

Area Focus

Vijayanagar



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Vijayanagar is a well-established residential micro-market in West Bengaluru. Limited land availability, strong civic infrastructure, and predominantly end-user profile support consistent demand and long-term value preservation. “Being well-developed, the area has limited new land supply, which is why no major launches have happened in and around the area in the last five years. Just approx. 2,755 units have been launched in and around Vijayanagar between 2021 and 2025, of which nearly 53 per cent were launched in 2021 alone. The area has a healthy rental demand by people working in the employment hubs located in and around,” informs Priyanka Kapoor, senior vice president—research and advisory, Anarock Group.

PROPERTY PRICES

The area offers diverse housing options, including apartments and independent homes across budget segments. As per Anarock Research, the average property

prices in the area stood at approx. Rs 8,500 per sq ft as of the end of 2025, while back in 2021 it was approx. Rs 5,500 per sq ft, thereby increasing by 55 per cent in the last five years. “Entry-level 2-BHKs start at Rs 70-90 lakh, mid-segment homes are priced between Rs 1 to 1.5 crore, and premium residences exceed Rs 1.8 crore. Price growth has been gradual and consistent, reflecting the area’s end-user-driven nature rather than volatility, reinforcing its reputation as a stable residential market,” shares Karishmah Singh, president-sales, marketing and CRM, Sattva Group.

CONNECTIVITY

The Bengaluru Metro connectivity enhances the appeal of the locality for residents, including tenants and homeowners. For instance, the Vijayanagar Metro Station, which is part of the Namma Metro’s Purple Line (East-West corridor), provides easy access to key hubs like Majestic (CBD), Yeshwanthpur, Whitefield, Challaghatta, etc. “Major arterial roads such as Mysore Road, Magadi Road, and Chord Road ensure smooth road connectivity, while proxim-

ity to railway stations enhances regional access,” informs Singh.

SOCIAL INFRASTRUCTURE

The area is well-developed and robust and boasts sound social infrastructure facilities with easy access to reputed schools, health-care facilities, retail, parks and green spaces in and around the area. This makes the area ideal for families, professionals and long-term residents. The area also has a strong mix of local markets, supermarkets, high-street shops and malls nearby. Importantly, the area benefits from commercial access without being a commercial hub itself, ensuring convenience while maintaining residential calm, an important factor for sustained end-user demand and rental stability. Market experts believe that Vijayanagar is well-suited for homebuyers prioritising long-term livability, connectivity, and value security over short-term price spikes. Its mature infrastructure, stable pricing, strong social ecosystem, and limited future supply make it ideal for families and professionals seeking a dependable residential address.