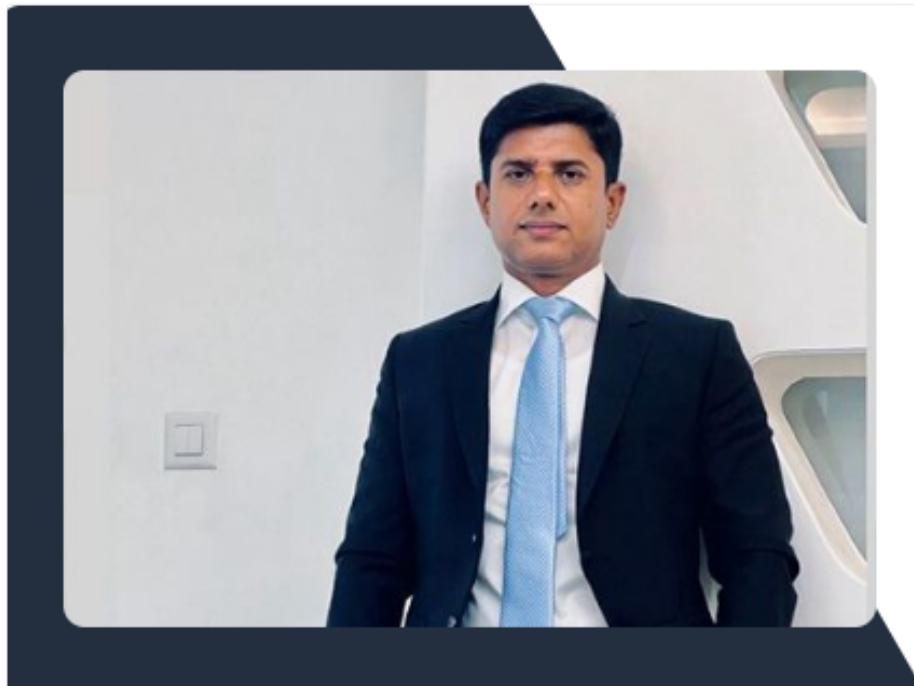


Sarjapur & Varthur Roads: Bengaluru's Emerging Investment Corridor



Nagabhushana Reddy, Managing director, NBR Group shares insights on how Bengaluru's Sarjapur and Varthur road has emerged as the major investment opportunity in the city. With more than 27 years of experience in the field, Nagabushan highlights that this change is the reflection of infrastructure growth, boost in connectivity, and tech-driven growth. With strategic performance and effective execution he is setting benchmark in the industry.

Over the past few years, Sarjapur and Varthur Roads have transformed from quiet suburban stretches into two of the most promising real estate corridors in Bengaluru.

This shift is not accidental—it's driven by sustained infrastructure growth, strategic location advantages, and rising demand from homebuyers and investors alike. If you are evaluating where to invest in Bengaluru today, these two corridors warrant serious attention.

Connectivity Driving Demand

Sarjapur Road and Varthur Road connect some of the most important business and tech hubs in the city. Sarjapur Road directly links to the Outer Ring Road (ORR), Electronic City, and Whitefield, while Varthur Road provides seamless access to Whitefield, Marathahalli, and the upcoming Peripheral Ring Road (PRR). According to Knight Frank India's 2024 report, infrastructure upgrades like the PRR and the Bengaluru Suburban Rail Project are expected to reduce travel times by 30-40% over the next three years.

This boost in connectivity is already having an impact. Micro-markets around Sarjapur and Varthur have seen a 12-15% annual appreciation in residential prices since early 2022, per Anarock Research. New launches are consistently getting absorbed within months, a clear sign of buyer confidence.

Growth, Lifestyle, and Infrastructure: A Complete Ecosystem

Sarjapur and Varthur Roads are fast becoming Bengaluru's most complete residential and commercial ecosystems. The area is experiencing robust commercial development with tech parks like WIPRO SEZ, RGA Tech Park, RMZ Ecoworld, Embassy Tech Village, and Bagmane Capital located within a short drive. Many companies are decentralizing operations and moving closer to talent hubs, making this corridor even more attractive for working professionals.

At the same time, lifestyle infrastructure is evolving rapidly. Top-tier schools such as TISB, Greenwood High, Oakridge, and Inventure Academy, along with hospitals like Manipal Hospital, Sakra World and Motherhood, anchor the region's appeal. Retail destinations like Forum Mall, entertainment hubs like Decathlon, and community-centric developments are further enriching daily life. Developers are increasingly delivering integrated townships that combine green spaces, clubhouses, and smart features, which in turn are attracting both families and high-net-worth individuals. According to Cushman & Wakefield, luxury housing demand in Sarjapur alone rose by 20% in 2023-24, with notable traction from NRIs.

Supporting this growth is a pipeline of future-ready infrastructure. Projects like the PRR, STRR, and Metro Phase 2A are progressing steadily and will significantly cut travel times to the airport and other key areas. Strategic civic upgrades—including road widening, better drainage, and modern utility networks—are ensuring this region remains sustainable and livable for the long haul.

Outlook: Why Now Is Prime Time to Invest

The convergence of infrastructure acceleration, strong rental yields, and lifestyle-focused housing creates a powerful value narrative:

- **Connectivity:** Metro and road upgrades are steadily shrinking commute times.
- **Capital Growth:** Sarjapur and Varthur have outpaced many other Bengaluru micro-markets in [price appreciation](#).
- **Rental Stability:** Investors benefit from strong rental demand driven by IT professionals and families.
- **Lifestyle Quality:** Resort-style living continues to attract a discerning buyer demographic.

As Bengaluru's tech-driven growth continues, both Sarjapur and Varthur Roads are swiftly emerging as core **investment hotspots**—offering high-growth potential, investment stability, and quality living.

Conclusion: The Time to Invest Is Now

Real estate is about foresight. Investors who spotted the potential of Whitefield or Electronic City a decade ago have already seen 3X-5X returns. Sarjapur and Varthur Roads are now at a similar inflection point.

Link(<https://www.homesindiamagazine.com/viewpoint/sarjapur-varthur-roads-bengaluru-s-emerging-investment-corridor-nwid-4622.html>)