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Shriram Properties Embarks on a Transformation with New Brand Identity



Renews focus on mid-market and mid-market premium segments
Mission to double sales, triple income and quadruple profits in 3 years
New brand identity to transform and elevate brand image

Shriram Properties (SPL), one of South India's leading real estate developers, has unveiled a brand transformation initiative, as part of its ambitious growth strategy.

New Brand Identity

The Company has entered its 25th year of operations in 2024-25, and as part of the celebration, SPL has embarked on a new brand identity today. The effort is aimed at asserting its own identity as a mature corporate having earned the reputation over 25 years of operations, while benefiting from the visionary oversight of its parent – the “Shriram Group”. This new identity aims to transform the perception of Shriram among customers while elevating its brand and reputation towards better customer delight in the future.

Speaking on the occasion, Mr. Murali Malayappan, Chairman & Managing Director of Shriram Properties Limited, said: “We are embarking on a mission with a brand-new identity, as we enter 25th year of our operations. It will allow us to create our own identity and elevate and re-position the trusted Shriram brand among NextGen buyers.”

Mr. Murali further added “while embracing change, our dedication to customers, quality & design, industry-leading construction standards, and enhancing customer satisfaction will continue. We will leverage technology for enhanced customer delight going forward. We envision SPL as a dominant force, not only in south India but across our key markets.”
SPLNXT: Embracing the New Era

In a simultaneous move, SPL has embarked on a mission – called, SPLNXT – towards accelerating growth, repositioning brand and enhanced focus on the mid-market segments. Thrust on Mid-Market and Mid-Premium Segments

As part of its mission, the Company aims to enhance its focus on the mid-market and mid-premium segments of the residential real estate markets in Bengaluru, Chennai and Kolkata, as well as Pune that it plans to enter soon. The Company aims to achieve leadership in this segment over the next decade and be one of the most valued, most trusted and most preferred mid-segment real estate brand in India.

The mid-market residential segments have expanded remarkably in recent years. Mid-segments accounted for 59% of housing demand in India in 2023, against 49% during pre-covid. In SPL's core markets of Bangalore and Chennai, mid-segments accounted for ~75% of demand in 2023, against pre-covid levels of 60% and 52% respectively. In Kolkata, it stood at 64% and 48% respectively.

The Company's renewed thrust on mid-segments reflects changing the market dynamics and evolving customer needs. The mid-segments have shown strong resilience and accelerated growth in recent years, thus presenting significant opportunities for large-branded players like SHRIRAM. Historically, the Company had strong presence in the mid-segments, that accounted for 67% of its completed and ongoing portfolio, with the rest coming from affordable and other products segments.

Accelerating Growth

Under SPLNXT, the Company aims to double its sales, triple its revenue, and quadruple its profits over the next 3 years. The Company is targeting cumulative sales of over 20 msf^[1], predominantly focused on Bengaluru, Chennai and Pune. Kolkata will remain a key contributor. SPL will leverage its time-tested operating platform for accelerated sales and expedited execution. To support such aggressive growth, the Company is targeting to accelerate new project addition in core markets of Bangalore, Chennai and Pune and intends to more than double its new project inventory. Currently, SPL has a project pipeline of 42 projects with 42 msf development potential. Of this, 24 msf is ongoing and the remaining 18 msf of development potential vests in future projects. SPL is targeting to double this future project inventory in 18-24 months.

The Company is confident of success in its mission, on the backdrop of impressive ramp-up of its size, scale and profitability in last 5-7 years. Since the introduction of RERA, in the last 7 years, SPL has achieved a remarkable scale expansion, with its sales volume growing 3.5x to 4.6 msf and sales value growing 5x to Rs. 2,362 crores and annual handovers jumping 4x to over 3,000 units in FY24. The Company's project execution trends have improved significantly to 3-4 msf now. Also, SPL has successfully scripted a financial turnaround, since the initial public offering. The Company's ROCE^[2] has risen from 3% in FY18 to 11% in FY24, placing SPL in the top quartile of industry returns.

SPL remains committed to its growth trajectory, focusing on leveraging its strong operational platform for future profitability. SPL's project pipeline is robust, and with targeted accelerated new project addition, the Company will be well positioned to reap benefits of the positive industry outlook and attain leadership in the mid-segments, our renewed focus area.

Relentless pursuit of excellence in our operations while ensuring enhanced customer delight will support our journey forward. We are confident of success in our new mission – SPLNxT – and resultant creation of significant value of our stakeholders.

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Photo Caption

L-R

Mr Krishna Veeraraghavan

Director – Operations & Chief Operating Officer (Bangalore) ,

Mr T.V. Ganesh

Director & National Head – Technical, Mr K.R Ramesh

ED – Strategy & Corporate Development, Mr Gopalakrishnan J.

ED & Group CEO, Mr Murali Malayappan

CMD, Mr Vivek Venkateswar

Chief Sales & Marketing Officer(CSMO), Mr Ravindra Kumar Pandey, CFO- Shriram Properties

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About Shriram Properties Limited

Shriram Properties Ltd (SPL) is one of South India's leading residential real estate developer, primarily focused on the mid-market and mid-premium segments. SPL's key markets include Bangalore, Chennai and Kolkata, which together account for nearly 85% of its development activities and is proposing an entry into the Pune markets soon. SPL has demonstrated track-record having delivered 44 projects with a saleable area of 24.4 msf, mostly in Bengaluru and Chennai and in recent years at Kolkata. SPL has a strong development pipeline comprising of 42 projects with an aggregate development potential of 42.1 msf, as of June 30, 2024. SPL is part of the Shriram Group, a prominent business group with five decades of operating history in India.

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ಶ್ರೀರಾಮ ಪ್ರಾಪರ್ಟೀಸ್‌ಗೆ ರಜತ ಸಂಭ್ರಮ



ಬೆಂಗಳೂರು: ಭಾರತದ ಮೆಂಚೂಣಿಯ ರಿಯಲ್ ಎಸ್ಟೇಟ್ ಅಭಿವೃದ್ಧಿ ದಾರ ಸೆಂಸ್‌ ಗಳಲ್ಲಿ ಒಂದಾರುವ ಶ್ರೀರಾಮ ಪ್ರಾಪರ್ಟೀಸ್ ಲ್ಲಮಿಟೆಡನ (ಎಸಪಿಎಲ್) ಕಾರ್ಯಚರಣೆಯು 25ನೇ ವರ್ಷಕ್ಕೆ ಪರವೇಶ್ವರ ದ್ವೈತ, ನೂತನ ಬ್ರೂಯಿಂಗ್ ಗುರುತನ ಜೊತೆಗೆ ಹೊಸ ಅಭಿಯಾನಕ್ಕೆ ಕೆಂಪನಿ ಮೆಂದಾರದೆ.

‘ಹೊಸ ಪೀಳಿಗೆಯ ಖರೀದಿದಾರರ ನಡುವೆ ನೆಂಬಿಕಾರ್ ಶ್ರೀರಾಮ ಬ್ರೂಯಿಂಗ್ ಅನ್ನು ಮತ್ತಿಷ್ಟು ಎತ್ತಿರಕ್ಕೆ ಲೇಸಲು ನಿರ್ದೇಶಿಸಲಾರದೆ’ ಎಂದ ಶ್ರೀರಾಮ ಪ್ರಾಪರ್ಟೀಸ್ ಲ್ಲಮಿಟೆಡನ (ಎಸಪಿಎಲ್) ಮುಖ್ಯ ಸೆ ಮತ್ತಿ ವಯವಸ್ಥೆ ಪಕನಿರ್ದೇಶಕ ಮರಳಿ ಮಲಯಪಪನ್ ತ್ತಳಿಸಿದಾರೆ.

ಗ್ರೂಪ್ ಕರ್ತರಿಗೆ ನಮಮ ಬದಿ ತೆ, ಗುಣಮಟ್ಟ ಮತ್ತಿ ವಿನೈಯ ಸ, ಕೈಗ್ರರಿಕ್ಕಯ ಮೆಂಚೂಣಿ ನಿರ್ಮಿಣ ಮಟ್ಟ ಮತ್ತಿ ಗ್ರೂಪ್ ಕರ್ತರಿಗೆ ಉತ್ತಿ ಮ ಸ್ವೇವ ನೇಡುವುದ್ದ ಕೆಂಪನಿಯ ಗುರಿಯೆರದೆ. ಗ್ರೂಪ್ ಕರ್ತ ಸಂತಸವನ್ನು ಮತ್ತಿಷ್ಟು ಹೆಚ್ಚಿ ಸಲು ಅಗತಯ ತೆಂತರ ಜ್ಞಾನವನ್ನು ಬಳಸಲಾಗುವುದ್ದ. ದಕ್ಷಿಣ ಭಾರತ ಮರ್ತರ ವಲಿದೆ ಎಲ್

ಪರ ಮುಖ ಮರ್ತಕಟೆಟ ಗಳಲ್ಲಿ ಪರ ಮುಖ ಶಕ್ಷಿ ಯೆರ ಎಸಪಿಎಲ್ ಅನ್ನು ಬಳಸಲು ಒತ್ತಿ ನೇಡಲಾಗುವುದ್ದ ಎಂದ ಹೇಳಿದಾರೆ. ಎಸಪಿಎಲ್ ನಕ್ಷೆಟ :

ಕೆಂಪನಿಯು ಈಗ ಎಸಪಿಎಲ್ ನಕ್ಷೆಟ ಎಂಬ ಅಭಿಯಾನ ಆರಂಭಿಸಿದೆ. ಬಳವಣಿಗೆಯ ವೇಗ ಹೆಚ್ಚಿ ಸುವ ಬ್ರೂಯಿಂಗ್ ಅನ್ನು ಪುನರ ಸ್ಥಾಪಿಸುವ ಮತ್ತಿ ಮರ್ಯ ಮ ವಲಯದ ಮರ್ತಕಟೆಟ ವಿಭಾಗದತ್ತಿ ಹೆಚ್ಚಿ ನ ಗಮನ ಕ್ಷೇಂಥರ ಲೇಕರಿಸುವ ಅಭಿಯಾನೆ ಇದಾರದೆ.

ಅಭಿಯಾನದ ಭಾಗವಾರ ಕೆಂಪನಿಯು ಬೆಂಗಳೂರು, ಚೆನೈ ಮತ್ತಿ ಕೇಲೆತ್ತಿ ಮರ್ತರ ವಲಿದೆ ಪುಣೆಯ ರಿಯಲ್ ಎಸ್ಟೇಟ್ ಮರ್ತಕಟೆಟ ಯತ್ತಿ ಗಮನ ಕ್ಷೇಂಥರ ಲೇಕರಿಸಿದೆ. ಭಾರತದ ಮರ್ಯ ಮ ವಿಭಾಗದ ರಿಯಲ್ ಎಸ್ಟೇಟ್ ಬ್ರೂಯಿಂಗ್ ಡಗಲಲ್ಲಿ ಅತಯ ಂತ ಮೌಲಯ ಯುತ, ನೆಂಬಿಕಾರ್ ಮತ್ತಿ ಆದಯ ತೆಯ ಸೆಂಸ್‌ ಗಳಲ್ಲಿ ಒಂದಾಗುವ ಗುರಿ ಹೊಂಥದೆ ಎಂದ ಕೆಂಪನಿ ತ್ತಳಿಸಿದೆ.

ಎಸಪಿಎಲ್ ನಕ್ಷತ್ರ ಅಡಿಯಲ್ಲಿ ಮೆಂಥನ ಮೂರು ವರ್ಗಗಳಲ್ಲಿ ಸೆಂಸ್ ಯು ತನು
ಮಫರಾಟ್ಟನ್ನು ಧ್ವಪಪಟ್ಟಣ ಗೊಳಿಸಲು ನಿರ್ಧರಿಸಿದೆ. ಆದಾಯವನ್ನು
ಮೂರು ಪಟ್ಟಣ ಹೆಚ್ಚಿಸಲು ಮತ್ತು ಲಾಭವನ್ನು ನ್ಯಾಯ ಪಟ್ಟಣ ಹೆಚ್ಚಿಸುವ ಗುರಿ ಹೊಂದಿದೆ. ಬೆಂಗಳೂರು,
ಚೆನೈ, ಪುಣೆಯಲ್ಲಿ ಗಮನ ಕ್ಷೇಂಥರ ಿಕರಿಸಿ ಒಟ್ಟಣ ರೆ ಮಫರಾಟ್ಟನ್ನು 20ಕ್ಕೆ ಹೆಚ್ಚಿಸುವ ಎಂಎಸಎಫ್
ಆರಸುವ ಗುರಿ ಹೊಂದಿದೆ. ಕೆಲೆ ತಿ ಪರ ಮಖ ಕಡುಗದಾರ
ನಗರವಾರ ಇರಲ್ಲದೆ. ಕಾಲ ಪರೀಕ್ಷೆ ಸಿರುವ ತನು
ಕಾರ್ಯಚರಣೆ ವೇಳೆಕೆಯನ್ನು ಎಸಪಿಎಲ್ ಬಳಸಲ್ಲದೆ ಎಂದೆ ತ್ರಳಿಸಿದೆ.

ಎಸಪಿಎಲ್ ತನು ಯೇಜನಯಡಿ 42 ಪಾರ ಜೆಕ್ಸ್ ಗಳನ್ನು ಹೊಂದಿದೆ. ಇವು 42
ಎಂಎಸಎಫ್ ಅಭಿವೃಥೆ ಸ್ಥಮರ್ಥಯ ಿ ಹೊಂದಿವೆ. ಇವುಗಳಲ್ಲಿ 24 ಎಂಎಸಎಫ್ ಪಟ್ಟಣ
ಯೇಜನಗಳ ಕಾರ್ಯ ನಡೆಯುತ್ತಿ ದೆ. ಮೆಂಥನ ಥನಗಳಲ್ಲಿ ಉಳಿದ 18 ಎಂಎಸಎಫ್
ಯೇಜನಗಳನ್ನು ಪೂರ್ಣಗೊಳಿಸುವ ಗುರಿ ಹೊಂದಲಾರದೆ ಎಂದೆ ಕೆಂಪನಿ ತ್ರಳಿಸಿದೆ.
ರೇರಾ ಪರಿಚಯಿಸಲಾದ ಕಳೆದ ಏಳು ವರ್ಗಗಳಲ್ಲಿ ಎಸಪಿಎಲ್ ಗಮನೈರಾ ಪರ ಮಫಣದ ವಿಸಿ ರಣೆ
ಸ್ಥಳಿಸಿದೆ. ಸೆಂಸ್ ಯ ಮಫರಾಟ್ ಪರ ಮಫಣ 3.5 ಪಟ್ಟಣ ಹೆಚ್ಚಿಸಿದೆ. ಮಫರಾಟ್ ಮೂಲಯ ವು 5 ಪಟ್ಟಣ ಹೆಚ್ಚಿ
ದ್ದು , ₹2,362 ಕೇರ್ಗ ತಲುಪಿದೆ. ಜೊತೆಗೆ, ವಾರ್ಷಿಕವಾರ ಸ್ಥಿ ಿಂತರಗಳು 4 ಪಟ್ಟಣ ಹೆಚ್ಚಿಸಿದೆ ಎಂದೆ
ವಿವರಿಸಿದೆ.

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Shriram Properties Launches Rebranding and Growth Initiative



Renews focus on mid-market and mid-market premium segments
Mission to double sales, triple income and quadruple profits in 3 years
New brand identity to transform and elevate brand image

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New Brand Identity

The Company has entered its 25th year of operations in 2024-25, and as part of the celebration, SPL has embarked on a new brand identity today. The effort is aimed at asserting its own identity as a mature corporate having earned the reputation over 25 years of operations, while benefiting from the visionary oversight of its parent – the “Shriram Group”. This new identity aims to transform the perception of Shriram among customers while elevating its brand and reputation towards better customer delight in the future.

Speaking on the occasion, Mr. Murali Malayappan, Chairman & Managing Director of Shriram Properties Limited, said: “We are embarking on a mission with a brand-new identity, as we enter 25th year of our operations. It will allow us to create our own identity and elevate and re-position the trusted Shriram brand among NextGen buyers.”

Mr. Murali further added “while embracing change, our dedication to customers, quality & design, industry-leading construction standards, and enhancing customer satisfaction will continue. We will leverage technology for enhanced customer delight going forward. We envision SPL as a dominant force, not only in south India but across our key markets.”

SPLNxT: Embracing the New Era

In a simultaneous move, SPL has embarked on a mission – called, SPLNxT – towards accelerating growth, repositioning brand and enhanced focus on the mid-market segments. Thrust on Mid-Market and Mid-Premium Segments. As part of its mission, the Company aims to enhance its focus on the mid-market and mid-premium segments of the residential real

estate markets in Bengaluru, Chennai and Kolkata, as well as Pune that it plans to enter soon. The Company aims to achieve leadership in this segment over the next decade and be one of the most valued, most trusted and most preferred mid-segment real estate brand in India.

The mid-market residential segments have expanded remarkably in recent years. Mid-segments accounted for 59% of housing demand in India in 2023, against 49% during pre-covid. In SPL's core markets of Bangalore and Chennai, mid-segments accounted for ~75% of demand in 2023, against pre-covid levels of 60% and 52% respectively. In Kolkata, it stood at 64% and 48% respectively.

The Company's renewed thrust on mid-segments reflects changing the market dynamics and evolving customer needs. The mid-segments have shown strong resilience and accelerated growth in recent years, thus presenting significant opportunities for large-branded players like SHRIRAM. Historically, the Company had strong presence in the mid-segments, that accounted for 67% of its completed and ongoing portfolio, with the rest coming from affordable and other products segments.

Accelerating Growth

Under SPLNxT, the Company aims to double its sales, triple its revenue, and quadruple its profits over the next 3 years. The Company is targeting cumulative sales of over 20 msf^[1], predominantly focused on Bengaluru, Chennai and Pune. Kolkata will remain a key contributor. SPL will leverage its time-tested operating platform for accelerated sales and expedited execution. To support such aggressive growth, the Company is targeting to accelerate new project addition in core markets of Bangalore, Chennai and Pune and intends to more than double its new project inventory. Currently, SPL has a project pipeline of 42 projects with 42 msf development potential. Of this, 24 msf is ongoing and the remaining 18 msf of development potential vests in future projects. SPL is targeting to double this future project inventory in 18-24 months.

The Company is confident of success in its mission, on the backdrop of impressive ramp-up of its size, scale and profitability in last 5-7 years. Since the introduction of RERA, in the last 7 years, SPL has achieved a remarkable scale expansion, with its sales volume growing 3.5x to 4.6 msf and sales value growing 5x to Rs. 2,362 crores and annual handovers jumping 4x to over 3,000 units in FY24. The Company's project execution trends have improved significantly to 3-4 msf now. Also, SPL has successfully scripted a financial turnaround, since the initial public offering. The Company's ROCE^[2] has risen from 3% in FY18 to 11% in FY24, placing SPL in the top quartile of industry returns.

Outlook

SPL remains committed to its growth trajectory, focusing on leveraging its strong operational platform for future profitability. SPL's project pipeline is robust, and with targeted accelerated new project addition, the Company will be well positioned to reap benefits of the positive industry outlook and attain leadership in the mid-segments, our renewed focus area.

Relentless pursuit of excellence in our operations while ensuring enhanced customer delight will support our journey forward. We are confident of success in our new mission – SPLNxT – and resultant creation of significant value of our stakeholders.

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[Shriram Properties Embarks on a Transformation with New Brand Identity](https://indiannewz.wordpress.com/2024/08/21/shriram-properties-embarks-on-a-transformation-with-new-brand-identity/)



Photo Caption

L-R

Mr Krishna Veeraraghavan

Director – Operations & Chief Operating Officer (Bangalore) ,

Mr T.V. Ganesh

Director & National Head – Technical, Mr K.R Ramesh

ED – Strategy & Corporate Development, Mr Gopalakrishnan J.

ED & Group CEO, Mr Murali Malayappan

CMD, Mr Vivek Venkateswar

Chief Sales & Marketing Officer(CSMO), Mr Ravindra Kumar Pandey, CFO- Shriram Properties
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Mr. Murali further added “while embracing change, our dedication to customers, quality & design, industry-leading construction standards, and enhancing customer satisfaction will continue. We will leverage technology for enhanced customer delight going forward. We envision SPL as a dominant force, not only in south India but across our key markets.”

SPLNXT: Embracing the New Era

In a simultaneous move, SPL has embarked on a mission – called, SPLNXT – towards accelerating growth, repositioning brand and enhanced focus on the mid-market segments. Thrust on Mid-Market and Mid-Premium Segments. As part of its mission, the Company aims to enhance its focus on the mid-market and mid-premium segments of the residential real estate markets in Bengaluru, Chennai and Kolkata, as well as Pune that it plans to enter soon. The Company aims to achieve leadership in this segment over the next decade and be one of the most valued, most trusted and most preferred mid-segment real estate brand in India. The mid-market residential segments have expanded remarkably in recent years. Mid-segments accounted for 59% of housing demand in India in 2023, against 49% during pre-covid. In SPL’s core markets of Bangalore and Chennai, mid-segments accounted for ~75% of demand in 2023, against pre-covid levels of 60% and 52% respectively. In Kolkata, it stood at 64% and 48% respectively.

The Company’s renewed thrust on mid-segments reflects changing the market dynamics and evolving customer needs. The mid-segments have shown strong resilience and accelerated growth in recent years, thus presenting significant opportunities for large-branded players like SHRIRAM. Historically, the Company had strong presence in the mid-segments, that accounted for 67% of its completed and ongoing portfolio, with the rest coming from affordable and other products segments.

Accelerating Growth

Under SPLNXT, the Company aims to double its sales, triple its revenue, and quadruple its profits over the next 3 years. The Company is targeting cumulative sales of over 20 msf, predominantly focused on Bengaluru, Chennai and Pune. Kolkata will remain a key contributor. SPL will leverage its time-tested operating platform for accelerated sales and expedited execution. To support such aggressive growth, the Company is targeting to accelerate new project addition in core markets of Bangalore, Chennai and Pune and intends to more than double its new project inventory. Currently, SPL has a project pipeline of 42 projects with 42 msf development potential. Of this, 24 msf is ongoing and the remaining 18 msf of development potential vests in future projects. SPL is targeting to double this future project inventory in 18-24 months.

The Company is confident of success in its mission, on the backdrop of impressive ramp-up of its size, scale and profitability in last 5-7 years. Since the introduction of RERA, in the last 7 years, SPL has achieved a remarkable scale expansion, with its sales volume growing 3.5x to 4.6 msf and sales value growing 5x to Rs. 2,362 crores and annual handovers jumping 4x to over 3,000 units in FY24. The Company’s project execution trends have improved significantly to 3-4 msf now. Also, SPL has successfully scripted a financial turnaround, since the initial public offering. The Company’s ROCE has risen from 3% in FY18 to 11% in FY24, placing SPL in the top quartile of industry returns.

Outlook

SPL remains committed to its growth trajectory, focusing on leveraging its strong operational platform for future profitability. SPL's project pipeline is robust, and with targeted accelerated new project addition, the Company will be well positioned to reap benefits of the positive industry outlook and attain leadership in the mid-segments, our renewed focus area. Relentless pursuit of excellence in our operations while ensuring enhanced customer delight will support our journey forward. We are confident of success in our new mission – SPLNXT – and resultant creation of significant value of our stakeholders.

About Shriram Properties Limited

Shriram Properties Ltd (SPL) is one of South India's leading residential real estate developer, primarily focused on the mid-market and mid-premium segments. SPL's key markets include Bangalore, Chennai and Kolkata, which together account for nearly 85% of its development activities and is proposing an entry into the Pune markets soon. SPL has demonstrated track-record having delivered 44 projects with a saleable area of 24.4 msf, mostly in Bengaluru and Chennai and in recent years at Kolkata. SPL has a strong development pipeline comprising of 42 projects with an aggregate development potential of 42.1 msf, as of June 30, 2024. SPL is part of the Shriram Group, a prominent business group with five decades of operating history in India.

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Link	https://www.prajavani.net/business/commerce-news/silver-jubilee-for-sriram-properties-limited-2938284

ಶ್ರೀರಾಮ ಪ್ರಾಪರ್ಟೀಸ್‌ಗೆ ರಜತ ಸಂಭ್ರಮ



ಬೆಂಗಳೂರು: ಭಾರತದ ಮೆಂಚೂಣಿಯ ರಿಯಲ್ ಎಸ್ಟೇಟ್ ಅಭಿವೃದ್ಧಿ ದಾರ ಸೆಂಸ್‌ ಗಳಲ್ಲಿ ಒಂದಾರುವ ಶ್ರೀರಾಮ ಪ್ರಾಪರ್ಟೀಸ್ ಲ್ಲಮಿಟೆಡನ (ಎಸಪಿಎಲ್) ಕಾರ್ಯಚರಣೆಯು 25ನೇ ವರ್ಷಕ್ಕೆ ಪರ ವೇಶ್ವತ್ತಿ ದ್ದು , ನೂತನ ಬ್ರಾಂಡ್ ಯೆಂಂಡ ಗುರುತನ ಜೊತೆಗೆ ಹೊಸ ಅಭಿಯಾನಕ್ಕೆ ಕೆಂಪನಿ ಮೆಂದಾರದೆ.

‘ಹೊಸ ಪೀಳಿಗೆಯ ಖರೀದಿದಾರರ ನಡುವೆ ನೆಂಬಿಕಾರ್ ಶ್ರೀರಾಮ ಬ್ರಾಂಡ್ ಯೆಂಂಡ ಅನ್ನು ಮತ್ತಿ ಷ್ಟಟ ಎತ್ತಿ ರಕ್ತೆ ಿರಿಸಲು ನಿರ್ೀರಿಸಲಾರದೆ’ ಎಂದೆ ಶ್ರೀರಾಮ ಪ್ರಾಪರ್ಟೀಸ್ ಲ್ಲಮಿಟೆಡನ (ಎಸಪಿಎಲ್) ಮುಖಯ ಸೆ ಮತ್ತಿ ವಯ ವಸ್ಥೆ ಪಕ ನಿರ್ದೇಶಕ ಮರಳಿ ಮಲಯಪಪ ನ್ ತಳಿಸಿದಾ ರೆ.

ಗ್ರಾಂ ಕರಗೆ ನಮಮ ಬದಿ ತೆ, ಗುಣಮಟ್ಟ ಮತ್ತಿ ವಿನೈಯ ಸ, ಕೈಗ್ರರಿಕ್ಕಯ ಮೆಂಚೂಣಿ ನಿರ್ಮೀಣ ಮಟ್ಟ ಮತ್ತಿ ಗ್ರಾಂ ಕರಗೆ ಉತ್ತಿ ಮ ಸ್ೀವ ನೇಡುವುದ್ದ ಕೆಂಪನಿಯ ಗುರಿಯೆರದೆ. ಗ್ರಾಂ ಕರ ಸೆಂತಸವನ್ನು ಮತ್ತಿ ಷ್ಟಟ ಹೆಚ್ಚಿ ಸಲು ಅಗತಯ ತೆಂತರ ಜ್ಞಾ ನವನ್ನು ಬಳಸಲಾಗುವುದ್ದ. ದಕ್ಷಿ ಣ ಭಾರತ ಮರ್ತರ ವಲಿ ದೆ ಎಲ್

ಪರ ಮುಖ ಮರ್ರುಕಟೆಟ ಗಳಲ್ಲಿ ಪರ ಮುಖ ಶಕ್ಷಿ ಯೆರ ಎಸಪಿಎಲ್ ಅನ್ನು ಬಳಸಲು ಒತ್ತಿ ನೇಡಲಾಗುವುದ್ದ ಎಂದೆ ಹೇಳಿದಾ ರೆ.
ಎಸಪಿಎಲ್ ನಕ್ಷ್ಪ ಟ :

ಕೆಂಪನಿಯು ಈಗ ಎಸಪಿಎಲ್ ನಕ್ಷ್ಪ ಟ ಎಂಬ ಅಭಿಯಾನ ಆರಂಭಿಸಿದೆ. ಬಳವಣಿಗೆಯ ವೇಗ ಹೆಚ್ಚಿ ಸುವ ಬ್ರಾಂಡ್ ಯೆಂಂಡ ಅನ್ನು ಪುನರ ಸ್ಥೆ ಪಿಸುವ ಮತ್ತಿ ಮರ್ಯ ಮ ವಲಯದ ಮರ್ರುಕಟೆಟ ವಿಭಾಗದತ್ತಿ ಹೆಚ್ಚಿ ನ ಗಮನ ಕ್ಷೇಂಠರ ಿಕರಿಸುವ ಅಭಿಯಾನೆ ಇದಾರದೆ.

ಅಭಿಯಾನದ ಭಾಗವಾರ ಕೆಂಪನಿಯು ಬೆಂಗಳೂರು, ಚೆನೈ ಮತ್ತಿ ಕೇಲೆ ತಿ ಮರ್ತರ ವಲಿ ದೆ ಪುಣೆಯ ರಿಯಲ್ ಎಸ್ಟೇಟ್ ಮರ್ರುಕಟೆಟ ಯತ್ತಿ ಗಮನ ಕ್ಷೇಂಠರ ಿಕರಿಸಿದೆ. ಭಾರತದ ಮರ್ಯ ಮ ವಿಭಾಗದ ರಿಯಲ್ ಎಸ್ಟೇಟ್ ಬ್ರಾಂಡ್ ಯೆಂಂಡ ಡಗಲಲ್ಲಿ ಅತಯ ಿಂತ ಮೌಲಯ ಯುತ, ನೆಂಬಿಕಾರ್ ಮತ್ತಿ ಆದಯ ತೆಯ ಸೆಂಸ್‌ ಗಳಲ್ಲಿ ಒಂದಾಗುವ ಗುರಿ ಹೊಂಠದೆ ಎಂದೆ ಕೆಂಪನಿ ತ್ತಳಿಸಿದೆ.

ಎಸಪಿಎಲ್ ನಕ್ಷತ್ರ ಅಡಿಯಲ್ಲಿ ಮೆಂಥನ ಮೂರು ವರ್ಗಗಳಲ್ಲಿ ಸೆಂಸ್ ಯು ತನು
ಮಫರಾಟ್ಟನ್ನು ಧ್ವಪಪಟ್ಟಣ ಗೊಳಿಸಲು ನಿರ್ಧರಿಸಿದೆ. ಆದಾಯವನ್ನು
ಮೂರು ಪಟ್ಟಣ ಹೆಚ್ಚಿ ಸುಮಾರು ಲಾಭವನ್ನು ನ್ಯಾಯ ಪಟ್ಟಣ ಹೆಚ್ಚಿ ಸುವ ಗುರಿ ಹೊಂದಿದೆ. ಬೆಂಗಳೂರು,
ಚೆನೈ, ಪುಣೆಯಲ್ಲಿ ಗಮನ ಕೊಂಡು ಲೇಕರಿಸಿ ಒಟ್ಟು ರೆ ಮಫರಾಟ್ಟನ್ನು 20ಕ್ಕೆ ಹೆಚ್ಚಿ ನ ಎಂಎಸಎಫ್
ಆರ್ ಸುವ ಗುರಿ ಹೊಂದಿದೆ. ಕೇಲೆ ತಿ ಪರ ಮುಖ ಕಡುಗದಾರ
ನಗರವಾರ ಇರಲ್ಲದೆ. ಕಾಲ ಪರೀಕ್ಷೆ ಸಿರುವ ತನು
ಕಾರ್ಯಚರಣೆ ವೇಳೆಯನ್ನು ಎಸಪಿಎಲ್ ಬಳಸಲ್ಲದೆ ಎಂದೂ ತೆಳಿಸಿದೆ.

ಎಸಪಿಎಲ್ ತನು ಯೇಜನಯಡಿ 42 ಪಾರ ಜೆಕ್ಸ್ ಗಳನ್ನು ಹೊಂದಿದೆ. ಇವು 42
ಎಂಎಸಎಫ್ ಅಭಿವೃದ್ಧಿ ಸ್ಥಮರ್ಥಯ ಲೇ ಹೊಂದಿವೆ. ಇವುಗಳಲ್ಲಿ 24 ಎಂಎಸಎಫ್ ಪಟ್ಟಣ
ಯೇಜನಗಳ ಕಾರ್ಯ ನಡೆಯುತ್ತಿ ದೆ. ಮೆಂಥನ ಥನಗಳಲ್ಲಿ ಉಳಿದ 18 ಎಂಎಸಎಫ್
ಯೇಜನಗಳನ್ನು ಪೂರ್ಣಗೊಳಿಸುವ ಗುರಿ ಹೊಂದಲಾರದೆ ಎಂದೂ ಕೆಂಪನಿ ತೆಳಿಸಿದೆ.
ರೇರಾ ಪರಿಚಯಿಸಲಾದ ಕಳೆದ ಏಳು ವರ್ಗಗಳಲ್ಲಿ ಎಸಪಿಎಲ್ ಗಮನಾರ್ಹ ಪರ ಮಫಣದ ವಿಸಿ ರಣೆ
ಸೃಷ್ಟಿಸಿದೆ. ಸೆಂಸ್ ಯ ಮಫರಾಟ್ ಪರ ಮಫಣ 3.5 ಪಟ್ಟಣ ಹೆಚ್ಚಿ ದೆ. ಮಫರಾಟ್ ಮೂಲಯ ವು 5 ಪಟ್ಟಣ ಹೆಚ್ಚಿ
ದ್ದು , ₹2,362 ಕೇರ್ಗ ತಲುಪಿದೆ. ಜೊತೆಗೆ, ವಾರ್ಷಿಕವಾರ್ ಸ್ಥಿ ಂತರಗಳು 4 ಪಟ್ಟಣ ಹೆಚ್ಚಿ ದೆ ಎಂದೂ
ವಿವರಿಸಿದೆ.

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ஸ்ரீராம் ப்ராப்பர்டீஸ் புதிய பிராண் ட் அடடயாளத்஫ன் ஒரு மாற் றத்஫ன் ததாடங் குகிற஫

மிட்-மாரக

ஃககட் மற்றும்
மிட்-மாரக

ஃககட் பிரீ மியம்
பிரிவுகளில் கவனம்

கெலுத்஫கிற஫ 3 ஆண்டுகளில் விற்பனையை இரட்டிப்பாக்குதல், மும் மடங் கு வருமானம் மற்றும் நான்கு மடங் கு லாபம் ஈட்டுதல் பிராண் ட் படத்னத ஃவதற்கும் புதிய பிராண் ட் மாற்றுவதற்கும் உயரத அனடயாளம்



கபங் களுரு, ஆகஸ்ட் 21: கதன் னிந்தியாவின் முன் னணி ரியல் எஸ்டடட் கடவலப்பரக ளில் ஒன்றான ஸ்ரீராம் ஸ் (எஸ் பிஎல்), அதன பிராப்பரடீ

லட்சிய வளரெசி உத்தியின் ஒரு பகுதியாக, பிராண் ட் மாற்றும் முயற்சினய கவளியிட்ட஫.

புதிய பிராண் ட் அனடயாளம்

நிறுவனம் 2024-25 ஆம் ஆண்டில் தன஫ 25வ஫ ஆண்டு கெயல் பாட்டில் நுனைந்஫ள்ள஫. டமலும் ககாண் டாட்டத்தின் ஒரு பகுதியாக, எஸ் பிஎல் இன்று ஒரு புதிய பிராண் ட் அனடயாளத்தத கதாடங் கியுள்ள஫. 25 ஆண்டுகால கெயல் பாடுகளில் நற்கபயனரப் கபற்ற முதிரெசியனடநத் காரப்படரட் நிறுவனமாக அதன் கொநத் அனடயாளத்தத நினலநிறுத்஫வனத டநாக்கமாகக் ககாண் ட இந்த முயற்சி, அதன் கபற்டறாரான “ஸ்ரீராம் குழுமத்தின்” கதானலடநாக்கு டமற்பாரனவயிலிருந்஫ பயனனடகிற஫. இந்த புதிய அனடயாளம் வாடிக்கனகயாளரகளினடடய ஸ்ரீராமின் கருத்தத மாற்றுவனத்

டநாக்கமாகக் ககாண்டுள்ள஁. அடத டநரத்தில் எதிரகாலத்தில் சிறநத்

வாடிக்கையாளர் மகிஷினயடநாககி அதன் பிராண்ட் மற்றும்
நற்கபயனர உயரத ஃகிறு.

ஸ்ரீராம் பிராப்பரட் ஸ் லிமிகடட் நிறுவனத்தின் தனலவர்
மற்றும் நிரவாக

இயக்குநர் முரளி மனலயப்பன் டபசனகயில், “எங்
கள் கெயல் பாடுகளின் 25-வ் ஆண் டில் நாங் கள் நுனையும் டபா, நாங்
கள் ஒரு புதிய அனடயாளத் டன் ஒரு பணினயத் கதாடங் குகிடறாம். இ
எங் கனள டமலும் உருவாக்க அமதிக்கும். எங் கள் கொந்த
அனடயாளம் மற்றும் புதிய தனலமுனறயான வாங் குபவரகளினடய
நம் பகமான ஸ்ரீராம் பிராண் டட உயரத்தி மீண்
டும நினலநிறுத் டகிடறாம்.

“மாற்றத்தத் தழுவும் அடத டவனளயில், வாடிக்கையாளர்களுக்கான
எங் கள் அரப்பணிபு, தரம் மற்றும் வடிவனமபு, கதாழில் டனறயில்
முன் னணி கட்டுமானத் தரங் கள் மற்றும் வாடிக்கையாளர் திருப்தினய
டமம் படுத் டல் ஆகியனவ கதாடரும். முன் டனாக்கிகி கெல்
லும்

டமம் பட்ட வாடிக்கையாளர் மகெகிசிக்காக கதாழில் நுட்பத்னதப்
பயன் படுத் டவாம். கதன் னிந்தியாவில் மட்டுமல் ல, எங் களின் முக்கிய
ெ்ந்தகளிலும் எஸ் பிஎல் ஐ ஒரு டமலாதிக்க ெக்தியாக நாங்
கள் கருடகிடறாம்.”

எஸ் பிஎல் என் எக்ஸ் டி: புதிய ெகாப்ததனத தழுவதல்
ஒடர டநரத்தில், எஸ் பிஎல் ஆன, எஸ் பிஎல் என் எக்ஸ் டி எனப்படும் –
வளரெசினய வினரவுபடுத் டல், பிராண் டட இடமாற்ற ம் கெய்
தல
மற்றும் நடுத்தர ெ்ந்ததப் பிரிவுகளில் டமம் பட்ட கவனம் ஆகியவற்றை
டநாக்கி ஒரு பணினயத் கதாடங் கியுள்ள.

மிட்-மார்க்ககட் மற்றும் மிட்-பிரீமியம் பிரிவுகளில் உந் ட் ல

அதன் பணியின் ஒரு பகுதியாக, கபங் களுரு, கென் னன மற்றும் ககால்
கத்தா மற்றும் புடனவில் உள்ள குடியிருப்பு ரியல் எஸ் டட்ட
ெ்ந்தகளின் நடுத்தர ெ்ந்தத மற்றும் நடுத்தர பிரீமியம் பிரிவுகளில்
கவனம் கெலுத் டவனத நிறுவனம் டநாக்கமாகக் ககாண் டுள்ள.
அடுத்த தொப்தத்தில் இந்தப் பிரிவில் தனலனமத் டவத்னத
அனடவனதயும், இந்தியாவில் மிகவும் மதிப்புமிக்க, மிகவும் நம்
பகமான மற்றும் மிகவும் விருப்பமான மத்தியப் பிரிவு ரியல் எஸ்
டட்ட பிராண் டாக இருப்பனதயும் நிறுவனம் டநாக்கமாகக் ககாண்
டுள்ள.

ெமீப ஆண் டுகளில் ெ்ந்ததயின் நடுத்தர குடியிருப்புப்
பிரிவுகள் குறிப்பிடத்தக்க வனகயில் விரிவனடந் டள்ளன. 2023 ஆம்
ஆண் டில் இந்தியாவில் வீட்டுத் டதனவயில் 59% நடுத்தரப் பிரிவினரின்
பங் களிப்பு, டகாவிட்-க்கு முன்னதய காலத்தில் 49% ஆக இருந்த.
கபங் களுரு மற்றும் கென் னனயின் எஸ் பிஎல் இன் முக்கிய
ெ்ந்தகளில், 2023 ஆம் ஆண் டில் நடுத்தரப் பிரிவுகளின் டதனவ
75% ஆக இருந்த. இ

டகாவிட்க்கு முன்னதய அளவுகள் முனறடய 60% மற்றும் 52% ஆக இருந்தஃ. ககால் கத்தாவில் இஃ முனறடய 64% மற்றும் 48% ஆக இருந்தஃ.



நடுத்தர பிரிவுகளில் நிறுவனத்தின் புப்பிக்கப்பட்ட உந்தல் ென்னத இயக்கவியனல மாற்றுவனதயும் வாடிக்கையாளர் டதனவகனள டமம் படுத்தவனதயும் பிரதிபலிக்கிறஃ. ெமீப ஆண்டுகளில் நடுத்தரப் பிரிவுகள் வலுவான பின்னனடவு மற்றும் வினரவான வளரெசினயக் காட்டியுள்ளன, இதனால் SHRIRAM டபான்ற கபரிய பிராண்டட் வீரர்களுக்கு குறிப்பிடத்தக்க வாய்ப்புகளள வைங்குகின்றன. வரலாற்று ரீதியாக, நிறுவனம் நடுத்தரப் பிரிவுகளில் வலுவான இருப்பைக் ககாண் டிருந்தஃ, இஃ அதன் நினறவு மற்றும் தற்பானதய டபாரட்ஃ டபாலிடயாவில் 67% ஆகும், மீதமுள்ளனவ மலிவு மற்றும் பிற தயாரிப்புப் பிரிவுகளிலிருந்த வருகின்றன.

வளரெசினய ஃரிதபபடு த்ததல

எஸ் பிஎல் என் எக்ஸ் டின் கை, நிறுவனம் அடுத்த 3 ஆண்டுகளில் அதன் விற்பனனனய இரட்டிப்பாக்கவும், அதன் வருவானய மூன்று

மடங் காகவும், அதன் லாபத்தனத நான் கு மடங் காகவும் உயர்த்தவனத

டநாக்கமாகக் ககாண்டுள்ளஃ. நிறுவனம் 20 எம் எஸ் எஃப்[1]க்கு டமல் கமாத்த விற்பனனனய இலக்காகக் ககாண்டுள்ளஃ. முக்கியமாக கபங் களுரு, கென் னன மற்றும் புடனனவ னமயமாகக் ககாண்டுள்ளஃ. ககால் கத்தா முக்கிய பங் களிப்பாளராக இருக்கும். வினரவுபடுத்தப்பட்ட விற்பனன மற்றும் வினரவான கெயல் பாட்டிற்காக எஸ் பிஎல் அதன் டநர-டொதனன கெய் யப்பட்ட இயக்க தளத்தனத டமம் படுத்தம்.

இத்தனகய ஆக்கிரமிப்பு வளரெசினய ஆதரிக்க, நிறுவனம் கபங் களுரு, கென் னன மற்றும் புடன ஆகிய முக்கிய ென்னதகளில் புதிய திட்டெட் டெரக்னகனய வினரவுபடுத்த இலக்கு னவத்ஃள்ளஃ மறறு ம அதன் புதிய திட்டப் பட்டியனல இரட்டிப்பாக்க விரும்புகிறஃ. தற்பாஃ, எஸ் பிஎல் ஆனஃ 42 எம் எஸ் எஃப் வளரெசி திறன் ககாண்ட 42 திட்டங் கனளக் ககாண்டுள்ளஃ. இதில், 24 எம் எஸ் எஃப் நடந்த ககாண்டிருக்கிறஃ, மீதமுள்ள 18 எம் எஸ் எஃப் வளரெசி ொத்தியம எதிரகால திட்டங் களில் உள்ளஃ. 18-24 மாதங் களில் இந்த எதிரகால திட்டப் பட்டியனல இரட்டிப்பாக்க எஸ் பிஎல் ட இலக்கு னவத்ஃள்ளஃ.

கடந்த 5-7 ஆண்டுகளில் அதன் அளவு, அளவு மற்றும் லாபம் ஆகியவற்றின் சுவாரசியமான வளரெசியின் பின்னணியில், நிறுவனம் தனது பணியில் கவற்றி கபறும் என் பதில் நம் பிக்னக ககாண் டுள்ளது. டரரா அறிமுகப்படுத்தப்பட்டதில் இருந்து, கடந்த 7 ஆண்டுகளில், எஸ் பிஎல் குறிப்பிடத்தக்க அளவிலான விரிவாக்கத்தை அடைந்துள்ளது. அதன் விற்பனை அளவு 3.5x முதல் 4.6 எம் எஸ் எப் வரை அதிகரித்து விற்பனை மதிப்பு 5x அதிகரித்து ரூ. 2,362 டகாடிகள் மற்றும் வருடாந்திர ஒப்பனடப்புகள் நிதியாண் டு 24 இல் 3,000 யூனிட்களுக்கு டமல் 4 மடங்கு உயர்ந்துள்ளது.

நிறுவனத்தின் திட்ட கெயலாக்கப் டபாக்குகள் இப்பாது 3-4 எம் எஸ் எப் ஆக கணினமாக டமம் பட்டுள்ளன. டமலும், ஆரம் ப கபாது வைங்கலில் இருந்து, எஸ் பிஎல் கவற்றிகரமாக ஒரு நிதி திருப்பத்தை உருவாக்கியுள்ளது. நிறுவனத்தின் நிடியாண் டு 18 இல் 3% ெத்தத்திலிருந்து நிதியாண் டு 24 இல் 11% ெதமாக உயர்ந்துள்ளது.

எஸ் பிஎல் அதன் வளரெசிப் பானதயில் உறுதியாக உள்ளது, எதிரகால லாபத்திற்காக அதன் வலுவான கெயல் பாட்டு தளத்தை டமம் படுத்துவதில் கவனம் கெலுதுகிறது. எஸ் பிஎலின் திட்டக் கெயல் வலுவாக உள்ளது, டமலும் இலக்கு ஈரிதப்படுத்தப்பட்ட புதிய திட்டெ டெரக்னகயுடன், நிறுவனம் டநரமனறயான கதாழில் ஈனற கண்டணாட்டத்தின் பலன் கனளப் கபறுவதற்கும், எங்கள் புப்பிக்கப்பட்ட னமயப் பகுதியான மத்தியப் பிரிவுகளில் தனலனமதுவத்தை அடைவதற்கும் நன் கு நினலநிறுத்தப்படும்.

டமம் பட்ட வாடிக்கையாளர் மகெகிசினய உறுதிக்கெய்யும் அடத டவனளயில், எங்கள் கெயல் பாடுகளில் சிறந்து விளங்குவனது இனடவிடாமல் பின் கதாடரவு எங்கள் முன் டனாக்கிய பயணத்தை ஆதரிக்கும். எங்களின் புதிய பணியான எஸ் பிஎல் என் எக்ஸ் டி மற்றும் அதன் வினளவாக எங்கள் பங்குதாரர்களின் குறிப்பிடத்தக்க மதிபனப் உருவாக்குவதில் கவற்றி கபறுடவாம் என் பதில் நாங்கள் நம் பிக்னக ககாண் டுள்ளோம்.

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Link	https://businessworld.in/article/shriram-properties-revamps-brand-targets-2x-sales-and-expanded-market-share-530353

Shriram Properties Revamps Brand, Targets 2x Sales And Expanded Market Share

SPL has set aggressive targets for the next three years, including doubling its sales, tripling its revenue, and quadrupling its profits

Real Estate developer Shriram Properties (SPL) has launched its brand transformation as it entered its 25th year of operations on Wednesday.

The company, which is known for its strong ties with the “Shriram Group,” is asserting its independent identity with a refreshed brand image aimed at enhancing customer perception and positioning itself as a premiere name in the real estate industry. This rebranding effort is reportedly part of a broader strategy to cater to the evolving needs of the next generation of homebuyers.

In conjunction with its new brand identity, SPL has introduced “SPLNXT,” an initiative focused on accelerating growth and reorienting the company’s focus toward the mid-market and mid- premium residential segments. The company is setting its sights on dominating these segments in its core markets of Bengaluru, Chennai and Kolkata, while also planning to expand into Pune. This renewed focus comes as the mid-market residential sector has seen decent growth recently.

Under the SPLNXT initiative, SPL has set aggressive targets for the next three years, including doubling its sales, tripling its revenue, and quadrupling its profits. The company is projecting cumulative sales of over 20 million square feet, primarily in its key markets. To support this growth, SPL plans to accelerate the addition of new projects, significantly increasing its current pipeline, which already boasts 42 projects with a development potential of 42 million square feet.

In a statement, Murali Malayappan, Chairman & Managing Director of Shriram Properties Limited, said, "We are embarking on a mission with a brand-new identity, as we enter 25th year of our operations. It will allow us to create our own identity and elevate and re-position the trusted Shriram brand among NextGen buyers."

The company has seen its sales volume increase by 3.5 times and its sales value quintuple to Rs 2,362 crores in FY24. Additionally, SPL has improved its Return on Capital Employed (ROCE) from 3 per cent in FY18 to 11 per cent in FY24, placing it among the top performers in the industry.

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Shriram Properties unveils new identity; sets fresh growth targets



(L to R) Krishna Veeraraghavan, Director – Operations & COO (Bangalore), Gopalakrishnan J. ED & Group CEO, K.R. Ramesh - ED – Strategy & Corporate Development, Murali Malayappan, CMD, T.V. Ganesh, Director & National Head – Technical, Ravindra Kumar Pandey, CFO, and Vivek Venkateswar, Chief Sales & Marketing Officer (CSMO), Shriram Properties Ltd. | Photo Credit: Special arrangement

Shriram Properties on Wednesday said it was aiming to double its sales to ₹5,000 crore, triple incomes to ₹3,000 crore and quadruple profits to over ₹250 crore in the next three years.

The realty firm, in the previous fiscal, reported a net profit of ₹75 crore, total income of around ₹1,000 crore while its sales were ₹2,362 crore.

On turning 25 years of operations, Shriram Properties also unveiled a new brand identity and a nextgen business mission, SPLNxT, to significantly grow the share of its key segments: mid- market and mid-premium homes priced in the ₹50 lakh-1.5 crore and ₹1.5-2 crore ranges, respectively, from 67% currently to over 90% in three years.

Murali Malayappan, Chairman & Managing Director of Shriram Properties said, “We are embarking on a mission with a new brand identity as we turn 25. The new focus will allow us to reposition ourselves in the market making us attractive to nextgen buyers. We want to be a dominant player not only in Southern region, but also across all key 10 realty markets in the country.”

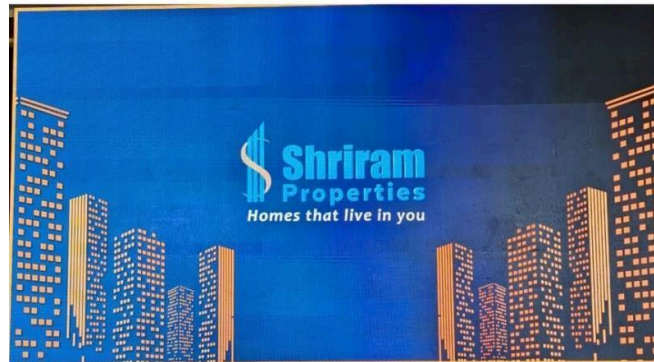
Commenting on the growth outlook for the industry, he said, the country’s real estate market was \$458 billion currently and was expected to cross \$1 trillion in 10 years. “Some 50 to 60 developers are catering to 80% of demand for homes and the country will require 78 million new homes in the 10 years,” Mr. Malayappan added.

He said the company would also create a million direct and indirect jobs in the next 10 years, up from 20,000 currently. The realty firm currently has operations in Bengaluru, Chennai, Kolkata and Visakhapatnam and developed 24.4 million sq. ft under 44 projects in the last 25 years. The company would now foray into the Western market, starting with Pune.

Gopalakrishnan J, Executive Director and Group CEO, Shriram Properties said the company has a pipeline of 42 projects with a development potential of 42 million sq. ft and half of these were under various stages of development. “Our capital requirement will be in the ₹300-500 crore range for next three years and most of it will be met through internal funds. We will continue to stay asset light and Joint Development will account for 50% of our new projects,” he added. In FY25, Shriram Properties has plans to launch seven new projects, 3 in Bengaluru, 2 in Chennai, 1 in Kolkata and its maiden project in Pune.

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Shriram Properties goes to Pune, rebrands with new logo Will continue to focus on mid-market



Completing 25 years as a company is a milestone for anyone. Shriram Properties has completed several within a short span of time. Most importantly, over the years having ventured into five states, the company is now going to Pune. It will build about 1.5 million sq- ft that is commendable considering its clean reputation.

Now celebrating its silver jubilee, the team felt it calls for a rebranding exercise. Vivek V, chief sales and marketing officer, Shriram Properties, said that trust, quality and innovation has been the backbone of the company's strategy.

KR Ramesh, executive director, strategy and corporate development, said that while he is grateful to talk about the future, reflecting on the past is important. "We started with a passion 25 years ago and in the early years we began with one million rupees and in Bangalore with White House being the first project. Today, we have 49 projects in Bangalore alone. In 2006, we began the SEZ project in Chennai delivering 3.6 million of office space. Soon, it was then Vizag and then Coimbatore."

The 2000 Lehmann crisis and dotcom burst did not spare the company. But it jumped quickly back on its feet. A decade later came covid and the company realised that setbacks will come and it only needs to find a way to deal with such emerging issues. Going green is a strong move for the company today.

Between these trying times, the company hit upon a unique plan that was hitherto not experimented with in India. Joint ventures and Development Management model gave it a new high and ensured that the company also remained asset-light.

Wanting to come with IPO meant much work at the backend and the result was a huge success.

In Bangalore alone, the company has completed 32 projects and has 12 ongoing ones. When it decided to move out of the southern comfort zone and went to Kolkata, it bought 313 acre land parcel from Hindustan Motors. That is a massive development waiting to come up.

Gopalakrishnan Jj, ED, said that mid-market and mid-market premium segments works well for the company and will continue to be their mainstay. “We have seen some transformational moves post RERA and this has ensured that we have grown 3.5 times annually. Even our handover has grown three times. In 2024, we made a neat profit of Rs 75 crore.”

The core team of SPL believes that trust, transparency and governance continues to remain its maxim. They believe that going forward 93% homes that will be sold in India will be mid market. Last year, across the country, about 59% of housing demand was mainly mid-market across country.

SPL has embarked on a mission – SPLNXT – to accelerate growth, reposition the brand and enhanced focus on mid-market segments.

The company has plenty of backing from financial institutions who have made successful exits too and this makes them sure of future projects, says Murali M, CMD.

Earlier, the company would develop 1 million sq-ft per year and today has moved to 4 million sq-ft per year of development. Overall, it has completed 44 projects across its portfolio and has 42 in development and manages all this with 670 employees.

Akash Murali said that the company needs to strongly embrace technology and innovations and these are imperative to growth. “Technology is minimum today in real estate and it needs to take up a major chunk going forward. A buyer and seller’s relationship lasts for 3 years minimum and today we have implemented a third party system that offers curated leads that is AI generated. We have 28,000 customers today and this will increase or more than double. Shriram Parivar app will strengthen this relationship as it will offer feedback on customer experience, payments that buyers need to make and have made, construction progress, etc.” Shriram Synergy is an app for channel partners and the sales team and one that offers lead management system for channel partners so as to help them with conversion.

Murali added that today the real estate market stands at \$458 billion today and might reach \$1 trillion in 10 years. “India will deliver 78 million homes in 10 years and today real estate contributes 18% to the GDP. The organised players have a mere 13% market share.”

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Shriram Properties Unveils New Brand Identity; Aims To Triple Revenue In Two Years

Currently focusing on mid-market and mid-premium housing, Shriram Properties has a strong presence in Bengaluru, Chennai, Kolkata, Coimbatore, and Vizag.

Shriram Properties Ltd. announced plans to triple its revenue to Rs 3,000 crore and double its sale bookings to Rs 5,000 crore by fiscal 2027 on Wednesday.

As part of its strategic overhaul, the company introduced a new brand identity designed to enhance its reputation and appeal to the next generation of buyers.

Murali Malayappan, chairman and managing director of Shriram Properties, emphasised that this rebranding is a pivotal step in reshaping the company's image and aligning it with modern market expectations. Malayappan outlined the company's growth ambitions, highlighting that they plan to leverage advanced technology in construction and customer services to achieve these targets. He expressed confidence in the company's ability to replicate its past achievements in a much shorter time frame.

Shriram Properties is expanding into the Pune real estate market with plans to launch a new project soon. The company will also remain open to exploring other key markets as opportunities arise. Currently focusing on mid-market and mid-premium housing, Shriram Properties has a strong presence in Bengaluru, Chennai, Kolkata, Coimbatore, and Vizag. The firm has successfully delivered 44 projects with a total saleable area of 24.4 million square feet and has a development pipeline of 42 projects, totaling 42.1 million square feet as of June 30.

Gopalakrishnan, Executive Director and Group CEO, detailed the company's aggressive targets for the next three years. The goals include doubling annual sale bookings to Rs 5,000 crore, tripling revenues to Rs 3,000 crore, and quadrupling profits to over Rs 250 crore. For fiscal 2024, Shriram Properties reported a net profit of Rs 75.43 crore from a total income of Rs 987.35 crore, with record sale bookings of Rs 2,362 crore, marking a 28% increase from the previous year.

To meet its growth objectives, the company plans to ramp up annual sales from 4.5 million square feet in fiscal 2024 to 8-9 million square feet by fiscal 2027. The sales distribution is expected to be concentrated in Bengaluru (7-8 million square feet), Chennai (5-6 million square feet), with Kolkata and Pune contributing around 4-5 million square feet each. The remainder will come from potential new markets.

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Date	21 August 2024
Link	https://www.capitalmarket.com/markets/news/hot-pursuit/Shriram-Properties-soars-after-unveiling-brand-transformation-initiative/1539705?srsItd=AfmBOoqDZg_thxYPtgMx1SY6bzRexueCXZ1754nh2DcHR7cXQgzZ4O1

Shriram Properties soars after unveiling brand transformation initiative

Shriram Properties (SPL) surged 14.96% to Rs 124.90 after the company unveiled a brand transformation initiative, as part of its ambitious growth strategy. The company has embarked on a mission called, SPLNXT - towards accelerating growth, repositioning brand and enhanced focus on the mid-market segments. As part of its mission, the company aims to enhance its focus on the mid-market and mid-premium segments of the residential real estate markets in Bengaluru, Chennai and Kolkata, as well as Pune that it plans to enter soon.

Under SPLNXT, the company aims to double its sales, triple its revenue, and quadruple its profits over the next 3 years. The Company is targeting cumulative sales of over 20 million square feet (msf), predominantly focused on Bengaluru, Chennai and Pune. Kolkata will remain a key contributor. Currently, SPL has a project pipeline of 42 projects with 42 msf development potential. Of this, 24 msf is ongoing and the remaining 18 msf of development potential vests in future projects. SPL is targeting to double this future project inventory in 18-24 months. On outlook front, the company remains committed to its growth trajectory, focusing on leveraging its strong operational platform for future profitability. Its project pipeline is robust, and with targeted accelerated new project addition, it will be well positioned to reap benefits of the positive industry outlook and attain leadership in the mid-segments, its renewed focus area. The company has achieved a remarkable scale expansion, with its sales volume growing 3.5x to 4.6 msf and sales value growing 5x to Rs. 2,362 crores and annual handovers jumping 4x to over 3,000 units in FY24. The Company's return on capital employed (ROCE) has risen from 3% in FY18 to 11% in FY24.

Murali Malayappan, chairman & managing director of Shriram Properties, said: "We are embarking on a mission with a brand-new identity, as we enter 25th year of our operations. It will allow us to create our own identity and elevate and re-position the trusted Shriram brand among NextGen buyers." Murali further added, "While embracing change, our dedication to customers, quality & design, industry-leading construction standards, and enhancing customer satisfaction will continue. We will leverage technology for enhanced customer delight going forward. We envision SPL as a dominant force, not only in south India but across our key markets." Shriram Properties (SPL) is one of South India's leading residential real estate development companies, primarily focused on the mid-market and affordable housing categories. SPL's key markets include Bangalore, Chennai and Kolkata. The company's consolidated net profit increased 4.9% to Rs 17.44 crore in Q1 FY25 as compared with Rs 16.62 crore posted in corresponding quarter last year. Net sales jumped 14% YoY to Rs 153.96 crore during the quarter.