Della Townships: How India's Fastest-Growing Luxury Real Estate Brand Is Turning Landowners Into Legacy-Makers

With ₹46,480 crore in GDV across 12 integrated luxury townships, and not a single square foot of land on its own books, Della Townships is offering landowners and developers a new way to monetise land.

N Nexa Desk

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Jimmy Mistry, Founder & CMD, Della Townships

For decades, an Indian landowner sitting on a large parcel has had two conventional options: sell outright or hand the land to a developer and watch it become another plotted layout. Della Townships is building its entire business as a third option.

Recognised as India's fastest-growing luxury real estate brand, Della Townships has recorded a Gross Development Value of ₹46,480 crore ($5.16 billion, FY 2026-27) across 12 upcoming integrated luxury townships in 10 cities, spanning 4,288 acres, without owning a single square foot of land. That last detail is the point. Della is India's first asset-light real estate company, and its pitch to landowners is that they never have to part with their asset to unlock its full value.

The engine behind this is a proprietary framework the company calls CDDMO™ : Conceptualisation, Design, Development, Marketing & Sales, and Operations. It is an end-to-end model in which Della partners with visionary landowners and developers to build theme-based integrated townships inspired by the world's finest cities. Della says the approach unlocks 8x–16x higher value for landowners by turning plots into destinations rather than one-time sale assets.

We don't see a parcel of land; we see a microcosm of a world-class city, the company states. That philosophy plays out across a striking range of themes: a racecourse and equestrian polo club; European medical wellness centres developed with MAYRLIFE, Austria; an 18-hole championship golf course designed with Gary Player; a Lake Como-inspired Italian township; an FIA-grade motorsports circuit designed by Tilke, Germany; a family-office capital with a global BFSI foundation; and wildlife-reserve and safari-themed developments.

Each township is structured as a multi-asset, mixed-use, resort-led real estate ecosystem and that structure is what drives the returns. Within every development, Della builds ultra-luxury private villa plots; fully serviced Della Branded Residences designed on biophilic principles with globally renowned firms from New York and London; Della Design Districts for luxury retail; and a commercial and business ecosystem of private offices and a global business club. Layered over this is hospitality and leisure infrastructure operated by Della Hospitality — luxury restaurants, themed bars and lounges, banquet and large-format event venues, destination-wedding infrastructure, corporate MICE venues, and an extreme adventure park. The result is a multi-revenue platform aligned with the branded lifestyle districts and resort cities seen internationally.

Crucially for landowners, the model is designed around retained ownership. Della offers Joint Development Agreements, revenue share, equity partnerships and hybrid structures, allowing landowners to keep their land while participating in long-term upside. And because Della commits to operating each township for 20-plus years through Della Resorts, the land continues to generate recurring revenue and brand-led appreciation long after launch, not just a single payout at sale.

Design is the differentiator Della leans on hardest. The company has created what it calls the World's First Collaborative Design Platform, bringing together 23 globally acclaimed architects and designers from New York, London, Dubai and Singapore, including Karim Rashid and Ross Lovegrove. Each township is built around 11 signature elements; five-star resorts, branded residences, private villa plots, design districts, European medical wellness, extreme adventure parks, destination wedding and MICE venues, and senior-living communities, giving it the thematic identity Della argues drives faster absorption and premium pricing.

Speed and execution complete the proposition. Backed by in-house engineering, construction and project-management teams, Della says it delivers from concept to completion in 12–24 months through parallel execution, reducing delays and accelerating returns for land partners. Demand is generated through its own channels, including the Forbes-recognised Della Leaders Club, which connects the brand to high-net-worth individuals, corporates and NRI investors.

The credentials sit on a three-decade foundation. Founded in 1996 by Design Futurist Jimmy Mistry, the Della Group brings a legacy across design, manufacturing, hospitality and real estate. Its operational anchor, Della Resorts Lonavala, a pioneer of experiential hospitality and adventure in India, holds TripAdvisor's Best of the Best 2025 and nine pioneering firsts, from India's first extreme adventure park (2009) to the world's first military-themed glamping five-star resort (2017). Mistry was named for Best Realty Brand 2026 at the ET Edge Realty Awards.

“The world doesn't need another real estate project. It needs a new way of Salutogenic Living, blending design, wellness, and purpose. Della Townships is my blueprint for that change — where every township becomes a catalyst for social, economic, and human impact. Each one redefining how India Lives, Works, and Dreams.”

-Jimmy Mistry, Founder & CMD, Della Townships

About Della Townships

Della Townships is India's Fastest Growing Asset-Light Real Estate Company Developing GCC-Led Salutogenic Integrated Townships. GDV: ₹46,480 Cr | $5.16 Bn (FY 2026-27). 12 Projects. 10 Cities. 4,288 Acres.