

# The New Address for Luxury Residences in Noida & Greater Noida

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The luxury housing segment in NCR has witnessed remarkable growth, with Noida and Greater Noida emerging as prime destinations for high-end residences. The areas boast world-class infrastructure, strategic location, and a rapidly growing economy, making it home to some of the finest residential projects in the country. Noida and Greater Noida, once known for affordable and mid-segment properties, have metamorphosed into hotspots for premium real estate over the past five years. Previously confined to properties in the Rs 40-80 lakh range, new launches frequently exceed Rs 1 crore, often in the same sectors and on leftover land from earlier projects.



## **SKA Destiny One “The New Luxury Address In Greater Noida**

As per the data from Square Yards, residential real estate prices continue to soar in Noida and Greater Noida micro-markets as property registrations in these twin cities have shot up by 6 % year on year (YoY) in July-September of the calendar year 2024 and registered sales value grew by 34% during the same period.

With this growing demand, leading developers are stepping up to redefine luxury living with premium residences that offer exclusivity, modern amenities, and sustainable living solutions. Among these, **SKA Group** has established itself as a renowned name in luxury real estate, known for its T3 assurance: Transparency, Timely-Delivery, and Technology. By blending contemporary design, smart technology, and wellness-focused living, SKA is shaping the future of luxury housing in Noida and Greater Noida, offering homebuyers a perfect mix of comfort, elegance, and investment potential.

With 15+ years of experience in the real estate industry, SKA Group has been at the forefront of delivering high-end residential projects that seamlessly combine architectural brilliance, modern amenities, and sustainable living. The

group's premium projects like SKA Orion, SKA Metro Ville, SKA Divya Tower, and SKA Green Arch stand out for their meticulously planned layouts, world-class infrastructure, and opulent living spaces in the Noida, Greater Noida, and Greater Noida West regions.

The rising demand for luxury residences in Noida and Greater Noida is fueled by a combination of robust infrastructure, strategic connectivity, and strong economic growth. These areas feature well-planned road networks, expressways, and metro connectivity, ensuring seamless access across NCR. The Noida-Greater Noida Expressway, Yamuna Expressway, and the upcoming Delhi-Mumbai Expressway further enhance regional connectivity, making them highly desirable for homebuyers.

Additionally, proximity to corporate hubs, including IT parks, MNCs, and commercial districts, attracts professionals and entrepreneurs looking for upscale living near their workplaces. The real estate market of the region is also being driven by government initiatives and upcoming developments, such as the Noida International Airport and metro connectivity, all of which are significantly boosting property values and positioning the region as a prime investment destination.

Besides, in recent years, rapid urbanization and growing environmental awareness have driven a strong shift toward sustainable and eco-friendly real estate. Both developers and homebuyers are prioritizing green architecture, recognizing it as a necessity rather than a luxury. For them, sustainable building practices have become an integral part of modern housing, ensuring a harmonious balance between luxury and environmental responsibility. Embracing this vision, the group's newest project, SKA Destiny One, is designed to redefine upscale living while integrating sustainability at its core. As an IGBC Gold Pre-Certified project, it promotes green living through eco-friendly materials that enhance both the developments sustainability and luxury.

Further, SKA Divine, another ultra-luxury project by the group, seamlessly blends luxury and serenity. Tailored to meet the needs of modern families, the project features premium amenities such as dedicated EV charging stations, a grand double-height lobby, and diverse indoor and outdoor sports facilities.

As Noida and Greater Noida continue to develop, the region is witnessing rising property values, making it a lucrative destination for real estate investment. The expansion of infrastructure, connectivity, and commercial hubs has fueled strong demand for luxury residences, ensuring high ROI for investors. Amidst this growth, SKA Group's projects stand out as a prime investment choice, offering premium living spaces with world-class amenities, sustainable designs, and strategic locations.

Therefore, with its T3 assurance, SKA Group has firmly established itself as a leading name in luxury real estate in Noida and Greater Noida. By delivering architecturally stunning, amenity-rich, and future-ready residences, SKA continues to set new benchmarks in upscale living. As the region experiences rapid growth and increasing demand for premium housing, investing in an SKA project presents an opportunity for both homebuyers and investors to secure high-value assets in a thriving market.

