

# Outlook

## Three Decades Of Transformation: NBR Group's Strategic Evolution In Bengaluru's Real Estate Market



There are times when Mr. N. Nagabushana Reddy finds himself driving through the Sarjapur Road–Gunjur IT corridor in Bengaluru and pausing to take in the horizon. The cranes, evolving skylines, and pockets of green bring back memories of 1998—when he stood on a stretch of open land with little more than a map and an instinct that Bengaluru was on the brink of transformation.

That same instinct resurfaced recently while receiving recognition at the Bharat 2.0 Conclave 2026 at The Lalit Mumbai. But the context today feels much larger. It is no longer just about one city's growth story; it is about a

changing India, where expectations from industries like real estate are being redefined.

When he founded NBR Group, the sector was in a very different place. For most homebuyers, the process involved a degree of uncertainty. Trust was not easily established, legal clarity was often ambiguous, and what was promised did not always align with what was delivered. In many ways, buying property felt like taking a risk.

Coming in as a first-generation entrepreneur, he approached this landscape with a simple belief—that credibility should not be optional. In the late 1990s and early 2000s, NBR Group focused on plotted developments, where the need for transparency was particularly high. The idea was not to scale quickly, but to build steadily with a clear emphasis on legal clarity and consistency. That approach, while gradual, helped sustain the organization through cycles where speed often overtook stability.

The larger question for the industry is not just about scale, but about direction. Can growth be aligned with sustainability? Can transparency become standard practice rather than a differentiator? These are considerations that will define the next phase of development.

The journey from a modest beginning in 1998 to where the organization stands today has been shaped by these evolving perspectives. And while milestones and recognitions offer moments of reflection, they also serve as reminders that there is still more to build, more to improve, and more to understand.

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