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# CONSTRUCTION & ARCHITECTURE UPDATE

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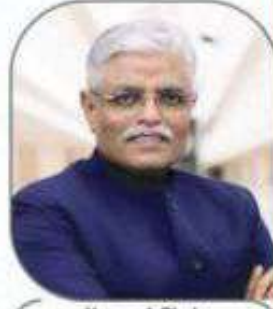
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**SARVESHA SB**  
Chairman & Managing Director,  
BhadraGroup.com

“BhadraGroup.com sees Bengaluru's residential growth consolidating around infrastructure-led corridors supported by metro connectivity, expressways, and emerging employment hubs. These locations will continue to attract premium and luxury housing formats, driven by accessibility, lifestyle appeal, and long-term appreciation potential.”

What major trends are you observing in the Bengaluru real estate market, and how is **BHADRA Group** adapting to them?

Bengaluru's real estate landscape is undergoing a decisive shift, driven by infrastructure expansion, the rising demand for premium living, and the growing preference for integrated living environments. Metro expansions, led by the Purple Line through South-West Bengaluru and Phase 2 corridors across North, East, and South zones, are significantly reducing commute times and bringing emerging micro-markets into the mainstream. Along with expressways and strategic business corridors, this connectivity is redefining residential demand and strengthening long-term price appreciation.

The Peripheral Ring Road is set to unlock the city's next growth ring by easing congestion on the Outer Ring Road and enabling smoother cross-city mobility, a change that historically creates new residential and commercial hotspots. Adding further momentum is the Greater Bengaluru Integrated Township at Bidadi, envisioned as India's largest AI-driven township. Spread across 2,000+ acres and supported by STRR, national highways, and NICE Road, it is emerging as a future second CBD and major employment hub.

Together, these developments are inspiring a new generation of large-format communities that blend connectivity, open spaces, wellness, and sustainable planning, shaping urban communities that are aspirational and enduring in value.





What core values guide your leadership in navigating market challenges and opportunities?

At **BhadraGroup.com**, leadership is guided by credibility, responsibility, and a deeply rooted commitment to long-term value creation. In a sector where trust is built on delivery discipline and transparency, we place strong emphasis on ethical execution, design integrity, and financial prudence. Buyers today evaluate developers not only on location and pricing, but on consistency and the quality of communities they build, an area where we have steadily strengthened confidence.

Our approach to residential development places liveability at the centre. Privacy-focused layouts, wellness-driven environments, pedestrian-friendly planning, and Vaastu-aligned design principles are treated as essentials rather than add-ons. Sustainability is integrated through expansive green landscapes, energy-conscious planning, and responsible land utilisation. A disciplined, debt-free financial structure and complete in-house execution capability allows us to navigate market cycles with stability and accountability. Together, these values reinforce brand credibility, nurture lasting relationships with buyers, and form the foundation for communities that remain relevant for generations.

What are the main strategic priorities of **BHADRA Group** over the next 5–10 years in terms of growth and market presence?



Over the next decade, BhadraGroup.com sees Bengaluru's residential growth consolidating around infrastructure-led corridors supported by metro connectivity, expressways, and emerging employment hubs. These locations will continue to attract premium and luxury housing formats, driven by accessibility, lifestyle appeal, and long-term appreciation potential.

Our strategic focus remains on moving beyond volume-driven development toward creating distinctive residential landmarks. Integrated townships and iconic high-rise communities are central to this vision, offering residents a refined blend of privacy, wellness, and architectural excellence. Open spaces, low-density planning, and curated lifestyle amenities will remain critical differentiators across BHADRA developments. Financial discipline, in-house execution strength, and selective partnerships with long-term investors will support sustainable expansion. The emphasis is clear: growth defined not by scale alone, but by the ability to deliver enduring value, design leadership, and thoughtfully planned urban environments that elevate Bengaluru's residential landscape.

