

# Shriram Properties Ltd: Building Homes with Purpose, Shaping Communities with Care



Murali Malayappan, CMD, Shriram Properties Ltd

**F**or over 25 years, Shriram Properties Ltd has been delivering thoughtfully designed homes that embody its brand ethos—sensible, sensitive, stylish, and spirited. Shriram Properties Ltd (SPL) has emerged as one of South India's respected and trusted real estate brands. It has steadily grown into a prominent force in the mid-market and mid-premium housing segments across the country.

Anchored in the values of integrity, quality, and a customer-first approach, SPL has consistently created homes across high-growth markets such as Bengaluru, Chennai, Kolkata, Visakhapatnam, Coimbatore, and more recently, Pune.

Founded with the belief that homes are the foundation of better living, SPL has focused on creating vibrant, future-ready communities that offer more than just spaces they offer a sense of belonging. With around 48 completed projects and close to 27.6 million sq. ft.



of residential space delivered, the brand has earned the trust of over 31,000 happy customers. As of March 2025, the company boasts a 36 million sq. ft. development pipeline, including 19 million sq. ft. currently under construction.

In recent quarters, SPL has strengthened its position with a series of notable launches across Bengaluru and Pune. Notably, the overwhelming performance of maiden launch under the 'Codename Superstar' in Pune and the launch of Codename The One in Bengaluru underscore the brand's deep

market understanding and ability to deliver what today's homebuyers seek: quality, connectivity, and calm.

The year ahead promises further expansion, with upcoming projects planned across Bengaluru, Pune and Chennai. Each new offering reflects the brand's core values of trust, transparency, and governance and continues its mission of creating homes that enable better futures.

At the heart SPL is a simple yet powerful ethos: to build with purpose and grow with integrity. Whether it's planting a tree for every home sold, integrating sustainable design, or delivering on time, the brand remains committed to shaping not just homes but whole communities with care.

As Indian cities evolve, Shriram Properties Ltd stands ready to lead the next phase of responsible urban development where real estate is not just about buildings, but about the lives lived within them.