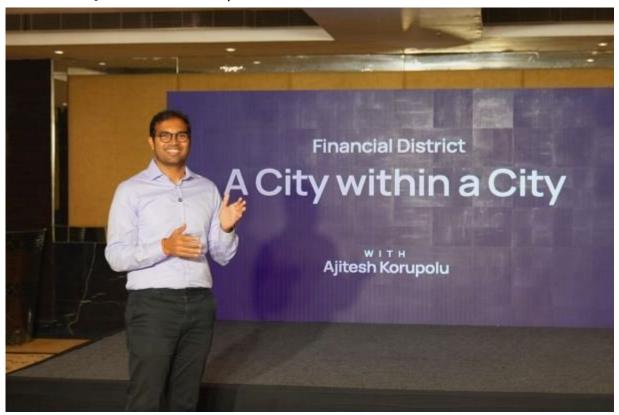
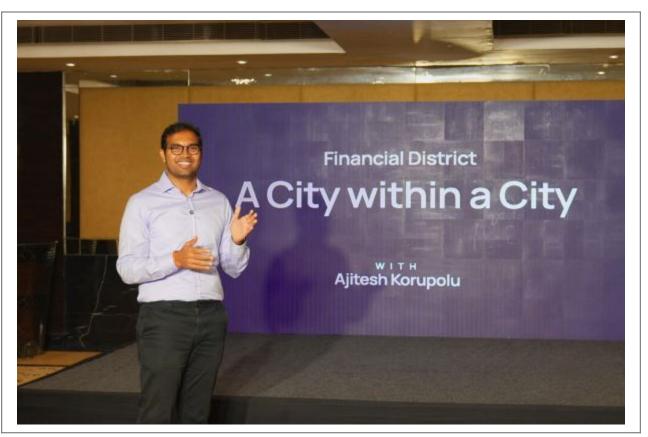
Financial District - Hyderabad's Emerging "City within a City"

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Cities are no longer defined by traditional downtowns or single-use business hubs. The future belongs to districts that seamlessly integrate workspaces, housing, healthcare, education, and lifestyle. In Hyderabad, the Financial District (FD) has become that model, a "city within a city", where the arrival of global corporations has catalyzed not just jobs, but entire communities built around them.



Ajitesh Korupolu — Founder & CEO Financial District — "City within a City"

Jobs that Build Homes and Communities

Every job created in the Financial District fuels demand for housing, retail, and urban services. In just the past year, the area recorded a 25.7% surge in 3BHK rentals, pushing yields into the 4-6% range, compared to Hyderabad's citywide average of 2-3%, noted by Financial Express. This sustained growth demonstrates that demand here is end-user driven and deeply tied to the professional migration into Hyderabad's IT corridor.

Global leaders anchor this demand. Google's 3.3 million sq ft campus (to house nearly 26,000 professionals), alongside Microsoft, Amazon, Apple, TCS, and Qualcomm, are expanding at unprecedented scale. According to Colliers India, in H1 2025, Hyderabad captured ~21% of India's tech-sector leasing, with the majority concentrated in and around FD. This clustering ensures that residential absorption remains strong, immune to seasonal dips.

Financial District: The New Core

While HITEC City marked the beginning of Hyderabad's technology journey, it is the Financial District that has emerged as the city's true growth corridor. With colossal global campuses, world-class infrastructure, and future-ready zoning, the hub has already cemented its position as Hyderabad's economic command centre. Its appeal extends beyond work, as robust social infrastructure, from international schools and healthcare to retail and hospitality that complements the corporate landscape. Crucially, the district's design enables a genuine walk-to-work lifestyle, where professionals can live, work, and access daily conveniences within the same ecosystem, completing the "city within a city" narrative.

Sustaining Growth with Infrastructure

Rapid expansion naturally brings challenges, but the Financial District has stayed ahead with planned upgrades that reinforce its long-term potential. Hyderabad commuters currently lose ~85 hours annually to traffic, far lower than metros like Delhi or Bengaluru, and new interventions including Metro Phase II linking KPHB to FD, multi-level flyovers, and widened arterial roads will further ease mobility. On the utilities front, the city today receives around 580 MGD of water, with upcoming Godavari phases set to raise capacity to 835 MGD by 2027 and over 1,100 MGD by 2047, ensuring future readiness. Together, these projects strengthen FD's position as a self-sufficient urban core, where infrastructure evolves hand-in-hand with growth.

ASBL Loft — Living the City Within a City

At the heart of this transformation, ASBL Loft reflects the very ethos of the Financial District. Homes that are designed for balance, community, and modern living. With thoughtfully

planned spaces that bring together fitness, childcare, coworking, and leisure under one roof, Loft offers residents a lifestyle that mirrors the self-contained ecosystem of FD itself. Unlike commercial assets where leasing is complex and ownership fragmented, residential investments like Loft offer direct control and assured demand in Hyderabad's most resilient market. What makes it even more compelling is ASBL Loft's ongoing rental offer in which buyers receive â□¹85,000 per month until possession, effectively offsetting their housing costs while securing a future-ready 3BHK in the city's most thriving hub. ASBL remains committed to shaping developments that not only meet demand but also define how people live, work, and thrive in this "city within a city."

