



Shriram Properties Sets New Standards in Sustainable, Tech-Led Construction

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With a legacy of over two decades, Shriram Properties Ltd. is redefining how homes are built merging engineering excellence with regional relevance and future-ready sustainability.

Shriram Properties Ltd. (SPL), one of South India's leading residential real estate development companies, is primarily focused on the mid-market and mid-market premium housing segments. As one of India's foremost residential developers, SPL continues to lead the sector with a construction philosophy rooted in purpose, precision, and progress.

The company has completed 48 projects spanning 27.6 million square feet (msf), primarily across Bengaluru and Chennai, with a growing presence in Kolkata in recent years. As of March 31, 2025, SPL has a robust

development pipeline of 37 projects with a total development potential of 36 msf, including 19 msf of ongoing projects. The company has firmly established its footprint in its core markets, Bengaluru, Chennai, and Kolkata, while also making strategic inroads into Pune.

At the heart of SPL's approach is a belief that construction is not just about delivering structures, it's about building lasting value and vibrant communities. The company's strategic model is anchored in three key pillars: modular standardization with local customization, value-driven engineering, and consistency across geographies.

Standardization Meets Local Intelligence

SPL applies a modular and scalable construction model, ensuring speed, quality, and design flexibility. Technologies like Building Information Modeling (BIM) and prefabricated systems enable standardized processes, while climate-responsive façades and customized layouts cater to regional lifestyles.

In projects such as Shriram Chirping Woods in Bengaluru, standardized floorplates are adapted to include green balconies and sustainable design features delivering performance with personality.



Engineering with a Purpose

Going beyond cost efficiency, SPL's value engineering approach emphasizes sustainability and longevity. Eco-friendly materials such as AAC blocks, along with systems for rainwater harvesting, energy-efficient lighting, and low-emission HVAC solutions, are now integral to every development.

This vision is evident in flagship projects like Shriram Greenfield (Bangalore) and Shriram Grand City (Kolkata), both of which have earned EDGE certification, with Shriram Greenfield also recognized as an IGBC Gold-rated project reinforcing SPL's commitment to environmental stewardship and climate-conscious development.

Early-stage collaboration between architects, engineers, and sustainability consultants referred to as Early Contractor Involvement (ECI) ensures that practical, buildable solutions are integrated from the start, reducing rework and improving overall project efficiency.

Consistency Across Cities, with Local Precision

Operating across five Indian states Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra, and West Bengal, SPL combines centralized quality control with contextual intelligence. Cloud-based project tracking, real-time analytics, and a robust audit framework ensure delivery excellence.



Simultaneously, local environmental needs are addressed with tailored solutions flood-resilient basements in Chennai, heat-reflective materials in Hyderabad, or natural ventilation strategies in Kolkata. This balance between global standards and regional adaptation allows SPL to create homes that are relevant, reliable, and rooted in local context.

Shaping the Future with Vision

For Shriram Properties, construction philosophy is not merely about building structures, it's about building legacies. By combining engineering discipline with creative adaptability, the company continues to deliver projects that offer more than shelter, they offer identity, sustainability, and long-term value. Anchored in our brand ethos, Sensible, Sensitive, Stylish, and Spirited we have remained steadfast in our commitment to the mid-market and mid-premium segments, delivering homes that truly resonate with the evolving needs of modern India.

