



NBR Group Reflects on a Defining Year and Sets a Confident Course for 2026



As the year 2025 draws to a close, NBR Group stands at an important inflection point in its journey. With over two decades of legacy in Bengaluru's real estate landscape, the year has marked not just strong commercial performance, but a clear transition in the Group's evolution toward premium vertical living and sustainable urban communities.

Founded in 1998 by Chairman Mr. Ashwathnarayana Reddy and CEO, Founder and Managing Director Mr. Nagabushana Reddy, NBR Group has long been recognized for its integrity driven approach to real estate development. From plotted developments that shaped early growth corridors to thoughtfully designed residential communities, the Group has delivered more than twelve million square feet of residential space and served thousands of families across South India. Over the years, it has built a reputation rooted in trust, quality, and customer centric planning.

The year 2025 proved particularly significant with the continued success of NBR Soul of the Seasons, the Group's flagship premium residential development located at Mullur off Sarjapur Road. Set within one of Bengaluru's fastest growing IT and residential corridors, the project reflects NBR Group's vision of future ready living that blends sustainability, wellness, and refined design.

Phase 1 of the development, comprising Tower 1 and Tower 2, achieved nearly eighty percent inventory sales during the year, reaffirming strong demand for premium residences that prioritize open spaces, natural light, and thoughtful amenities. Spread across 9.17 acres with nearly 88% landscaped open greens; the project is inspired by the GAIA philosophy which integrates the five natural elements Space, Air, Fire, Water, and Earth in all its designs. Its resort style planning, advanced aluminum formwork construction, and energy efficient systems have resonated strongly with discerning homebuyers.

NBR Soul of the Seasons also reflects the Group's GAIA philosophy, a design approach centered on harmony between built environments and nature. Customer friendly layouts, wellness oriented amenities, and sustainable engineering practices have positioned the project as a benchmark for eco conscious luxury living in Bengaluru.

Strengthening Leadership for the Next Phase

As the organisation prepares for its next phase of growth, 2025 also marked an important step in leadership continuity with the appointment of Mr. Dhanush Reddy as Executive Director. His progression into this role follows years of close involvement across planning, execution, and organisational functions, working alongside the Chairman and Managing Director.

The appointment reflects NBR Group's belief that leadership roles are shaped through hands-on learning, responsibility, and alignment with the Group's values. With a focus on operational discipline, people centric culture, and long term value creation, the expanded leadership team is positioned to support the organisation's evolving scale and complexity.

Preparing for the Next Phase of Growth

Building on this momentum, NBR Group is in the advanced stages of planning for the launch of Phase 2 of NBR Soul of the Seasons, which will include Tower 3 and Tower 4. The Group is preparing to launch Phase 2 in the first quarter of 2026, extending the project's vision while responding to sustained market interest along the Sarjapur Road Gunjur IT corridor.

Beyond this development, the Group is actively evaluating potential land banks across Bengaluru with the objective of expanding its premium residential portfolio in the coming year. Key growth corridors in Bengaluru East, Bangalore North, and emerging micro markets continue to be under consideration as the city's infrastructure and employment base expand.

Under the stewardship of Mr. Nagabushana Reddy and Mr. Ashwathnarayana Reddy, and with the next generation of leadership stepping into defined roles, NBR Group has demonstrated steady growth over the past decade, transitioning from plotted developments into a mature real estate brand focused on vertical communities and long term value creation.

Bengaluru Market Trends and Outlook for 2026

The Bengaluru real estate market in the year 2025 witnessed strong end user driven demand, particularly in the premium and luxury residential segments. Infrastructure upgrades, technology sector resilience, and improved connectivity across eastern and southern corridors have contributed to renewed buyer confidence. Homebuyers today are increasingly prioritizing lifestyle, sustainability, and long term livability over short term pricing considerations.

Looking ahead to the year 2026, the outlook for premium residential developments remains positive. Demand is expected to be driven by professionals seeking larger homes, wellness oriented communities, and projects that offer a balance between urban convenience and green living. Developers with a strong execution track record, transparent governance, and differentiated design philosophy are likely to lead the next phase of growth.

Leadership Perspective

Reflecting on the year and the road ahead, Mr. Nagabushana Reddy, CEO, Founder and Managing Director of NBR Group, shared his perspective on the evolving market.

“The year 2025 has been a year of validation for our belief that quality, sustainability, and customer trust are the true drivers of long term success in real estate. The response to NBR Soul of the Seasons reinforces our commitment to creating homes that go beyond structures and become meaningful living environments.”

Speaking about industry trends and the coming year, he added, “As we move into 2026, we see a clear shift toward premium housing that is thoughtfully designed and responsibly built. Buyers are far more informed and aspirational today. Our focus will remain on delivering future ready communities that align with these expectations while staying rooted in ethical development and environmental responsibility.”

On the Group’s broader vision, Mr. Reddy noted, “NBR Group’s journey has always been about evolving with purpose. As we expand our footprint and prepare for new launches, our guiding philosophy remains unchanged. We build with integrity, we design with empathy, and we plan for generations.”

Looking Ahead

As NBR Group enters 2026, it does so with a strong foundation, a successful flagship development, and a leadership structure aligned to its long term vision. With a focus on premium housing, sustainable design, and customer first values, the Group is well positioned to contribute meaningfully to Bengaluru’s evolving urban landscape.

In an industry shaped by cycles and change, NBR Group’s steady progression reflects a long term vision grounded in trust, thoughtful innovation, and a deep understanding of how people aspire to live.

Link:(<https://www.mid-day.com/buzz/article/nbr-group-reflects-on-a-defining-year-and-sets-a-confident-course-for-2026-8489>)