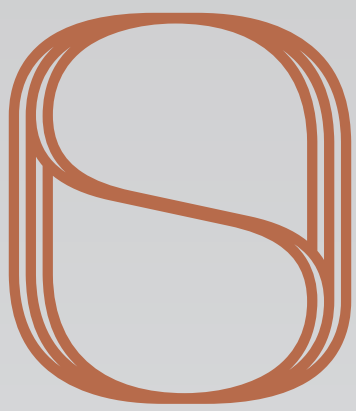




STRADA

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

Perfection

— *Inevitably Yours* —

THE SOBHA LEGACY

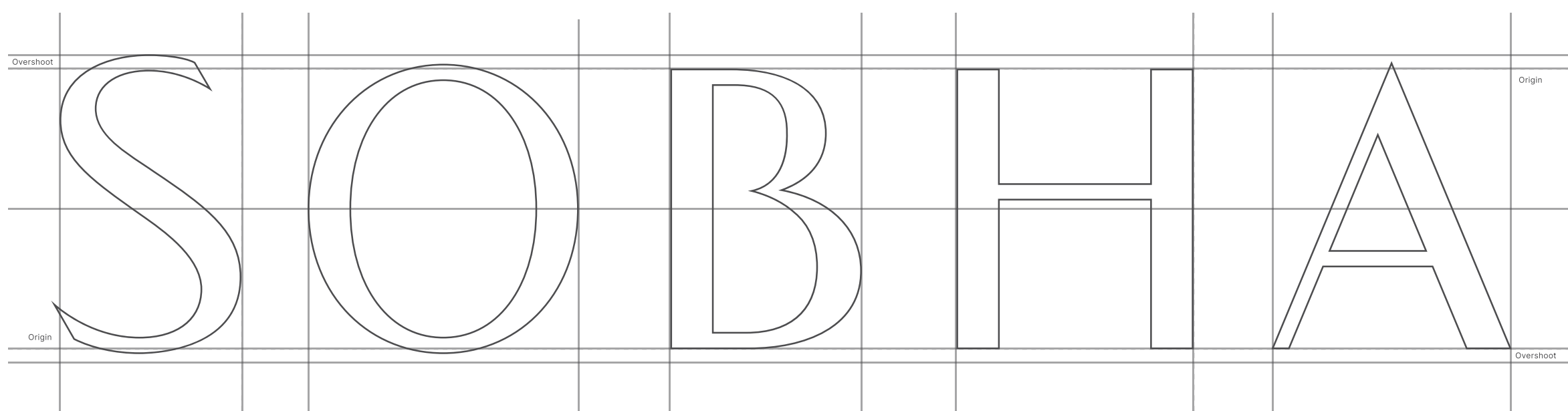
With international provenance, SOBHA entered India's nascent real estate market with a resolution to redefine luxury. Founder Mr. PNC Menon's unwavering dedication has made the brand synonymous with quality and on-time delivery. Over the past three decades, SOBHA has been renowned for delivering architectural 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 IN EXCELLENCE.

SOBHA has crafted 589 iconic projects in residential, non-residential, commercial, and contractual spaces spread over 152.69 million sq. ft. (14.18 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 265 Prestigious Awards

Strong Expertise
14,850+ Workforce

National Footprint

28 Cities in 14 States

PORTFOLIO OF EXCELLENCE



RESIDENTIAL

| Spread across 88.25 million sq. ft. (8.19 million sq. m.)



NON-RESIDENTIAL & COMMERCIAL

| Spread across 4.3 million sq. ft. (0.39 million sq. m.)

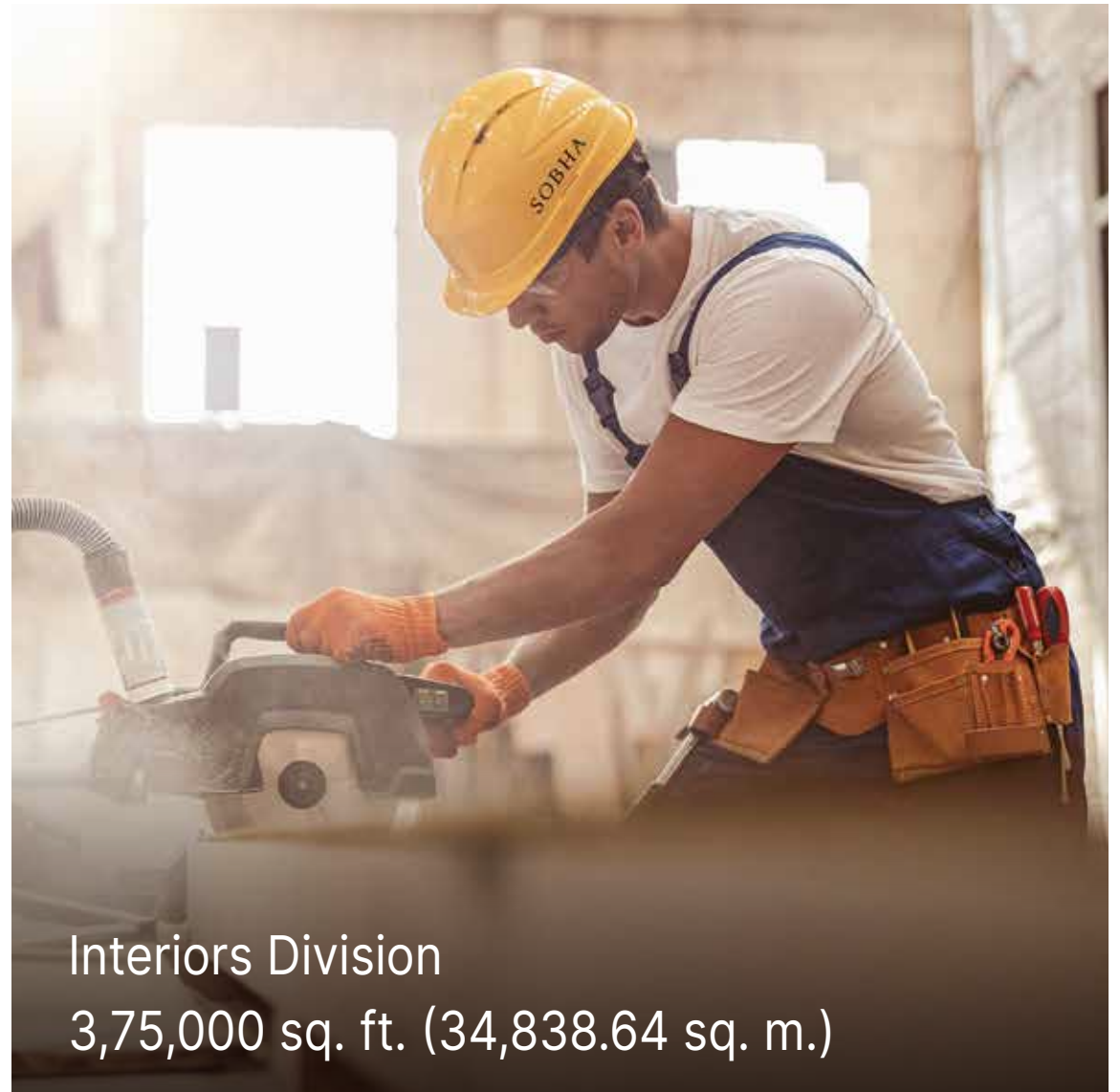
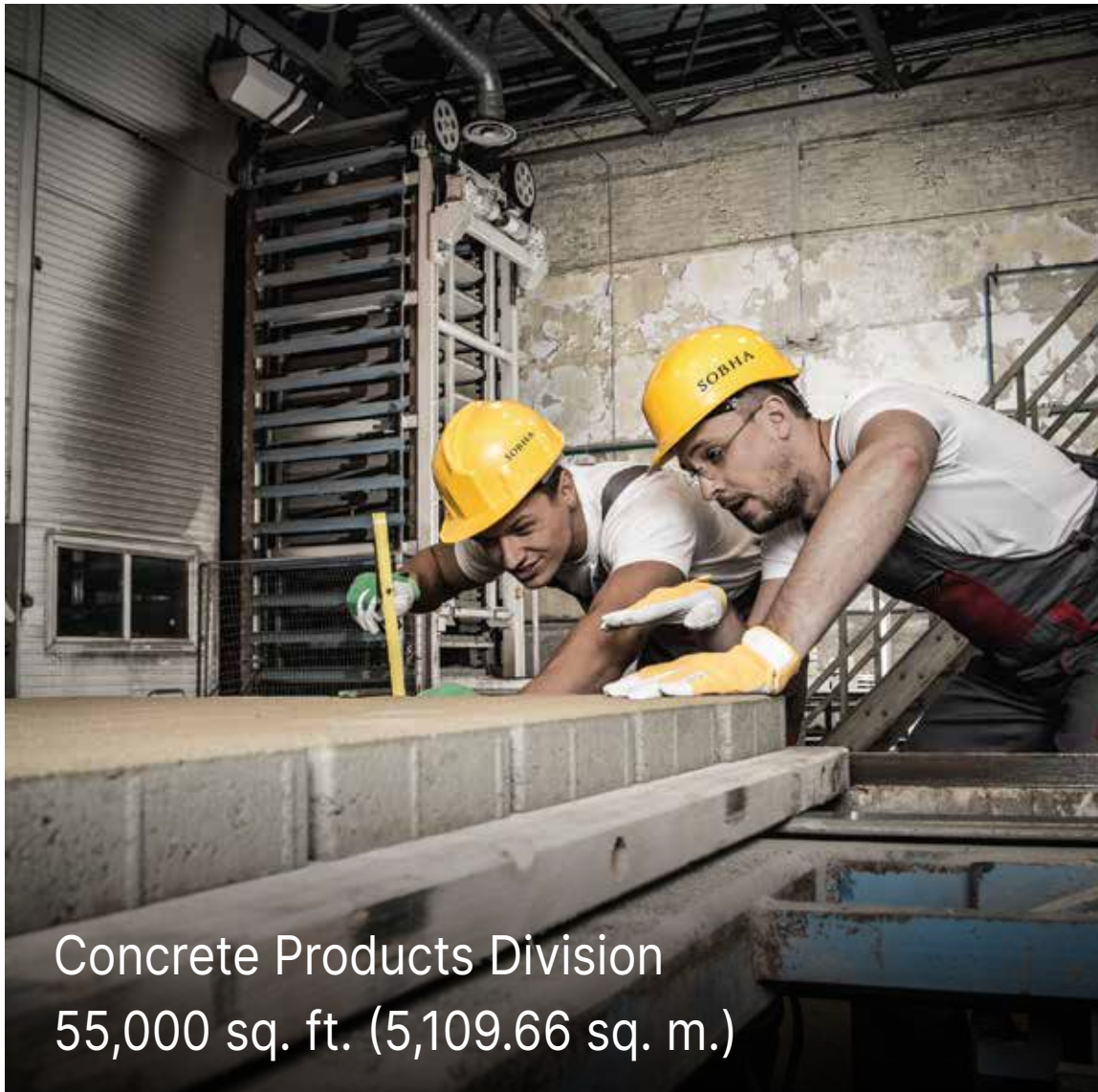


CONTRACTING

| Spread across 60.14 million sq. ft. (5.58 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.



Ongoing Project | Artist's Impression

SOBHA Aranya at Karma Lakelands | 2024

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



Ongoing Project | Artist's Impression

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



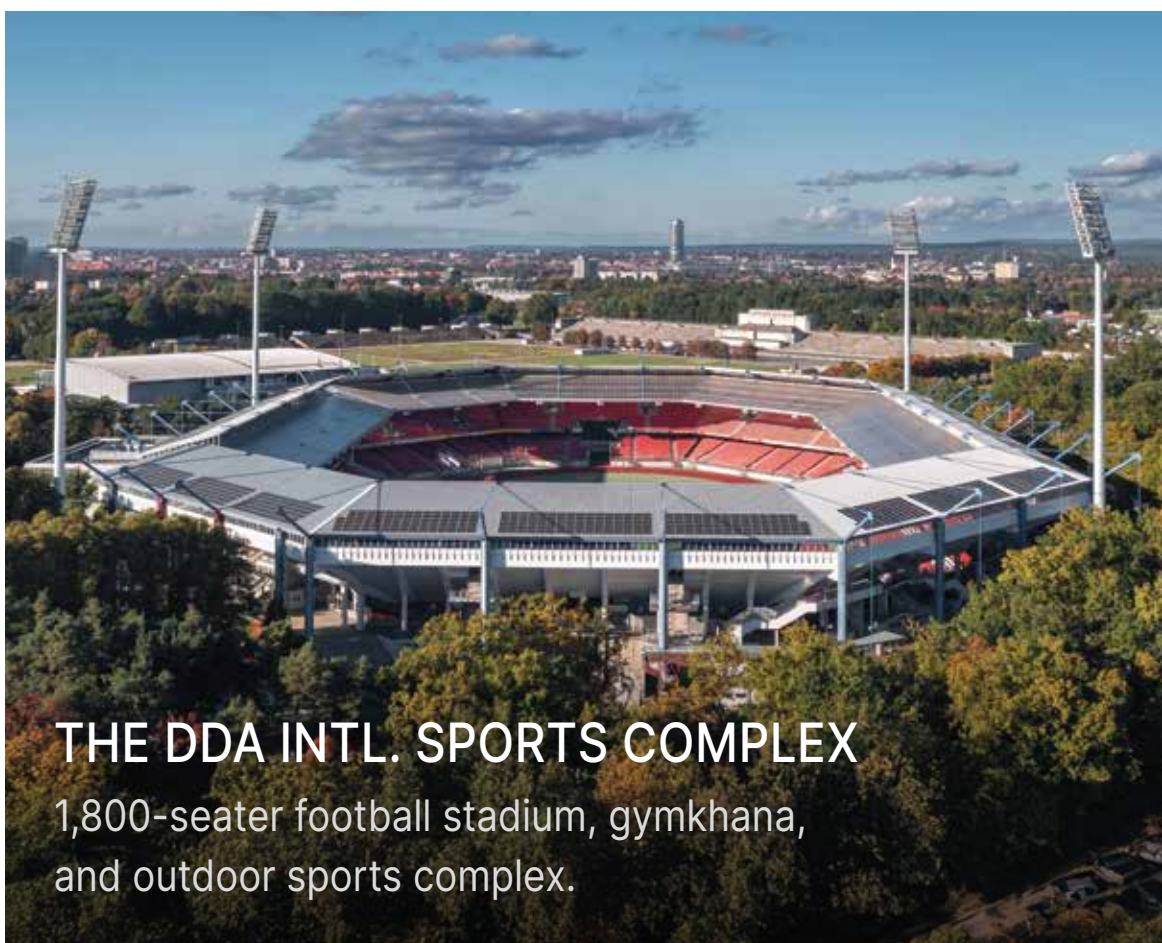
DWARKA GOLF COURSE
157.9 acre with an 18-hole course and a golfing academy.



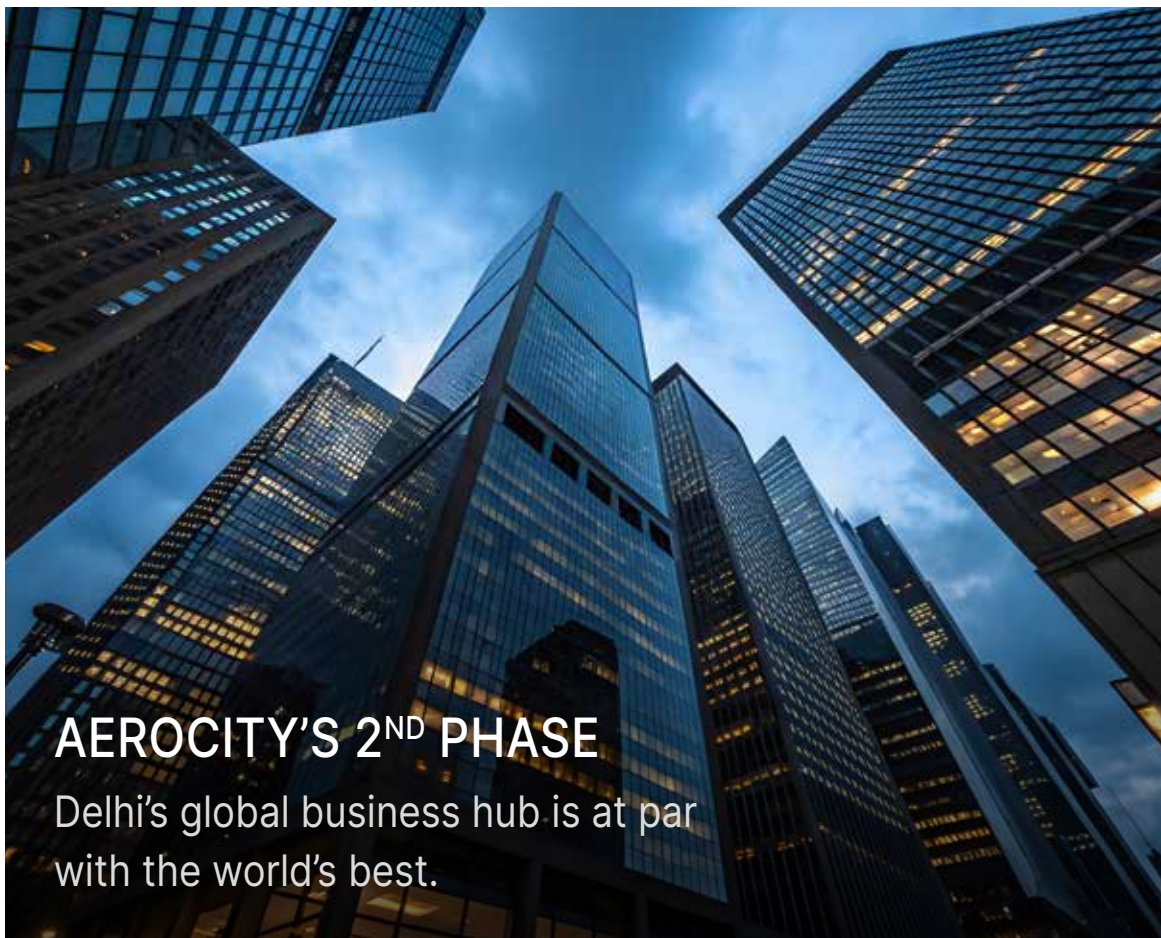
INDIA INTERNATIONAL CONVENTION & EXHIBITION CENTRE (YASHOBHUMI)
A premier 221-acre master-planned Central Business District in Dwarka Sector 25, integrating retail, commercial, and hospitality spaces.



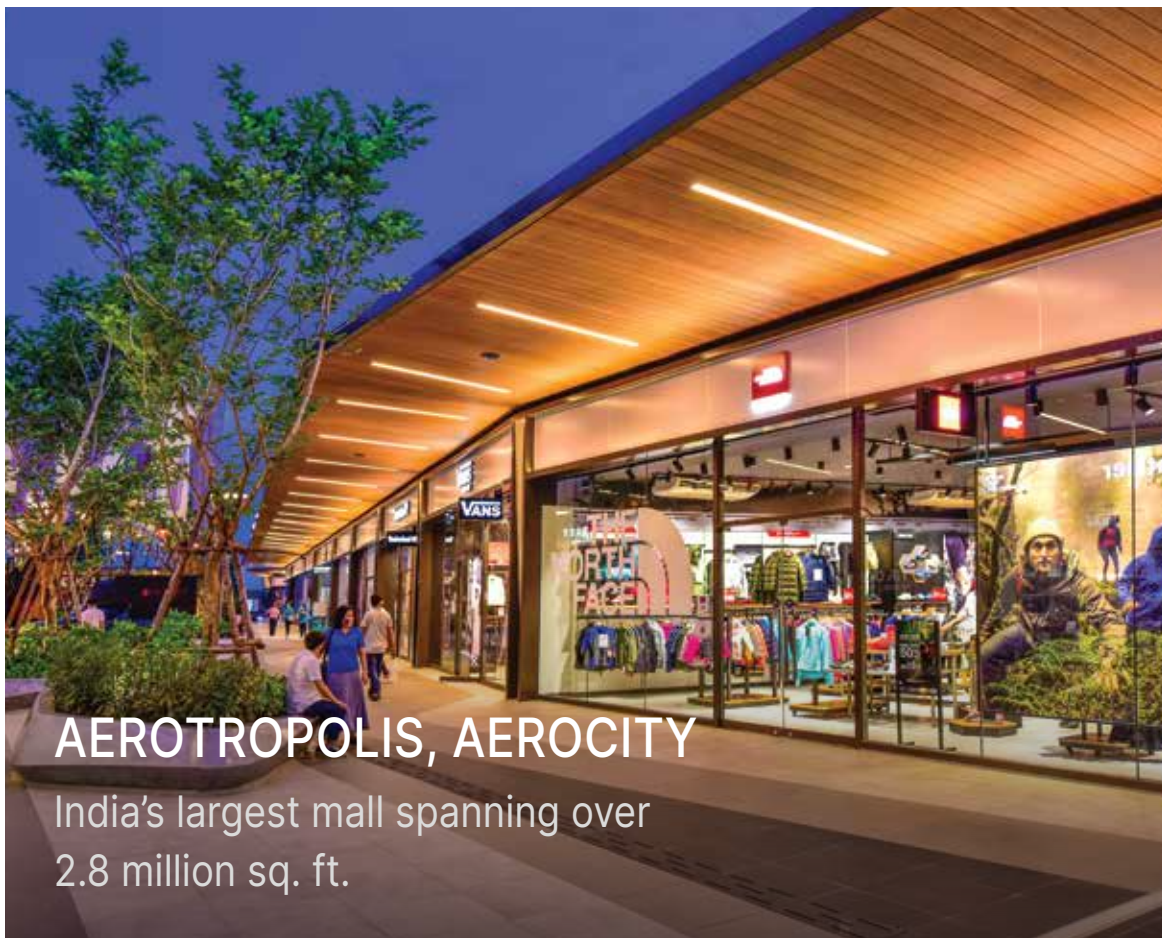
DIPLOMATIC ENCLAVE 2
It will house embassies, high commissions, and ambassador residences.



THE DDA INTL. SPORTS COMPLEX
1,800-seater football stadium, gymkhana, and outdoor sports complex.



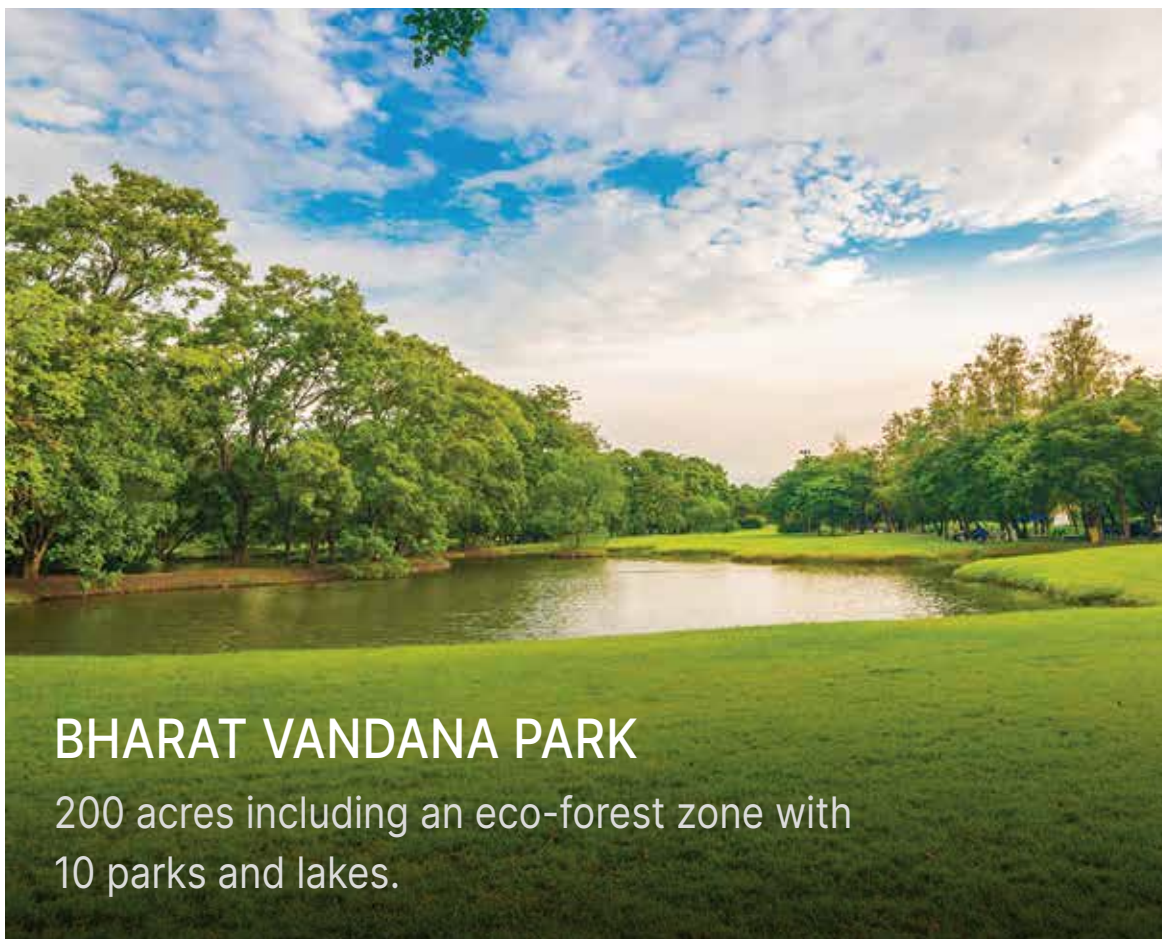
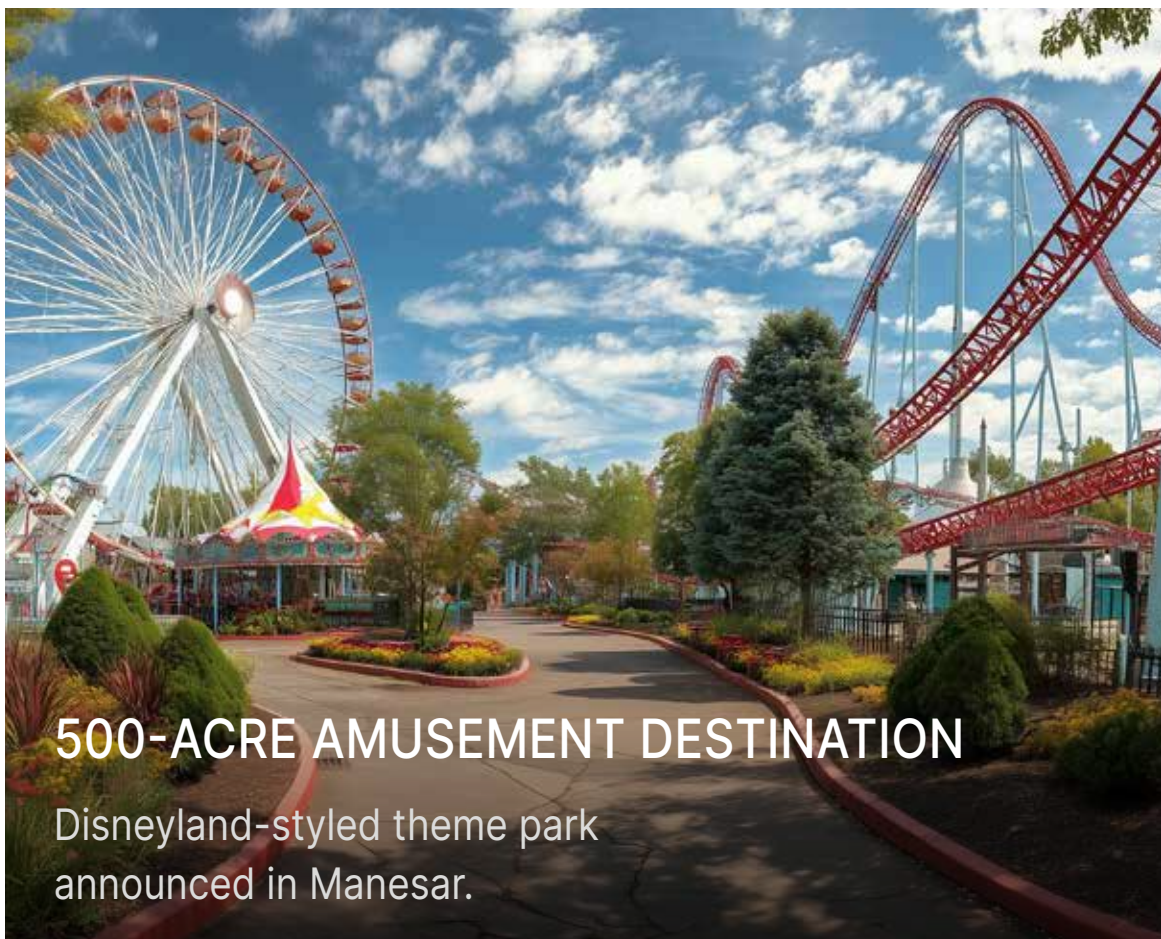
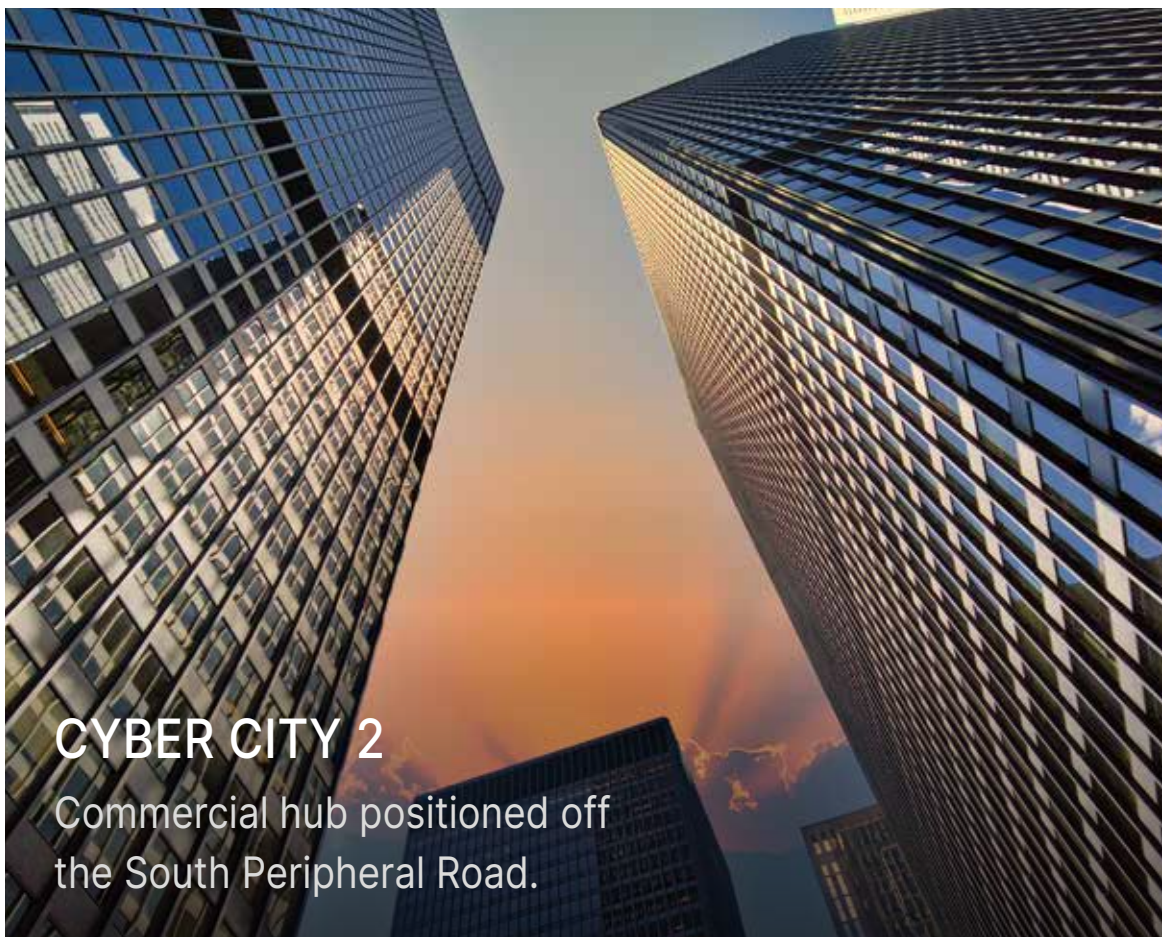
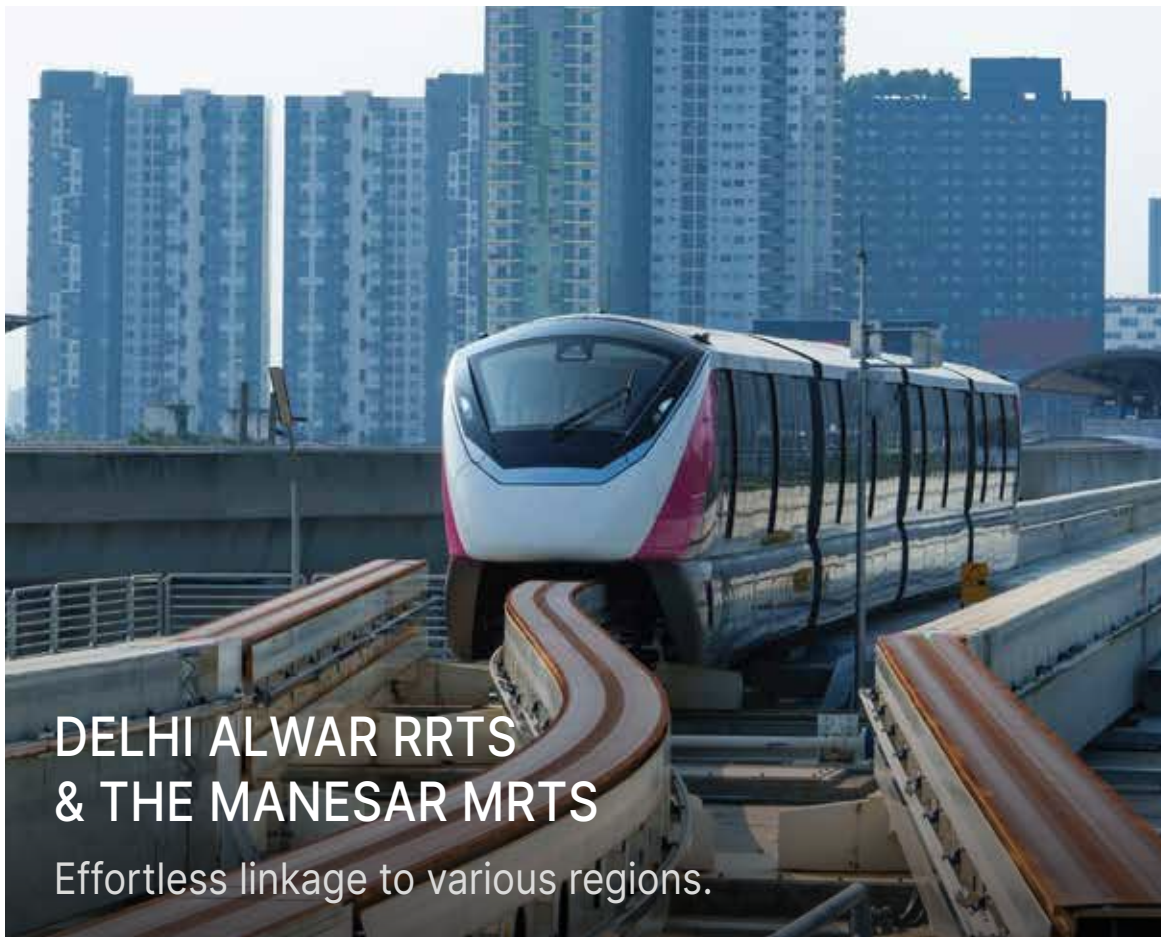
AEROCITY'S 2ND PHASE
Delhi's global business hub is at par with the world's best.



AEROTROPOLIS, AEROCITY
India's largest mall spanning over 2.8 million sq. ft.

*Anarock: Dwarka Expressway Report (October 2024) | Subject to Regulatory Updates

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, where culture and connectivity converge, 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

- UNVEILING -



STRADA

SERVICED RESIDENCES & PLAZA BY SOBHA

SOBHA Downtown, Sector 106, Gurugram



Elevation - Evening View

Artist's Impression

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.



Elevation - Day View

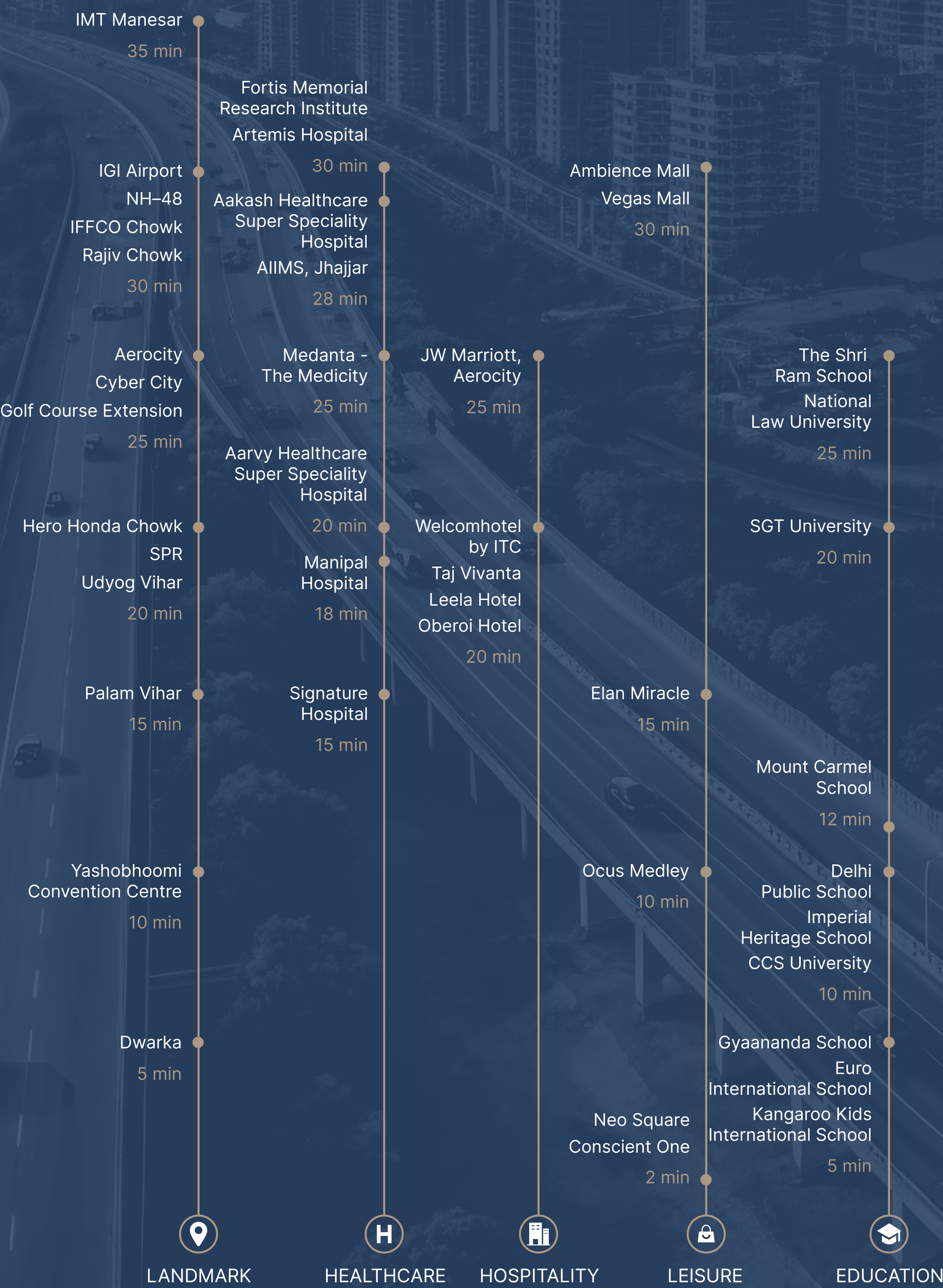
ENVIRONS OF EXCELLENCE

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

- Anchored on a corner plot, the site is divided into two blocks, 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 connects to the 60 m. sector road.
- Parking for 500 vehicles, 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 : 3rd Floor
- Work and Wellness Zone : 4th Floor
- Service Floor : 5th Floor
- Serviced Residences : 6th to 31st 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: 3rd Floor
Work and Wellness Zone: 4th Floor
Service Floor: 5th Floor
Serviced Residences:
6th to 31st 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

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



SERVICED RESIDENCES: **BUILT FOR WHAT'S NEXT**

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.





KITCHENETTE & DINING AREA

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.

BEDROOM





BATHROOM

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.



LAP POOL

KIDS' POOL

ADVENTURE IN **EVERY RIPPLE**

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

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

GYMNASIUM



AMENITIES



ALFRESCO DINING

MOMENTS WORTH TOASTING

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

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





BUSINESS LOUNGE

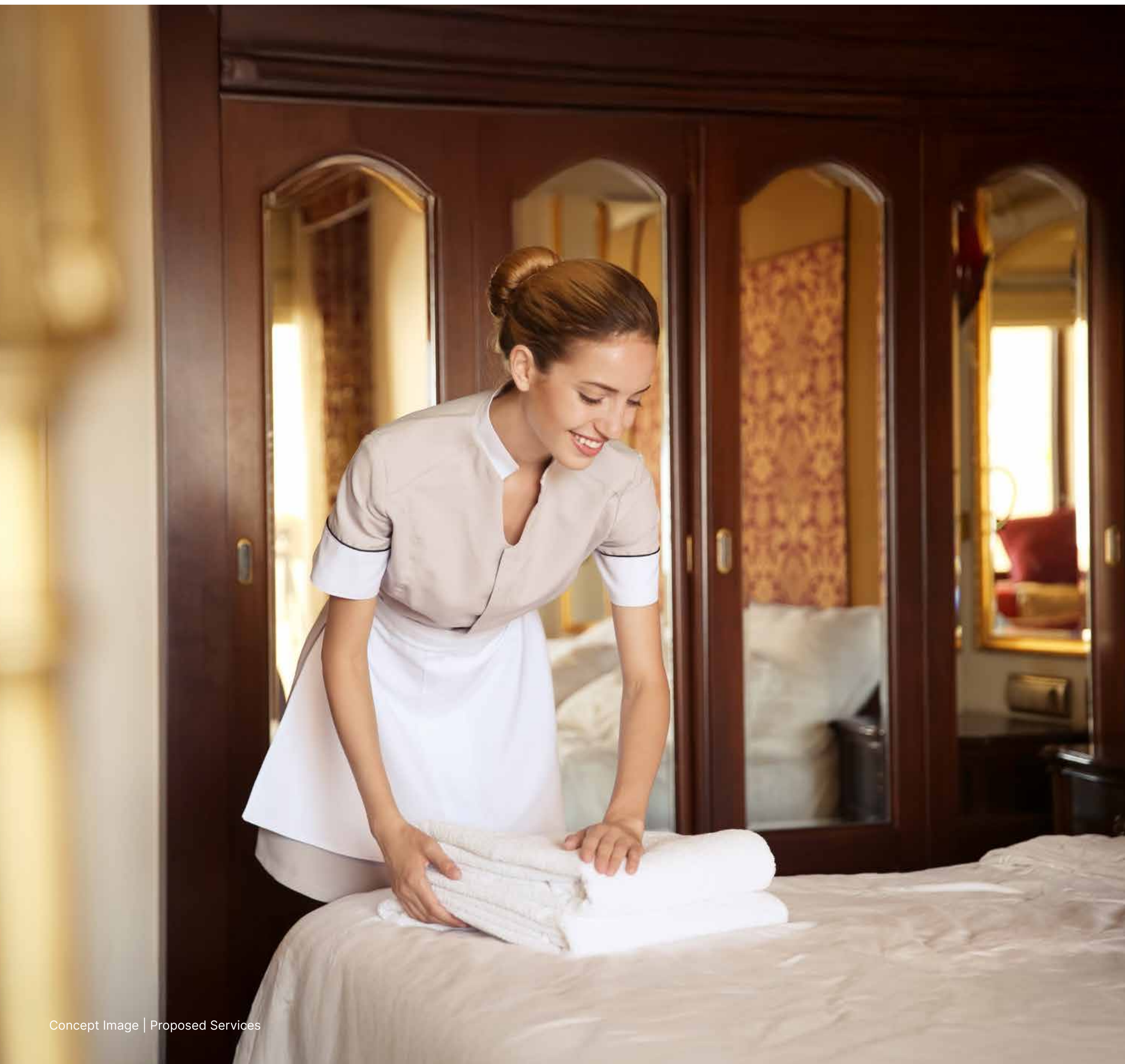
OF MILESTONE MEETS AND MEANINGFUL DISCUSSIONS

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

WHERE EVERY NEED IS ANTICIPATED

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





TRIPLE-HEIGHT ENTRANCE LOBBY

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 élevé 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

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

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

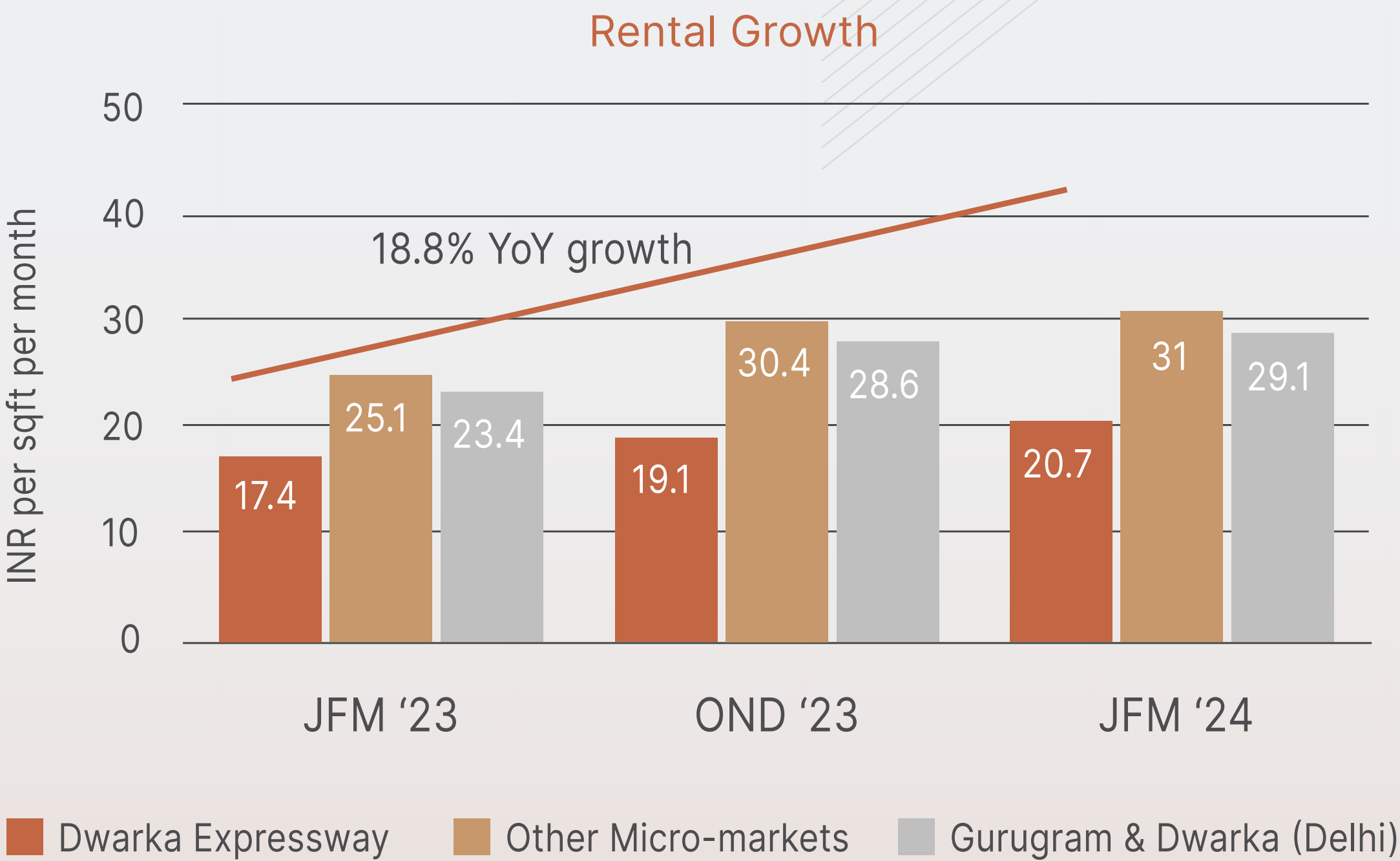
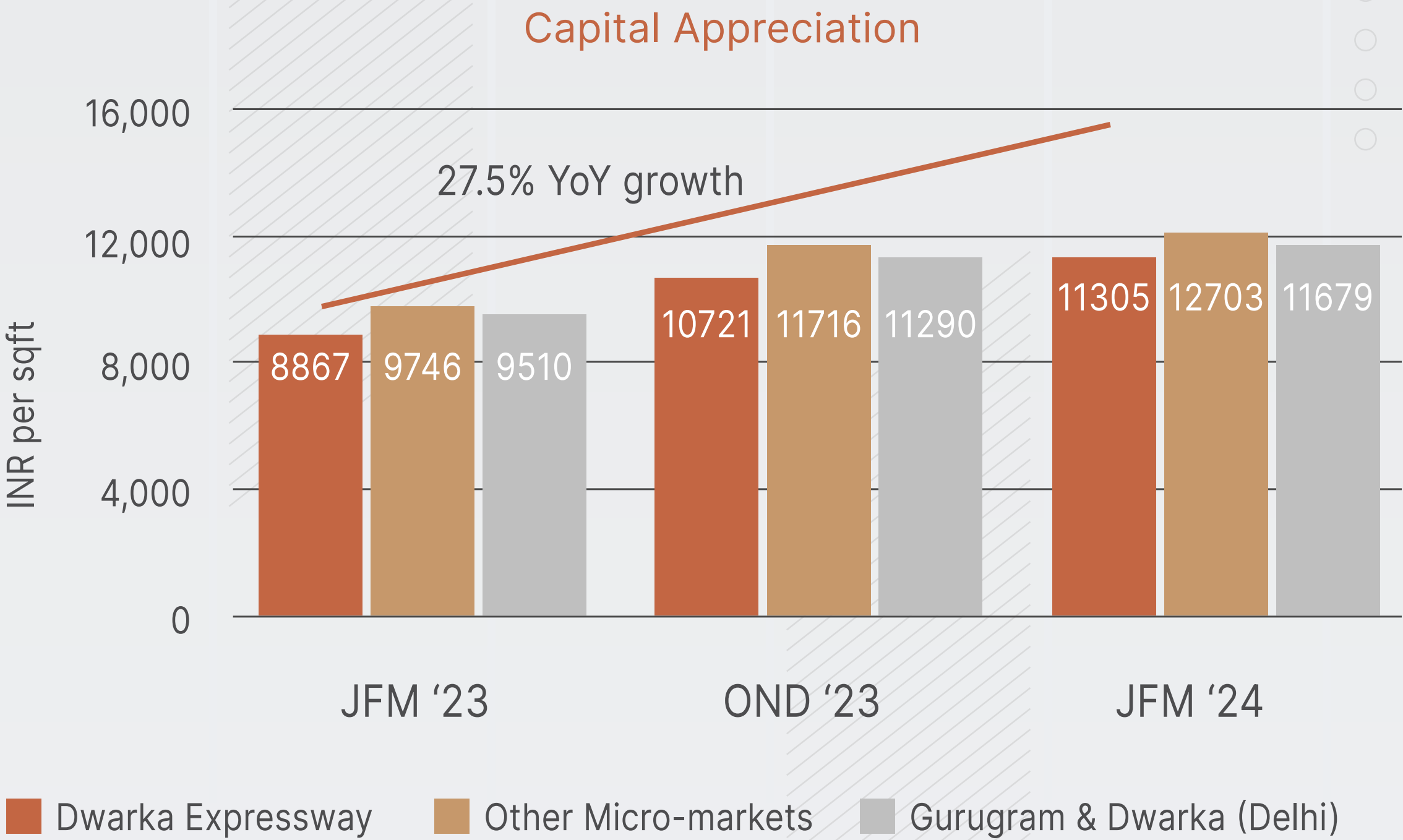


Elevation - Day View

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.



Source: State of the market Dwarka Expressway's rise as a prime investment corridor in NCR (MagicBricks, May 2024)

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.

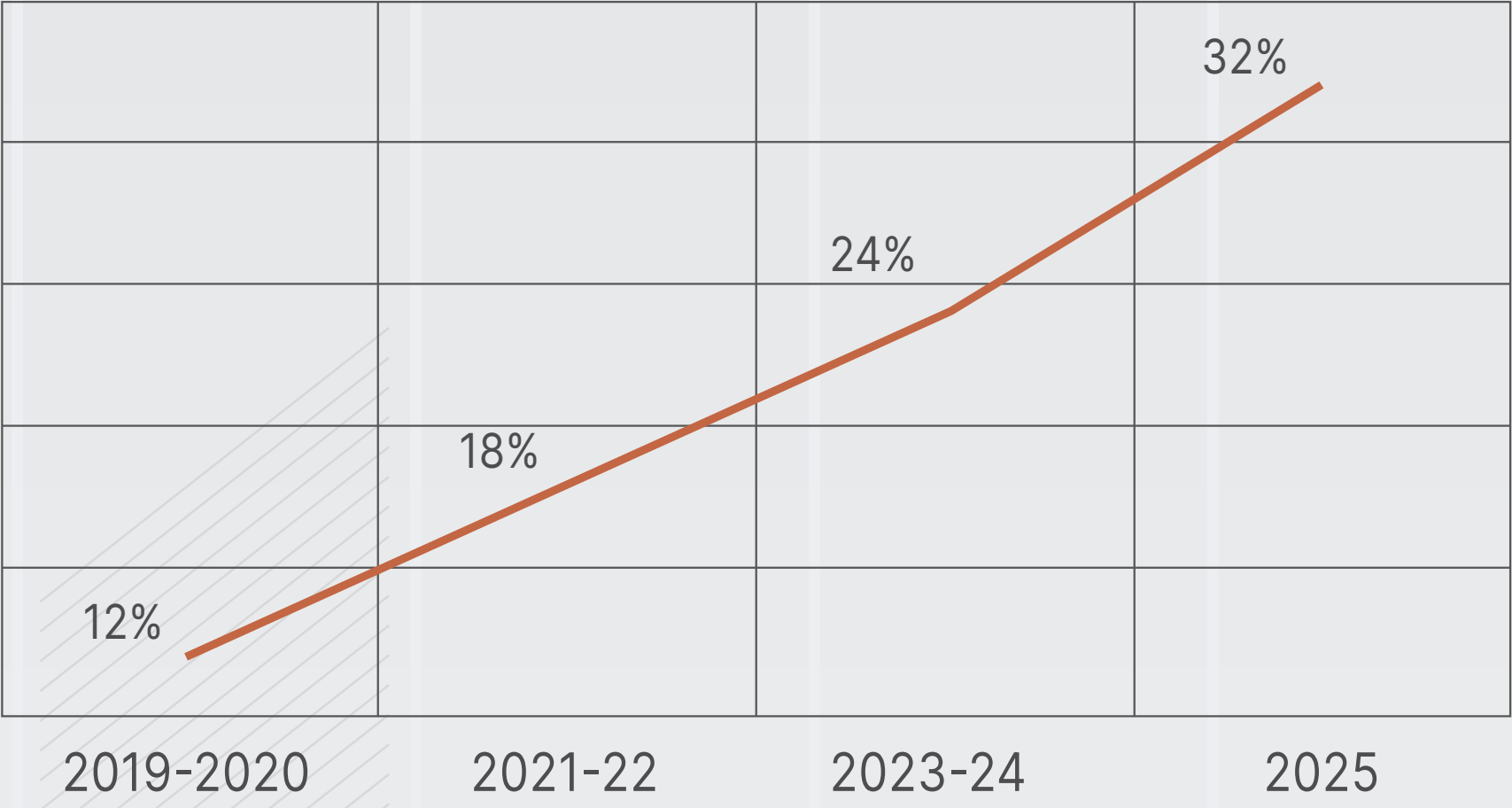


Fig 1. Rising footprint of mixed-use developments in India

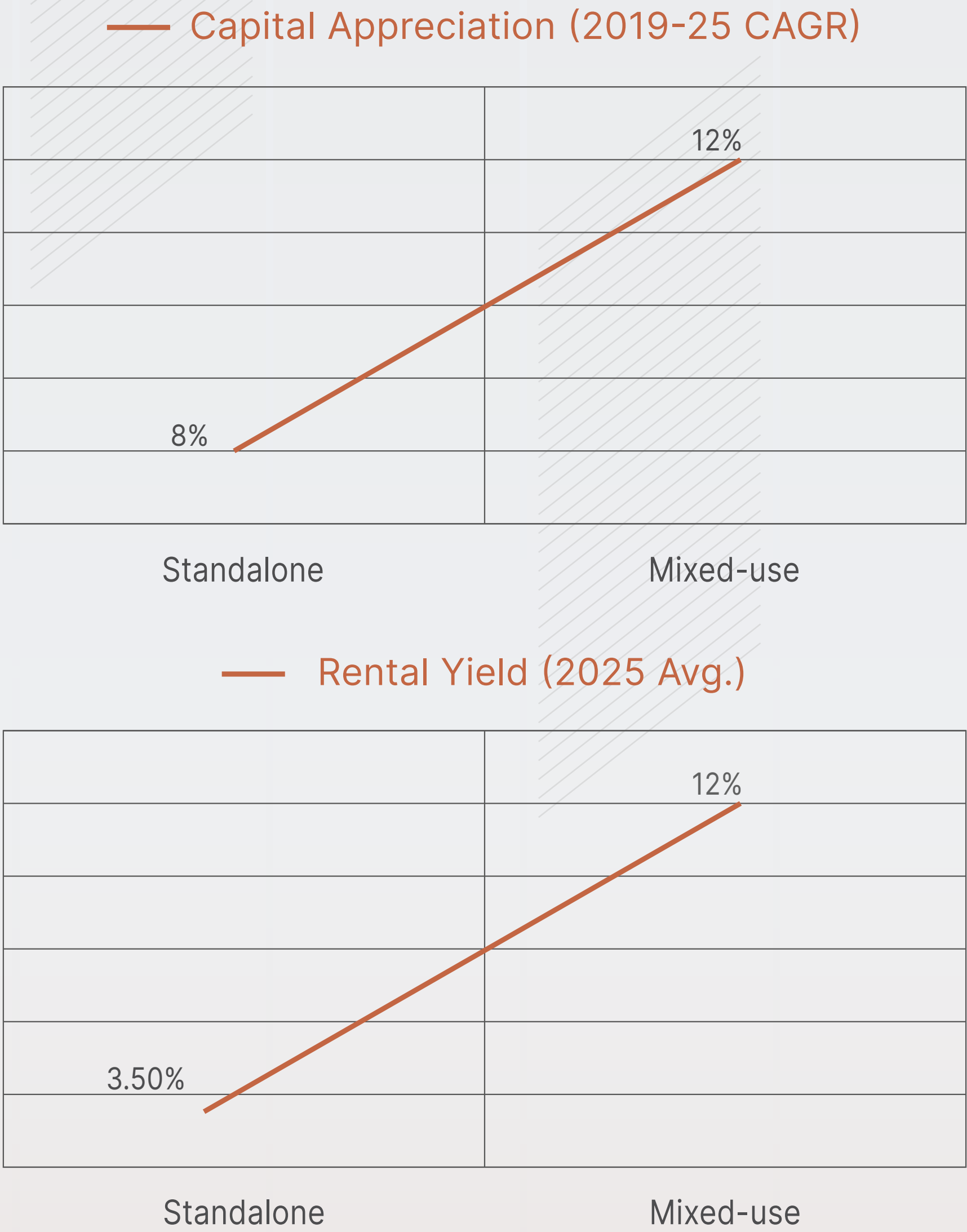
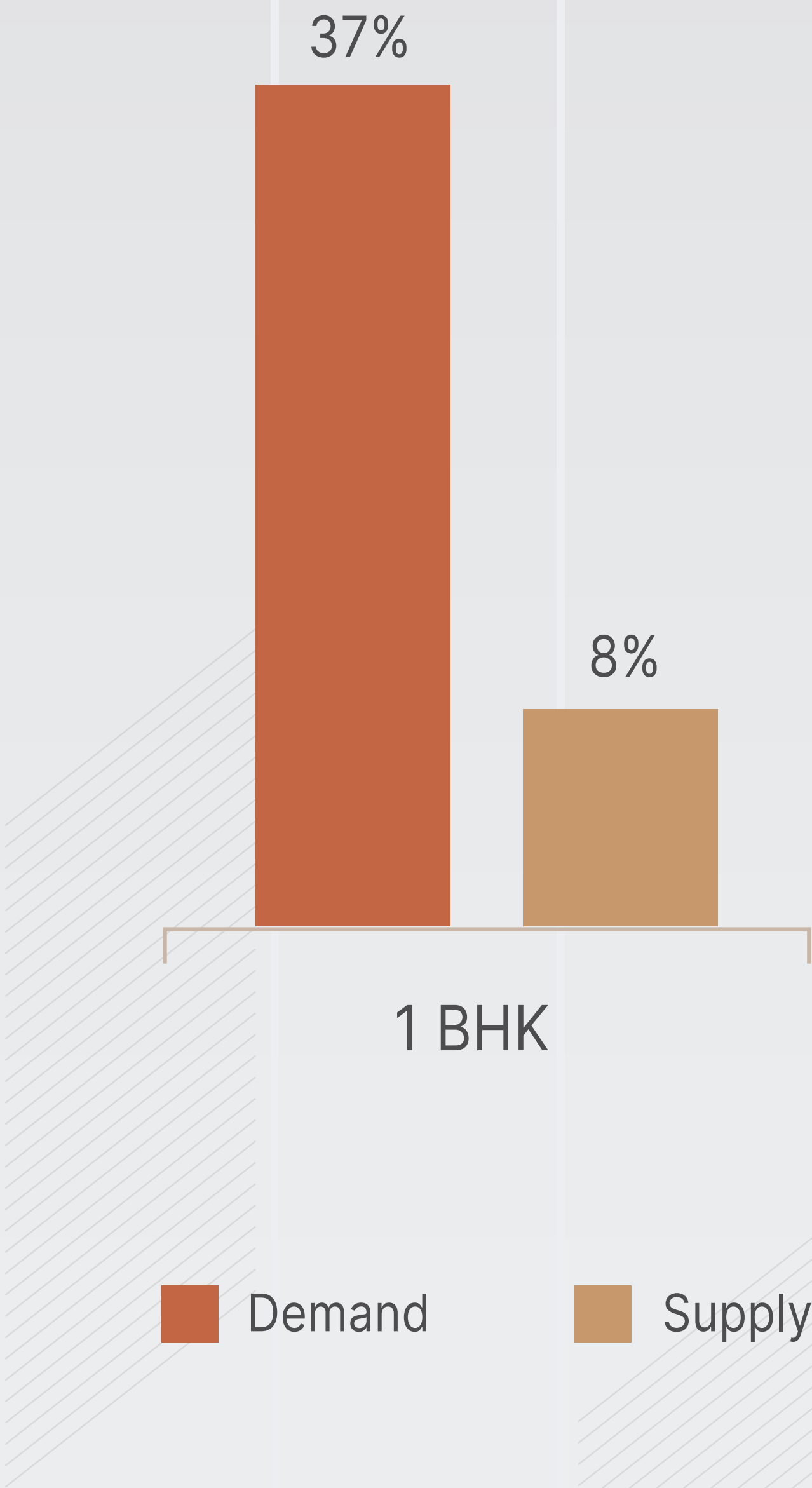


Fig 2. Capital Appreciation & Rental Yield: Mixed-use Vs. Standalone

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Source: Future of Real Estate: Rise of mixed-use developments in India 2025 (JLL Primary Research)



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 unmissable investment in a market that moves swiftly. The privilege rests with those who move decisively.



RC/REP/HARERA/GGM/1010/742/2025/113 dated 17- November- 2025 | www.haryanarera.gov.in

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

☎ 080 4646 4500 ✉ marketing@sobha.com

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