



NBR Group CEO, Founder & MD
honoured with Leadership Excellence
Award for urban development and
community building



Recognizing visionary contributions to modern urban planning and inclusive community Rdevelopment, Mr Nagabhushana Reddy, Founder and Managing Director, NBR Group, has been honoured with the prestigious Leadership Excellence in Urban Development and Community Building Award at the National Prestige Awards 2026, held in New Delhi on February 7, 2026.

The award acknowledges his consistent efforts toward shaping responsible residential ecosystems that go beyond conventional construction, focusing instead on sustainable growth, thoughtful planning, and long-term community value.

Urban development today is no longer limited to building homes. It is about creating balanced neighbourhoods where infrastructure, nature, connectivity, and lifestyle coexist seamlessly. Over the years, Mr Reddy has championed this philosophy, steering NBR Group toward projects that integrate green spaces, intelligent design, social infrastructure, and economic feasibility into their core planning framework.

A strong example of this approach is reflected in NBR Group's flagship project NBR Soul of the Seasons, located along Sarjapur Road—one of Bengaluru's fastest-growing real estate corridors. Nestled between thriving IT hubs and vibrant residential zones like Whitefield and Electronic City, Sarjapur Road has evolved into a gateway of seamless connectivity and urban convenience. Its proximity to major employment centres, established schools, hospitals, and retail destinations makes it an ideal location for holistic residential communities.

The region's transformation is driven by expanding SEZs, a flourishing start-up ecosystem, and an improving transport network. This makes Sarjapur Road not just a destination, but a long-term investment corridor where modern urban living blends naturally with tranquillity.

Speaking on the occasion, Mr. Reddy emphasized that meaningful urban development must always be people-centric. "True community building

happens when projects are designed with empathy and foresight. Homes should connect people to nature, to infrastructure, and to each other. Urban planning must be inclusive, sustainable, and future-ready,” he said.

Modern residential developments are increasingly being shaped by principles such as walkability, mixed-use planning, and intelligent design.

The concept of the “15-minute city,” where daily conveniences are accessible within short distances, is becoming central to new-age neighbourhoods. Integrating residential, commercial, and recreational spaces within the same ecosystem reduces dependency on long commutes and enhances overall quality of life.

Sustainability has also become a defining pillar of responsible development. Projects today are expected to adopt eco-friendly building practices, energy-efficient systems, and rainwater harvesting. solar integration, and extensive green landscaping. These elements not only reduce environmental impact but also create healthier living environments for residents.

At NBR Soul of the Seasons, this philosophy translates into expansive landscaped zones, wellness-focused amenities, and thoughtful layouts that promote openness and natural ventilation. Community-centric features such as parks, activity areas, and shared spaces encourage social interaction and foster a strong sense of belonging among residents.

Equally important is the integration of robust infrastructure. Efficient road networks, access to public transport, and proximity to social infrastructure such as schools, colleges, malls, and hospitals form the backbone of successful urban communities. Developments that align with these elements contribute significantly to both livability and long-term value creation.

Technology and smart planning are further shaping the future of urban housing. Digital connectivity, smart home features, and intelligent building management systems are increasingly becoming standard expectations among modern homebuyers. By embracing these trends, developers can deliver homes that are not only comfortable but also adaptive to evolving lifestyles.

Another critical aspect of urban development is social equity and inclusivity. Balanced communities require diverse housing options that cater to different income groups, ensuring integration rather than isolation. Thoughtful planning that accommodates varied demographics ultimately strengthens the social fabric of a city.

Experts across the industry consistently highlight that well-planned developments drive economic growth, attract investments, and enhance property values while improving the overall urban experience. The recognition received by Mr. Reddy reflects this broader vision of creating developments that contribute meaningfully to society.

The National Prestige Award celebrates leaders who have demonstrated excellence in shaping sustainable urban environments. For NBR Group, the honour reinforces its commitment to building not just residences, but vibrant, connected, and responsible communities.

As Bengaluru continues its rapid urban evolution, the need for developers who prioritize community building and sustainable planning has never been greater. Through initiatives like NBR Soul of the Seasons and a long-term vision for inclusive growth, NBR Group remains focused on crafting neighbourhoods where families thrive, and cities grow responsibly.

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