

Outlook

NBR Group: Pioneering A New Era In Luxury Real Estate



Bengaluru's NBR Group is shifting the landscape in the real estate sector by moving from mid-segment developments to high-end luxury living spaces. With over 25 years of expertise and a strong foundation in residential development, NBR Group has successfully delivered over 12 million square feet of residential space to more than 7,000 homeowners. The company will now look to redefine the urban lifestyle through its upscale, luxury high-rise gated communities.

This bold move fits within NBR Group's new vision, captured in its slogan, "Elevate to Extraordinary." No longer is the company content with merely providing shelter; it hopes to provide homes that deliver great living experiences. It marks more than a strategic move; it symbolizes a company's commitment to blending modern design with technology and sustainability. A redefined luxury focus through the introduction of a royal blue logo, which evokes connotations of trust and reliability, is marked by

sophistication. Royal blue encompasses the expression of providing prestigious living spaces that highlight the excellence of the company.

Major projects currently under development include a luxury high-rise residential project valued at ₹1,200 crores. Situated on a sprawling 10-acre plot in one of Bengaluru's most exclusive neighborhoods, this project is set to become a landmark in the city's luxury real estate market. The development will be equipped with state-of-the-art amenities, including landscaped gardens, fully equipped fitness centers, and 24/7 security systems. However, it is NBR Group's commitment to sustainability that truly sets it apart. The design will incorporate features like green spaces, energy-efficient systems, and environmentally responsible construction to ensure that luxury living is both sustainable and environmentally conscious.

Caught on the wave of such trends, NBR Group now offers homes with luxurious finishes combined with eco-friendly features in a market where sustainability is quickly becoming a significant factor when choosing a home. Today's consumers expect more from their homes: not just luxury but an environmental viewpoint as well. Water-saving systems and renewable energy-based infrastructure are what NBR Group focuses on in the pursuit of catering to buyers who blend opulence with environmental responsibility.

According to the Managing Director and Founder, Mr. Nagabhushan Reddy, this rebranding is a response to the evolving demands of customers. "Our journey has always been about adapting to the changing demands of our customers," he explains. "The shift towards luxury high-rise living is a natural progression in our vision to create extraordinary living experiences." This commitment to excellence and sustainability positions NBR Group leading the luxury real estate, not just in Bengaluru, but beyond.

Keeping up with global trends, NBR Group redefines luxury real estate by emphasizing innovation, sustainability, and quality construction. Through these efforts, NBR Group is setting new standards for luxury living while providing a space not just to live in, but a way to live — extraordinary, sustainable, and luxurious.

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