

Aura World Brings Aura Vantage – One of Sohna Road's Last Commercial Investment Opportunities

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Sohna Road has changed considerably over the past two decades. What was once seen as an emerging commercial corridor has gradually become one of Gurugram's most established business addresses. Residential projects came up; offices followed; schools and hospitals added to the catchment; and, over the years, much of the available land was occupied. Today, sizeable land parcels for organised commercial developments are increasingly difficult to come by. In that sense, Aura Vantage arrives at a time when Sohna Road is offering one of its last opportunities to own organised commercial real estate.



Aura Vantage is redefining commercial investment potential on Sohna Road

Located in Sector 48, Aura Vantage is a two-acre luxury commercial development that combines organised retail and office spaces within a single address. Planned with retail across the ground floor to the fourth floor and office spaces from the fifth to the eleventh floor, the project has been designed around the way commercial developments are increasingly expected to function. The investment in the project's construction stands at around Rs. 125 crores, while the estimated topline is pegged at Rs. 527 crores. Commercial units are priced from Rs. 50,00,000 onwards.

The timing is difficult to ignore. Commercial real estate in Gurugram has continued to remain resilient, supported by sustained office leasing, a growing presence of Global Capability Centres and a mature residential base that drives

demand for organised retail. According to Colliers, India's Grade A office leasing reached a record 71.5 million sq. ft. in 2025, with Delhi NCR remaining one of the country's most active office markets. That demand has also changed the way commercial projects are planned. Location still matters, but it is no longer the only consideration.

Retailers today look beyond visibility alone. They evaluate the strength of the surrounding catchment, customer demographics and the ability of a project to sustain footfall throughout the day. They want to know what the surrounding catchment looks like, how people move through the building, whether offices are part of the development and if the project can remain active beyond shopping hours. Office occupiers ask similar questions. They look for workplaces that offer cafes, convenience retail, banking facilities and everyday services without employees having to step out every time they need something. Those conversations have become increasingly common over the past few years.

Aura Vantage appears to respond to those expectations through its planning. Rather than treating retail and offices as two independent products, the project attempts to let one support the other. Retail occupies the lower floors where visibility and customer movement matter the most. The office component rises above, creating a steady weekday population that can support businesses operating within the development. It is a straightforward planning approach, but one that helps create a more balanced commercial environment by bringing together steady office demand and organised retail.

Shyamrup Roy Choudhury, Founder & Managing Director, Aura World, said, *"Sohna Road has evolved into one of Gurugram's most established commercial corridors, and the availability of sizeable land parcels for organised developments is now*

extremely limited. With Aura Vantage, our focus is on creating a future-ready commercial address that integrates retail and office spaces within a strong residential and corporate catchment. We believe projects in mature, supply-constrained micro-markets are increasingly being evaluated for their long-term relevance, occupier demand and ability to remain active throughout the day, and Aura Vantage has been planned with exactly those priorities in mind."

Its location strengthens that proposition further. Sector 48 enjoys seamless connectivity to Golf Course Extension Road, Southern Peripheral Road and NH-48, allowing businesses to draw customers, employees and visitors from multiple parts of Gurugram. As commercial activity continues to spread across the city, this accessibility has become an increasingly important competitive advantage.

Scarcity is now becoming part of the Sohna Road story as well. Unlike a decade ago, when new commercial projects were announced with regularity, opportunities to launch developments of meaningful scale have become increasingly limited because much of the corridor has already been developed. That changes the conversation for both occupiers and investors. The emphasis gradually shifts from simply acquiring commercial space to choosing locations that are likely to remain relevant over the long term. The existing retail developments along Sohna Road are relatively older and no longer fully align with the evolving expectations of today's consumers. While the corridor continues to attract strong footfall, Aura Vantage introduces a contemporary retail destination that reflects changing consumer preferences and retail formats.

Sohna Road is no longer defining itself through new infrastructure or fresh land releases. It is beginning to be

defined by the quality of developments that still find a place here. Aura Vantage enters the market at a point when that distinction is becoming increasingly important.

