

Second Homes Redefine Luxury Living

Once seasonal indulgences for a privileged few, these residences have become essential lifestyle investments for a growing base of affluent buyers.



Terra Grande by Eldeco Group, Sirmaur, near Kasauli, HP



TOP STOREY
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India's luxury real estate market is transforming rapidly, particularly in vacation and second homes.

Once seasonal indulgences for a privileged few, these residences have become essential lifestyle investments for a growing base of affluent buyers. No longer just weekend escapes, they are seen as curated sanctuaries blending privacy, wellness, and long-term wealth creation.

According to India Sotheby's 2025 Survey, 55% of high-net-worth individuals (HNIs) prefer second homes within four hours of their primary residence, highlighting the appeal of

accessible, strategic investments. Shalin Raina, MD – residential services, Cushman & Wakefield, attributes the rise in vacation home demand to the pandemic. "As wellness took centre stage, interest in nature-focused retreats with investment potential grew from

"Nestled in Sirmaur near Kasauli, Terra Grande is a 30-acre luxury estate offering an unmatched lifestyle. It features limited-edition villas, ensuring peace and exclusivity with only three per acre."

AMAR KAPOOR
Founder, Terra Grande by Eldeco Group

cautious to a strong trend," he notes.

Connectivity has become a major catalyst. Dr Niranjana Hiranandani, chairman, NAREDCO, says, "Second homes now double as income-generating assets through rentals and hospitality tie-ups. Destinations like Goa, Himachal, Uttarakhand, Alibaug, Lonavala, and the Nilgiris are thriving, with developers offering premium, nature-led projects."

This trend reflects a broader cultural shift. Karishmah Siingh, president – sales, marketing & CRM, Sattva Group, describes it as 'lifestyle investing', where vacation homes blend wellness, family life, and wealth creation.

Amar Kapoor, founder, Terra Grande by Eldeco Group, illustrates this with their Himachal Pradesh project, "In destinations like Himachal, buyers are prioritising branded residences and eco-

"Vacation homes have become strategic investments. Kasara, Karjat and Alibaug are increasingly popular for their Mumbai proximity, scenic settings, and rapidly improving infrastructure."

DR RAKESH SETIA
President – Sales & Marketing,
Rustomjee Group

conscious design. Nestled in the serene landscapes of Sirmaur near Kasauli, our project Terra Grande is a 30-acre luxury estate, which offers an exclusive lifestyle experience featuring limited edition villas with only three per acre."

Around Mumbai, the trend is equally strong. Dr Rakesh Setia, president – sales & marketing, Rustomjee Group, observes, "Vacation homes are now thoughtful investments. Kasara, Karjat, and Alibaug are popular for their proximity to Mumbai, natural surroundings and evolving infrastructure."

Planned communities have

become the preferred choice. Kamal Singal, MD & CEO, Arvind SmartSpaces Ltd. is of the view that people want well-planned communities near nature yet connected to the city. "Our projects like Arvind The Park in Devanahalli near Bengaluru and Arvind Aquacity at Kalyangarh in Ahmedabad district meet this demand," he adds.

From coastal getaways to mountain retreats, developers are reimagining second homes. Mahesh Agarwal, MD, Purti Realty, says, "Meraki Samsara in West Bengal is a 62-villa retreat over 45 acres, attracting families and professionals seeking privacy and wellness."

Manit Sethi, director, Excentia Infra, points to Dehradun's rise, "Cities like Dehradun offer clean air, serenity, and premium living. A 25.5% surge in searches shows rising interest in wellness-centric spaces."

Srinivasan Gopalan, CEO, ArisInfra Solutions Ltd., says that second homes are rising not just via luxury villas, but also through plotted and farm developments offering personalised living.

Hence, from Goa's golden beaches to Himachal's tranquil hills, luxury vacation homes have become vibrant symbols of aspiration, well-being and long-term value.



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Sustainability Officer,
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IN SPOTLIGHT

Whiteland Corporation Onboards Kalpataru and Ahluwalia for Westin Residences

Whiteland Corporation proudly announces partnerships with Ahluwalia Contracts India Ltd. (ACIL) and Kalpataru Projects International Ltd. (KPIIL) to develop Westin Residences Gurugram, Sector 103, Dwarka Expressway. Valued at ₹4,000 crore, Phase 1 construction worth ₹2,000 crore underscores the project's scale and ambition. KPIIL, part of Kalpataru



Group, is a leading EPC company with a USD 7.5 billion order book and revenues of USD 2.6 billion.

ACIL, shaping India's skyline for decades, is constructing nearly 80 million sq.ft. Spanning ~20 acres with 1,700 homes, Westin Residences blends Marriott's

wellness philosophy with hospitality-inspired living. "It was imperative to onboard firms with proven delivery, safety, and technical brilliance, aligning perfectly with our vision of world-class spaces," said Navdeep Sardana, founder, Whiteland Corporation.

BPTP Unveils GAIA Residences on the Dwarka Expressway, NCR

BPTP, one of North India's realty majors, has launched GAIA Residences at Gurugram's Amstoria 102, ushering in a new era of sustainable vertical living on the Dwarka Expressway. Part of BPTP's ~150-acre ecosystem, GAIA is the first residential project in the area to feature a complete glass façade. Developed in three phases, it represents a ₹3,000 crore investment targeting ₹6,500 crore in revenue.

Spread over 12.05 acres, the project comprises three striking

towers with 531 thoughtfully designed 3-BHK homes, following the success of Amstoria Verti-Greens. Sales for one tower will begin after relocating an underground HT line, reflecting BPTP's commitment to safety and compliance. Units start at ₹3.85 crore.

While unveiling the project, Amaan Chawla, President, BPTP Group, said, "GAIA is the next chapter in urban luxury, where elegance, comfort, and conscious design converge."