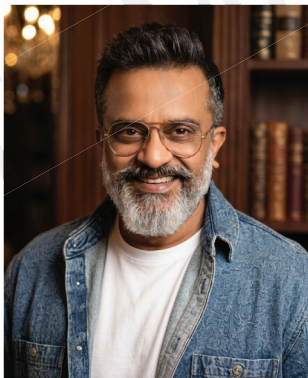
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FOREWORD

For most of its history, Noida has been defined in relation to its neighbours — the more affordable cousin of Delhi and Gurugram, a city of convenience rather than aspiration. That story is now being rewritten. An operational international airport, a maturing corporate base along the Expressway, and a new generation of globally exposed homebuyers are converging to push Noida into a different conversation altogether:

one about luxury, lifestyle, and long-term wealth preservation. This report brings together data from leading research houses, industry consultants and on-ground developer commentary to map exactly where that shift stands at the mid-point of 2026, and where it is headed. It is intended as a working reference for developers, investors and brand partners navigating one of NCR's fastest-repositioning real estate markets.



“Noida has spent two decades borrowing its identity from the markets around it. In 2026, for the first time, it has the infrastructure, the connectivity and the buyer profile to define its own. Our role at RMW is to help the developers build that next chapter, tell the story with the clarity and credibility this market now deserves.”

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



EXECUTIVE SUMMARY

Six data points define the Noida luxury story at mid-year 2026

72%

Delhi-NCR's average luxury housing price climbed roughly 72% between 2022 and 2025, from about ₹13,450 to over ₹23,000 per sq.ft.

98%

Noida and Greater Noida residential prices rose approximately 92% and 98%, respectively between Q1 2020 and Q1 2026 — outpacing the broader NCR average of about 81%.

30%

₹22,000+ Ultra-luxury sector prices (Sectors 44/50) have crossed ₹22,000 per sq.ft as of 2026, up from ₹12,000–₹16,000 in 2022 — a 25–35% two-year appreciation. (My Property Fact)

20%

Noida International Airport (Jewar) began commercial flight operations on 15 June 2026; industry estimates point to 15–20% compound annual price growth in the surrounding corridor over the next four to five years.

4.5%

Rental yields across Noida's mid and premium segments, outperforming several comparable NCR markets — driven by IT and corporate payroll clusters along the Expressway. (My Property Fact)

6.9%

Delhi improved one place to 17th in Knight Frank's 2026 Prime International Residential Index (PIRI100), with prime residential prices up 6.9% year-on-year — part of a broader rise in India's standing among global luxury housing markets.



Nationally, ultra-luxury home sales (the highest price bands) grew sharply faster than the rest of the market through 2025, continuing a multi-year premiumisation trend flagged by Knight Frank India.

20%

Noida's premium housing segment has outperformed the city's general market by an estimated 15–20% over the last two years, on the back of Grade-A infrastructure and lifestyle-led development.

40%

Price discount vs South Delhi for comparable homes — the value proposition that is drawing NRI and senior-professional buyers to Noida's premium corridors. (My Property Fact)



THE BIG PICTURE:

India's Wealth Story is Lifting NCR

India's luxury residential markets are being carried higher by a broader wealth and global ranking story. Knight Frank's Wealth Report 2026, built on its Prime International Residential Index (PIRI 100) covering 100 markets worldwide, recorded average prime price growth of 3.2% globally in 2025, with Indian cities outperforming that benchmark. Mumbai's prime residential prices rose 8.7% year-on-year on the back of strong demand at the very top of the market, while Delhi's prime segment grew 6.9%, lifting the city one place to 17th in the global ranking. Bengaluru was the standout, climbing 32 places to the 8th fastest growing market on a 9.4% price increase.

Knight Frank India's leadership has linked this performance directly to the steady rise in the country's HNWI and UHNWI population, which continues to expand even as global wealth creation moderates elsewhere.

Closer to home, our research has tracked a 72% rise in average Delhi-NCR luxury housing prices between 2022 and 2025, alongside a 19% year-on-year jump in capital values reported by Knight Frank India. A parallel shift in buyer profile is underway: NRIs and globally mobile professionals are increasingly setting the benchmark for what NCR's premium developments must offer, pushing developers across Gurugram, the Dwarka Expressway and Noida to design around the same service standards seen in Dubai, Singapore and London — from flexible layouts to wellness-centric planning and professional community management.



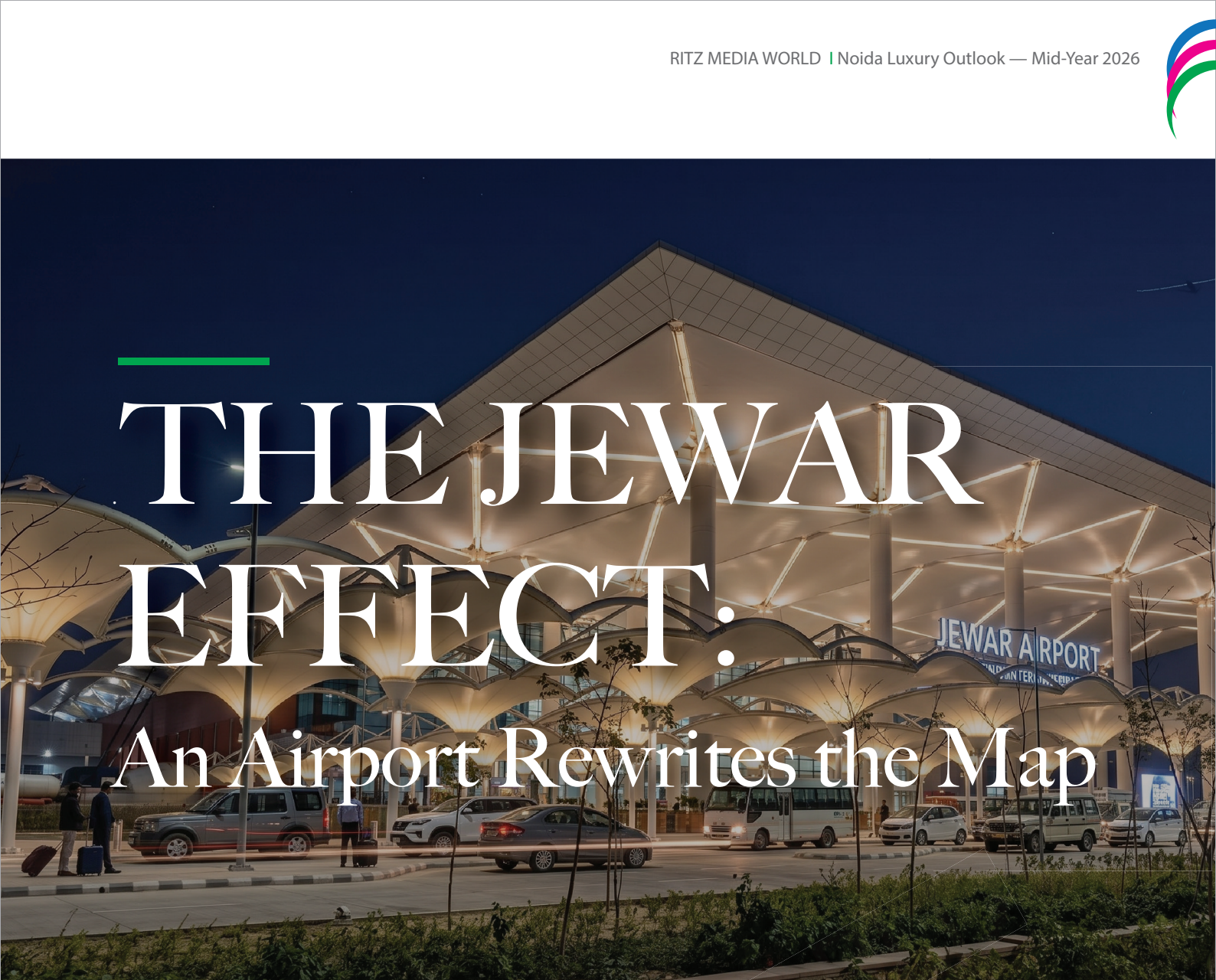
NOIDA'S INFLECTION POINT:

From
Affordable
Suburb to
Luxury
Address

Within that national story, Noida is undergoing its own distinct re-rating. Industry tracking now defines two clear tiers in the city's premium segment: luxury housing, broadly priced between ₹14,000 and ₹18,000 per sq.ft, and ultra-luxury product above that threshold, distinguished by lower density, greater privacy and a more curated buyer experience.

What is driving the shift is less about marketing and more about fundamentals. Analysts point to Noida's wider road networks, planned green belts and Grade-A institutional infrastructure as advantages that older, more saturated NCR markets simply cannot retrofit. Developers have responded with private pools, home automation and concierge services as standard rather than premium add-ons — and the result has been premium-segment price appreciation outperforming the city's general market by an estimated 15–20% over the last two years.

Crucially, market analysts are framing this as structural rather than speculative. The Noida Expressway in particular is described as entering its first genuine luxury cycle on the back of corporate maturity, strong office absorption and a track record of delivered projects — a contrast to how Gurugram's luxury market emerged earlier, driven more by rapid corporate ecosystem growth than by current execution proof. The consensus view is that Noida remains in a price-discovery phase rather than a bubble: prices reflect an earlier stage of luxury maturity than Gurugram, but at comparable budgets are buying larger homes, lower density and more deliberate planning.



THE JEWAR EFFECT:

An Airport Rewrites the Map

The single biggest catalyst in this story landed this year. Noida International Airport at Jewar was inaugurated in its first phase by Prime Minister Narendra Modi on 28 March 2026, and began commercial flight operations on 15 June 2026 with the arrival of the first scheduled IndiGo service from Lucknow — making it Delhi-NCR's second international gateway.

Phase one is built to handle 12 million passengers annually, scaling eventually to more than 70 million — a capacity that industry estimates suggest will draw global occupiers, logistics and MRO operators, and hospitality brands, each requiring a residential workforce nearby. Colliers India projects that Noida's annual Grade-A office leasing could reach 2–3 million sq.ft from 2026 onward, accounting for close to a quarter of all Grade-A office absorption across Delhi-NCR.

On price, industry experts cited following the airport's commercial launch project property values in the surrounding corridor growing at a compound annual rate of roughly 15–20% over the next four to five years, with the most prominent residential micro-markets along the Noida Expressway expected to see the earliest pickup in new launches and sales. A secondary impact zone extending 50–60 km beyond the immediate airport radius is also expected to benefit, supported by a new 74-km greenfield link road connecting the Ganga Expressway to the airport, and by the proposed Noida International Film City coming up in Sector 21, just four kilometres away.

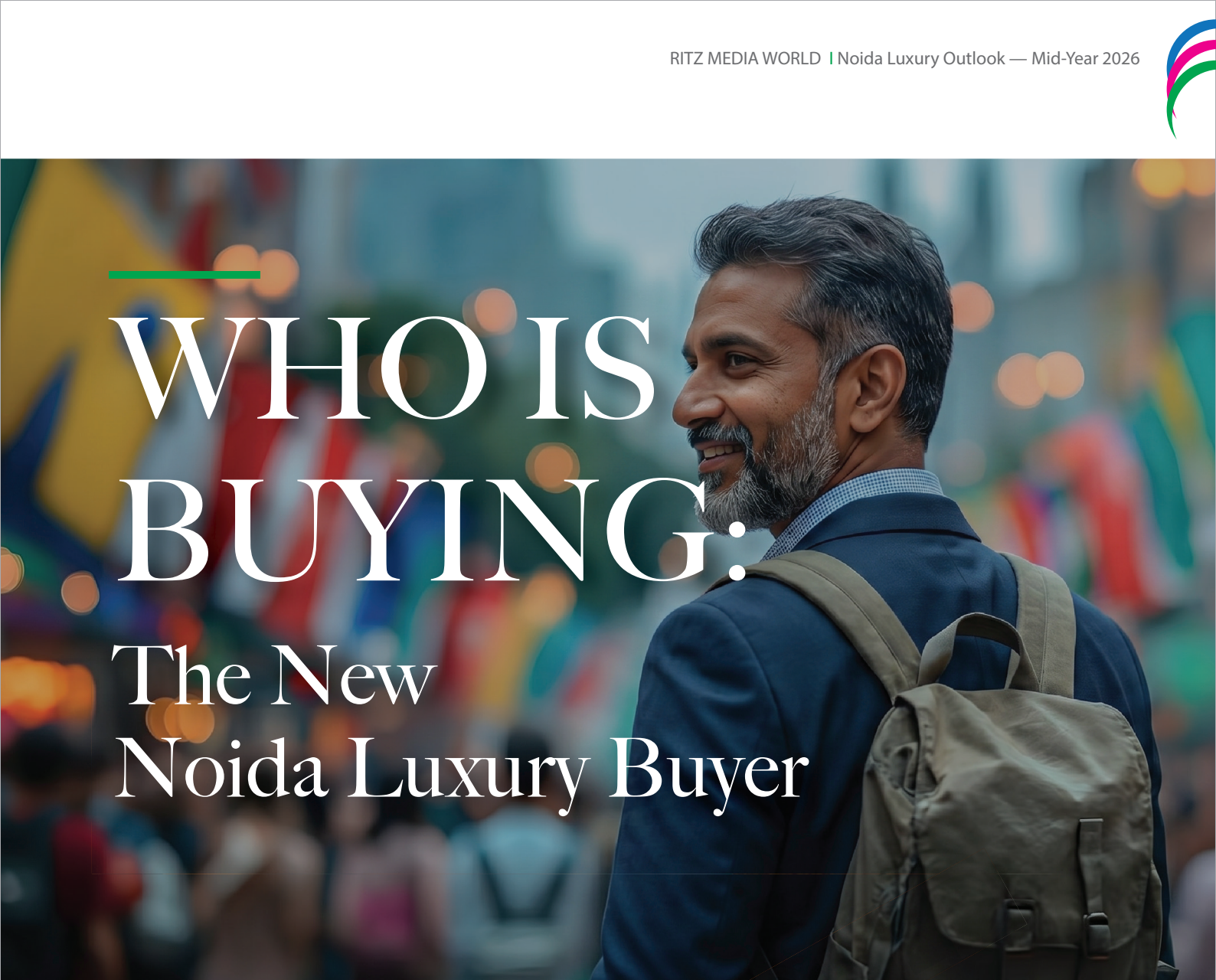


MICRO-MARKET SPOTLIGHT

Five corridors currently anchor Noida's luxury and ultra-luxury conversation, each at a different stage of the same cycle:

Micro-Market	Positioning	Indicative Price Band	Key Growth Driver
Noida Expressway	Established corridor entering its first genuine luxury cycle	₹14,000 – ₹18,000+ / sq.ft	Grade-A office absorption; corporate payroll-led demand
Sector 128/150/94	Low-density villa & plotted belt	Forecast to approach ₹18,000 / sq.ft	Golf-adjacent, gated, large-format living
Sector 151 (Noida–Greater Noida Exp.)	High-velocity newlaunch zone	Premium ticket sizes; record launch absorption	Branded large-format projects (e.g., Experion SAATORI!; ~₹1,800 cr. sales, ~400 units at launch)
Yamuna Expressway / Jewar corridor	Long-horizon appreciation play	Early price-discovery phase	Noida International Airport; Film City; link-road infrastructure
Greater Noida West (Noida Extension)	Affordability base rapidly premium rising	~₹6,000 – ₹6,600 / sq.ft (avg.), +98% since 2020	Metro connectivity; large-scale township launches

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



WHO IS BUYING:

The New Noida Luxury Buyer

The buyer at the centre of this market is changing as fast as the skyline. Developers and consultants increasingly describe demand led by NRIs and professionals with global work experience, who evaluate Noida's premium projects against an international frame of reference rather than a purely local one. That exposure is reshaping everything from apartment layouts and technology integration to expectations around wellness infrastructure and professional estate management — features now treated as baseline rather than aspirational.

Underlying this is a more structural pattern: luxury housing demand in Noida tends to follow payroll clusters. Strong Grade-A office absorption along the Expressway first drives rental demand from senior professionals, which over time converts into ownership in the premium and luxury segments — a sequence that ties residential price performance directly to the pace of corporate occupier growth in the corridor, including the office demand the new airport is expected to generate.

This mirrors a wider global pattern that Sotheby's International Realty has documented in its own Luxury Outlook research: longevity-driven living, wellness infrastructure and long-horizon ownership are increasingly shaping how high-net-worth buyers everywhere choose where to put their capital. Noida's emerging buyer base is a regional expression of that same global shift.



OUTLOOK: The Second Half of 2026

> Price growth in Noida's premium corridors is likely to continue, supported by the airport's commercial ramp-up and sustained Grade-A office absorption.

> Expect new launches to lean further into globally benchmarked amenities and large-format, lower-density layouts as developers compete for the same NRI and senior-professional buyer pool.

> Analysts flag execution capability, and over-branded projects that lack substance, as the key risks to watch — in a price-discovery market, credibility and delivery track record matter more than headline positioning.

> That risk is precisely where brand strategy earns its place: in a market this early in its luxury cycle, the developers who invest in disciplined, credible brand-building now are best placed to capture the premium this report's data already shows is available.



ABOUT RITZ MEDIA WORLD

360°

integrated marketing and communications agency

Ritz Media World (RMW) is a 360° integrated marketing and communications agency headquartered in Greater Noida, with over eighteen 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.

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 — reinforcing the agency's position as a specialist partner for branded and luxury real estate in the NCR market this report covers.

To discuss a brand strategy or market-launch partnership for a project in Noida or the wider NCR luxury corridor, reach out to the RMW team.



SOURCES & METHODOLOGY

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

1. My Property Fact — Noida residential price trend data, sector-level pricing and rental yield estimates, June 2026.
2. Knight Frank India — Wealth Report 2026 (Prime International Residential Index, PIRI 100) and India Real Estate residential market updates.
3. Colliers India — Noida office leasing estimates and Jewar Airport commercial impact commentary.
4. JLL India — NCR residential and office market commentary.
5. ANAROCK Research — Delhi-NCR and Noida/Greater Noida luxury housing price trend data.
6. Whitehat Realty — analysis of luxury real estate cycles along the Noida Expressway.
7. Aurum PropTech / PropTech Pulse — “The Rise of Luxury Noida 2026” market commentary.
8. Trinity Ventures — Greater Noida Extension price trend data.
9. RealtynMore — NCR NRI-led luxury demand coverage; Experion SAATORI sales reporting.
10. 99acres, Outlook Money, Zee Business, Prokerala — Noida International Airport (Jewar) timeline and impact coverage, March–June 2026.
11. AdGully — Ritz Media World / Forbes Fab-Luxe Residences mandate announcement, January 2026.
12. Sotheby’s International Realty — 2026 Mid-Year Luxury Outlook® report, referenced for global luxury

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 the 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.

