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### [Shriram Properties to quadruple profit, triple revenue by FY27](https://www.thehindubusinessline.com/news/real-estate/shriram-properties-to-quadruple-profit-triple-revenue-by-fy27/article68584954.ece)



Shriram Properties Ltd, which is celebrating 25 years, expects to quadruple its net profit to over ₹200 crore in FY27. It reported profit of ₹75 crore in FY24.

It will double annual sales to ₹5,000 crore by FY27 and triple revenue (income from unit handovers) to ₹3,000 crore, according to the company's Executive Director and Group CEO, J Gopalakrishnan.

The company will scale up annual sales to 8-9 million sq ft (MSF) annually from 4.5 MSF by 2027, he told newsmen. "We are targeting to double future project inventory to 35 MSF in the next 18-24 months," he added.

In FY24, the company's annual sales value has grown by 5X to ₹2,362 crore and annual handover by 4X to over ₹3,000 crore, he said. The Return on Capital Employed has increased to 11 per cent from 3 per cent, he said on Friday.

The company plans capex of nearly ₹2,000 crore in the 3-4 years of which around 25 per cent will be the company's contribution and the balance from partners, he said.

On the Chennai market, Gopalakrishnan said the company has completed over 7 MSF of development in the last decade.

Over the next three years, the company expects to sell 5-6 MSF in the city. The company built the largest multi-use project - Shriram Gateway - in Tamil Nadu with 4.60 MSF of commercial;

2.2 MSF of residential and 0.65 MSF of retail/hospital assets - all in one campus, he said.

Recently, the company launched Shriram 122 West at Mangadu near Porur, and launching three new projects under the code names Pudiya Chennai near Thirumazasai; Jackpot near

Shriram OneCity at Valarpuram and 24 Carat as an integral part of Shriram Shankari.

Among these recent and upcoming launches, the company has over 4 MSF of saleable area and Gross Development Value of ₹2,500 crore to be sold in three years. “We will invest over ₹400 crore on construction of the three projects over the next 3 years and expect construction spending of over ₹750 crore across all projects in Chennai,” he added.

Across India, the company plans construction spending of ₹2,000 crore of which nearly 25 per cent will be from the company and the balance from external partners, he added.

The company’s Chairman and Managing Director, M Murali, said the company would soon foray in to Pune to enter the western market. It also plans to develop senior living space. There are plans to develop large projects like Shriram Gateway, he said.

Shriram Properties will embrace the new era under the banner SPLNxT to reposition the brand; enhance focus on mid-market and mid-premium segments, and accelerate growth, he said. “With the Centre’s vision of Viksit Bharat, and a strong economic growth, the next few years is going to be exciting as demand for residential houses will increase significantly,” he said.

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[Shriram Properties to focus on mid-segments; eyes doubling annual sales, tripling revenues](https://www.ptinews.com/story/business/shriram-properties-to-focus-on-mid-segments-eyes-doubling-annual-sales-tripling-revenues/1778495)

CHENNAI: Shriram Properties Ltd, the real estate division of the diversified conglomerate Shriram Group, would focus predominantly on medium housing segments as it aims to double sales volume, triple revenues over the next three years, a top official said on Friday.

The company has rolled out a new brand identity SPLNXT (referring to Shriram Properties Ltd Next) which aims to transform the perception of Shriram Properties Ltd, elevating brand image, Executive Director and Group CEO Gopalakrishnan said here.

The year 2024 also marks the silver jubilee year for the real estate entity and has completed over 42 projects across key cities. It has another 42 new projects in the pipeline, he said.

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The success of the vision plan would result in doubling of annual sales to Rs 5,000 crore by FY 2027, tripling of revenues (income from handing over of house key) to Rs 3,000 crore and quadrupling of profits by FY2027, he said.

Gopalakrishnan noted that his company turned profitable last financial year and reported a profit of Rs 75 crore.

Going forward, he said, the company would predominantly focus on mid-segments, both mid- market (Rs 50 lakh to Rs 1 crore worth of projects) and mid-market premium (projects worth Rs 1 crore and above up to Rs 1.50 crore).

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Responding to a query, he said the company would foray into the Pune real estate market this year. Currently, Shriram Properties Ltd has a presence in Chennai, Bengaluru, Kolkata, Visakhapatnam, Coimbatore.

The company's Chairman and Managing Director Murali M said Shriram Properties executed its first project in Chennai in 2006, the "Shriram Gateway" at Perungalathur and claimed that it is the largest project for the real estate industry in Tamil Nadu.

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"In Chennai, we expect to add 6-8 million sq ft of projects in the pipeline over the next two years, involving capital commitment of Rs 800-Rs 1,000 crores. This would mean Shriram's own investment of over Rs 200 crore and the rest coming from partners.." he said.

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"As an integral part of SPLNxT, we are embarking on a mission that looks to double (sales) volume, triple income, and quadruple profits in the next three years. This is not just a target, it is our destiny," he told reporters. The success of the vision plan would result in doubling of annual sales to Rs 5,000 crore by FY 2027, tripling of revenues (income from handing over of house key) to Rs 3,000 crore, and quadrupling of profits by FY2027, he said. Gopalakrishnan noted that his company turned profitable last financial year and reported a profit of Rs 75 crore. Going forward, he said, the company would predominantly focus on mid-segments, both mid-market (Rs 50 lakh to Rs 1 crore worth of projects) and mid-market premium (projects worth Rs 1 crore and above up to Rs 1.50 crore).

Detailing the upcoming projects, Gopalakrishnan said the company would scale up annual sales from 4.5 million square feet in FY24 to 8-9 million square feet by 2027. Responding to a query, he said the company would foray into the Pune real estate market this year. Currently,

Shriram Properties Ltd has a presence in Chennai, Bengaluru, Kolkata, Visakhapatnam, and Coimbatore. The company's Chairman and Managing Director Murali M said Shriram Properties executed its first project in Chennai in 2006, the "Shriram Gateway" at Perungalathur, and claimed that it is the largest project for the real estate industry in Tamil Nadu. "We are moving towards the goal of doubling the volumes, triple our income, and quadruple our projects in the next three years," he said.

To another query, Gopalakrishnan said the company would be committing investments of Rs 2,000 crore for the upcoming projects which would take the overall project inventory to 62 million sq ft from the current 42 million sq ft. On the Chennai market, he said, Shriram Properties Ltd has had a strong presence for over two decades and completed six projects with more than 7 million sq ft of development in the last 10 years. "In Chennai, we expect to add 6-8 million sq ft of projects in the pipeline over the next two years, involving capital commitment of Rs 800-Rs 1,000 crores. This would mean Shriram's own investment of over Rs 200 crore and the rest coming from partners.." he said. Responding to a query, Murali said the company would also explore opportunities for projects for senior retirement homes.

For Chennai, Shriram Properties was launching three new projects -- 'Pudiya Chennai' near Thirumazhisai, 'Jackpot' near Shriram OneCity at Valarpuram and "24 Carat". "We will invest Rs 400 crore on construction of these projects over the next three years and expect construction spending of over Rs 750 crore across all our projects in Chennai," he added.

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Going forward, he said, the company would predominantly focus on mid-segments, both mid- market (Rs 50 lakh to Rs 1 crore worth of projects) and mid-market premium (projects worth Rs 1 crore and above up to Rs 1.50 crore).

Detailing the upcoming projects, Gopalakrishnan said the company would scale up annual sales from 4.5 million square feet in FY24 to 8-9 million square foot by 2027.

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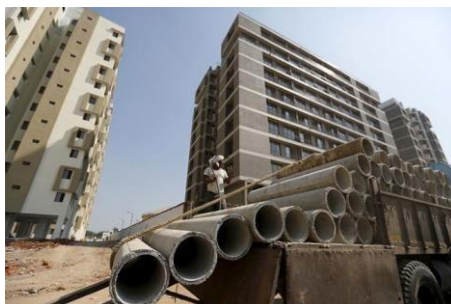
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### [Shriram Properties to Double Sales, Triple Revenue by 2027](https://money.rediff.com/news/market/shriram-properties-to-double-sales-triple-revenue-by-2027/15009420240830)



Shriram Properties targets doubling sales, tripling revenue by FY 2027 with focus on mid-segments. They plan to launch new projects in Pune and Chennai.

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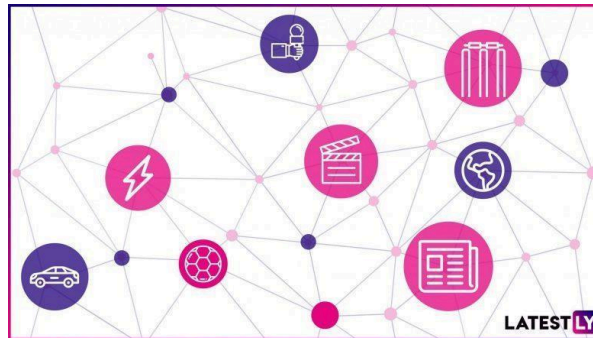
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### [Shriram Properties to add 20 mn sq ft to inventory as developer aims to triple revenues by FY27](https://www.cnbctv18.com/real-estate/shriram-properties-will-add-20-mn-sq-ft-to-inventory-aims-to-triple-revenues-by-fy27-19468463.htm)



Shriram Properties will add 20 million square feet to its existing inventory of 42 million square feet, over the next six years, Chairman and Managing Director Murali Malayappan said in an exclusive chat with CNBC-TV18. Real estate projects in Chennai, Bengaluru, Kolkata and its newest market, Pune, are expected to be the key growth drivers. Malayappan spoke to CNBC-TV18 from the sidelines of an event where the real estate major unveiled its new brand identity, SPL NXT. The company aims to capitalize on the new brand identity to double sales value to triple revenues to 3,000 crore (the company has a revenue sharing model with their joint venture partners), and quadruple profits to over 260 crore in the next three years. Its FY24 revenue was at ₹987 crore. "Kolkata provides us with some good opportunities and our next big market will be Pune," said Malayappan. "Bengaluru, Chennai, Kolkata and Pune will contribute a lot to our new growth - we have 42 million square feet in our portfolio and have delivered 28,000 homes. We are looking to add 20 million more square feet in the next two years for delivery in the next five or six years. "One of the key factors that may bolster Shriram Properties' plans to triple revenues by FY27 is the company's high degree of revenue predictability. "Most of our revenues already come from projects sold in the last two to three years," said Malayappan. "The next two years will see two-thirds of our revenues come from sales that have already happened. So, we only need to focus on execution and delivery," he said. To power its expansion, Shriram Properties will be investing a total of ₹2,000 crore in its new projects and new markets. "In Chennai alone, we expect to add 6 to 8 million square feet of inventory over the next two years, involving a capital commitment of ₹800 to ₹1,000 crore," said Executive Director and Group CEO, Gopal Krishnan. "This would mean Shriram's own investment of over ₹200 crore, with the rest coming from partners," Krishnan said. In fact, an asset-light approach to growth is what Shriram Properties will be following on the pathway to expansion. "We will be looking at new growth through joint developments or acquiring new land parcels along with partners," said Malayappan. He added, "ASK Property Investors is looking to create a new investment platform with us for ₹500 crore, and we also have existing investors, Mitsubishi, who we are in discussions with on the topic of expanding joint venture possibilities. "Conspicuous by its presence in Shriram Properties' future

inventory will be a heavy presence of mid-segment real estate. The company said it is consciously staying away from focusing on the luxury segment, despite its impressive sales performance in recent times."There is a big demand for luxury, but I believe the mid-market segment and premium mid-market segment will see demand stay put for the next 10 to 15 years," said Malayappan.

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### [Shriram Properties To Triple Revenues Over Next Three Years](https://www.rprealtyplus.com/news-views/shriram-properties-to-triple-revenue-s- over-next-three-years-116579.html)



Shriram Properties Ltd, the real estate division of the diversified conglomerate Shriram Group, would focus predominantly on medium housing segments as it aims to double sales volume, triple revenues over the next three years, a top official said.

The company has rolled out a new brand identity SPLNXT (referring to Shriram Properties Ltd Next) which aims to transform the perception of Shriram Properties Ltd, elevating brand image, Executive Director and Group CEO Gopalakrishnan said here. The year 2024 also marks the silver jubilee year for the real estate entity and has completed over 42 projects across key cities. It has another 42 new projects in the pipeline, he said.

The company turned profitable last financial year and reported a profit of Rs 75 crore. Going forward, the company would predominantly focus on mid-segments, both mid-market (Rs 50 lakh to Rs 1 crore worth of projects) and mid-market premium (projects worth Rs 1 crore and above up to Rs 1.50 crore).

The company would scale up annual sales from 4.5 million square feet in FY24 to 8-9 million square feet by 2027 and would foray into the Pune real estate market this year. Currently, Shriram Properties Ltd has a presence in Chennai, Bengaluru, Kolkata, Visakhapatnam, Coimbatore.

The company would be committing investments of Rs 2,000 crore for the upcoming projects which would take the overall project inventory to 62 million sq ft from the current 42 million sq ft. On the Chennai market, Shriram Properties Ltd has had a strong presence for over two decades and completed six projects with more than 7 million sq ft of development in the last 10 years. The company would also explore opportunities on projects for senior retirement homes.

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**Shriram Properties** का 2026-27 तक अपनी आमदनी तीन गुना कर तीन हजार करोड़ रुपये पर पहुंचाने का लक्ष्य

मुरली ने कहा कि हमने जो 25 साल में हासिल किया है, उसे हम अगले सात से 10 वर्ष में प्राप्त कर सकते हैं।

रियल एस्टेट कंपनी श्रीराम प्रॉपर्टीज लिमिटेड का वित्त वर्ष 2026-27 तक अपना राजस्व तीन गुना कर तीन हजार रुपये पर पहुंचाने का लक्ष्य है। कंपनी ने बुधवार को कहा कि वृद्धि का नया चरण शुरू करते हुए उसका लक्ष्य 2026-27 तक बिक्री बुकिंग दोगुनी कर पांच हजार रुपये करने का है।

कंपनी ने एक नई ब्रांड पहचान का अनावरण किया है। इसका उद्देश्य ग्राहकों के बीच 'श्रीराम की धारणा को बदलना' है, साथ ही भविष्य में बेहतर ग्राहक संतुष्टि के लिए अपने ब्रांड और प्रतिष्ठा को बढ़ाना है। श्रीराम प्रॉपर्टीज ने चालू वित्त वर्ष (2024-25) में अपने परिचालन के 25वें वर्ष में प्रवेश किया है।

श्रीराम प्रॉपर्टीज के चेयरमैन और प्रबंध निदेशक (सीएमडी) मुरली मलयप्पम ने बेंगलुरु में संवाददाताओं से कहा, "हम अपने परिचालन के 25वें वर्ष में प्रवेश करते हुए एक नई पहचान के साथ मिशन पर आगे बढ़ रहे हैं। इससे हमें अपनी खुद की पहचान बनाने और अगली पीढ़ी के खरीदारों के बीच भरोसेमंद श्रीराम ब्रांड को ऊपर उठाने और फिर से स्थापित करने का मौका मिलेगा।"

मुरली ने कहा कि हमने जो 25 साल में हासिल किया है, उसे हम अगले सात से 10 वर्ष में प्राप्त कर सकते हैं। उन्होंने कहा कि कंपनी पुणे के रियल एस्टेट बाजार में उतर रही है और जल्द ही एक परियोजना की घोषणा करेगी। कंपनी अन्य प्रमुख संपत्ति बाजारों में उतरने के लिए भी अवसर की तलाश कर रही है।

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श्रीराम प्रॉपर्टीज का **2026-27** तक अपनी आमदनी तीन गुना कर तीन हजार करोड़ रुपये पर पहुंचाने का लक्ष्य

बेंगलुरु, 21 अगस्त (भास्कर) ररयल एस्टेट कंपनी श्रीराम प्रॉपर्टीज कलकमटेड का कवत वर्ष 2026-27 तक अपना राजस्व तीन गुना कर तीन हजार रुपये पर पहुंचाने का लक्ष्य है।  
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