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## **Shriram Properties: Celebrating 25 years of trust, transparency, and governance**



As Shriram Properties (SPL) marks its 25th year of operation, the company is entering a new phase with a refreshed brand identity and a renewed focus to tackle new challenges in the dynamic real estate market. This milestone not only celebrates past successes, but also sets the stage for future growth and innovation. The updated brand identity of Shriram Properties represents its evolution and ongoing commitment to trust, transparency, and sound governance — values that are deeply-rooted in the legacy of the Shriram Group. The new logo symbolises SPL’s progress and its continued promise to deliver exceptional value to customers, represented by three progress bars and a stylish golden swoosh. The company’s brand motive, “Homes That Live In You,” reflects a customer-centric approach. Aligned with its commitment to innovation and expansion, SPL has launched SPLN×T, a strategic initiative aimed at enhancing its presence in the mid-market and mid-premium residential sectors. This new initiative addresses the growing demand for affordable, high-quality housing in India's rapidly expanding urban areas. Through SPLN×T, the company aims to reach a wider audience, providing homes that offer both affordability and superior quality. SPL is committed to the belief that a home is more than a mere structure; it is a space where dreams are nurtured, and memories are created. The company's dedication to exceptional craftsmanship, innovative design, and outstanding customer service ensures that every property developed aligns with customer aspirations. SPL’s new brand ethos — Sensible, Sensitive, Stylish, Spirited— captures its core values and approach. These principles guide every facet of the company’s operations, from project planning to customer support. “Sensible” highlights effective resource management and addressing consumer needs without excess. “Sensitive” represents understanding customer and employee needs. “Stylish” embodies design aesthetics, and “Spirited” reflects SPL’s passionate approach towards all its stakeholders. Over the past 25 years, Shriram Properties has built a reputation

for reliability, trust, and financial stability.



Its track record of successful project completions and solid financial performance positions the company for continued growth. This strong foundation empowers SPL to confidently explore new opportunities and deliver outstanding results. Shriram Properties is excited to embark on a new chapter. Its focus on the mid-market segment, combined with a commitment to innovation and customer satisfaction will drive its efforts to deliver exceptional value. SPL is dedicated to exploring new markets, expanding product offerings, and maintaining high standards of service. SPL's vision is to become the most credible and preferred real estate brand in India, renowned for its dedication to quality, innovation, and customer satisfaction. The company's mission is to create sustainable communities that enhance quality of life and make a positive contribution to society. As SPL celebrates its 25th anniversary, the company looks to the future with excitement and optimism. The launch of the new corporate identity has received positive feedback from the industry and garnered widespread media coverage, which underscores the impact of the rebranding. To maximize awareness and engagement, SPL conducted a comprehensive 360-degree campaign, which included extensive promotions across various platforms. As part of this campaign, over 600 strategically placed hoardings were displayed across Bangalore, Chennai, and Kolkata to prominently showcase the new brand identity. All major dailies carried its advertisements. These efforts have significantly amplified the company's presence, ensuring that the brand refresh resonates with a broader audience. Moreover, SPL has collaborated with professionals in the industry to produce a new corporate film. The company is excited to build on this momentum and further establish Shriram Properties as a trusted brand in the Indian real estate market.

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As Shriram Properties (SPL) marks its 25th year of operation, the company is entering a new phase with a refreshed brand identity and a renewed focus to tackle new challenges in the dynamic real estate market. This milestone not only celebrates past successes, but also sets the stage for future growth and innovation.

The updated brand identity of Shriram Properties represents its evolution and ongoing commitment to trust, transparency, and sound governance — values that are deeply-rooted in the legacy of the Shriram Group. The new logo symbolises SPL's progress and its continued promise to deliver exceptional value to customers, represented by three progress bars and a stylish golden swoosh. The company's brand motive, "Homes That Live In You," reflects a customer-centric approach.

### Introducing SPLNxt: A growth-focused initiative

Aligned with its commitment to innovation and expansion, SPL has launched SPLNxt, a strategic initiative aimed at enhancing its presence in the mid-market and mid-premium residential sectors. This new initiative addresses the growing demand for affordable, high-quality housing in India's rapidly expanding urban areas. Through SPLNxt, the company aims to reach a wider audience, providing homes that offer both affordability and superior quality. SPL is committed to the belief that a home is more than a mere structure; it is a space where dreams are nurtured and memories are created. The company's dedication to exceptional craftsmanship, innovative design, and outstanding customer service ensures that every property developed aligns with customer aspirations.

SPL's new brand ethos — Sensible, Sensitive, Stylish, Spirited — captures its core values and approach. These principles guide every facet of the company's operations, from project

planning to customer support. "Sensible" highlights effective resource management and addressing consumer needs without excess. "Sensitive" represents understanding customer and employee needs. "Stylish" embodies design aesthetics, and "Spirited" reflects SPL's passionate approach towards all its stakeholders.

#### A legacy of trust and reliability

Over the past 25 years, Shriram Properties has built a reputation for reliability, trust, and financial stability. Its track record of successful project completions and solid financial performance positions the company for continued growth. This strong foundation empowers SPL to confidently explore new opportunities and deliver outstanding results.

Shriram Properties is excited to embark on a new chapter. Its focus on the mid-market segment, combined with a commitment to innovation and customer satisfaction will drive its efforts to deliver exceptional value. SPL is dedicated to exploring new markets, expanding product offerings, and maintaining high standards of service.

**Vision and mission** SPL's vision is to become the most credible and preferred real estate brand in India, renowned for its dedication to quality, innovation, and customer satisfaction.

The company's mission is to create sustainable communities that enhance quality of life and make a positive contribution to society.

As SPL celebrates its 25th anniversary, the company looks to the future with excitement and optimism. The launch of the new corporate identity has received positive feedback from the industry and garnered widespread media coverage, which underscores the impact of the rebranding. To maximise awareness and engagement, SPL conducted a comprehensive 360-degree campaign, which included extensive promotions across various platforms.

As part of this campaign, over 600 strategically placed hoardings were displayed across Bangalore, Chennai, and Kolkata to prominently showcase the new brand identity. All major dailies carried its advertisements. These efforts have significantly amplified the company's presence, ensuring that the brand refresh resonates with a broader audience. Moreover, SPL has collaborated with professionals in the industry to produce a new corporate film. The company is excited to build on this momentum and further establish Shriram Properties as a trusted brand in the Indian real estate market.