

Experion to invest ₹1,500 cr in Noida luxe housing project

Realty firm Experion Developers will invest about ₹1,500 crore to develop a luxury housing project in Noida as part of its expansion plans amid sharp rise in demand for residential properties.

Experion Developers has registered its new project 'Experion Elements' with real estate regulatory authority, RERA, for launch. The firm, a wholly owned subsidiary of Experion Holdings Pte Ltd, Singapore, will develop around 320 housing units in this 4.7-acre project at Noida in Uttar Pradesh. In the first phase, around 160 units are being launched for sale.

Experion Developers CEO Nagaraju Routhu said the company is entering Noida, which is an important real estate market in Delhi-NCR.

With the receipt of RERA registration for this project, he said the firm is launching the first phase of this project comprising 160 units. PTI