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Published on: September 21, 2026

Sudeep Bhatt on Whiteland Corporation's Westin Residences, Gurugram

An exclusive interview with Sudeep Bhatt, Director Strategy, Whiteland Corporation

In an exclusive interview, Sudeep Bhatt, Director Strategy at Whiteland Corporation, unveils Westin Residences along Gurugram's Dwarka Expressway. Developed with Marriott International, the project sets out to integrate Westin's hospitality, biophilic architecture and wellness amenities.

What inspired Whiteland Corporation to bring the Westin Residences brand to the Dwarka Expressway?

Sudeep Bhatt

When we looked at Dwarka Expressway, we saw more than an emerging micro-market; we saw the future front door to Delhi NCR's next phase of growth. The corridor offers exceptional connectivity to Delhi, the airport, Cyber City and the upcoming Global City, along with significant potential for a new generation of residential development. But connectivity alone does not define a great home. It needs a living experience that matches the aspirations of the people who choose to live there. That is what inspired us to partner with Marriott International and bring the Westin brand to Gurugram, a global name synonymous with wellbeing, balance and restorative living. With Westin Residences Gurugram, our vision was to bring the Westin philosophy beyond hospitality and into everyday residential life. Across this 20-acre estate, master-planned by Hafeez Contractor, every element, from architecture and landscape to light, air and open spaces, has been designed around wellbeing. We also wanted a home that could evolve with its residents and serve generations. This is not simply about creating a landmark development. It is about a holistic living environment that combines global hospitality, wellbeing and thoughtful design for today and for generations to come.

How did you approach bringing together partners like Hafeez Contractor, Cooper Hills and ASA Lighting Studio?

Sudeep Bhatt

Bringing Hafeez Contractor, Cooper Hills, ASA Lighting Studio and Planet F&B together was never about collecting big names. It was about bringing together experts who shared our belief that every aspect of a residence should enhance the way people live. Hafeez Contractor brought the vision for scale and skyline. Cooper Hills from Singapore brought a distinctive sensibility to landscape and open spaces, helping make 20 acres feel connected and intimate. ASA Lighting Studio from Vietnam brought an understanding of how light can transform architecture into an experience. Planet F&B brings an international perspective to food and beverage, helping create experiences that are contemporary and designed around how people socialise. Our role as a developer was to connect these disciplines so that architecture, landscape, lighting, interiors, food and beverage, and hospitality spoke the same language, around the Westin philosophy of wellbeing. That alignment is what makes Westin Residences Gurugram distinctive.

How will Marriott International's hospitality standards be integrated into daily residential management?

> **Sudeep Bhatt**
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> The real test of a branded residence is not how it looks on launch day, but how it feels years later, when the promise made on day one continues to be delivered every day. That is where Marriott International's role becomes particularly important. Its global operating standards, service protocols and Westin wellbeing philosophy are being integrated into the way the community is envisioned and managed, from concierge and clubhouse experiences to housekeeping, security and community management. We want residents to experience the same sense of consistency, care and calm they associate with Westin around the world. The difference is that here, it is their own home. At Westin Residences Gurugram, hospitality is not simply an amenity. It is embedded in the way the community is designed to function.

Who is the target buyer, and what are their primary expectations?

> **Sudeep Bhatt**
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> Westin Residences Gurugram is designed for discerning end users and global investors who see a home as more than four walls. This includes senior corporate leaders and entrepreneurs in Delhi NCR who value the standards they encounter while travelling, as well as NRIs looking for a professionally managed home in India. There is also growing interest among HNIs in branded residences, particularly in markets such as Dubai, Miami and Singapore. Across these audiences we see three common expectations: trust and consistency, wellbeing as part of everyday life, and long-term value. Families are also looking for homes that can accommodate different generations under one roof, with privacy for individuals and places for the family to come together. The Westin philosophy addresses these through thoughtful design, wellness-led spaces, professional management and a hospitality experience meant to remain relevant well beyond the initial purchase.

With multiple international design partners, how are you ensuring execution on the ground?

> **Sudeep Bhatt**
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> Bringing together Hafeez Contractor, Cooper Hills, ASA Lighting Studio, Bobby Mukherjee and Planet F&B gives us a strong design foundation. The next challenge is translating that vision into execution at scale. To do that, we have partnered with Kalpataru Projects International and Ahluwalia Contracts. Their engineering capabilities, execution experience and focus on quality and safety provide the foundation required to deliver the vision. Residents should not experience these disciplines separately. They should experience one cohesive environment, from the moment they arrive, through their home, clubhouse, landscape, dining and everyday services.

How do you view Dwarka Expressway over the next 5 to 10 years?

> **Sudeep Bhatt**
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> Dwarka Expressway has already emerged as one of the important growth corridors of Delhi NCR. Its connectivity to Delhi, IGI Airport and Aerocity has strengthened, and completion of the expressway has made the corridor far more accessible. Over the next five to ten years, improved public transport, the development of Global City as a major commercial district, and the continued expansion of schools, healthcare, retail and

> social infrastructure can help the corridor evolve from an emerging investment destination into a mature residential ecosystem. As the market develops, professionally managed and branded developments will play an important role in raising expectations around design, service, wellbeing and the overall residential experience.

What is the single biggest message for prospective buyers?

> **Sudeep Bhatt**
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> Westin Residences Gurugram is about bringing a globally recognised philosophy of wellbeing and hospitality into everyday residential life. The design pedigree is genuine, with respected names in architecture, landscape, lighting, interiors and F&B. The Westin brand brings a philosophy and standards that extend beyond the physical product. The feeling of walking into a great Westin, the sense of calm, balance, thoughtful service and wellbeing, is what we want residents to experience not just while travelling, but at their own front door. This is a home designed not just for one phase of life, but to evolve with a family. That is the experience we are seeking to create: a home rooted in wellbeing, elevated by hospitality, and designed for generations.

Through strategic vision and biophilic design, Whiteland Corporation is redefining urban luxury living. As Sudeep Bhatt highlights, Westin Residences is more than a home. It is a lifestyle experience where hospitality, recreation and wellness come together along the Dwarka Expressway.