

Press Release

ASK Property Fund Signs INR 500 Crore platform deal; Invests INR 125 crore in Faridabad

- ASK Property Fund enters into an INR 500 crore platform agreement with Bhumika Group to invest in real estate projects in NCR.
- Initial investment of INR 125 crore proposed for a 20-acre residential plotted colony (Township) project in Faridabad

Mumbai - 06 August 2026 – Blackstone-backed ASK Property Fund today announced that it has signed a platform arrangement for INR 500 crore. The proposed platform will invest in real estate developments, including residential plotted colonies across lucrative micro markets in NCR.

As part of this arrangement, ASK Property Fund proposes to invest **INR 125 crore** in a plotted development project located in **Faridabad**. The project is spread across **20 acres**.

Faridabad is an emerging NCR micro-market, supported by land availability, improving infrastructure and competitive pricing. Key connectivity upgrades, including the Delhi-Mumbai Expressway link, the proposed FNG Expressway, the Faridabad-Jewar corridor and Noida International Airport, are expected to improve regional access and strengthen buyer interest. With lower entry pricing than more mature NCR markets, Faridabad offers a compelling proposition for buyers. The project is well positioned to capture demand for plotted residential formats that offer flexibility, manageable ticket sizes and potential for medium- to long-term appreciation.

Bhavin Jain, Co-Head & CIO, ASK Property Fund, stated, “Our platform arrangement with Bhumika Group reflects our continued focus on creating scalable partnerships in residential real estate. Plotted developments are seeing strong interest from buyers, particularly in emerging micro-markets where infrastructure growth and affordability can support long-term value creation. This investment is consistent with our philosophy of maintaining strong governance and risk controls and delivering attractive risk-adjusted returns for our investors.”

Mr Uddhav Poddar, Chairman and Managing Director Bhumika Group stated, “This platform arrangement with ASK Property Fund marks an important milestone in Bhumika Group’s growth journey. More than a capital partnership, it brings together two institutions that share a common philosophy of long-term value creation, disciplined execution and the highest standards of governance.

The infrastructure developments are creating one of the most compelling real estate opportunities in the NCR. At Bhumika Group, we have been early believers in this opportunity and are committed to creating thoughtfully planned, high-quality developments that contribute to the city’s next chapter of growth. Our partnership with ASK Property Fund strengthens our ability to scale responsibly while remaining focused on execution excellence, transparency, and delivering enduring value to our customers and stakeholders.”

About ASK Property Fund

ASK Property Fund [Registered entity: ASK Property Investment Advisors Pvt. Ltd. (ASK PIA)] is the alternate asset investment arm of the ASK group, set up to manage and advise real estate-dedicated funds. The focus is on private equity investments in the self-liquidating residential segment. ASK PIA has raised INR 10,000 crores (US\$ 1.34 Bn based on exchange rate at the time of each investment) since 2009, and investors include Family Offices, Ultra High Net Worth Individuals (UHNIs), High Net Worth Individuals (HNIs) and Institutions.

About ASK Asset & Wealth Management Group

Blackstone-backed ASK Asset & Wealth Management Group is one of the leading players in the asset & wealth management business and primarily caters to the HNI and UHNI clientele. ASK has been a true believer in the Indian growth story and, over the years, has grown hand-in-hand with its clients across the globe. ASK's diversified businesses comprise of Portfolio Management Services & Alternative Investment Funds – ASK Investment Managers; Real Estate Private Equity – ASK Property Fund; Wealth Management and Multi-Family Office Service – ASK Private Wealth; Long/short funds – ASK Hedge Solutions; NBFC – ASK Finance; Private Credit – ASK Alternates; and our international business arm – ASK Capital. It has 20+ offices and branches across India, Dubai, and Singapore and caters to multiple asset classes and investors (such as HNI, institutional, family office, pension funds, funds of funds and sovereign wealth funds) across Asia, the Middle East, Africa, and Europe. ASK Asset & Wealth Management Group manages assets INR 85,000 Cr as of 30 June 2026.

About Bhumika Group,

Bhumika Group is a diversified business conglomerate which operates across four key business verticals—Real Estate, Hospitality, Logistics and E-commerce. Its real estate vertical, Bhumika Realty has emerged as a leading developer in the NCR region, with a portfolio spanning premium mixed-use developments, luxury residential communities and integrated plotted township projects. Strengthening its brand connect with consumers nationwide, Bhumika Realty is represented by Indian cricket icon Rohit Sharma as its brand ambassador. Guided by a long-term vision and a commitment to quality, innovation and governance, Bhumika Realty continues to create landmark developments and sustainable value for customers, partners and stakeholders.

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