

PROJECTS

MIRROR



CONSTRUCTION SECTOR LOOKS PROMISING

INTERVIEW



Mr. Sarveshaa SB,
Managing Director,
BHADRA Group

GUEST ARTICLE



Ar. Gagandeep Kapila,
Founder and Principal Archi-
tect of Workshop of Metropol-
itan Architecture (WMA)

ARTICLE



Mr. Manan P. Shah,
Managing Director,
MICLGroup

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“India’s real estate sector is expected to experience significant growth over the festive season of 2023. According to recent reports, residential sales increased by an astounding 23% in the first half of the year, attributable to resilient economic growth, enticing interest rates, and a surge in consumer confidence”

Mr. Sarveshaa SB, Managing Director, BHADRA Group

What current residential real estate trends do you see shaping the market, and how is BHADRA adapting to these trends?

The year 2023 is poised to introduce transformations with-

in the residential lifestyle sector. Due to the rising demand for smart homes, the increasing emphasis on sustainability, and the ever-increasing appeal of residential luxury, the real estate market is undergoing major changes. There is an evident trend towards boutique luxury residences, which offer residents distinctive and individualised living experiences. Amidst the continuous process of transformation, BHADRA Group has been a progressive pioneer, adeptly adapting to these substantial shifts with ingenuity and assurance.

This year we have witnessed a continued influx of luxury seekers, ultra-high-net-worth individuals, and those desiring exclusivity in the real estate market. BHADRA accommodates this clientele by offering an array of exclusive boutique homes located in prominent city centres in Bengaluru. Our boutique homes revolutionise the concept of luxury by setting a fresh benchmark for living in the city centre through the assurance of comfort and security. Moreover, sustainability has emerged as a critical component in the homebuying process. Homebuyers are becoming increasingly conscious of energy efficiency and the environment. BHADRA has undertaken an initiative to foster the development of sustainable and environmentally conscious communities. One of our leading projects, BHADRA LANDMARK - Haudin Road, in Bengaluru, serves as a prime example of this commitment. It is an environmentally conscious community with solar panels, provisions for home automation systems, and rainwater collection.

Moreover, there is a growing demand for intelligent homes, driven by technologically adept homebuyers who prioritise convenience, enhanced protection, and



energy efficiency. We are integrating state-of-the-art home automation and technology into our homes, thus reshaping conventional living standards.

By using our website, prospective homebuyers can now explore our properties with relative ease and contact our sales team, thereby streamlining the homebuying procedure considerably.

Within the ever-evolving realm of real estate, we are poised to exert a substantial impact on residential living by integrating sustainability, technology, and luxury into our projects and presenting a unique perspective to modern homebuyers.

What is your outlook for the ongoing festive season in 2023?

India's real estate sector is expected to experience significant growth over the festive season of 2023. According to recent reports, residential sales increased by an astounding 23% in the first half of the year, attributable to resilient economic growth, enticing interest rates, and a surge in consumer confidence. The prudent monetary policy of the Reserve Bank of India has maintained attractively low home loan rates, while government initiatives, including tax exemptions and subsidies, have substantially facilitated the path to homeownership. Notably, this momentum transcends both the northern and southern regions of India and is not confined to just a handful of cities. The South Indian real estate market has demonstrated exceptional resilience, as evidenced by its consistent annual price appreciation, despite the presence of global challenges. The residential real estate industry is well-positioned to provide opportunities and optimism across the nation due to its robust price growth, strong sales, and extensive portfolio of newly launched properties.

What measures does BHADRA take to ensure that its residential properties are in compliance with environmental regulations and energy efficiency standards?

Within the dynamic domain of real estate, we strongly support the principles of energy conservation and ecological responsibility. Through the integration of solar panels and rainwater



harvesting, we are exerting an environmentally conscious influence on the trajectory of residential living. Through strict adherence to environmental regulations and energy efficiency standards, BHADRA establishes a benchmark for sustainability. We utilise wastewater recycling, water-efficient fixtures, and the collection and reuse of runoff in an effort to reduce water consumption.

By implementing energy-efficient lighting and appliances, including LED lighting and star-rated appliances, we not only encourage energy conservation but also reduce the electricity costs of our residents. Our efforts persist beyond that juncture. As a result of the solar panels installed in specific residential projects that generate renewable energy, environmental sustainability is further advanced. As sustainability becomes more

important, we are dedicated to environmental compliance and moving towards a future that is better for the earth and uses less energy.

Festive seasons often lead to increased real estate activity. How does BHADRA prepare for and capitalise on the festive season boom in the residential real estate market?

As the festive season ushers in a wave of excitement in the residential real estate market, our well-planned initiatives to tap into the festive season boom include amplified marketing and advertising efforts across diverse platforms, from digital platforms to social media, aimed at capturing the attention of potential buyers. Adding to the festivities, we are extending exclusive offers to sweeten the deal for aspiring homeowners, making the season of celebrations the perfect time to invest in a dream home.

In the spirit of open dialogue and exploration, we are open all day to customers and buyers, where sales representatives stand ready to address queries and guide potential buyers through the journey of homeownership.

With a diverse range of boutique home offerings to cater to various homebuyer preferences, we are prepared for the real estate boom during the holiday season. Our commitment to excellence and customer service is a testament to our readiness to make homeownership come true.

In the context of the ever-evolving real estate market, how does BHADRA stay committed to its core principles and vision for creating quality residential spaces?

We maintain a resolute dedication to crafting outstanding residential homes and place customer satisfaction as our top priority. A commitment to quality construction is fundamental to our achievements; we employ premium materials and construction techniques to ensure durability and satisfy client demands. The innovative spirit of BHADRA propels the construction of ground-breaking residential properties that provide clients with the most up-to-date living experiences possible.

However, our vision does not end there. Sustainability continues to be a fundamental tenet of our philosophy. In addition to water conservation and energy efficiency measures,

our use of eco-friendly materials and construction techniques demonstrates an unwavering dedication to developing sustainable residential properties.

Our residential developments in Bengaluru exemplify modern living with opulent rooftop clubhouses and cutting-edge amenities. Every home is meticulously crafted to accommodate the demands of contemporary living, incorporating premium facilities and amenities, provisions for home automation systems, and lightning-fast FTTH internet access.

At BHADRA, we are constantly trying to redefine luxury living by meticulously crafting lifestyles that epitomise sophistication, ingenuity, and an unwavering dedication to excellence.

How does BHADRA Group see itself unfolding in 2024?

At the heart of BHADRA lies an unwavering passion driving its mission to craft international-quality homes, providing residents with spaces characterised by harmony. Each BHADRA project, a masterpiece in its own right, is methodically designed to ensure an abundance of natural light, impeccable ventilation, captivating vistas, and an unmatched living experience. This design seamlessly merges top-tier construction and functionality. Currently, our ultra-luxury boutique homes grace the premium residential districts of Bengaluru, notably the Central Business District (CBD).

In today's landscape, BHADRA Group garners recognition for its debt-free status, compassionate employment practices, and consistent track record of exceeding expectations in all its business dealings. The Group actively oversees ongoing real estate projects spanning 2 lakh sq. ft. of developable area and contractual projects aggregating to 1 lakh sq. ft. at various stages of construction. Till date, the Group has successfully delivered 27 lakh sq. ft. of developed areas, both through independent efforts and collaborative partnerships, housing numerous delighted customers in their beautiful BHADRA homes.

At its core, our work philosophy is deeply rooted in a profound commitment to quality, environmental sustainability, customer satisfaction, and ongoing technological innovation. BHADRA takes great pride in its in-house capabilities, cultivating a proficient team of professionals dedicated to delivering top-notch products, and will continue to do so in the future as well. [30](#)

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