

Publication	The Times of India
Date	22 August 2024

Shriram Properties hopes to triple rev to ₹3,000 cr in FY27

Bengaluru: Shriram Properties said it aims to triple its revenue to Rs 3,000 crore in the 2026-27 financial year compared to Rs 987 crore in the 2023-24 financial year. The real estate developer plans to double its sales bookings to Rs 5,000 crore from Rs 2,362 crore during the same period. As part of its 25th year of operations, Shriram unveiled a new brand identity. The company said it is currently trying to reposition its brand among next-generation home buyers, doubling down on its mid-market and mid-premium segments. TNN

Publication	Salar
Date	22 August 2024

Shriram Properties to triple revenue to ₹3,000 cr by FY27

BENGALURU, 21 AUG

Realty firm Shriram Properties Ltd (SPL) said the company is targeting to triple its revenue to Rs 3,000 crore on Wednesday. Also, they hinted that they want to double the sale bookings to Rs 5,000 crore by 2026-27 financial year as the company embarks on its next phase of growth. SPL, one of South India's leading real estate developers, has unveiled a brand transformation initiative, as part of its ambitious growth strategy. According to a press release, 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".

—Salar News

Publication	News Trail
Date	22 August 2024

Shriram Properties to triple revenue to ₹3k cr by FY27; double bookings

Realty firm Shriram Properties Ltd on Wednesday said the company has set a target to triple its revenue to Rs. 3,000 crore and double sale bookings to Rs. 5,000 crore by 2026-27 financial year as the company embarks on its next phase of growth.

The company unveiled a new brand identity that seeks to transform the perception of Shriram among customers while elevating its brand and reputation towards better customer delight in the future.

"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 Shri-

ram brand among NextGen buyers," Shriram Properties Chairman and Managing Director Murali Malayappan told reporters here.

He said the company

would leverage technology in construction activities as well as providing various services to customers.

"What we achieved in 25 years, we can do it in the next 7-10 years," Murali said.

The company is entering the Pune real estate market and will be launching one project soon, he said, adding that the company would be "opportunistic" in entering other key property markets.

Shriram Properties is focused on the mid-market and mid-premium housing segments.

— PTI

Publication	Rajasthan Patrika
Date	22 August 2024

श्रीराम प्रॉपर्टीज का 3 साल में 5 हजार करोड़ के राजस्व का लक्ष्य

पत्रिका न्यूज नेटवर्क
patrika.com

बेंगलूरु. रियलिटी फर्म श्रीराम प्रॉपर्टीज ने लक्ष्य वित्त वर्ष 2026-2027 तक अपनी बिक्री को दोगुना करके 5,000 करोड़ रुपये करने का लक्ष्य रखा है। कंपनी ने मार्च में खत्म हुए वित्त वर्ष 2024 में 2,300 करोड़ रुपये की बिक्री की थी।

कंपनी के 25 वर्ष पूरे होने पर चेयरमैन और प्रबंध निदेशक एम. मुरली ने बुधवार को कहा कि वित्त वर्ष 27 तक कंपनी की योजना 5,000 करोड़ रुपये की वार्षिक बिक्री के साथ लगभग 15-16 मिलियन वर्ग फुट आवासीय परियोजनाएं देने की है। कंपनी बेंगलूरु, चेन्नई और कोलकाता के अलावा अब पुणे में परियोजनाएं विकसित कर रही है। वित्त वर्ष 2025 में कंपनी की योजना लगभग 3.5 मिलियन वर्ग फीट आवासीय परियोजनाएं देने की है।