

# North India's Premium Housing Market Gains Momentum; Krisumi Corporation Emerges as a Leading Player

Category: Business

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With North India's premium real estate market witnessing unprecedented growth over the past four to five years, developers are adapting swiftly to meet the demands of discerning homebuyers. At the forefront of this transformation is Krisumi Corporation, a joint venture between India's Krishna Group and Japan's Sumitomo Corporation, blending international aesthetics with Indian sensibilities.

## **Demand Shifts Towards Spacious, Connected Living**

"The North Indian [real estate market](#) has seen unprecedented growth... where the buyers' appetite for spacious homes has

increased significantly,” says **Mr. Ashok Kapur, Chairman, Krishna Group and Krisumi Corporation**. This shift is most evident in [Delhi NCR](#), where Dwarka Expressway has emerged as a clear hotspot.

“What makes this location so attractive—causing newly launched housing projects to go like wildfire—is the unmatched connectivity it offers between Delhi and Gurugram, providing direct access to IGI Airport, Cyber City, and other corporate hubs,” **Mr. Kapur explains**.

Recent PropEquity data supports this surge. Property prices along the Dwarka Expressway corridor have nearly doubled between 2020 and 2024—a trend reflective of the region’s rising status as a premium residential destination.

### **Rising Expectations of the Premium Buyer**

Location remains king, but homebuyers today are looking beyond geography. “They want to be part of a community where they feel a sense of belonging,” Kapur notes. Projects like Krisumi City reflect this ethos. The township, located in Sector 36A, Gurugram, is being developed in phases and emphasizes lifestyle features as much as design and construction quality.

“Top-notch amenities that match international benchmarks” are also on every premium buyer’s checklist. Waterfall Residences—the first phase of Krisumi City—has been designed by Japan’s Nikken Sekkei, embedding Japanese minimalism and architectural precision into its DNA.

### **Eco-Conscious Living Becomes a Norm, Not an Option**

Sustainability is no longer an afterthought in high-end developments. **Mr. Kapur** points out that, “Sustainability today is an imperative factor that every real estate developer has to consider.” Krisumi Corporation has put this into practice through initiatives like rainwater harvesting, solar panel integration, energy-efficient lighting, and eco-friendly

construction materials. The 220-acre green zone surrounding Krisumi City and a dedicated 50-meter green belt provide additional environmental buffers.



Krisumi Corporation

### **Expanding Footprint in North India's Growth Corridor**

Spread over 33.38 acres, Krisumi City is a self-sustained township offering 433 premium units in Waterfall Residences and progressing toward its second phase—Waterfall Suites, with 320 premium homes expected to be ready by December 2028.

In 2024, the company expanded further with the launch of Waterside Residences and Waterfall Suites-II, collectively adding 1,051 new units to its portfolio. "With each new launch, our aim remains the same – to create a modern, well-planned community that offers both comfort and a touch of luxury," Mr. Kapur shares.

### **Lifestyle-Centric Approach Resonates with New-Age Families**

From sports courts and landscaped walking tracks to retail outlets within the complex, Krisumi City is built to serve the multi-faceted needs of contemporary families. "We understand that modern families today are looking for more than just a home—they seek a complete lifestyle," says Kapur.

Security remains paramount, with 24/7 surveillance and professional staff, while green mobility is supported through dedicated parking and EV charging points. The development even includes lifestyle add-ons like a mini-theater and a large clubhouse to promote community bonding and wellness.

## **Conclusion: A Blueprint for Modern Urban Living**

As North India's real estate market matures, developers who balance global quality standards with local living aspirations are the ones leading the curve. Krisumi Corporation, with its deep focus on community-centric, design-led, and environmentally conscious development, is well-positioned to redefine the contours of premium urban housing.