

Publication	financialexpress.com
Date	14 March 2024
Link	https://www.financialexpress.com/business/industry-shriram-properties-launches-new-residential-project-in-bengaluru-with-project-revenue-potential-of-rs-350-crore-3424163/

Shriram Properties launches new residential project in Bengaluru with project revenue potential of Rs 350 crore

The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet, said Shriram Properties.



Shriram Properties on Wednesday announced the launch of its latest RERA- approved residential project under the “Codename Ultimate” near Bengaluru. The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70 per cent of the total area, the company said in a regulatory filing.

The development offers a selection of spacious two-bedroom and three-bedroom apartments, meticulously designed to reflect the essence of Balinese architecture and lifestyle. The strategic location offers easy access to the nearest upcoming metro station, quality healthcare facilities, and the city center. Moreover, being situated close to premier schools, colleges, and hospitals, it is an ideal choice for professionals seeking a well-rounded lifestyle, the firm stated.

The project’s centerpiece is its expansive 14,000 square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. With over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being.

The company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last 3-5 years. It is in the process of handing over another ~ 650 units in Shriram Liberty Square, completed recently.

Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties, said, “The convergence of employment opportunities, robust connectivity, and the growing need for high quality housing in and around Electronic City has positioned the area as an optimal destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there’s a rising demand for superior residences in adjacent regions. This spurred our decision to prioritize the launch of our project under “Codename Ultimate”, addressing this market gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle.”

Publication	businessworld.in
Date	14 March 2024
Link	https://bwsmartcities.businessworld.in/article/Shriram-Properties-Unveils-New-Project-With-Rs-350-Cr-Revenue-Potential-/13-03-2024-513295/

Shriram Properties Unveils New Project With Rs 350 Cr Revenue Potential

Featuring 414 units spread across 6 towers, the development offers a variety of spacious two-bedroom and three-bedroom apartments meticulously designed to embody the essence of Balinese architecture and lifestyle



Shriram Properties, a well known name in the residential development sector in South India, has unveiled its latest venture, the "Codename Ultimate" residential project near Electronic City, Bengaluru.

This latest offering, which is RERA-approved, marks a significant milestone in the company's portfolio, boasting a project revenue potential of Rs 350 crores.

The "Codename Ultimate" project is being developed under the joint development model, encompassing an aggregate saleable area of approximately 5.0 lakh square feet. With a focus on providing residents with a tranquil and harmonious living environment, the Balinese-themed project prioritises open spaces, covering over 70 per cent of the total area. Featuring 414 units spread across 6 towers, the development offers a variety of spacious two-bedroom and three-bedroom apartments meticulously designed to embody the essence of Balinese architecture and lifestyle.

Situated just a stone's throw away from Electronic City, the project seamlessly integrates contemporary living with natural landscaping, offering residents easy access to essential amenities such as upcoming metro stations, healthcare facilities, educational institutions, and the city centre. Its proximity to premier schools, colleges, and hospitals makes it an ideal choice for professionals seeking a well-rounded lifestyle.

At the heart of the project lies its expansive 14,000 square foot clubhouse, designed to cater to a diverse range of recreational and wellness activities. With over 40 world-class modern amenities, the clubhouse serves as a hub of activity and relaxation for residents of all ages. From state-of-the-art fitness facilities to vibrant social spaces and tranquil meditation areas, the clubhouse provides something for everyone, fostering a vibrant and inclusive community environment.

Shriram Properties has a strong track record in this micro-market, having completed and delivered over 2,700 units across 3 projects—Shriram Summit, Shriram Signiaa, and Shriram

Smirithi—in the vicinity over the past 3-5 years. Currently, the company is in the process of handing over another approximately 650 units in Shriram Liberty Square, which was completed recently. Besides delivering quality homes with modern amenities, these projects have also witnessed significant value appreciation over the years, adding to the company's credibility.

Vivek Venkateswar, Chief Sales & Marketing Officer at Shriram Properties, expressed optimism about the launch, highlighting the growing demand for high-quality housing in and around Electronic City.

He emphasised the project's strategic positioning to address this market gap and cater to the needs of prospective homebuyers aspiring for a world-class lifestyle. With its impeccable design, world-class amenities, and strategic location, the "Codename Ultimate" project is poised to redefine luxury living in Bengaluru's burgeoning real estate landscape.

Publication	constructionweekonline.in
Date	14 March 2024
Link	https://www.constructionweekonline.in/projects-tenders/shriram-properties-codename-ultimate-a-new-residential-venture-worth-rs-350-cr

Shriram Properties' Codename Ultimate: A new residential venture worth Rs 350 cr

The project's centerpiece is its expansive 14,000 square foot clubhouse



Shriram Properties has launched its latest RERA-approved residential project under the Codename Ultimate near Electronic City, Bengaluru. The project is being developed under the joint development model, with an aggregatesaleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70% of the total area.

The development offers a selection of spacious two-bedroom and three-bedroom apartments, meticulously designed to reflect the essence of Balinese architecture and lifestyle. Situated just a few minutes away from Electronic City, the project is designed to seamlessly integrate contemporary living with natural landscaping.

The project's centerpiece is its expansive 14,000 square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. Boasting over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being. From state-of-the-art fitness facilities to vibrant social spaces to tranquil meditation areas, the clubhouse is a hub of activity and relaxation for the community. Whether residents seek energetic workouts, social gatherings, or moments of serenity, the clubhouse offers something for everyone, fostering a vibrant and inclusive environment for all.

Shriram Properties has strong familiarity to this micro market, as the company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last 3-5 years. It is in the process of handing over another ~ 650 units in Shriram Liberty Square, completed recently. Vivek Venkateswar, chief sales & marketing officer, Shriram Properties, said, "The convergence of employment opportunities, robust connectivity, and the growing need for high-quality housing in and around Electronic City has positioned the area as an optimal destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there's a rising demand for superior residences in adjacent regions. This spurred our

decision to prioritize the launch of our project under “Codename Ultimate”, addressing this market gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle.”

Publication	rprealtyplus.com
Date	14 March 2024
Link	https://rprealtyplus.com/news-views/shriram-properties-aims-rs-350-cr-revenue-from-new-residential-project-in-bengaluru-114380.html

SHRIRAM PROPERTIES AIMS RS 350 CR REVENUE FROM NEW RESIDENTIAL PROJECT IN BENGALURU



Shriram Properties, a leading residential developer in South India, has announced the launch of its latest RERA-approved residential project under the “Codename Ultimate” near Electronic City, Bengaluru. The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70% of the total area.

The development offers a selection of spacious two-bedroom and three-bedroom apartments, meticulously designed to reflect the essence of Balinese architecture and lifestyle. Situated just a few minutes away from Electronic City, the project is designed to seamlessly integrate contemporary living with natural landscaping. This strategic location offers easy access to the nearest upcoming metro station, quality healthcare facilities, and the city center. Moreover, being situated close to premier schools, colleges, and hospitals, it is an ideal choice for professionals seeking a well-rounded lifestyle.

The project's centerpiece is its expansive 14,000 square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. Boasting over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being. From state-of-the-art fitness facilities to vibrant social spaces to tranquil meditation areas, the clubhouse is a hub of activity and relaxation for the community. Whether residents seek energetic workouts, social gatherings, or moments of serenity, the clubhouse offers something for everyone, fostering a vibrant and inclusive environment for all.

Shriram Properties has strong familiarity to this micro market, as the Company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last 3-5 years. The Company is

in the process of handing over another 650 units in Shriram Liberty Square, completed recently. Apart from delivering quality homes with modern amenities, these Shriram projects have also yielded significant value appreciation for its customers over the years.

Commenting on the launch, Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties said, "The convergence of employment opportunities, robust connectivity, and the growing need for high-quality housing in and around Electronic City has positioned the area as an optimal destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there's a rising demand for superior residences in adjacent regions. This spurred our decision to prioritize the launch of our project under "Codename Ultimate", addressing this market gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle."

Publication	livemint.com
Date	14 March 2024
Link	https://www.livemint.com/market/stock-market-news/stocks-to-watch-bhel-idfc-first-bank-dr-reddys-rec-chalet-hotels-alkem-11711591735264.html

Stocks to Watch: Tata Motors, Vedanta, RIL, Federal Bank, IIFL Finance, DLF



Shriram Properties: On Wednesday, Shriram Properties announced the launch of a new residential project named 'Codename Ultimate,' which has a potential revenue of ₹350 crore. Located near Electronic City in Bengaluru, the project is inspired by Balinese architecture and features 414 units spread across six towers. These units include integrated co-working spaces and extensive open areas, as stated in a regulatory filing by Shriram Properties. The project, developed under a joint development model, boasts a total saleable area of approximately five lakh square feet. Emphasizing open spaces, this Balinese-themed project comprises over 70% of the total area with more than 400 units.

Publication	angelone.in
Date	14 March 2024
Link	https://www.angelone.in/blog/shriram-properties-launches-residential-project-bengaluru

Shriram Properties launches residential project in Bengaluru

The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet.



About the project

[Shriram Properties](#) has launched its latest RERA-approved residential project under the 'Codename Ultimate' near Electronic City, Bengaluru. The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70% of the total area.

The development offers a selection of spacious two-bedroom and three-bedroom apartments, meticulously designed to reflect the essence of Balinese architecture and lifestyle. Situated just a few minutes away from Electronic City, the project is designed to seamlessly integrate contemporary living with natural landscaping.

This strategic location offers easy access to the nearest upcoming metro station, quality healthcare facilities, and the city center. Moreover, being situated close to premier schools, colleges, and hospitals, it is an ideal choice for professionals seeking a well-rounded lifestyle.

The project's centerpiece is its expansive 14,000 square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. Boasting over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being.

Shriram Properties has strong familiarity to this micro market, as the company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last 3-5 years. The company is in the process of handing over another around 650 units in Shriram Liberty Square, completed recently. Apart from delivering quality homes with modern amenities, these Shriram projects have also yielded significant value appreciation for its customers over the years.

Company profile

Shriram Properties is one of the leading residential real estate development companies in South India, primarily focused on the mid-market and affordable housing categories.

Stock price movement

Today, the stock opened at Rs 108.15 and has touched a high and low of Rs 109.50 and Rs 94.65 respectively. The BSE group 'B' stock of face value Rs 10 has a 52-week high and low of Rs 140.95 and Rs 53.25, respectively. Last one week high and low of the scrip stood at Rs 120.50 and Rs 94.65 respectively. The current market cap of the company is Rs 1,647.90 crore.

The promoters holding in the company stood at 27.99%, while Institutions and Non-Institutions held 10.27% and 61.72% respectively.

Publication	msn.com
Date	14 March 2024
Link	https://www.msn.com/en-in/news/India/shriram-properties-launches-new-residential-project-in-bengaluru-with-project-revenue-potential-of-rs-350-crore/ar-BB1jOzz7?ocid=finance-verthp-feeds

Shriram Properties launches new residential project in Bengaluru with project revenue potential of Rs 350 crore



Shriram Properties announced the launch of its latest RERA-approved residential project under the “Codename Ultimate” near Bengaluru.

[Shriram Properties](#) on Wednesday announced the launch of its latest RERA-approved [residential](#) project under the “Codename Ultimate” near Bengaluru. The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70 per cent of the total area, the company said in a regulatory filing.

The [development](#) offers a selection of spacious two-bedroom and three-bedroom apartments, meticulously designed to reflect the essence of Balinese architecture and [lifestyle](#). The strategic location offers easy access to the nearest upcoming metro station, quality healthcare facilities, and the city center. Moreover, being situated close to [premier](#) schools, colleges, and hospitals, it is an ideal choice for professionals seeking a well-rounded lifestyle, the firm stated.

The project’s centerpiece is its expansive 14,000 square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. With over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being.

The company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last 3-5 years. It is in the process of handing over another ~ 650 units in Shriram Liberty Square, completed recently.

Vivek Venkateswar, Chief Sales & [Marketing](#) Officer, [Shriram Properties](#), said, “The convergence of employment opportunities, robust connectivity, and the growing need for high quality housing in and around Electronic City has positioned the area as an optimal

destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there's a rising demand for superior residences in adjacent regions. This spurred our decision to prioritize the launch of our project under "Codename Ultimate", addressing this [market](#) gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle."

Publication	equitybulls.com
Date	14 March 2024
Link	https://www.equitybulls.com/category.php?id=344355#google_vignette

Shriram Properties launches a new residential project under the 'Codename Ultimate', with project revenue potential of ₹ 350 crores



Shriram Properties, a leading residential developer in South India, has announced the launch of its latest RERA-approved residential project under the "Codename Ultimate" near Electronic City, Bengaluru.

The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70% of the total area.

The development offers a selection of spacious two-bedroom and three-bedroom apartments, meticulously designed to reflect the essence of Balinese architecture and lifestyle. Situated just a few minutes away from Electronic City, the project is designed to seamlessly integrate contemporary living with natural landscaping. This strategic location offers easy access to the nearest upcoming metro station, quality healthcare facilities, and the city center. Moreover, being situated close to premier schools, colleges, and hospitals, it is an ideal choice for professionals seeking a well-rounded lifestyle.

The project's centerpiece is its expansive 14,000 square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. Boasting over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being. From state-of-the-art fitness facilities to vibrant social spaces to tranquil meditation areas, the clubhouse is a hub of activity and relaxation for the community. Whether residents seek energetic workouts, social gatherings, or moments of serenity, the clubhouse offers something for everyone, fostering a vibrant and inclusive environment for all.

Shriram Properties has strong familiarity to this micro market, as the Company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last 3-5 years. The Company is in the process of handing over another ~ 650 units in Shriram Liberty Square, completed recently. Apart from delivering quality homes with modern amenities, these Shriram projects have also yielded significant value appreciation for its customers over the years.

Commenting on the launch, Mr Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram

Properties said, "The convergence of employment opportunities, robust connectivity, and the growing need for highquality housing in and around Electronic City has positioned the area as an optimal destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there's a rising demand for superior residences in adjacent regions. This spurred our decision to prioritize the launch of our project under "Codename Ultimate", addressing this market gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle."

Shares of Shriram Properties Limited was last trading in BSE at Rs. 96.75 as compared to the previous close of Rs. 107.65. The total number of shares traded during the day was 288672 in over 3383 trades.

The stock hit an intraday high of Rs. 109.50 and intraday low of 94.65. The net turnover during the day was Rs. 28938751.00.

Publication	business-standard.com
Date	14 March 2024
Link	https://www.business-standard.com/markets/capital-market-news/shriram-properties-launches-residential-project-in-bengaluru-124031300571_1.html

Shriram Properties launches residential project in Bengaluru

Shriram Properties announced the launch of its latest RERA-approved residential project under the Codename Ultimate near Electronic City, Bengaluru.

The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet. This 400+ unit Balinese-themed project, characterized by its tranquil and harmonious ambience, prioritizes open spaces, encompassing over 70% of the total area.

Publication	cnbctv18.com
Date	14 March 2024
Link	https://www.cnbctv18.com/real-estate/shriram-properties-unveils-new-bengaluresidential-project-revenue-potential-at-rs-350-crore-19263911.htm

Bengaluru | Shriram Properties unveils new Balinese-inspired residential project near Electronic City

Realty firm Shriram Properties Ltd on Wednesday (March 13) said the company has launched a new residential project under the 'Codename Ultimate,' with a project revenue potential of ₹350 crore.

The Balinese-inspired project near Electronic City in Bengaluru has 414 units across six towers featuring integrated co-working spaces and ample open areas, [Shriram Properties said in a regulatory filing](#).

The project is being developed under the joint development model, with an aggregate saleable area of around five lakh square feet. This 400+ unit Balinese-themed project prioritises open spaces, encompassing over 70% of the total area.

The development offers a selection of spacious two-bedroom and three-bedroom apartments, designed to reflect the essence of Balinese architecture and lifestyle. Situated just a few minutes from Electronic City, the project is designed to seamlessly integrate contemporary living with natural landscaping.

The project's centrepiece is 14,000-square foot clubhouse, designed to accommodate a variety of recreational and wellness activities. Boasting over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being, the company added.

Vivek Venkateswar, Chief Sales and Marketing Officer of Shriram Properties, said, "Despite the prevailing focus on Electronic City, there's a rising demand for superior residences in adjacent regions. This spurred our decision to prioritise the launch of our project under 'Codename Ultimate,' addressing this market gap."

Shares of [Shriram Properties Ltd](#) ended at ₹96.75, down by ₹10.90, or 10.13%, on the BSE.

Publication	republicworld.com
Date	14 March 2024
Link	https://www.republicworld.com/business/real-estate/shriram-properties-launches-codename-ultimate-near-electronic-city/

Shriram Properties launches 'Codename Ultimate' near Electronic City

The RERA-approved project comprises 414 units spread across six towers, featuring a Balinese-inspired design.



Codename Ultimate: Shriram Properties has introduced its latest project, 'Codename Ultimate' located near Electronic City.

The RERA-approved project comprises 414 units spread across six towers, featuring a Balinese-inspired design. Notably, over 70 per cent of the total area is dedicated to open spaces, stressing the developers' focus on providing residents with a serene living environment.

'Codename Ultimate' offers a range of two-bedroom and three-bedroom apartments, designed to blend modern comforts with elements of Balinese architecture. Its proximity to Electronic City ensures easy access to essential amenities such as transportation, healthcare, education, and commercial centers.

Project's key highlight

A key highlight of the project is its expansive clubhouse, spanning 14,000 sq ft and equipped with over 40 amenities catering to diverse resident needs. From fitness facilities to social spaces, the clubhouse aims to boost a sense of community and well-being among residents.

Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties, highlighted the rationale behind launching 'Codename Ultimate'. He stressed the area's growing appeal due to employment opportunities and connectivity, making it an attractive choice for both homebuyers and investors.

Shriram Properties' past endeavours in the vicinity, including the completion of over 2,700 units across three projects, highlights its familiarity with the market.

Publication	realtynmore.com
Date	14 March 2024
Link	https://www.realtynmore.com/shriram-properties-launches-residential-project-under-codename-ultimate/

Shriram Properties Launches Residential Project Under “Codename Ultimate”



Bengaluru, March 13, 2024: Shriram Properties announced the launch of its residential project under the “Codename Ultimate” near Electronic City, Bengaluru. The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh square feet with 400+ units. The development offers a selection of spacious two-bedroom and three-bedroom apartments.



Commenting on the launch, Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties said, “The convergence of employment opportunities, robust connectivity, and the growing need for high-quality housing in and around Electronic City has positioned the area as an optimal destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there’s a rising demand for superior residences in adjacent regions. This spurred our decision to prioritize the launch of our project under “Codename Ultimate”, addressing this market gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle.”

Publication	housing.com
Date	15 March 2024
Link	https://housing.com/news/shriram-properties-launches-new-residential-project-in-bangalore/

Shriram Properties launches new residential project in Bangalore



March 14, 2024: Real estate developer Shriram Properties on March 13, 2024, announced the launch of its latest RERA-approved residential project Codename Ultimate with a revenue potential of Rs 350 crore. Located near Electronic City, Bangalore, the project is being developed under the joint development model, with an aggregate saleable area of around 5 lakh square foot (sqft). This Balinese-inspired project has 414 units across six towers featuring integrated coworking spaces and ample open areas. The development offers a selection of two-bedroom and three-bedroom apartments. Situated just a few minutes away from Electronic City, the project's strategic location offers easy access to the nearest upcoming metro station, quality healthcare facilities and the city center. Moreover, it is situated close to premier schools, colleges and hospitals.

The project features a 14,000 sqft clubhouse, designed to accommodate a variety of recreational and wellness activities. Boasting over 40 world-class modern amenities, the clubhouse caters to residents of all ages, providing a diverse range of options for leisure and well-being, from fitness facilities and social spaces to meditation areas.

Shriram Properties has already completed and delivered over 2,700 units across three projects- Shriram Summit, Shriram Signiaa and Shriram Smirithi- in this neighborhood during the last 3-5 years. The company is in the process of handing over another 650 units in Shriram Liberty Square, which has been completed recently.

Vivek Venkateswar, chief sales and marketing officer, Shriram Properties, said, "The convergence of employment opportunities, robust connectivity and the growing need for high-quality housing in and around Electronic City has positioned the area as an optimal destination for both homebuyers and investors. Despite the prevailing focus on Electronic City, there's a rising demand for superior residences in adjacent regions. This spurred our decision to prioritise the launch of our project under Codename Ultimate, addressing this market gap. We envision this project as the preferred choice for prospective homebuyers aspiring for a world class lifestyle."

Shriram Properties launches a new residential project under the "Codename Ultimate", with project revenue potential of ₹ 350 crores

Publication	projectstoday.com
Date	15 March 2024
Link	https://www.projectstoday.com/News/Shriram-Properties-launches-a-new-residential-project-in-Bengaluru

Shriram Properties launches a new residential project in Bengaluru

Shriram Properties has launched its new RERA-approved residential project under 'Codename Ultimate' near Electronic City in Bengaluru, Karnataka.

The project is being developed under the joint development model, with an aggregate saleable area of around 5.0 lakh sq. ft. This 400-plus unit project, offering harmonious ambience, has open spaces encompassing over 70 percent of the total area. The development offers spacious two-bedroom and three-bedroom apartments, designed to reflect the essence of Balinese architecture and lifestyle. With over 40 modern amenities, a clubhouse spanning 14,000 sq. ft. caters to residents of all ages.

The strategic location offers easy access to the nearest upcoming metro station, healthcare facilities, and the city centre. Moreover, being situated close to premier schools, colleges, and hospitals, it is an ideal choice for professionals seeking a well-rounded lifestyle.

The company has already completed and delivered over 2,700 units across three projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighborhood during the last three to five years. It has completed 650 units in Shriram Liberty Square recently.

Publication	cnbctv18.com
Date	19 March 2024
Link	https://www.cnbctv18.com/market/shriram-properties-share-price-70-percent-bengaluru-project-inventory-sold-codename-ultimate-19299991.htm

Shriram Properties shares jump 4% after 70% of Bengaluru project inventory sold in five days

Over the last three to five years, the Shriram Properties has delivered 2,700 units across three projects.



Shriram Properties has sold nearly 70% of its project inventory in its recently launched "Codename Ultimate" project in Bengaluru's Electronic City. The project has over 414 units with an aggregate saleable area of nearly 500,000 square feet, the company said in its exchange filing.

Over the past three to five years, Shriram Properties has delivered 2,700 units across three projects.

It is also in the process of handing over another 650 units in Shriram Liberty Square, and another 500 units in Phase-1 of Shriram 107 South East in the coming quarters.

"We were confident of offering a very strong product for our customers, which has been well received," the company's Chief Sales and Marketing Officer Vivek Venkateswar was quoted as saying.

Shriram Properties launched "Codename Ultimate" in Bengaluru last week with an overall project revenue potential of ₹350 crore.

Shares of Shriram Properties surged to the day's high and are currently trading 4% higher at ₹110. The stock has risen 90% over the last 12 months. delivered 2,700 units across three projects.

Over the last three to five years, the Shriram Properties has delivered 2,700 units across three projects.

Publication	rprealtyplus.com
Date	19 March 2024
Link	https://rprealtyplus.com/news-views/shriram-properties-sells-70-of-project-codename-ultimate-inventory-114435.html

SHRIRAM PROPERTIES SELLS 70% OF PROJECT 'CODENAME ULTIMATE' INVENTORY



Shriram Properties, a leading residential developer in South India, has received an excellent response for its recently launched project “Codename Ultimate” near Electronic City, Bengaluru.

In its opening weekend, the Company sold nearly 70% of its project inventory in “CodenameUltimate”, supported by excellent customer response to the compelling value proposition. This 400+ unit Balinese-themed project with an aggregate saleable area of 5.0 lakh sqft is characterized by its tranquil and harmonious ambience that prioritizes open spaces.

Shriram Properties has a strong familiarity with this micro market, as the Company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighbourhood during the last 3-5 years. The Company is in the process of handing over another 650 units in Shriram Liberty Square, completed recently and is targeting to hand-over another 500 units in Phase-1 of Shriram 107 South East in the coming quarters. Apart from delivering quality homes with modern amenities, Shriram projects have also yielded significant value appreciation for its customers over the years.

Commenting on the early success, Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties said, “We were confident of offering a very strong product for our customers which has been well received. Customers were delighted with the concept that the Project showcased, and its excellent value proposition. We are thankful to the customers for the confidence reposed and we remain committed to delivering considerable value”.

Publication	business-standard.com
Date	19 March 2024
Link	https://www.business-standard.com/markets/capital-market-news/shriram-properties-sells-70-inventory-in-codename-ultimate-bengaluru-124031800348_1.html

Shriram Properties sells 70% inventory in Codename Ultimate, Bengaluru

Shriram Properties has received an excellent response for its recently launched project Codename Ultimate near Electronic City, Bengaluru.

In its opening weekend, the Company sold nearly 70% of its project inventory in Codename Ultimate, supported by excellent customer response to the compelling value proposition. This 400+ unit Balinese-themed project with an aggregate saleable area of ~5.0 lakh sqft is characterized by its tranquil and harmonious ambience that prioritizes open spaces.

Shriram Properties has a strong familiarity with this micro market, as the Company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighbourhood during the last 3-5 years. The Company is in the process of handing over another ~ 650 units in Shriram Liberty Square, completed recently and is targeting to hand-over another ~500 units in Phase-1 of Shriram 107 South East in the coming quarters. Apart from delivering quality homes with modern amenities, Shriram projects have also yielded significant value appreciation for its customers over the years.



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Shriram Properties Stock Jumps 4% on Bengaluru Project Sales

In Bengaluru's Electronic City, Shriram Properties' recently opened "Codename Ultimate" project has sold about 70% of its project inventory. In its exchange filing, the company stated that the project consists of about 414 units with a combined saleable size of nearly 500,000 square feet.

In three different developments during the last three to five years, Shriram Properties has delivered 2,700 units.

In the upcoming quarters, it will also be transferring another 650 apartments at Shriram Liberty Square and another 500 units in Phase 1 of Shriram 107 South East.

"We were optimistic about providing a robust product for our clients, and it has been well accepted," Vivek Venkateswar, the company's chief sales and marketing officer, was cited assaying.

Launched last week in Bengaluru, "Codename Ultimate" by Shriram Properties has a ₹350 Crore total income potential.

At ₹110, shares of Shriram Properties are up 4% on the day after surging to the day's high.

The stock has increased by 90% in the past year.