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SETTING BENCHMARKS

Bijay Agarwal, founder & MD, Satva Group, has built an empire by intrepidly navigating new arenas

COVERED BY ANITA BHOSLE

EDITOR'S LETTER



TIME TO SAY GOODBYE

India has thousands of developers who are doing some fine work. The young developers today are venturing into novel kinds of projects and moving away from standard amenities, while roping in consultants from reputed institutions. Bangalore-based Swathi Group Inc has some commendable projects to their credit. Bijay Agarwal, through sheer discernment, has roped in Shivam and Aditya (his children) who are making new moves into the market. Our cover story will tell you more.

The feature on green buildings will tell you the importance of going green. With stringent clauses attached to residential buildings, developers are finding it hard to build green. Also, there are no incentives to build green buildings using green materials.

With this issue, I would also like to bid adieu. Having put in 11 years with Construction Week, it is now time to say goodbye. It has been fun working with a compact team comprising Indrajeet Saoji and Tarun Lodwani, my designer Milind Patil and production head Ramesh Kumar. There are others too but those are core.

I hope our paths will cross and we might meet again. Until then, take very good care of yourselves and have a happy future.

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SETTING BENCHMARKS

Bijay Agarwal, MD, Sattva Group, is a visionary who has built an empire by intrepidly navigating into new arenas

Bijay Agarwal, MD, Sattva Group, shares his remarkable journey with Jayashree Kru Mendes of how a single building in Bengaluru evolved into India's most diversified real estate institution, shaping urban landscapes while contributing to the nation's comprehensive development.

THE JOURNEY

The story begins with a simple vision and a small plot of land in Bengaluru in 1993, when we developed Money Chambers—a modest beginning. What started as a single building has evolved over three decades into a diversified enterprise with a 74 million square feet portfolio.

The early 2000 IT boom marked our pivotal transformation. Recognizing the need for quality office infrastructure in India's emerging technology landscape, we launched Sattva GR Tech Park (earlier known as GR Tech Park), establishing our foundation in commercial development. This foresight positioned us at the forefront of India's economic transformation as the country emerged as the global outsourcing capital.

Today, India commands approximately 58% of the global outsourcing market with the world's largest working-age population and the second-largest English-speaking population. The country has emerged as the GCC capital of the world with over 1,700 Global Capability Centres—projected to exceed 2,500 by 2028.

COVER STORY

KNOWLEDGE SERIES

Our flagship Knowledge Series in Hyderabad spans over 14 million square feet, housing technology giants like Microsoft, Facebook, Amazon, and numerous Fortune 500 companies. These corporations have progressively expanded within our developments, with several consolidating their entire Indian operations within our campus environments.

The modern office is undergoing a profound transformation driven by rapid urbanization and evolving workforce needs. We're pioneering "lifestyle destinations"—vibrant hubs that seamlessly integrate work with life, fostering creativity, collaboration, and overall well-being. We've created holistic ecosystems providing state-of-the-art wellness centres, gourmet cafes, green spaces, dynamic social areas, robust knowledge-sharing platforms, and vibrant community-building initiatives that serve both traditional "9 to 5" workday and extended "5 to 8" evening hours.

Our crown achievement, Image Tower, represents one of the renowned precast commercial towers being developed in partnership with the Telangana government as the country's first dedicated AV&C (Animation, Visual Effects, Gaming and Comics) centre. Rising to 120 meters, the tower serves as a catalyst for positioning Hyderabad as India's animation and

gaming capital while embodying our construction philosophy innovation. Our precast methodology achieved 30% faster delivery timelines and 25% reduction in overall build duration while maintaining superior quality standards through controlled factory manufacturing. This translates to accelerated tenant occupancy schedules, generating revenue streams 4-6 months ahead of conventional construction timelines.

Today, our commercial portfolio encompasses 43 million square feet of completed space with 9 million square feet under construction.

RESIDENTIAL PORTFOLIO

We analyse over 40 parameters for location selection, studying infrastructure development timelines, demographic migration patterns, and government initiatives to spot areas with transformational potential.

One of our strengths lies in recognizing peripheral areas and developing them into thriving urban centres through comprehensive planning and integrated development. Our early investments in North Bengaluru exemplify this approach—what was once considered the city's periphery has now emerged as a key hub with tremendous growth potential, housing major IT parks and our flagship developments.

We don't just develop properties in these micro-markets; we actively contribute to

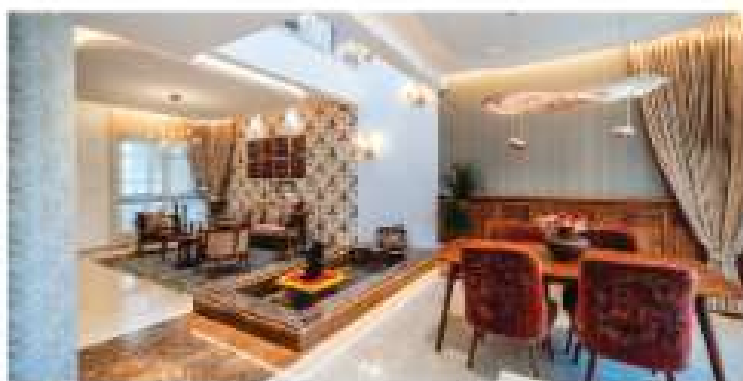
74 MN
sq. ft total portfolio



Salba Knowledge Park boasts excellent connectivity to social and physical infrastructures.



Inga Tower being developed on PPP model in association with the Telangana government.



Interior of Sattva La Vita, off Banner Road, Bengaluru.

their transformation through infrastructure development, community creation, and strategic partnerships that attract other developers and businesses, catalysing broader area development.

We have created flourishing environments across various residential formats that bring about enhanced productivity, meaningful connections, and elevated living experiences. Our approach serves customers from premium to ultra-luxury segments while maintaining our commitment to integrated community living.

Projects like Sattva Park Cubix showcase our design philosophy through distinctive architectural elements like floating meditation pavilions over water bodies, with Phase 2 recently launched to meet market demand. Sattva Songbird demonstrates our vertical residential expertise while Sattva La Vita caters to the ultra-high net worth individuals with its

One of our strengths lies in recognising peripheral areas and developing them into urban centres.

sprawling row houses seeking luxury living with world class amenities.

Our Sattva Lumina project is a mix use development that brings together functionality, comfort and thoughtful design with a retail destination of 25,000 sq feet offering boutique shopping, fine dining and vibrant cafes. Our flagship Sattva LakeRidge in Hyderabad rises 150 meters with panoramic lake views, with over 60% open spaces, vertically integrated gardens, and resort-like amenities.

PLOTTED DEVELOPMENT

Our gated community approach to plotted developments has met with success, particularly in North Bengaluru, where land availability and infrastructure development create ideal conditions for this format. These developments offer families the flexibility of individual home design within master-planned communities featuring amenities, parks, sports facilities, and recreational spaces.

North Bengaluru represents a key focus area for our residential expansion, with multiple large-scale developments planned. We're acquiring land parcels in micro-markets across Bengaluru, Hyderabad, Chennai, and Pune, focusing on areas where infrastructure development and demographic trends indicate strong future appreciation potential. Our properties achieve 28% higher capital appreciation compared to market averages in Bengaluru, validating our location expertise and comprehensive development approach.

We've developed a comprehensive integrated customer portal that serves as the single point



Subhasi's development of Subhasi Global City has been a success story for the company's expansion into new markets.

We're acquiring land parcels in micro-markets across Bengaluru, Hyderabad, Chennai, and Pune.

of engagement throughout customers' entire real estate journey. This digital ecosystem maintains detailed profiles including family requirements, investment goals, lifestyle preferences, and transaction history, enabling highly personalized service delivery that anticipates needs before they're expressed. The platform seamlessly connects customers with our properties, provides real-time project updates with 360-degree site progress visuals, facilitates service requests, and

offers access to market insights and investment opportunities.

We have integrated advanced 3D visualizations, virtual reality tours, and H2AM (H2-Home Living and Mobility) immersive experiences that empowers customers to make well-informed decisions based on accurate and detailed information, leading to a more satisfying and convenient purchasing experience. Our virtual reality centres enable customers to experience multiple



Dreamweaver High International School in Bangalore is a co-educational school that offers both ICSE and IB curriculums, established in 2008.



Nisha Agarwal, Director, Sattva Group, managing Dreamweaver High International School.

properties across cities without travel, particularly valuable for NRI customers and career relocations.

CONSTRUCTION EXCELLENCE

We employ cutting-edge methodologies including aluminium formwork systems, advanced precast construction techniques, and off-site manufacturing leveraging composite steel systems that reduce construction timelines by 30%. Our vertical construction expertise extends across multiple high-rise landmark projects including Sattva Songbird (95 meters) and Sattva Lumina (90 meters).

Our dual-hoist systems feature dedicated material hoist ways and separate personnel transportation, eliminating conflicts while dramatically reducing construction risks. Advanced earthquake-resistant design methodologies exceed IS 1893 standards, with load distribution analysis and computational modelling optimising building performance against wind forces and seismic considerations.

Our developments feature allocation of almost 80% open space in upcoming projects—integrating living walls, water features, native landscaping, and vertically integrated gardens that create genuine ecological value. This biophilic philosophy enhances property value.

GREEN VENTURES

Sustainability is embedded from land acquisition through all project aspects. Our Grade A office parks achieve Platinum and Gold certifications from IGBC, USGBC, WELL, and LEED, with 80% of new developments targeting green certification. We employ eco-friendly materials like fly-ash bricks, rainwater harvesting, and advanced energy management systems. Our precast construction reduces material waste by 40%.

In our commercial office space, we are actively scaling developments in Pune, Mumbai, and Chennai. In Bangalore, our Sattva Global City has 43 mni sq



Nisha Agarwal with her children Shreya and Aditya.

COVER STORY



Sattva Park Cubic is spread over 10 acres of land and has 70% open space.



Sattva Songbird offers options ranging from studio apartments to row houses.

feet of operational office space with an additional potential of 8 mn sq feet being developed in phases over the next few years. Our new acquisitions include 3 million sq-ft in North Bengaluru, 3.5 million sq-ft in Electronic City, and 1.5 mn sq feet in Whitefield, adding another 8 mn sq ft to our portfolio. In Chennai we are developing 4.1 million sq ft on the OMR corridor.

Our diversification reflects our evolution into a comprehensive institution across multiple dimensions.

- **Hospitality:** We've created experiences through partnerships with JW Marriott and Novotel in Kolkata, with an upcoming luxury 1a) resort in North Bengaluru featuring 294 keys.
- **Data centres:** Our 40MW capacity across Mumbai and Bengaluru supports India's digital infrastructure needs.
- **Flexible workspace:** Through our strategic partnership with Simpliwork in 2019, we've expanded into co-working solutions, with presence across 9 cities and with an area under management of 3.4 mn sq feet.
- **Co-living solutions:** Our co-living developments address young professionals' needs, reimagining communal living through technology-enabled community management. Colive has grown from 3000 beds in 2019 to 15,000 last year, aiming to achieve 50,000 beds over the next few years.
- **Educational transformation:** Greenwood High International School delivers world-class ICSE/ISC and IB programs across 2 large campuses and 6 preschools in Bengaluru, with over 8500 students.
- **Entrepreneurial empowerment:** Sattva Ventures, our family office arm, extends our institutional approach into an entrepreneurial ecosystem, providing promising young entrepreneurs with capital and mentorship. The next phase represents a convergence of wisdom with innovative thinking. Shivam and Adrija bring fresh perspectives on technology integration, sustainability leadership, and customer engagement. **aa**