



Publication	constructionweekonline.in
Date	15 February 2024
Link	https://www.constructionweekonline.in/projects-tenders/shriram-properties-ventures-into-pune

Shriram Properties ventures into Pune

Shriram Properties has announced its strategic expansion through its planned entry into the Pune market, the second largest market by absorption with a strong growth track record in recent years.

As part of its growth strategy, SPL is planning an entry into the Pune region, and has signed a development management (DM) agreement for the development of a residential project in Undri, Pune. The decision to explore this opportunity under the DM model aligns seamlessly with the company's asset-light growth strategy.

Pune is amongst the fastest-growing residential markets and in fact the second largest market by absorption among top-7 residential markets in India. Pune reflects very similar characteristics of SPL's core markets in terms of customer demographics, product preference, pricing and ticket size, thus offering synergies with SPL's current strategy. SPL has decided on the entry after careful evaluation of the opportunity over the last year.