

# INDIA Entrepreneur

## Building Aspirations, Crafting Communities: A Story Of Vision And Growth



When NBR Group was established in 1998, Bengaluru's skyline was only beginning to take shape. The company's founder, Mr. Nagabushana Reddy, entered the real estate sector as a first-generation entrepreneur with a simple objective: deliver housing that emphasised quality, transparency and accessibility for homebuyers at a time when organised residential development was still emerging in the city.

Over the following decades, that guiding idea has remained central to the organisation's approach. What began with plotted developments and low-rise communities gradually expanded into a broader portfolio that includes high-rise residential projects. Today, NBR Group has developed more than 12 million sq. ft. of residential space across Bengaluru and Hosur, a measure of its steady growth rather than its ambitions.

From modest beginnings, the company learned the business through successive projects and customer feedback. Those early lessons informed its emphasis on clear communication, governance and delivery timelines — areas that helped build customer confidence in an often crowded marketplace.

As Bengaluru transformed into a major technology and innovation hub, demand shifted towards vertical living and more resource-sensitive design. NBR Group responded by incorporating higher-density, wellness-oriented planning and modern construction methods. A flagship development off Sarjapur Road, spanning nearly 10 acres with extensive open spaces, reflects this shift in emphasis: an effort to combine everyday convenience with larger green areas and sustainability considerations.

The project has been recognised at several industry platforms for aspects such as high-rise execution and environment-sensitive planning. These recognitions reflect the company's efforts to align design with practical concerns — such as energy efficiency and open space — rather than serving as an end in themselves.

Leadership at NBR Group is explicitly framed around accountability and collaborative decision-making. Mr. Nagabushana Reddy has described his management approach as one that empowers teams to take responsibility and iterate on solutions. That culture, together with a multi-generational leadership structure that includes board and executive members, aims to balance continuity with newer operational practices like digital customer engagement.

Beyond brick-and-mortar considerations, the company says it seeks to build neighbourhoods that encourage social interaction and long-term well-being. In practical terms, this has translated into experimenting with technologies such as Aluminium Formwork for construction precision, and integrating energy-conscious design principles across newer projects.

Industry acknowledgements received by NBR Group and its leadership over the years have recognised areas including sustainability, project execution and leadership. The company views such awards as indicators of progress rather than primary goals, emphasising that consistent delivery and transparency are what underpin customer trust.

Looking forward, NBR Group plans developments across key corridors of Bengaluru, with an emphasis on green architecture, process efficiencies and customer-centric service. The firm's stated priorities include integrated vertical neighbourhoods, smart housing formats, and measures to enhance community living in urban settings.

Mr. Nagabushana Reddy often frames the company's mission in personal terms, noting his background and the responsibility that accompanies building homes for families. That perspective continues to shape the organisation's stated focus: to deliver practical, well-executed residential projects while maintaining commitments to governance and sustainability.

In a rapidly changing city, NBR Group positions itself as a developer that aims to reconcile growth with livability — building residential projects intended to meet buyers' needs while seeking to preserve elements of open space and environmental sensitivity.

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