Big Billion Property Sale Returns with Rs. 25,000 Crore Inventory Across Gurugram, Noida and Panipat

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After recording sales of over Rs. 10,000 crore across its first two editions, the third edition of the Big Billion Property Sale will be held later this month, with a total inventory of Rs. 25,000 crore across Gurugram, Noida and Panipat.

Organised by M3M India and Smartworld Developers, the platform has evolved into a large-scale, transaction-focused real estate marketplace, bringing curated inventory, structured financial offerings and end-to-end support under one roof. This year, the event introduces an integrated Buy. Sell. Lease. Model, enabling customers to sell existing properties, upgrade to new assets or explore leasing opportunities across residential, retail and commercial categories.

The previous editions witnessed strong response and transaction momentum. The first edition featured Rs. 10,000 crore worth of inventory and recorded approximately Rs. 4,000 crore in sales in just three days. The second edition scaled up to Rs. 15,000 crore inventory and reported over Rs. 6,000 crore in sales, with more than 15,000 walk-ins during the event.

Customers also benefited from festival rewards such as international travel packages, smartphones, gold coins and

bumper lucky draws, including luxury cars. The platform enabled buybacks worth Rs. 3,000 crore and premium payouts of Rs. 800 crore to existing customers. Pre-event engagement for the third edition has seen participation from over 4,200 channel partners through structured training and outreach programmes.

The third edition of the Big Billion Property Sale will showcase over 70 premium developments with a total inventory of Rs. 25,000 crore. Ticket sizes will range from Rs. 2 crore to Rs. 25 crore, spanning retail, residential apartments, service apartments, residential and industrial plots, along with food courts, multiplex formats and office towers.

"The Big Billion Property Sale was envisioned as more than a transactional event — it is a transformational platform for the real estate ecosystem. By bringing scale, transparency, and structured financial advantages together, we are enabling customers to upgrade lifestyles, optimize investments, and unlock value in their existing assets. The response to the first two editions validated the demand for such a platform. With Rs. 25,000 crore worth of inventory, dual-city presence, and the addition of Buy–Sell–Lease opportunities, this edition marks the evolution of the Big Billion Property Sale into India's most powerful real estate marketplace." said **Robin Mangla, President – M3M India**.

Ashish Jerath, President Sales and Marketing, Smartworld Developers, said, *"This edition has been planned at a significantly larger scale with three times the projects, momentum and reach, creating unmatched opportunities for end users and investors alike with this we are enabling confident and informed decisions. It's what we call as Diwali of Real Estate market. The strong response during our pre-event partner engagement highlights the growing appetite for premium*

real estate opportunities."

As part of the customer value proposition, the platform will enable existing property owners to explore opportunities to sell their assets at premiums of up to 60%, subject to market conditions and due diligence, while also offering structured payment plans starting at 20% for new purchases. Additional incentives, including early-payment benefits, will be available during the event.

The third edition marks a significant shift in the platform's positioning, moving beyond a traditional property exhibition to a more integrated real estate ecosystem. Designed to be three times larger in scale, the event aims to provide a seamless experience for customers looking to sell, upgrade or invest through a single interface. The platform is also positioned as a strategic wealth transition opportunity, enabling investors and end users to rebalance portfolios and optimise asset allocation.