

CRAFTED REALTY | TO LIFE X TO CREATE X TO EXPERIENCES

AARIZE VIGNETTES

Realty & More

AARIZE AMONG INDIA'S TOP 25 REALTORS

Setting benchmarks in real estate excellence

ET Now Business Conclave & Awards 2025

AARIZE NAMED LUXURY DEVELOPER OF THE YEAR

Raising the bar in premium real estate

Times Realty Infrastructure Conclave 2024

AARIZE HONOURED AS ICONIC COMMERCIAL DEVELOPER OF THE YEAR

Leading the future of commercial spaces



FROM BLUEPRINTS TO BRILLIANCE

Landmark Moments of 2024-25

Table of Contents

01	The Aarize Way: A Message from the Chairman & Founder	01
02	At the Helm of Change: A Note from the Managing Director & Founder	02
03	The Face of Forward-Looking Luxury: Brand Ambassador Aarize	03
04	Awards & Accolades: Marking Milestones in Vision & Excellence	06
05	A New Chapter is Unfolding: South Drive	08
06	New Realms of Luxury and Innovation: Aarize The Tessoro	13
07	Life@Aarize	16
08	Echoes in the Press	23
09	Sector Shifts: Key Moves in Real Estate	25
10	The Aarize Outlook: Shaping What's Next	29



The Aarize Way:

A Message from the Chairman & Founder

Dear Readers,

Welcome to the first edition of Aarize Vignettes. As we begin a new financial year, I want to express my deepest gratitude to our patrons, partners, and the people who power Aarize every day. Your trust fuels our journey. At Aarize, we were never here to follow the script. We're here to disrupt convention and defy tradition. Because when luxury becomes expected, it ceases to be luxury.

This past year, we've proven what it means to go beyond the ordinary. With the launch of **Aarize The Tessoro**, we introduced not just an uber-luxury mall, but a curated experience crafted for those who know the difference. Meanwhile, **South Drive in Sector 69** is taking shape as a vibrant commercial destination that brings energy and elegance to Gurugram's evolving business landscape.

But beyond structures, our vision has always been clear: to build **boutique spaces** with soul — designed with care, crafted with character, and made for the discerning few who don't settle for less.

Aarize Vignettes will chronicle this journey, not just our milestones, but the mindset that moves us forward. We're just getting started, and if this past year was about making a statement, the year ahead is about setting the standard.

Warm regards,
Vipin Sharma
Chairman & Founder, Aarize Group



At the Helm of Change:

A Note from the Managing Director & Founder

Dear Readers,

At Aarize, we've never been the ones to simply follow the path laid out before us. From day one, the goal has been clear — to question the norm, reimagine what's possible, and raise the bar for what real estate can be.

Looking back at the past year, I feel immense pride in what our team has accomplished. 2024 was not just about launches and milestones — it was about building a mindset. With every project, from South Drive to Aarize The Tessoro, we've tried to bring something new to the table — not just in scale or style, but in thought. And I believe that's what sets Aarize apart. Our work is driven by a deep understanding that today's customers seek more than just luxury — they seek meaning, design with depth, and spaces that align with how they aspire to live and grow. That belief continues to fuel every blueprint, every decision, and every experience we curate.

As we step into this new financial year, our focus remains clear — to keep evolving, to build with greater purpose, and to ensure that every Aarize address doesn't just rise, but resonates with our vision and planned new launches, which include Townships, Luxury Residential, and many more.

Thank you to everyone who has been a part of this journey. I look forward to your continued support.

Warm regards,

Aman Sharma

Managing Director & Founder, Aarize Group

The Face of Forward-Looking Luxury:

Brand Ambassador Aarize



WHERE
VISION
MEETS
VELOCITY

In January 2024, Aarize Group welcomed Bollywood icon **Tiger Shroff** as its official brand ambassador — a partnership rooted in shared values of **energy, evolution, and excellence**. Much like the spaces Aarize creates, Tiger embodies motion with purpose: dynamic, focused, and unapologetically bold.

This collaboration marks a milestone in Aarize's journey — as we continue crafting experiences that challenge conventions and elevate the everyday. Tiger's relentless drive and sharp presence mirror the spirit of Aarize's developments, where **luxury is not a label, but a lived experience**.

Together, we don't just build landmarks — we move with intent.

A Grand Debut: Tiger Shroff at the Aarize Brand Launch

Bollywood icon Tiger Shroff marked his association with Aarize as the official brand ambassador at the grand brand launch. His dynamic presence and modern appeal reflect Aarize's commitment to crafting high-performance spaces that inspire the next generation.



Featured In



NCR Meets the Aarize Vision

We launched a high-decibel, multi-platform campaign with our brand ambassador Tiger Shroff at the forefront. From billboards and cinema to digital, news portals, and OTT, every medium became a window into the Aarize narrative: future-forward, high-performance, and unmistakably distinct.



Google

Youtube - App + Web + CTV (In-stream)

Google PMAX (Across)



News Impact & Reach

Money Control (Homepage + ROS)



Social Media

Instagram & Facebook (Feed/Story/Video/Reel)

Programatic Audience Buying

A Listed Web + Apps from News, Business, Lifestyle, Travel, Real Estate, Investment, etc. (Homepage/ROS)

OTT- Heavy Inventory

SonyLiv - App + Web (In-Stream - KBC S16)
SonyLiv - CTV (In-Stream - KBC S16)

Live News



Youtube - (Mobile + CTV)

Abundant Presence on Billboards



PREMIERED IN CINEMAS THROUGHOUT NORTH INDIA

PVR INOX

WAVE Cinemas

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Awards & Accolades

Marking Milestones in Vision & Excellence

At Aarize, every recognition is a reflection of our intent – to challenge the norm, elevate design, and reimagine what real estate can be. In 2024–25, our commitment to shaping meaningful spaces was honoured across some of the industry’s most respected forums. These accolades are more than awards, they affirm the direction we’re moving in and the difference we aim to make, one project at a time.



Iconic Commercial Developer of the Year — Times Realty Infrastructure Conclave 2024



Best SCO Development of the Year 2024 — South Drive



Luxury Developer of the Year — ET Now Business Conclave & Awards 2025



Luxury Mall of the Year 2025 — Aarize The Tessoro



Global Women Leaders Award 2025 – Dr. Renu Singh, Director of Sales & Marketing, Aarize Group



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Media Spotlight



Women Entrepreneur Intrapreneurs Summit & Awards, 6th Edition

Featured in The Women Disruptors by Business World, Dr. Renu Singh, Director – Sales & Marketing at Aarize Group, was honoured for her trailblazing journey in a traditionally male-dominated sector. With 20+ years of diverse experience, she was recognised for her strategic vision, progressive leadership, and ability to drive high-performance teams.

FUTURE-FRIENDLY VISION

The real estate sector in India is well-positioned to contribute to the country's economic growth. Despite the industry being male-dominated, Renu Singh, Director, Sales and Marketing, Aarize Group, has established herself as a pioneer in this field. She boasts over 20 years of experience in various aspects of real estate, including luxury sales, commercial sales, marketing, retail leasing, commercial leasing, industrial, group housing, township, channel management and team management. As a seasoned expert, she has demonstrated exceptional leadership skills that have played a crucial role in boosting sales and reaching significant milestones for the organisation. Her forward-thinking mindset, strategic acumen and talent for motivating and guiding teams have consistently distinguished her from others.

Over the years, Singh has been the recipient of numerous awards and accolades in the real estate realm. She expresses her gratitude for this new accomplishment, which she attributes to the steadfast support of her family, the exceptional Aarize management, her dedicated team and her wonderful friends.

Singh is committed to the company's vision of creating not just physical spaces but also nurturing environments that motivate and elevate the standard of living for future generations.

RENU SINGH,
Director of Sales & Marketing,
Aarize Group



18 May 2024 | BW BUSINESSWORLD | 65



25 Realty Jewels of 2025 — Realty & More

Aarize Group was featured among the 25 Realty Jewels of 2025, a curated list celebrating developers setting new benchmarks in design, delivery, and dynamism across the Indian real-estate landscape.

Realty Women in the Spotlight — Realty & More

Realty & More honoured Aarize Group's women leadership for shaping the future of real estate with clarity, conviction, and creativity. The feature spotlighted Dr. Renu Singh, Director of Sales & Marketing, recognising her pivotal role in redefining luxury development through a lens of inclusive innovation and visionary growth.



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A New Chapter is Unfolding

South Drive: The Address of Progress

South Drive is a transformative development shaping the future of commercial real estate in Sector 69, Southern Peripheral Road, Gurugram. With a focus on Shop-Cum-Office (SCO) plots, the project introduces a dynamic mix of retail and office spaces in a high-visibility location. As development moves forward, South Drive brings future-ready formats that adapt to evolving business needs — empowering brands to build, grow, and lead from the front.



Nestled in a rapidly evolving micro-market, **South Drive** offers exceptional visibility and seamless accessibility, ensuring a strategic location for growth. The project benefits from its proximity to key road networks, including NH-48 and Golf Course Extension Road, ensuring that it remains a vital connection point within Gurugram's commercial infrastructure.

Designed with both businesses and consumers in mind, **South Drive** is a space where potential meets opportunity. With its carefully planned features and central location, it is set to become a key business hub that fosters innovation and long-term success.



Glimpses of the Launch Event

The launch of South Drive was marked by energy, optimism, and a shared vision. From insightful conversations to lively interactions, the event brought together stakeholders, partners, and the Aarize team to celebrate the beginning of a new commercial chapter in Gurugram.



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The Address of Success is Nearly Here

On-ground work at South Drive is progressing with precision and momentum. With key infrastructure taking shape, the development reflects Aarize’s commitment to timely delivery and quality execution, ensuring the project stays aligned with its promise.



SCOs to Shape the Future of Commercial Retail in India

SCOs are fast becoming the cornerstone of India’s commercial landscape, combining independence with investment value. As the article outlines, developments like South Drive embody this evolution offering versatile and ownership-driven spaces tailored for the new age of enterprises.



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New Realms of Luxury and Innovation

Introducing Aarize The Tessoro: Gurugram's First Uber-Luxury Retail Destination

In a bold stride towards redefining luxury experiences, Aarize Group unveiled its flagship retail destination — Aarize The Tessoro, an uber-luxury mall in Sector 114, Dwarka Expressway, Gurugram. Positioned in one of NCR's fastest-evolving zones, it's more than a mall — it's a curated world of indulgence, elegance, and innovation.



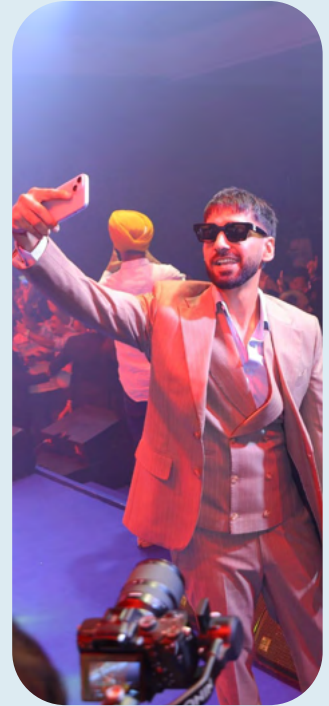
Designed to host the finest global and homegrown brands, Aarize The Tessoro sets a new standard in high-end luxury. From elevated fashion to fine dining, from immersive retail zones to architectural refinement, every detail is tailored for the discerning few. Its proximity to IGI Airport, the India International Convention and Expo Centre (IICC), the upcoming Diplomatic Enclave II, and Bharat Vandana Park positions it as a landmark for both national and international visitors.

With Aarize The Tessoro, Aarize doesn't just building a destination — it building a legacy. A place where luxury is not defined by excess, but by intent, design, and the stories it inspires.



Glimpses of the Launch Event

The grand unveiling marked a tribute to innovation and elegance, drawing industry stalwarts, valued partners, and patrons who witnessed the future of uber-luxury retail come to life.



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The Making of The Landmark

As construction advances at a swift pace, Aarize The Tessoro is steadily taking shape as a landmark of luxury. From precision-engineered frameworks to the detailing of high-end retail spaces, every step reflects the project’s uncompromising design philosophy. With structural milestones underway, Aarize The Tessoro is transforming vision into reality — one curated detail at a time.



Actual Image



Actual Image



Actual Image

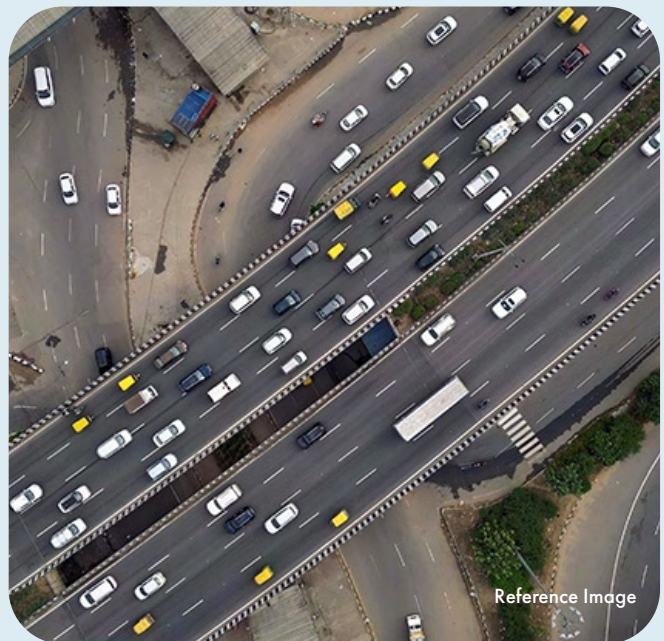


Actual Image



Aarize Group Unveils Ultra-Luxury Mall On Dwarka Expressway

The unveiling of Aarize The Tessoro marks a pivotal moment in India’s luxury retail sector. Strategically located on Dwarka Expressway, the ultra-luxury mall is poised to elevate the retail experience with a curated blend of premium brands, architectural finesse, and world-class amenities, setting a new benchmark for upscale commercial spaces in NCR.



Reference Image

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Life@Aarize

Moments That Make Us

Beyond buildings and blueprints, Aarize thrives on the people who bring it to life. This past year was filled with moments of connection, celebration, and community — each one a reflection of who we are together

Celebrating the Women Who Inspire Us

On Women’s Day, we came together not just to celebrate the women of Aarize, but to honor the strength, grace, and leadership they bring into our every day. With shared stories, smiles, and heartfelt gestures, it was a day that reminded us of the power of inclusion.



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When Work Met Gulaal

Holi at Aarize was a beautiful burst of energy, color, and camaraderie. The courtyard echoed with laughter as colleagues exchanged gulal, shared festive treats, and embraced the joy that comes from simply being present-in color and in spirit.



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Celebrating Partnerships, the Cinematic Way

Aarize Group hosted an exclusive screening of *Bade Miyan Chhote Miyan* at PVR Director's Cut, Ambience Mall, Gurugram, for its valued channel partners. With Tiger Shroff, brand partner of Aarize Group lighting up the screen, the evening celebrated the spirit of collaboration and shared success. A perfect blend of entertainment and appreciation, crafted the Aarize way.



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Founder's Day: Looking Back, Moving Forward

Founder's Day was a pause, a look back, and a step forward. We reflected on the vision that started it all, expressed gratitude for the journey so far, and recommitted to the values that continue to shape our path ahead.



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Sparkles, Sweets & Team Vibes

Diwali at Aarize lit up more than just the workspace: it sparked a sense of togetherness. The office shimmered with lights, laughter, and shared warmth as the team came together to celebrate traditions, exchange sweets, and welcome the festive spirit with open hearts.



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Secret Santa, Not-So-Secret Fun

Aarize embraced the season of joy with a cozy, cheerful Christmas gathering. From Secret Santa surprises to carols echoing through the halls, it was a celebration filled with small moments of kindness, connection, and a shared sense of holiday magic.



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From Boardrooms to Beach Views

The Goa offsite was a refreshing escape, equal parts adventure and bonding. Set against sunlit shores and laid-back vibes, the trip gave the team time to unwind, laugh without agendas, and return with memories that go far beyond work.



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Echoes in the Press

Aarize in the Headlines

Aarize Group continues to draw attention for its bold vision and distinctive approach to real estate. Over the past year, leading publications like The Economic Times, and Times Now, have highlighted Aarize's landmark launches, industry recognitions, and strategic growth. From the unveiling of luxury destination Aarize The Tessoro to being named Luxury Developer of the Year, these features reflect Aarize's stature as a brand shaping the future of boutique living and commercial spaces in India.



Reference Image

ET THE ECONOMIC TIMES

Aarize Group Acquires Over 50 Acres for New Projects

Aarize Group made a significant stride in its expansion journey by acquiring over 50 acres across four strategic locations in and around Gurugram. The acquired land is designated for a mix of developments, including SCO plots, high-street retail, residential plots, and integrated townships. This move reflects the group's long-term vision of building design-forward, sustainable spaces that elevate the urban experience while aligning with emerging lifestyle trends.



Aarize Showcases Global Presence at Mahi Singapore

Aarize Group continued its global dialogue on real estate innovation by participating in the prestigious MAHI Leadership Development Program in Singapore. Represented by Dr. Renu Singh, Director – Sales & Marketing, the event served as a platform to discuss the evolving role of leadership in building next-generation urban environments. This participation reaffirmed Aarize’s commitment to blending global insights with local execution to create design-driven, sustainable communities.



Aarize Featured in Times Now for Redefining Real Estate

Aarize Group was featured on Times Now as a trailblazer in luxury real estate, showcasing its rapid rise across the Delhi NCR region. Founders Vipin Sharma and Aman Sharma highlighted over 15 million sq ft of innovative residential, retail, SCO, and IT park projects that redefine premium living and commercial spaces. This recognition reaffirms Aarize’s commitment to design excellence and sustainable growth, blending global vision with local execution.



Sector Shifts:

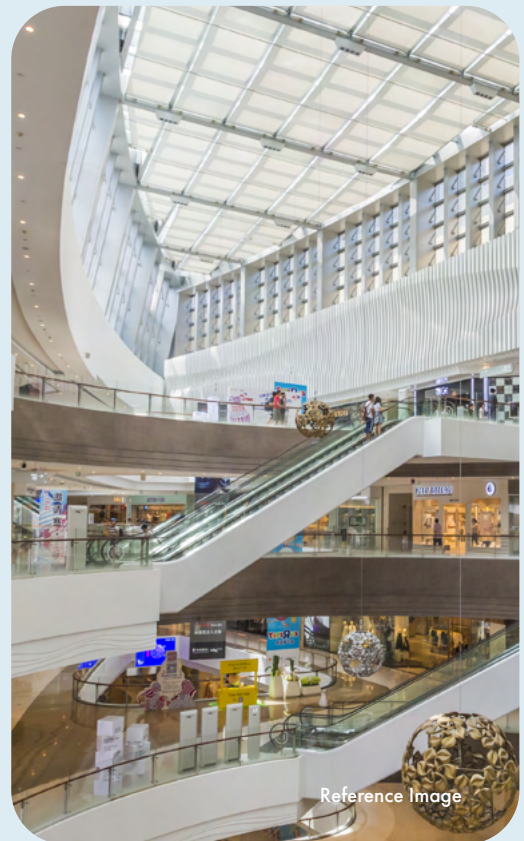
Key Moves in Real Estate

The real estate landscape in Gurugram continues to evolve, marked by a surge in residential and commercial demand, expanding metro connectivity, and renewed investor interest in emerging micro-markets. From luxury residential sales reaching record highs to infrastructure-led growth shaping New Gurugram and Dwarka Expressway, the sector is undergoing pivotal transformations. These shifts not only signal confidence in the market but also highlight changing preferences toward lifestyle-centric and well-connected developments.



Retail on the Rise: India Needs 55 Million Sq. Ft. More Malls by 2027

India's retail sector is headed for robust expansion, with a projected requirement of 55 million sq. ft. of Grade A malls by 2027. This surge is being fueled by rising consumption patterns, increasing urbanisation, and strong investor confidence. The findings highlight a renewed focus on curated retail environments and experiential destinations that blend commerce with community.



Reference Image



TIMESPROPERTY.COM

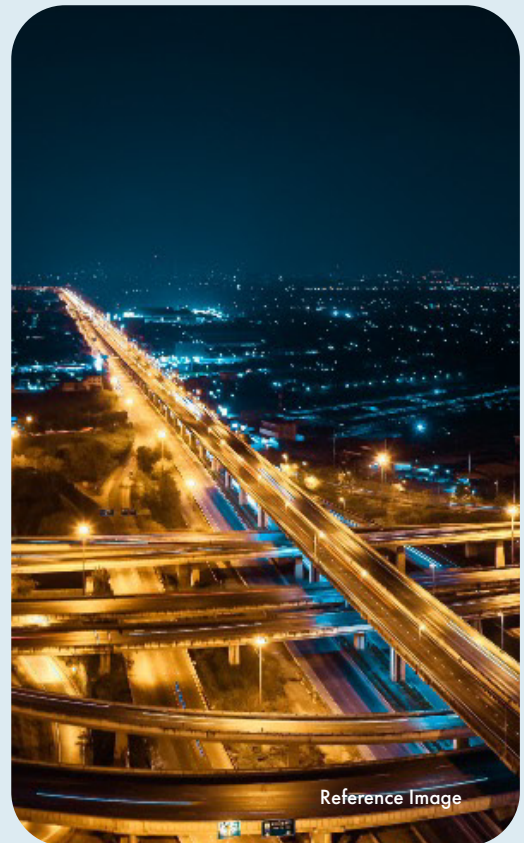
Dwarka Expressway Emerges as NCR's Prime Growth Belt

With its strategic positioning between Delhi and Gurugram, the Dwarka Expressway is redefining urban movement and development. Emerging as a high-impact growth zone, the corridor is drawing major infrastructural and real estate investments. Enhanced connectivity and planned developments are turning it into a nucleus of next-gen residential and commercial life across NCR.

CW CONSTRUCTION
WORLD.in

Southern Peripheral Road Emerges as Gurugram's Next Cyber City

Once a fringe zone, Southern Peripheral Road (SPR) is fast becoming Gurugram's next real estate hotspot. As per Construction World, over 10,000 residential units were absorbed here between 2020 and early 2025, a massive rise from just over 1,500 in the five years prior. With improved infrastructure and growing developer interest, SPR is evolving into a vibrant urban destination and a potential echo of the original Cyber City.





Reference Image

**TIMES
NOW**

Tier-2 Rising: Karnal and Others See Real Estate Boom

Once under the radar, cities like Karnal, Panipat, and Ludhiana are now seeing a marked upswing in real estate development. Improved connectivity, rising aspirations, and spillover from metro cities are driving investment into these micro-markets. Karnal, in particular, is gaining traction with new residential townships and commercial projects signalling its emergence as a serious player in North India's real estate map.

TIMESPROPERTY.COM

Upcoming Metro Corridor Expansion: Game Changer for Gurugram Real Estate

The upcoming metro corridor expansion, linking HUDA City Centre to Cyber City, is set to transform Gurugram's commuting landscape. The extended route will connect high-density residential and commercial pockets, improving accessibility and reducing traffic bottlenecks. For the real estate sector, this development is expected to catalyze demand in under-tapped areas and uplift property values, making it a key growth driver in the city's continued urban development story.



Reference Image



Reference Image

ETNOW

Luxury Residential Sees 28% Growth Across Top Cities

According to CBRE's latest insights, India's luxury housing segment recorded a 28% year-on-year growth in Q1 2025 across the top seven cities. This performance reflects the rising demand for high-end, lifestyle-oriented residences post-pandemic. Developers are now increasingly focused on design, amenities, and exclusivity — elevating luxury from aspiration to expectation.

TIMESPROPERTY.COM

Dr. Renu Singh Discusses Evolution of Uber-Luxury Malls

In an insightful feature, Dr. Renu Singh, Director – Sales & Marketing at Aarize Group, shared her perspective on how India's retail landscape is transforming through uber-luxury mall concepts. Highlighting Aarize The Tessoro as a case in point, she emphasised the importance of experience-first design and brand curation in shaping the future of elite retail environments.



Reference Image

The Aarize Outlook:

Shaping What's Next

As Aarize moves forward, our vision remains rooted in redefining what spaces can be — thoughtfully designed, purposefully placed, and emotionally resonant. We're not just building structures; we're curating experiences that speak to the evolving aspirations of a discerning audience.



Reference Image

Looking ahead, the focus is on deepening our presence in high-potential micro-markets across Gurugram and the NCR, while introducing concept-driven developments that challenge conventions. From crafting vibrant community hubs to boutique luxury environments like Aarize The Tessoro, and dynamic commercial destinations like South Drive, each project will carry the Aarize signature of crafted realty with attention to detail, and meaningful utility.

With a growing land bank, a strong development pipeline, and a clear design philosophy, Aarize is poised to lead a new chapter in real estate — where progress isn't just measured by scale, but by the value it creates for those who inhabit it.

STAY CONNECTED

More updates coming your way
in our next newsletter.

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