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CRC Group to Invest ₹1,500 Crore in Ultra-Luxury Housing Project in Greater Noida

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Real estate firm CRC Group has announced a significant investment of ₹1,500 crore to develop an ultra-luxury residential project named *The Peridona* in Jaypee Greens, Greater Noida. The project marks CRC's entry into the high-end housing segment and is aimed at delivering premium living spaces in one of the NCR's most upscale localities.

The new project will span seven acres and feature 341 luxury units, including villas, duplexes, and 4BHK apartments. The units range from 4,900 sq ft to over 10,000 sq ft in size, with two exclusive villas exceeding 15,000 sq ft. The Peridona will offer a total saleable area of 2.1 million square feet, with a total development area of 3.1 million square feet.

According to CRC Group's Founder and CEO Kunal Bhalla, the project is being developed in collaboration with Jaiprakash Associates, which owns the land. "This project reflects our vision of delivering world-class residences to India's discerning buyers," Bhalla stated during the launch announcement.

The company has brought on board over 50 renowned international consultants to help execute the project. These include global design and architecture firms like Rockwell Group, Gensler, Killa Design, SWA Group, and MACE. A 100,000 sq ft clubhouse, high-end wellness facilities, and landscaped nature zones are also planned to complement the development.

The Peridona was unveiled during a special event in Dubai earlier this month, targeting high-net-worth individuals, NRIs, and investors seeking premium real estate in India. CRC expects the project to generate over ₹3,200 crore in revenue upon completion.

The launch comes at a time when demand for luxury housing is soaring in the Delhi-NCR region. Market reports suggest that sales of homes priced at ₹6 crore and above tripled in the first half of 2025 compared to the same period last year.

CRC has previously delivered around 1,400 units across two projects and is now looking to establish itself in the premium segment with this flagship venture.