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Birla Estates aims for top 3 spot in core markets with ₹45,000 crore pipeline

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Birla Estates, a wholly owned subsidiary of Aditya Birla Real Estate (ABRE), is aiming to be one of the top three in its core markets with an unlaunched project pipeline of ₹45,000 crore, while expanding its commercial portfolio through financial and strategic partnerships.

K T Jithendran, managing director and chief executive officer, said that the company's focus areas remain Mumbai metropolitan region (MMR), Pune, Bengaluru, and the national capital region (NCR).

"We'll aim to be in the top three developers in each of the regions that we operate. It's achievable for us. As of now, we



Birla Estates MD & CEO
K T Jithendran said the company's focus areas remained MMR, Pune, Bengaluru and Delhi-NCR

have enough work to do in these four cities. It's important to focus on management bandwidth and the complexity of getting approvals, which varies in degree of complexity from

region to region," he told *Business Standard*.

The firm plans to deepen its presence in these markets. "However, we'll keep scanning other cities with opportunities. But there are no immediate plans to enter a new market," he added. Birla aims to launch residential projects worth ₹13,932.3 crore by the end of FY26.

Birla Estates currently has two commercial developments totalling 6 lakh square feet in MMR, generating annual rentals of around ₹150 crore. Jithendran said the firm is exploring partnerships to scale this portfolio and is targeting annuity income of ₹1,000 crore in the next five to seven years.

"It's a good time for us to expand, given that commercial

real estate brings more stability into a portfolio because of its annual income. In commercial real estate, there's a lot of capital required upfront. The payback period is longer. So, we would look at having a financial and strategic partner. Together, it would make more sense for us to build the commercial portfolio. We are in the process of doing that," he added.

Birla earlier secured ₹420 crore from the International Finance Corporation and entered a ₹560-crore joint venture with Japan's Mitsubishi Estate in Bengaluru. Jithendran said the company will continue pursuing such partnerships.

Birla Estates is also planning a 1 million sq ft commercial project on its land in Worli.