

Transforming the real estate with our Midas Touch: Interview with Dr. Vishesh Rawat, Vice President – Head of Marketing, Sales & CRM, M2K Group



With its landmark projects across Delhi-NCR, M2K Group has raised the bar of urban living. In this exclusive interview with Dr Vishesh Rawat, Vice President and Head of Sales, Marketing, and CRM, M2K Group, we discussed how NCR real estate development is panning out, the new opportunities, and how the company envisions the future for the benefit of its stakeholders and buyers.

Q1: How would you assess the current state of the real estate sector, especially in the Delhi-NCR?

A: Delhi-NCR's real estate is very lucrative and is seeing a high demand. Interestingly, despite the Jewar Airport catalyzing the realty development, Gurugram hasn't lost its sheen. It continues to hold on to its position as NCR's crown jewel. On the other hand, the city's prime corridors like Dwarka Expressway have seen phenomenal price appreciation in the last five years. Another interesting development has been the spotlight on NCR's satellite towns such as Dharuhera and Sonipat, which are exhibiting high growth potential.

Q2: Which areas do you see emerging as the next hotspots for real estate investment in Delhi-NCR?

A: Undoubtedly, it is Dwarka Expressway. The reason is simple. It is one of the rare locations where one can buy properties ranging from 75-80 lakhs to 6+ crores. Sector 104, in particular, has emerged as the region's star. Our M2K Olive Green Floors project here exemplifies

the growing demand for well-planned developments in this micro-market. Talking of NCR's satellite towns, Dharuhera has emerged as a standout performer, with plot prices tripling over the past five years due to its strategic location on NH-48 and the upcoming RRTS connectivity. The area's robust industrial ecosystem continues to fuel demand for both residential and township developments.

Q3: What key trends are shaping the future of real estate in India, and how is M2K Group evolving to meet these demands?

A: Today's homebuyers prioritize smart investments that blend lifestyle with long-term value. At M2K Group, we're responding with future-ready projects not just in NCR but in its satellite town as well. Expansive layouts, lifestyle amenities such as luxurious clubs, and sustainability features like eco-friendly construction and water harvesting are turning into norms. Further, the shift toward "work-live-thrive" spaces has led us to incorporate tech-enabled residences, and proximity to business hubs—critical for jet-setting professionals. In Dharuhera, our township integrates industrial adjacency with luxury, appealing to entrepreneurs and white-collar executives seeking both convenience and prestige.

Q4: How is M2K Group adapting to evolving real estate trends, and what's next in your growth strategy?

A: Being a pro-active organization, M2K Group is not only aware of the massive transformation the real estate sector has witnessed in the last few years but also conscious of the emerging dynamics governing buyers' preferences. To begin with, increased use of technology, from construction to possession, is the key. Second, we're exploring NCR's satellite towns to drive M2K's next growth wave. Our vision for 2025 focuses on creating smart, sustainable projects that blend premium living with high ROI. This multi-dimensional approach ensures we stay ahead of market shifts while delivering exceptional value to discerning buyers.

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By Vishesh Rawat, Vice President , M2K Group



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