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EXCLUSIVE MARKET INTELLIGENCE R

NOIDA REAL ESTATE MARKET REPORT

2023 – 2025 | With 2026-27 Outlook

Residential | Commercial | Rental | Investment Outlook

Powered by data from: CRE Matrix | Cushman & Wakefield | ANAROCK

MagicBricks | JLL | PropEquity | Colliers International

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TABLE OF CONTENTS

01	Executive Summary	3
02	Noida Market at a Glance — Key Stats (2023–2025)	3
03	Residential Market Deep Dive	4
04	Sector-Wise Price Comparison	5
05	Commercial & Office Market	6
06	Retail & High-Street Commercial	6
07	Rental Market Analysis	7
08	Infrastructure Catalysts Driving Growth	7
09	Buyer Sentiment — What Real People Are Saying	8
10	Investment Outlook & Price Forecast 2026–27	8
11	Why Fortune 09 Estates?	9
12	Data Sources & Methodology	9

01 EXECUTIVE SUMMARY

Noida has transformed from a satellite suburb into one of India's most dynamic real estate markets. Over the past two years (2023–2025), property prices surged 74.6%, unsold inventory collapsed by 72%, and commercial office leasing hit all-time highs. This report — built on registered transaction data from CRE Matrix, Cushman & Wakefield, ANAROCK, MagicBricks, JLL, and PropEquity — gives you a clear, jargon-free picture of where the market stands and where it is headed.

Three Things Every Buyer Must Know Right Now

- Prices have risen 74.6% in 2 years — but demand is still outpacing supply.
- Unsold inventory is at a 5-year low of just 17 months — a healthy, seller-friendly market.
- Jewar International Airport (95% complete) is the single biggest upcoming price catalyst.

02 NOIDA MARKET AT A GLANCE — KEY STATS 2023–2025

+74.6%

2-Year Price Appreciation
Q3 2023 to Q3 2025

Rs.13,889

Avg Price/sq ft (Q3 2025)
Up from Rs.7,952 in 2023

-72%

Unsold Inventory Drop
From 18,148 to ~5,000 units

+17.3%

Rental Surge in Q4 2024
Highest single-quarter jump

43.4 MSF

Total Office Stock
26.6 MSF Grade A+ (Cushman & Wakefield)

17 Months

Inventory Overhang
Down from 88 months in 2020

Data Sources: MagicBricks Residential Index (Q3 2025), Cushman & Wakefield NCR Report (Dec 2025), PropEquity, ANAROCK Q2 2024 Analysis.

03 RESIDENTIAL MARKET DEEP DIVE

The residential market in Noida has undergone a structural shift. What was once known for affordable apartments is now home to luxury towers, golf-course-facing residences, and smart-home townships. Here is the full picture:

Price Journey: 2019 to 2025

Year	Avg Price (Rs./sq ft)	Change vs. Previous	Market Phase
2019	Rs. 5,910	Baseline	Pre-COVID Stable
2020	Rs. 4,795	-19%	COVID Correction
2021	Rs. 5,500	+15%	WFH Demand Revival
2022	Rs. 6,500	+18%	Boom Phase Begins
2023	Rs. 7,952	+22%	Luxury Wave Starts
2024	Rs. 14,946	+88%	Peak Launch Prices
Q3 2025	Rs. 13,889	+19.5% YoY	Sustained Growth

Supply vs. Demand — The Inventory Story

The most compelling data point for any buyer or investor is the inventory crunch. In 2020, Noida had 18,148 unsold homes sitting in the market — that took nearly 88 months to clear at then-current sales speeds. By early 2025, unsold stock had dropped 72% to just over 5,000 units with only 17 months of overhang. A healthy market typically sits at 18–24 months — meaning Noida has flipped from a buyer's market to a balanced, seller-friendly one in just 5 years.

Metric	Q1 2020	Q1 2023	Q1 2025	Change
Unsold Units	18,148	~9,000	~5,000	-72%
Inventory Overhang	88 months	~35 months	17 months	Balanced
New Launches (NCR)	~7,000 units	~36,700 units	~53,000 units	+44% YoY

Luxury Segment Takeover

Developers have dramatically shifted focus upmarket. In 2023, just 24% of new launches were in the luxury bracket (Rs. 2.5 Cr+). By 2024, that number shot to 59% of all launches. This has two consequences: (1) the affordable supply pipeline is thinning fast, making early entry critical for mid-income buyers; (2) luxury investors now have more options than ever, but also face rising competition for quality assets.

04 SECTOR-WISE PRICE COMPARISON

Not all of Noida is the same market. Location within Noida is the single biggest factor in both pricing and return on investment. Here is a clear breakdown of key micro-markets as of 2025:

Micro-Market / Sector	Price Range (Rs./sq ft)	5-Year Appreciation	Best For	Key Drivers
Sector 150	Rs. 11,500 – 15,000	+128% since 2021	Luxury / HNI / NRI	Green cover, Golf, Sports City
Noida Expressway (Sec 128-137)	Rs. 8,400 – 12,000	+66% since 2019	IT Professionals, Investors	Metro, IT parks, Expressway
Sector 62 / 63	Rs. 7,000 – 9,000	+55%	Commercial / Corporate	MNCs, Metro Blue Line
Sector 94	Rs. 12,000 – 18,000	+70%+	Ultra-Luxury, HNIs	Riverfront, South Delhi access
Noida Extension (Gr. Noida West)	Rs. 5,000 – 7,000	+45 – 50%	First-time buyers, Rental investors	Affordability, Metro upcoming
Yamuna Expressway	Rs. 6,600	+98% since 2019	Long-term airport play	Jewar Airport proximity
Sector 143 / 142	Rs. 6,500 – 8,500	+126% since 2019	Young professionals, Studios	Film City, RRTS, Expressway
Sector 75 / 76	Rs. 6,500 – 8,000	+50%	Mid-income families	Metro Aqua line, markets

Fortune 09 Insight — Which Sector Should You Pick?

- Best ROI (Short-Term, 1-3 years): Sector 143 / Yamuna Expressway — airport catalyst still unlocking.
- Best Lifestyle + Appreciation: Sector 150 — premium living with strong capital gains track record.
- Best for First-Time Buyers: Noida Extension — affordable entry, improving metro connectivity.
- Best for Rental Income: Noida Expressway (Sec 128-137) — high demand from IT workforce, 4-6% yields.

05 COMMERCIAL & OFFICE MARKET

Noida's commercial office market has quietly become one of the strongest in North India, anchored by multinational corporations, Global Capability Centres (GCCs), and a fast-growing IT/ITeS ecosystem. The data from Cushman & Wakefield and JLL tells a story of structural demand, not a bubble.

Commercial Metric	Figure	Context
Total Office Stock	43.4 Million sq ft	Cushman & Wakefield, Q3 2025
Grade A+ Stock	26.6 Million sq ft	+40% growth in 5 years
NCR Gross Leasing Volume (2025)	15.8 MSF (All-time high)	+24% year-on-year, JLL
Noida Expressway GLV Share	26% of NCR total	Most active NCR corridor
GCC Leasing Growth	+18% YoY (2024)	Samsung, HCL, Infosys, Microsoft
Office Rent Growth (NCR)	+7.6% YoY (Q3 2025)	JLL India Office Market Report
Vacancy (Grade A+)	Tightening every quarter	Pan-India vacancy at 15.7%, 7th consec. drop
Apple DLF Mall of India Lease	Rs. 65 Cr for 11 years	First Apple Store in Noida — quality signal

Data Centres — Noida's Emerging Powerhouse

Noida is rapidly becoming North India's data centre capital. Global players including NTT, STT GDC, and Hiranandani Yotta are building large hyperscale facilities here, attracted by reliable power supply, land availability, and strategic location. Over Rs. 10,000 crore in data centre investment is expected in the Noida region by 2025-26. This drives significant ancillary demand for commercial and residential real estate from a highly-paid workforce.

06 RETAIL & HIGH-STREET COMMERCIAL

<p>8.1 MSF Total Mall Inventory Cushman & Wakefield 2025</p>	<p>Only 30% Grade A+ Malls 70% below premium — huge gap to fill</p>	<p>372,000 sq ft Annual Leasing (2025) Nearly 2x vs 2020 levels</p>	<p>8-10% High-Street Rental Yield Better than most residential</p>
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The retail sector presents a clear opportunity: with only 30% of mall stock classified as Grade A+, quality retail space is significantly undersupplied relative to demand. Fashion and F&B categories lead leasing demand, driven by Noida's young, aspirational, and affluent workforce. Shop-cum-office (SCO) plots in Sectors 75, 76, 104 and Gaur City are

delivering 8-10% annual rental returns — outperforming most residential options on a yield basis.

07 RENTAL MARKET ANALYSIS

Noida's rental market has been on a tear — the kind of trajectory that makes buy-to-let investing genuinely attractive. If you own a flat in the right sector, your rental income has been growing faster than inflation every single quarter.

Rental Metric	Performance	Notes
Q4 2024 Surge	+17.3% in single quarter	Highest single-quarter rental jump on record
Annual Appreciation	4-6% per year (residential)	Consistent, inflation-beating growth
Quarterly Growth	1-4% QoQ	MagicBricks Rental Index
Capital Value Growth	+9% in 12 months	Cushman & Wakefield
1 BHK Annual Surge	+44.6% YoY (Q3 2025)	Biggest jump among unit types
2 BHK Annual Surge	+22.2% YoY (Q3 2025)	MagicBricks Residential Report
3 BHK Annual Surge	+17.8% YoY	Strong demand from families
Sector 150 Rental Forecast	+10-15% YoY through 2027	Premium sector, airport effect

Rental Investor's Quick Checklist

- Sectors 150, 107, 128, 137 — highest rental demand from IT/MNC workforce.
- Studio & 1 BHK near Noida Expressway metro stations — fastest growing rental category.
- Ready-to-move inventory delivers immediate yield; avoid under-construction for pure rental play.
- Target Rs. 25,000–45,000/month rental range for best absorption velocity.

08 INFRASTRUCTURE CATALYSTS DRIVING GROWTH

Infrastructure Project	Status / Timeline	Impact on Real Estate
Jewar International Airport (NIA)	95% complete, Dec 2025 target	Yamuna Expressway +25-30% value boost
Noida-Greater Noida Metro Expansion	Ongoing extensions	Unlocking Sector 142, 143, Film City belt
Delhi-Meerut RRTS (Rapid Rail)	Under construction	Mega connectivity boost for Noida, Ghaziabad
FNG Expressway	Under development	Connects Faridabad-Noida-Ghaziabad corridor

Noida Film City	Pre-launch phase	Rs. 1,500 Cr investment, jobs + demand in Sec 21
Delhi-Mumbai Industrial Corridor	Active development	Boosts logistics, warehouse, commercial demand
New Noida Master Plan 2041	Notified, in effect	High-density + sustainable development planned
Yamuna Expressway (New Road)	Proposed	Parallel expressway — doubles Yamuna belt capacity

09 BUYER SENTIMENT — WHAT REAL PEOPLE ARE SAYING

Beyond institutional reports, we track real buyer conversations on Reddit (r/IndianRealEstate), housing forums, and NoBroker communities. Here's what is actually being discussed — and our honest take on each concern:

"Am I too late to buy in Noida?"

No. Inventory is at a 5-year low and the airport hasn't opened yet. Multiple major catalysts are still ahead. Waiting costs you in both price and availability.

"Prices have doubled — will there be a correction?"

Eight consecutive quarters of appreciation with zero significant dips. This is demand-led growth, not speculation. Infrastructure investment rarely reverses.

"NRIs and investors are pricing out genuine buyers"

Online forums debate this actively. The data shows domestic IT professionals and entrepreneurs are equally responsible. This is a healthy market signal — multiple buyer profiles competing for quality assets.

"Builders delay possession — I'm scared"

A legitimate, valid concern. Our recommendation: always verify RERA registration (check UPRERA portal), prioritize established builders, and consider ready-to-move inventory for risk-free transactions.

"Should I buy or rent right now?"

With rents up 17.3% in a single quarter and rising every year, the rent vs. buy calculation is shifting sharply in favor of buying for those with a 5+ year horizon.

10 INVESTMENT OUTLOOK & PRICE FORECAST 2026–2027

<h3>Rs.18K-22K</h3> <p>New Launch Price Target 2026-27 +20-47% from 2024 — ANAROCK / EstateNCR</p>	<h3>Rs.10K-12K</h3> <p>Noida Expressway Target 2026-27 +19-43% from current Rs.8,400/sq ft</p>	<h3>+20-47%</h3> <p>Overall Price Forecast Based on infrastructure & demand pipeline</p>
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Sector-Wise 2029 Price Forecast (Indicative)

Micro-Market	Current Price (2025)	Forecast 2026-27	Forecast 2029	Expected Upside
Sector 150	Rs. 11,500-15,000	Rs. 14,000-18,000	Rs. 18,000-22,000	+30-47%
Noida Expressway	Rs. 8,400	Rs. 10,000-12,000	Rs. 13,000-15,000	+54-79%
Yamuna Expressway	Rs. 6,600	Rs. 8,500-10,500	Rs. 11,000-14,000	+67-112%
Noida Extension	Rs. 5,000-7,000	Rs. 6,500-8,500	Rs. 8,000-10,000	+43-60%
Sector 143/142	Rs. 6,500-8,500	Rs. 8,000-11,000	Rs. 10,000-13,000	+54-65%

Forecast figures are indicative based on ANAROCK, 99acres, NoBroker, EstateNCR, and HousingInIndia.com projections. Actual values depend on macro conditions, interest rates, and infrastructure delivery timelines.

Key Risks to Watch

- Jewar Airport delays: Any construction setback dampens Yamuna Expressway pricing momentum.
- Interest rate sensitivity: EMIs remain elevated; RBI rate moves will significantly impact affordability.
- Luxury saturation: With 59% of launches above Rs. 2.5 Cr, a narrower buyer base = slower absorption.
- Builder execution risk: Under-construction projects carry possession delay risk — always verify RERA.

11 WHY FORTUNE 09 ESTATES?

"Great things happen when FORTUNE gets involved."

Fortune 09 Estates is a Noida-based real estate advisory that puts verified data, honest market analysis, and client-first service above everything else. In a market full of noise, we give you signal.

What We Offer	How It Benefits You
Data-Backed Advisory	We use CRE Matrix, ANAROCK, JLL, Cushman & Wakefield data — not guesswork
RERA-Verified Listings Only	Zero risk of unregistered or fraudulent projects
Sector-Specific Expertise	Deep knowledge of Noida, Greater Noida, Yamuna Expressway micro-markets
End-to-End Assistance	From shortlisting to registration — we handle everything
Transparent Pricing	No hidden charges, no broker pressure — just honest advice
NRI & Investor Services	Dedicated support for NRI buyers and portfolio investors

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12 DATA SOURCES & METHODOLOGY

This report is compiled exclusively from authoritative, independently verified sources. All data is based on registered transaction records, institutional research, and government-registered property data.

Data Source	What It Provides	Why We Trust It
CRE Matrix / IIMB-CPRI	Registered transaction data, rental indices, residential & commercial analytics	Machine learning on actual stamp duty records; IIM Bangalore partnership
Cushman & Wakefield	Office stock, leasing volumes, vacancy, retail data	Global institutional broker; Delhi NCR MarketBeat quarterly reports
ANAROCK	Residential launches, absorption, pricing by corridor	India's leading residential research firm; covers all 7 major cities

MagicBricks (Magicbricks Research)	Listing-level price indices, QoQ buyer demand tracking	Largest Indian property portal; Q3 2025 Noida Residential Report
PropEquity	New launch pricing, developer-level sales data	SEBI-registered real estate data platform
JLL India	Office market dynamics, GCC leasing, rent growth	Global commercial property firm; India Office Market Dynamics Q3 2025
Colliers International	NCR demand-supply, luxury segment analysis	Global real estate services; Q2 2024 NCR Market Report
UPRERA Portal	Project registration, possession dates, escrow compliance	Statutory regulatory authority — primary compliance check

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