

Conscient Turns 50, Unveils New Brand Line “Where Life Gathers”

New Delhi, October 21, 2026: Trusted real estate developer Conscient Infrastructure Pvt. Ltd. has unveiled “Where Life Gathers” as its new brand line. Introduced in the company’s 50th year, the line reflects Conscient’s approach to creating spaces that bring people together and evolve with their lives over time.

Over five decades, the company’s portfolio has grown to around 20,000 residential and commercial units and more than 35 million sq. ft. across Delhi-NCR, Goa and Dehradun – delivered, under construction and in the pipeline – spanning premium condominiums, luxury villas, commercial and retail developments. Conscient’s journey has been shaped by the evolving needs of its customers, which guide decisions throughout the project life cycle. The company works with a global network of partners, including architects, designers and consultants – bringing the best from around the world to its projects.

Commenting on the new brand line, Rajesh Jain, Director, Conscient Infrastructure, said, “For fifty years, we have been building homes. Our residents have taught us that every home holds many lives: a child seeking freedom, a parent seeking calm, a professional needing focus and an elder looking for ease, all under one roof. ‘Where Life Gathers’ is our commitment to design for each of these lives, giving everyone room to be themselves while bringing them together. For us, the handover is not the finish line. The true measure of what we build is the life that gathers in it, long after the keys are handed over.”

The new brand line comes as Conscient, together with its joint venture partners, prepares for several launches over the next six months. Building on the company’s legacy of design and quality, “Where Life Gathers” expresses its focus on the people and relationships that give these spaces meaning.

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About Conscient Infrastructure Private Limited

Over five decades, Conscient has built a reputation for trust, quality and innovation, with a portfolio of around 20,000 residential and commercial units and more than 35 million sq. ft. across Delhi-NCR, Dehradun and Goa – delivered, under construction and in the pipeline. Guided by its brand line, “Where Life Gathers”, Conscient creates spaces designed for the different lives within a family and the communities that grow around them.

Conscient’s partnerships include Hines India Real Estate Pvt. Ltd., part of the global real estate firm Hines, and HDFC Capital, a real estate investment platform. Together with Hines, Conscient delivered Elevate, a two-million sq. ft. luxury development, and launched Elevate Reserve on Golf Course Extension Road, Gurugram. Its projects also include the redevelopment of the historic Birla Cotton Mills in Delhi in partnership with Texmaco, Hines and HDFC Capital, and Elaira Residences and Parq in Gurugram. Across its developments, Conscient works with architects and consultants to bring together thoughtful design, customer needs and sustainability.