

Luxury That Lasts: How Premium Luxury Projects Are Becoming Family Heirlooms

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In an era where trends change overnight, the idea of legacy is finding new roots in the real estate sector. For buyers, a home has become more than just a place to live, it is a statement of values, a vessel of memories, and increasingly, a gift meant to outlive its first owner. Families today aren't just buying for the present; they're investing in homes they envision passing down, brick by brick, to the next generation.



Built for today, cherished for generations – luxury that becomes legacy

Beyond the tangible value of square footage and amenities, luxury homes hold a deeper, more personal kind of worth-emotional equity. Over time, a home becomes more than just a well-designed structure; it transforms into a backdrop for life itself. This emotional connection, layered with the home's financial appreciation, makes luxury residences uniquely powerful as generational assets.

The real estate sector is witnessing developers creating housing projects that resonate with the emotional value of buyers. Developers with credible track records and legacy-driven expertise are consistently leading this transformation and one among them is Prateek Group, a developer that has redefined luxury living in Noida and Ghaziabad.

With well-thought-out layouts, curated lifestyle amenities, and a strong emphasis on timeless design, Prateek Group has been crafting exceptional projects of its time.

Rishabh Verma, a 36-year-old IT professional, who is planning to buy his dream home in one of the Prateek Groups projects shared his experience. He said, *"While we are excited to own our dream home, it isn't just about ticking boxes like location or amenities. We wanted a place that our kids would be proud to call home even 25 years from now and would like to hold onto its prestige. Since we are exploring Prateek Canary located in sec-150 Noida to own our very first home, we must say that we resonated with this project being crafted with each detailing fitting well with our aspirations of home and lifestyle. My wife and I often talk about how having a home here evokes a sense of belongingness and that is priceless."*

As per CBRE South Asia's 'India Market Monitor, Q1 2025-Residential' report, India's luxury housing segment (units priced at Rs 4 crore and above) recorded 28% Y-o-Y sales

growth in Jan- Mar 2025 across India's top seven cities. The segment witnessed total sales of approximately 1,930 luxury units during the quarter. Among the top seven cities, Delhi-NCR led in quarterly luxury unit sales, recording nearly half of total sales at around 950 luxury units, followed by Mumbai, which had a share of 23% in overall sales.

Further, prime areas such as Noida, Greater Noida West, Gurugram, and select pockets of Ghaziabad like Siddharth Vihar have emerged as hotspots for premium luxury developments, projects that promise not only an elevated lifestyle but also long-term capital appreciation. Hence, buyers are no longer driven solely by location or amenities; they're looking for homes that will remain relevant, desirable, and profitable for decades to come.

Meera Sinha, a 35-year-old teacher, shared her experience of buying her life's biggest investment. She said *"Since my parents live in Ghaziabad, I was looking to invest in a property and buy a house of my own here. Having travelled across the globe, I have always been fascinated with a serene and convenient lifestyle that is not only relevant in today's time but also designed for future living. I have come across Prateek Grand Begonia as one of the most promising developments taking place in Siddharth Vihar. It was quite impressive to see Prateek Groups' legacy in building such projects over the years and standing the test of time which further encouraged me to go for this."*

Besides, being a safe financial bet, urban centers are witnessing the trend of families being keen to hold onto luxury homes, an asset that blends architectural brilliance with emotional and financial value. When backed by a trusted developer, such projects offer more than just a high address; they promise legacy living.

In the luxury segment, the developer's reputation can be as influential as the property itself. Projects by trusted names

like Prateek Group not only retain their market value over time but also gain an added layer of prestige that resonates with future generations. With years of experience in the sector, the Prateek Group has carved a niche as a developer who is known for its impeccable design sensibility, enduring construction quality, and thoughtful community planning.

For many families, holding onto a legacy home is not just about real estate; it's about safeguarding both financial and emotional wealth for future generations. As property values in well-located, premium developments continue to appreciate, families are recognizing these homes as smart instruments of wealth preservation, especially in the face of economic volatility. In the end, true luxury lies in what lasts.

