

# Bengaluru's ring of growth

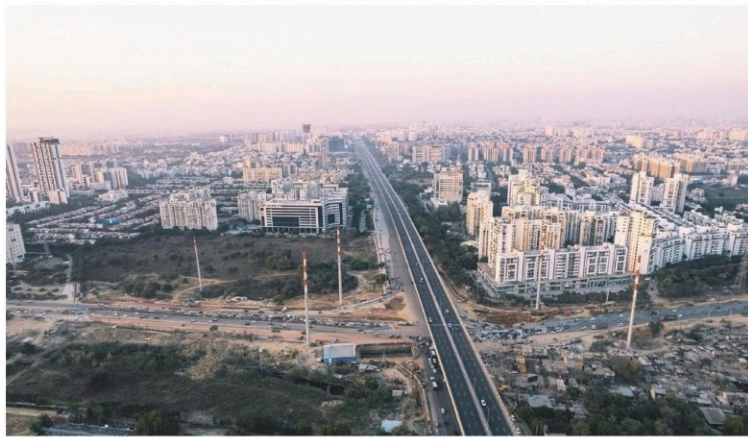
With an infrastructural boost and enhanced connectivity, the city's peripheral areas are heating up the real estate market

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The Peripheral Ring Road in Bengaluru is becoming the next big thing in the region. With each location along the route showing consistent momentum, their future looks bright and promising. These areas have become popular due to factors such as good connectivity, infrastructure development, and the presence of leading multinational companies, IT parks, and educational institutions. The region also offers a better quality of life with ample green spaces, modern amenities, and well-planned infrastructure compared to some of the older and more congested areas in Bengaluru.

## BENGALURU'S NEW GROWTH AXIS

Bengaluru's Peripheral Ring Road (PRR), a 73.04 km expressway developed by the Bangalore Development Authority (BDA), is emerging as a transformative force in the city's real estate landscape. Designed to alleviate traffic congestion and enhance connectivity, the PRR is unlocking new avenues for urban development and investment. The Peripheral Ring Road is rapidly transforming Bengaluru's real estate landscape, acting as a catalyst for growth and development in previously underdeveloped areas. The PRR connects major national highways and arterial roads, including NH 44, NH 75, and NH 648, facilitating seamless connectivity between the city's eastern, northern, and southern zones.



PICS: ISTOCK

"Bengaluru's Peripheral Ring Road is more than a traffic fix—it's a growth corridor that opens the next orbit of value for investors, bringing North Bengaluru closer to the city's heart for homebuyers, enabling balanced urban expansion for policymakers," asserts, Ashwinder R Singh, vice chairman, BCD Group, chairman, CII Real Estate Committee and advisor, NAR-India.

## STRATEGIC CONNECTIVITY AND INFRASTRUCTURE

The PRR is strategically positioned to connect key national highways, including NH 44, NH 75, and NH 648, as well as significant corridors like Tumkur Road, Mysore Road, and Old Madras Road. This connectivity facilitates seamless travel across the city and its outskirts, reducing travel time and enhancing accessibility. Pavan Kumar, founder and CEO, White

With the Peripheral Ring Road transforming connectivity, the adjoining areas are seeing unprecedented demand, and it is anticipated that property appreciation could be anywhere between 25-40 per cent over the next five years



Bengaluru's Peripheral Ring Road (PRR) expressway developed by the BDA, is emerging as a transformative force in the city's real estate landscape

### Sarjapur Road and Kodathi Village

These regions are experiencing increased demand for residential properties, with projects and offerings in Kodathi Village. This area is benefitting from enhanced accessibility to employment hubs and amenities

### Devanahalli, Yelahanka, and Hoskote

The northern suburbs are offering affordable housing options and proximity to the Kempegowda International Airport and aerospace SEZ

### Kanakapura Road and Hadosiddapura

These areas are witnessing a surge in residential and commercial developments, driven by improved connectivity and the establishment of new layouts by the Bangalore Development Authority (BDA)

### Arterial roads and Metro extensions

New arterial roads and the extension of the Namma Metro Yellow Line are improving access to peripheral zones, boosting demand for residential and commercial properties

**Satellite Town Ring Road (STRR):** This project is expected to reduce travel time between key towns like Devanahalli, Doddaballapur, and Hoskote, making these areas more attractive for businesses and residents

## DEVELOPMENT INITIATIVES

### New layouts

In alignment with the PRR's development, the BDA, has initiated the creation of six new layouts along the Peripheral Ring Road-2 (PRR-2), covering over 6,217 acres

### Triggering activity

These layouts aim to compensate landowners affected by the PRR project and are expected to further stimulate real estate activity in the region

BDA has initiated the creation of six new layouts along the Peripheral Ring Road-2 (PRR-2)



Lotus Group, says, "Over the past decade, North Bengaluru has emerged as the city's most dynamic growth corridor. With world-class infrastructure already anchored by the international airport, Grade-A office hubs, educational institutions, healthcare, and cultural landmarks, the region has evolved from a frontier to a focal point of investment. It is now the natural choice for discerning seekers like global Indians and HNIs who pursue not just homes, but legacies of long-term value where lifestyle and legacy converge. The upcoming Peripheral Ring Road adds another layer of strength to this trajectory."

## CATALYST FOR REAL ESTATE GROWTH

The PRR is acting as a catalyst for real estate development, particularly in areas such as Sarjapur Road, Whitefield, and Kanakapura Road. These regions are experiencing increased demand for residential and commercial properties due to improved connectivity and infrastructure. For instance, the PRR is expected to boost property values in areas like Kodathi Village, Varthur, Dommasandra, and Hadosiddapura, making them attractive investment destinations. Talking about the same, Karishmah Siingh, president, sales, marketing and CRM, Sattva Group, asserts, "North Bengaluru is poised to become the city's most coveted real estate destination. With the Peripheral Ring Road transforming connectivity, the adjoining areas are seeing unprecedented demand, and it is anticipated that property appreciation could be anywhere between 25-40 per cent over the next five years. The area is evolving into Bengaluru's premier address for discerning homebuyers and smart investors."

The PRR is more than just a transportation project; it's a pivotal element in the city's urban evolution. By enhancing connectivity and facilitating infrastructure development, it is reshaping the city's real estate dynamic. The PRR is creating a favourable environment for real estate investments, with areas like Sarjapur Road, North Bengaluru, and Kanakapura Road offering promising returns. Investors are increasingly focusing on these hotspots, attracted by improved infrastructure, affordability, and potential for long-term appreciation.