

FUTURE PLANS Aditya Birla Group co plans to expand commercial portfolio, says MD

Birla Estates Keen to Rope in Strategic Financial Partner

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Mumbai: The Aditya Birla Group's real estate business, led by Birla Estates, aims to be a key growth driver for the group as the company accelerates toward its goal of ranking among India's top three property developers, KT Jithendran, MD & CEO, Birla Estates, told ET.

Besides residential developments across key markets, Birla Estates also plans to expand its commercial property portfolio and is exploring alliances with global institutional investors to induct a strategic financial partner.

"To balance the portfolio and create a strong annuity income, we are looking to grow our commercial portfolio... It's a great time to look into this... We'll be looking at our own large land parcels, selectively, like Worli where we can build at least million sq ft of commercial property," Jithendran said.

The company's current commercial portfolio includes two grade-A commercial buildings in Mumbai's Worli with over 600,000 sq ft of leasable area. Annual rental earnings from these properties exceed ₹130 crore.

The push for a stronger presence in the property sector through Birla Estates, the wholly owned subsidiary of Aditya Birla Real Estate, formerly Century Textiles and Industries, reflects the group's broader focus toward consumer-facing businesses.

"There's been a lot of emphasis on consumer-facing businesses at the group level now, and therefore this is going to be one of the key growth engines," Jithendran said. "Clearly, we are aiming to grow into one of the top three developers in the country in terms of booking value in the foreseeable future."

Jithendran emphasised that the company's growth strategy is not driven by scale alone, but by building a strong brand and lasting customer trust while re-



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ferring to the group's legacy and brand equity.

Aditya Birla Group expects its consumer businesses to reach around \$25 billion dollar in the next five years, helped by diversification and strengthening of portfolio, the group Chairman Kumar Mangalam Birla had said recently.

"It's not just scale at any cost. It's about scale with reputation—the goal is to become the most customer-centric real estate company in India," Jithendran added.

For FY25, Birla Estates has clocked its highest-ever booking value of ₹8,000 crores across key focus markets including Mumbai, Pune, NCR, and Bengaluru. This is double of what it was a year ago.

In the last quarter of 2024-25, the company launched five projects across NCR and Bengaluru and forayed into the Pune market recording its biggest quarter sales. The company has witnessed a 17 times growth in booking value in its residential vertical over the last five years.