Murali Malayappan
Chairman & Managing Director, Shriram Properties Ltd.

Shriram Properties has emerged as one of South India's fastest-growing real estate brands. What do you consider the key factors that have driven this impressive growth?

At Shriram Properties (SPL), we take pride in our 25-year legacy as one of South India's most trusted real estate brands. Since inception, we have consistently delivered thoughtfully designed homes that reflect our core brand ethos: Sensible, Sensitive, Stylish, and Spirited. With a proven track record and strong execution of having delivered 28.3 msf across completed 48 projects, we are proud to have welcomed over 31,000 happy customers into the Shriram family. SPL has a clear focus on the mid-market and mid-premium segments, which aligns with the strong demand in India's urban growth centres including Bengaluru, Chennai, Kolkata, Pune, Visakhapatnam, and Coimbatore. This focus has also allowed us to build a resilient and scalable business model that caters to aspirational yet value-conscious homebuyers. Our asset-light approach through Joint Development Agreements (JDA), Joint Ventures (JV), and Development Management (DM) has enabled disciplined capital deployment and accelerated growth. The DM model allows us to partner with landowners and smaller developers, delivering end-to-end solutions under the Shriram brand with better capital efficiency and faster turnaround. Additionally, Investor confidence has been a key enabler for SPL, with strategic partnerships involving marquee global and domestic institutions reflects our ability to attract growth capital.

Operating in a competitive mid-market and mid-market premium real estate market...How has Shriram Properties set itself apart in terms of offerings, approach, and customer experience?

In a highly competitive mid-market and mid-premium real estate landscape, Shriram Properties sets itself apart by focusing on understanding what modern homebuyers truly want. Our main focus has always been towards practical design, prioritizing space efficiency and ensuring zero space wastage so that every square foot is optimally used, delivering comfort and usability across diverse user groups. We also maintain a customer-first pricing approach, ensuring our homes are competitively priced without overburdening buyers, while still delivering high-quality design, amenities, and long-term value. Our projects are designed with a keen eye for functionality and efficiency, particularly in the 2, 2.5, and 3 BHK unit segments, which we consider the sweet spot in the mid-market sector.

Our homes are not only optimally designed but also offer premium lifestyle amenities such as grand clubhouses, lush green spaces, and strong security infrastructure, all at a value-driven price point. This approach is supported by a strong brand equity, which has been built on the foundation of a proven track record of trust, transparency, and timely project delivery for decades. To further enhance customer experience, we consistently leverage technology to provide an uninterrupted end-to-end customer journey, right from sales up to handover. All of this is supported by an integrated CRM system that ensures every step of a customer's buying experience is smooth and transparent.

How do you see the real estate landscape in South India evolving over the next five years? And what role do you see Shriram Properties playing in shaping this transformation?

Bengaluru will remain South India's urban growth leader, with Hyderabad and Chennai also showing strong expansion. Chennai, in particular, is emerging as a major warehousing hub, thanks to its strategic location and proximity to key ports, attracting significant investments. Commercial real estate is thriving with the rise of REITs, especially in Bengaluru and Hyderabad, where demand is robust.

We foresee continued demand for thoughtfully designed homes from nuclear families and first-time buyers, leading to greater consolidation in favour of trusted developers with proven execution and

Codename The One by Shriram Properties- Bengaluru

governance. At Shriram Properties, we aim to be at the forefront of this change strengthening our presence in Bengaluru, Chennai, and Kolkata, while expanding into high-potential markets like Pune, where our recent entry has been met with strong demand. With a focus on sustainable, digitally enabled design and operational efficiency, we will continue to deliver high-quality, value-driven homes and cement our leadership in the evolving market.

What's next for Shriram Properties in terms of expansion, innovation, or new markets?

The outlook for the next three years is strong and encouraging, supported by positive macro-economic trends and sustained housing demand, particularly in the mid and mid-premium segments. At Shriram Properties, we are targeting bold outcomes doubling sales, tripling revenue, and quadrupling profits within this period. Backed by a strong pipeline and operational depth, SPL is well-positioned to lead the next phase of real estate growth, building not just homes but vibrant, sustainable communities for tomorrow.

Our focus will be on strengthening our presence in South India while expanding in high-growth corridors such as Pune and unlocking our 300-acre land parcel in Kolkata with new product categories. We are committed to scaling our Development Management (DM) model to enhance margins and brand presence with minimal capital outlay. In parallel, we will deepen investments in PropTech, automation, and data analytics to drive performance, customer insights, and risk management. SPL is also actively exploring co-investment platforms and strategic alliances to unlock value from its robust pipeline of 39 projects spanning 36million square feet.

With nearly 85% of ongoing projects already sold, our focused execution and timely completions are expected to accelerate revenue recognition momentum in FY26 and beyond. The resilience of demand, particularly in the mid and mid-premium segments, offers significant opportunities, and SPL is well-positioned to capture them. Our approach will centre on faster execution to unlock cashflows from ongoing projects while strengthening the project pipeline for sustainable growth delivering long-term value for all stakeholders.

What fundamental philosophy or guiding principles form the foundation of Shriram Properties' business strategy and culture?

Our business is guided by the central philosophy "Homes that live in you" and is rooted in the belief that real estate is not just about spaces but about enabling better lives. We are committed to delivering homes that balance cost, quality, and the aspirations of our customers.

This philosophy encompasses the culture of compliance, good governance, and long -term focus on delivering value for all our stakeholders. We believe in empowering our employees and partners through the ethos of adequate opportunities for trust, transparency and development. Constant innovation not only helps in project execution, but also enhances our customer-focused thinking, ensuring that we are adaptable and agile to meet the changing needs of modern homebuyer.