



ONE OF NORTH
BENGALURU'S
MOST ATTRACTIVE
AND EMERGING
REAL ESTATE
DESTINATIONS:

JAKKUR.
THE BULL RUN.

Bengaluru

Bengaluru, widely known by the age-old moniker of the IT capital of India, has progressively emerged into the dominant start-up capital of India. Undoubtedly one of the most attractive and unmatched real estate investment hubs in the country, the city offers huge economic and job creation opportunities. Understandably, Bengaluru has witnessed and continues to see a huge surge in population, dominated by inbound migration of skilled workers from outstation and overseas markets. This is substantiated by the 2011 census, where the population of Bangalore was 84.4 lakh residents, and now expected to reach 1.3 cr by 2021-end. Excellent growth opportunities, world-class infrastructure, year-round great weather all contribute to its perennial draw. In turn, the boundaries of the city are expanding while also fuelling the growth of real estate.



Emerged as the top-ranked city among the top 10 liveable capital cities in India*



World's fastest growing mature tech ecosystem since 2016



5,50,000 IT Professionals (1/3rd of total IT professionals in the country)



Of the 87 SEI CMM Level-5 IT companies in the world, 32 are in Bengaluru



743 MNCs



2084 IT Companies



Fourth largest IT cluster in the world

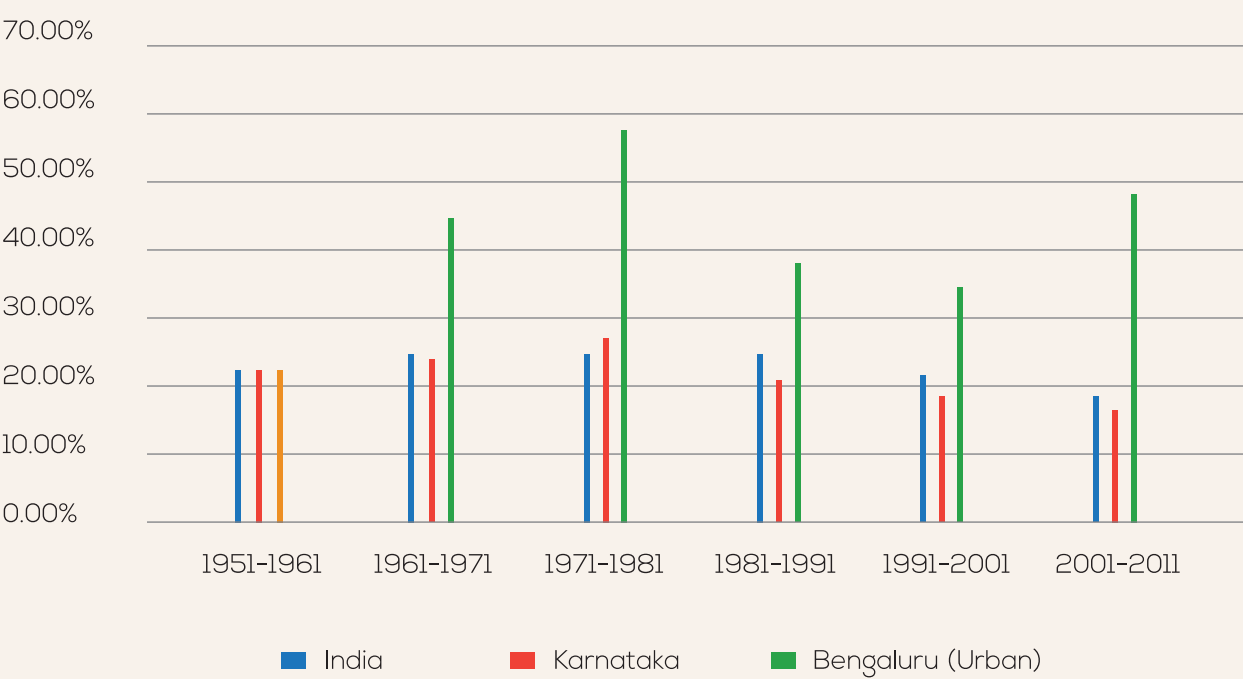


Home to over 13,000 active start-ups



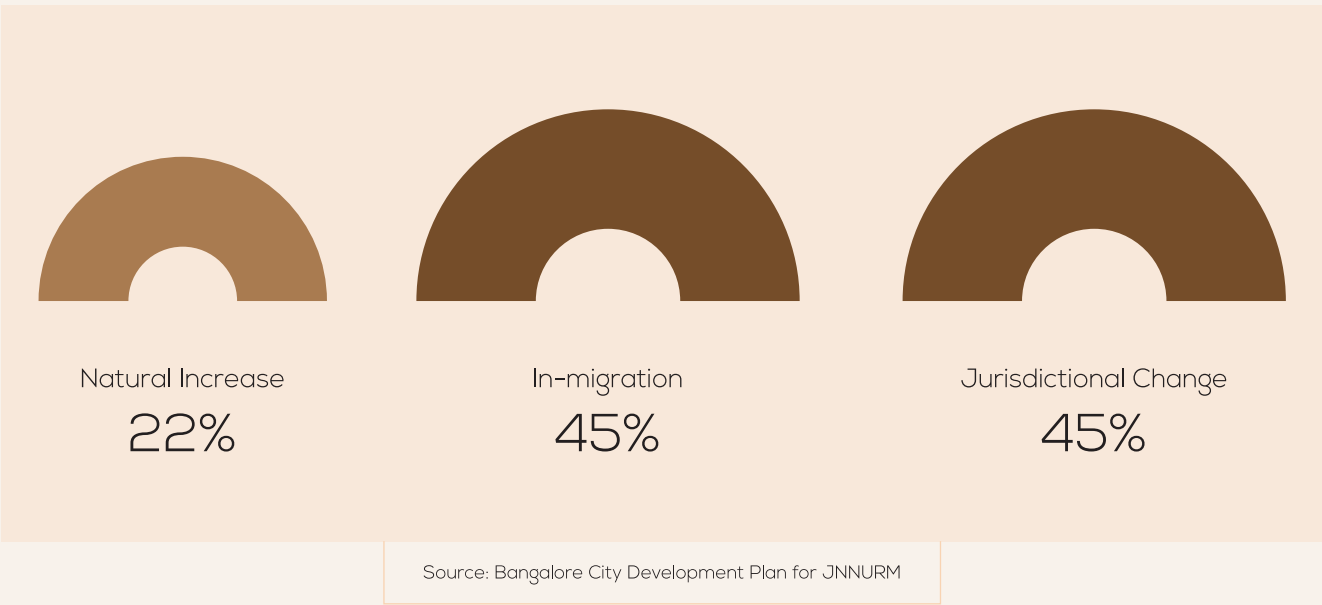
* in the Ease of Living Index Report 2020, released by the New Delhi-based Centre for science and environment (CSE).

COMPARISON OF PERCENTAGE GROWTH IN POPULATION



Decadal % change in the Population of Bengaluru is at 47.18%, whereas during the same period it was 17.64% for INDIA. Clear indication of the dominant draw of the city for skilled and unskilled migrants.

COMPOSITION OF POPULATION GROWTH FROM 1991 - 2001



This migration is specifically because of the rise of the IT industry and infrastructural development.

THE TIMES OF INDIA

Bengaluru's migrants cross 50% of the city's population



The population of Bengaluru, as per the 2011 census was 96.2 lakh people. Of these, a staggering 44.3 lakh people are classified as migrants, based on migration data recently released by the Office of the Registrar General & Census Commissioner.

Almost half the people living in the state capital are migrants – a whopping 50.6% . (As per the census figures, the population of Bengaluru – both urban and rural is 96,21,551. For the purposes of this story, we have considered only Bengaluru’s urban population – 87,49,944)

The number of migrants more than doubled since the previous census – when the city had a migrant population of 20.8 lakh out of a total population of 65,37,124 people. The share of migrants in Bengaluru at that time was 31.9%. The 44.3 lakh people migrating into the city is almost double (175.8%) the number of people who have migrated out of Karnataka: 25 lakh.



NORTH BANGALORE

With the city's central, eastern and southern precincts reaching saturation levels and the distinct availability of large, clear landbanks in the northern part of the city, Bengaluru started expanding its borders. Thanks to mammoth public-private partnerships preparing towards a future-ready micro-market, seamless access to both domestic and international travel, planned infrastructural robustness, transit and business corridors and Grade A quality residential

Growth Factors:

- Pre-commitment of 1.2 bn USD towards SEZs housing business parks, commercial and retail offerings
- Proximity to Kempegowda International Airport
- The concentration of huge landbanks
- Easy access to existing and emerging CBDs (Central Business Districts)
- Connectivity with other parts of the city

NEWswire

THE REAL ESTATE MARKET IN NORTH BANGALORE IS LIKELY TO SHINE BRIGHT FOR YEARS TO COME

By Saul Rosen September 26, 2019

North Bangalore has blossomed into a top residential area and a coveted real estate zone for developers and buyers alike



JAKKUR, EMERGING AS A PRIME INVESTOR-FRIENDLY COMMERCIAL AND RESIDENTIAL PROPERTY MARKET.

Jakkur has emerged as one of the topmost real-estate investor-friendly locations in the city, with an attractive annual return of 11% -14% (as per market estimates). It turned into a prime real estate location around 2010-2011, after the Kempegowda International Airport became operational in 2008. Since 2010, over **100 residential projects got launched in and around Jakkur, with over 28,000 homes getting created - testimony to the buoyancy of this micro-market.**

(<https://housing.com/news/jakkur-property-market-overview/>)

Growth catalysts:

- A 22-km, six-lane, signal-free elevated expressway from Hebbal to the airport.
- Clear land banks, well connected to the airport, CBDs and other key parts of the city.
- Ready and emergent social infrastructure – some of the city's finest business parks, malls, schools, and hospitals.
- Innate natural beauty, with a number of lakes and green zones.



As per the 2011 census, Jakkur has the lowest population density and over 150% decadal population growth rate, indicative of the potential of the location.



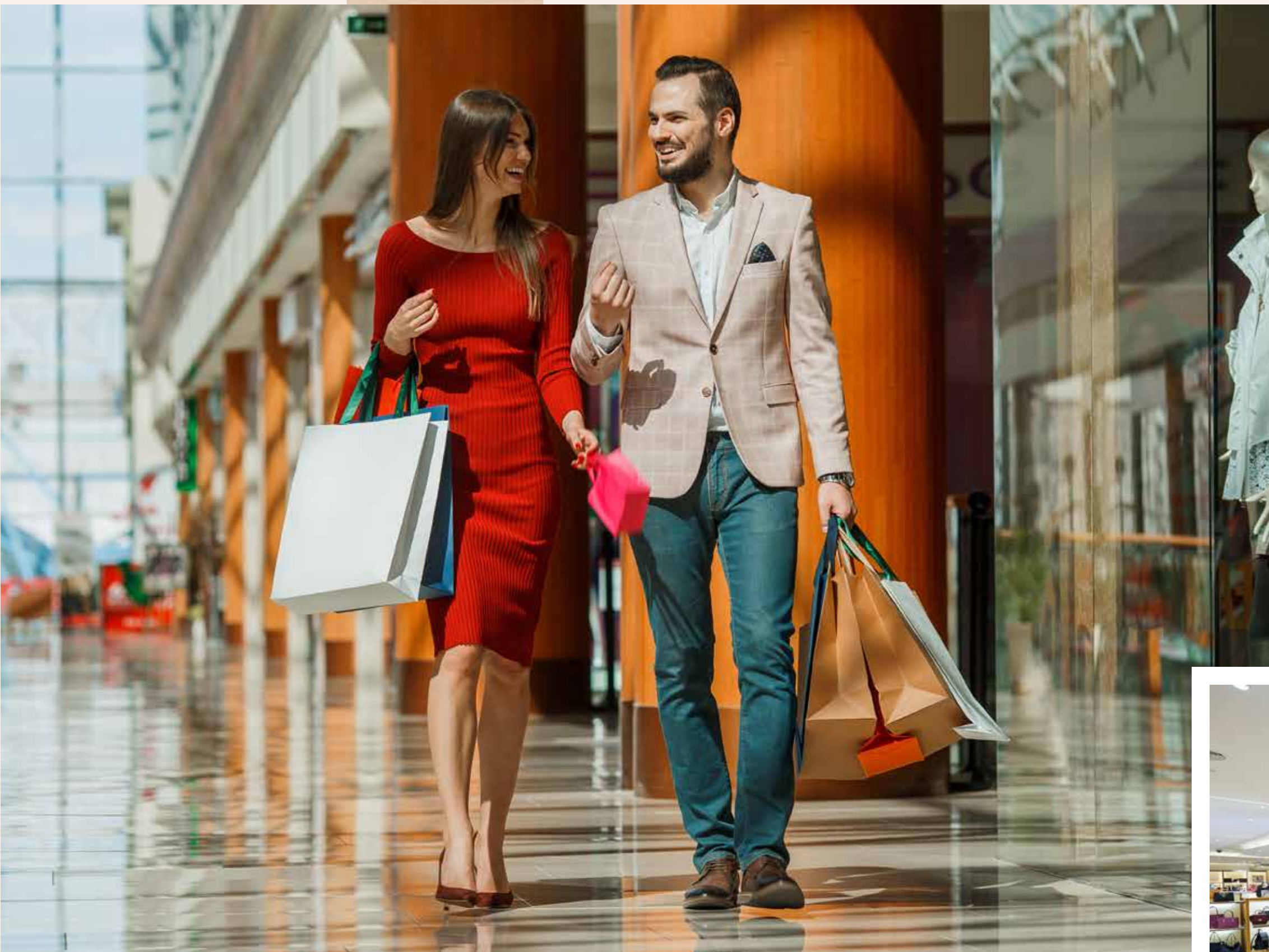
BOUNTIFUL NATURAL BEAUTY, AND MORE.

Jakkur outshines as an impeccable ecosystem in North Bangalore, with the 1200 – acre GKV botanical garden, 4 pristine lakes, good air quality, sports facilities, and the Jakkur Aerodrome.



- Amruthahalli Lake
- Dasarahalli Lake Park
- Rachenahalli Lake
- Ahalya Sports Arena
- Jakkur Lake
- Jakkur Flying Training School
- Padukone-Dravid Center for Sports Excellence





FASHION, RETAIL AND LIFESTYLE CENTRES FOR SHOPAHOLICS

Retail therapy? More than enough, and where you want it! Esteem Mall, The Galleria Mall, Elements Mall, the upcoming Pheonix Mall (arguably Bengaluru's largest) are prominent shopping destinations offering world-famous brands at one's behest. Phoenix Mall is on its way towards constructing a whopping 1.81 mn. sq. ft. retail behemoth in the area – a definitive game-changer, with F&B, luxury, FMCG, home furnishing, apparel, electronic goods and entertainment options.



VENUES TO TANTALISE YOUR TASTEBUDS.

Be it a party with friends, a celebration with a family or a beautiful evening with someone special, Jakkur has over 30 fine eateries, suitable for all occasions.

Some of the most notable restaurants and pubs in the area

Absolute Barbecues | The Druid Garden |
Rara Avis Multicuisine Restaurant

McDonald's | KFC | Leon Grille | Beijing Bites |
California Burrito | Paris Panini | Auntie Fung's |
BIB – Breakfast In The Box | Café Nosh | Burger King

Brewklyn Microbrewery | Sigree Global Grill |
Onesta





S O C I A L I N F R A S T R U C T U R E

Intending to become a world-class locality, Jakkur provides multi-specialty healthcare facilities for all your healthcare needs. And for the minds in the making, it offers world-class educational institutes. Also, with large commercial spaces, Jakkur is all set to become the next IT cluster of Bengaluru.



EDUCATION

- Vidyashilp Academy
- Mallya Aditi International School
- Delhi Public School
- Vivero International Pre-school & Child Care
- Chrysalis CBSE High School
- Ryan International School
- REVA Institute of Technology
- NITTE Meenakshi Institute of Technology
- BMS School of Architecture
- Vibgyor High School
- Orchids International School

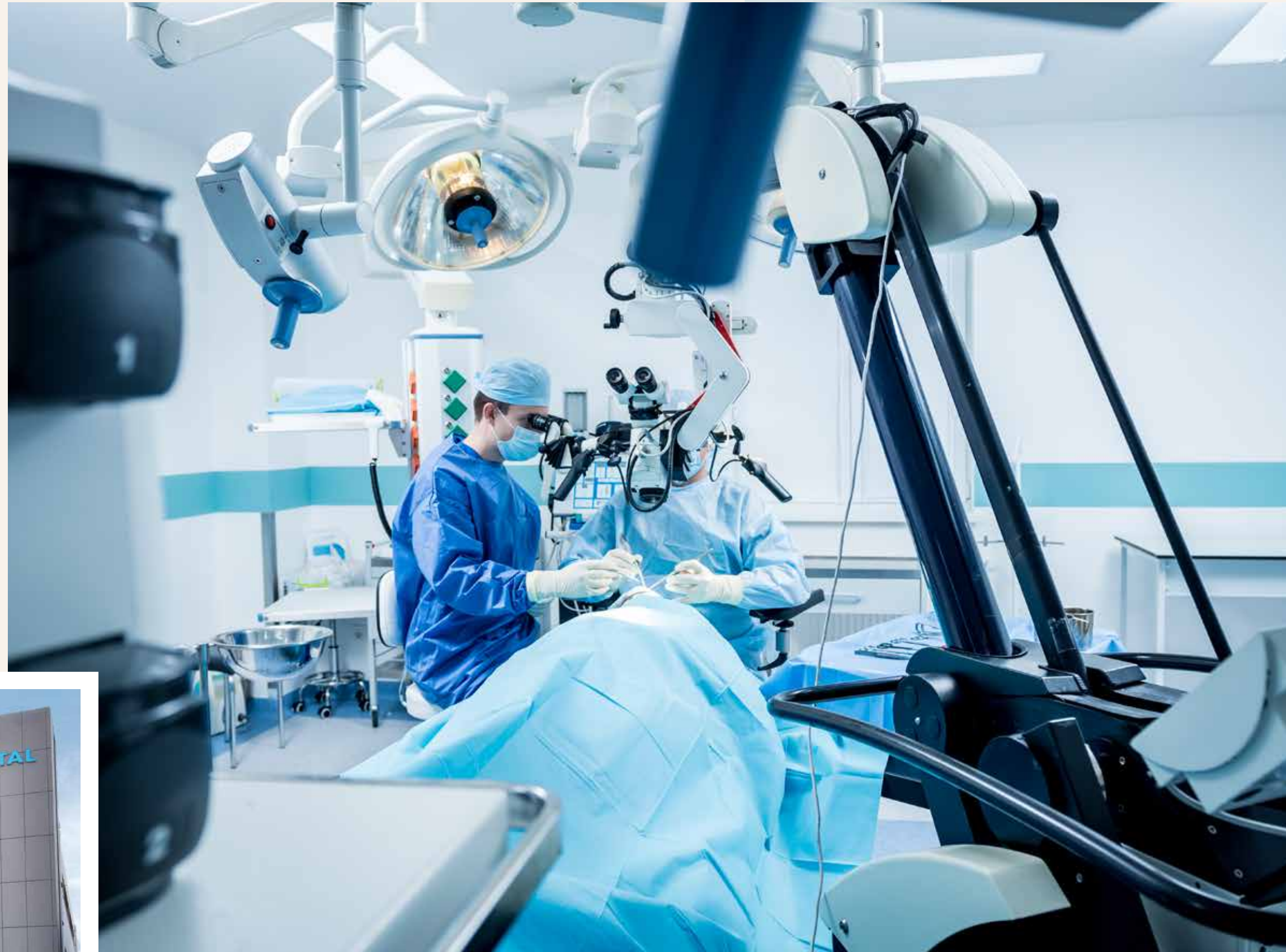


Vidyashilp Academy

Actual image

HEALTHCARE

- Rainbow Children's Hospital
- Aster CMI Hospital
- Columbia Asia Hospital
- Bangalore Baptist Hospital
- Medstar Hospital
- Prolife Hospital



Aster Hospital

Actual image

OFFICES

- Manyata Embassy Business Park
- Kirlskar Business Park
- Brigade Opus
- Brigade Magnum Tech Park
- Salarpuria Sattva
- Karle Town Centre SEZ



Manyata Embassy Business Park

Actual image



UPCOMING INFRASTRUCTURE

A GLIMPSE AT THE DEFINING ECOSYSTEM BEING CREATED



BIAL IT Investment Region (ITIR)

12000-acre with 55+ MNC's
₹1.67 lakh cr. investment
40 lakh direct and indirect jobs



Bengaluru Aerospace SEZ

Only state with a separate aerospace policy
950-acre including 250-acre SEZ with 56+ companies



New Metro and Suburban Rail in Hebbal

KR Puram - Hebbal - KIA Terminal (38 km)
Suburban rail-network connecting KIA-KR puram and KSR



International Convention Centre

35-acre of land next to KIA
Targeted at the regional and global business visitor market by Govt. of Karnataka



Peripheral Ring Road (PRR)

₹17,000cr infrastructural connectivity marvel
116 km long, 8-lane road to be also integrated with NICE road



Devanahalli Business Park

413-acre park with an investment of - ₹16,700 crores over the next 5-7 years
104-acre reserved for aviation, tourism, meteorology and power

BIAL IT INVESTMENT REGION (ITIR)



The Bangalore-BIAL ITIR is the 12,000-acre IT investment that is planned in North Bangalore, near KIA. More than 55 global IT organizations including Infosys, Wipro, TCS, and Cognizant have showcased interest.

The ITIR will be a self-sustainable integrated investment region housing IT, ITeS (IT-enabled services), and hardware parks, supported by residential townships, a mini airport, a high-speed railway network, shopping malls, hospitals, and educational institutions among others.

This massive project is expected to generate employment to the tune of 4 million new jobs.

INTERNATIONAL CONVENTION CENTRE

The Bangalore International Convention Centre will be built on 35 acres of land adjacent to the Bangalore International Airport through a public-private-partnership (PPP) model. It is part of a new large-scale mixed-use development targeted at the regional and global business visitor market by the Karnataka state government. The Bengaluru COEX is not a traditional COEX in the sense that each of its functions, the plenary hall, the exhibition hall and the business centre, have their own building and identity.

The project draws on the history of Bengaluru as the Garden City of India for the overall concept of the development. The masterplan has been designed around the Garden City theme with the intent of creating a unique convention exhibition experience within a garden. The main public entrance is located such that people pass through or around the central garden to reach their destinations. The buildings are located around the garden spaces and blend into the surroundings to make the garden and its users the focus.



BENGALURU AEROSPACE SEZ



With the country's aerospace industry revenue estimated at ₹7.35 lakh crore (US \$100 bn.), growing at an average of 14% a year, Karnataka has been developing a specialized zone in Bengaluru for the same. It has projected employment of more than 1,08,000 people.

It's currently the only Indian state to have a separate aerospace policy. Official report suggests that the SEZ will comprise of both export-oriented industries and industries that deal with maintenance, repair and overhaul-related activities in the local market.

BEML (Bharath Earth Movers Ltd.) is planning a Rs. 455 cr. facility in the designated zone to provide design and manufacturing services in aircraft components, sub-assemblies and MRO activities.

Dynamatic Technologies Limited inaugurated its first hangar of Dynamatic Aerotropolis at the KIADB Aerospace Park on 15th February 2017. Dynamatic Aerotropolis which spans across 27 acres, boasts of state-of-the-art facilities and manufacture the main cabin for Bell Helicopters with over Rs. 2,000 crores in sales.

Centum Electronics too has established a manufacturing base spread over 6 acres with an investment of Rs. 200 crores. It currently employs over 750 people and exports over 90% of its products.

Other prominent names that have heavily invested in the Aerospace Park include Bliss Aerospace Components, Kinetix solutions Machine Tools also plans to invest Rs. 127 cr. to build a state-of-the-art-facility in the park.



PERIPHERAL RING ROAD



The Peripheral Ring Road is planned to span 102 km in length. It is aimed to decongesting the city, reducing traffic woes and maximising the efficiency of transport and travel. It will encircle the Outer Ring Road and provide seamless connectivity to major IT hubs and residential areas.

With the upcoming Bengaluru metro project phase, 2B from KR Puram to KIA this 36.4 km Metro Line will pass through Jakkur which will further boost its connectivity.

The belt between Jakkur to Kogilu Cross This stretch of nearly 10 km will see traction in development once the Metro becomes operational. Already, in the past 2 years, nearly 2.7 million sq. ft of residential space has been launched in this belt and there is the promise of more.

NAMMA METRO NEW LINE



SATELLITE TOWN RING ROAD



The project is meant to ease traffic congestion in the city by providing a bypass for inter and intra-city freight traffic.

- Planning area: 1019 sq km
- Villages: 331
- 12 Towns that will be connected: Dobbasapete, Doddaballapura, Devanahalli, Sulibele, Hoskote, Sarjapura, Attibele, Anekal, Tattakere, Kanakapura, Ramanagara and Magadi

BELLARY ROAD EXPANSION



Bellary Road (NH-7) from existing 6-lanes getting broadened to 8-lanes. This will boost land development on either side of NH-7.

The Embassy Knowledge Park will be located on a 209 acre land parcel. Of this, approximately 79% will comprise IT/ITES workspaces, and the remaining dedicated to residential.

EMBASSY KNOWLEDGE PARK



L&T TECH PARK



L&T is constructing a 3.7 million sq. ft. premium commercial project on Bellary road. It consists of both SEZ and Non-SEZ office spaces

CENTURY DOWNTOWN



Century Real Estate is developing a commercial project at Hebbal. Once completed, the end project will have the capacity of more than 25,000+ seats, 20+ premium F&B outlets, entertainment spaces, amphitheatres, world-class gym, Luxury Hotel, and essentials such as supermarkets, creche, banks, and so on.

The upcoming Phoenix Mall (arguably Bengaluru’s largest) has got approval to build around 1.81 million sq. ft, which would include a million sq. ft of shopping space

PHOENIX MALL



LOCALITIES SUPPORTING GROWTH

Hebbal:
This is the junction point between ORR and Bellary Road and is considered the heart of North Bangalore. It is one of the most prominent locations in North Bangalore and is becoming the premium residential destination. Here major tech parks such as Manyata Tech Park, Kirloskar Tech Park, Brigade Opus are offering employment to over 2 lakh people. Hebbal is becoming the premium residential destination.



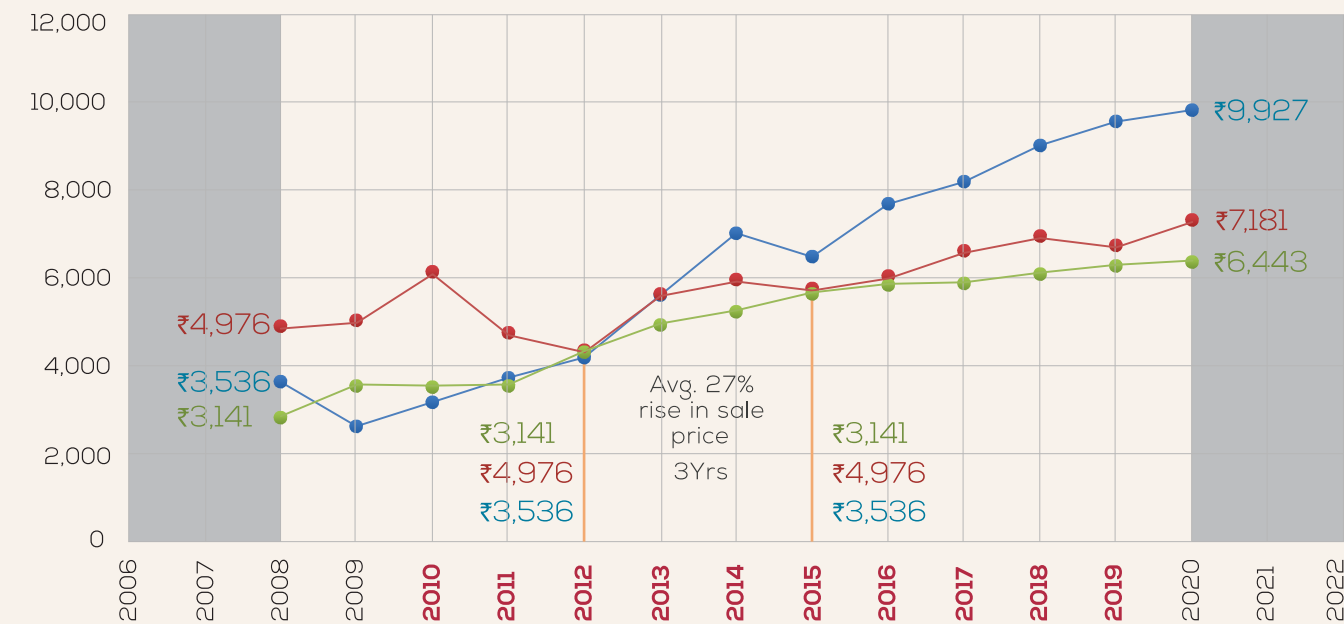
Yelahanka:
After the relocation of the airport, Yelahanka saw growth in real estate development. The location has a well-developed social infrastructure with schools, hospitals, upcoming malls, and high-end residential communities.



Thanisandra:
Thanisandra is yet another growing locality in North Bangalore. It is enjoying the proximity to the international airport and connectivity with areas like Jakkur, HBR layout, and Hennur. Through the ORR it gets good connectivity with other important areas in the city.



NORTH BANGALORE PRICE TREND



- 2010**
DPR for phase 2 Namma Metro to connect Nagawara in the North to Gottigere in South via underground tunnel

2011
Conversion of 4 lane road into 22km 6 lane elevated expressway from Hebbal to Kogilu Cross planned

2013
Yeshwanthpur - 3rd Terminal for Southwestern Railways after KSR and Cantonment
- 2014**
Silk Board to Hebbal Metro line gets green nod and stations finalised

2015
KIADB gets approval of 950 Acre Aerospace Park with 250-acre SEZ near Devanahalli (Devanahalli Business Park)

2016
Feasibility study of Bengaluru suburban rail completed connecting Rajankunte in North to Helalige in South
- 2017**
Airport link Metro line (Nagawara-Hebbal-Yelahanka-Doddajala) gets fast tracked

2018
PPP Model to be implemented in 50 sq. km. BIAL ITIR with potential of \$20 bn investment

2019
Testing of new Terminal of KIAL completed





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commercial assests under construction.

Multiple executed partnerships across quality
housing and commercial spaces for thousands
of Bengaluru residents.

Strategy & Marketing Partner: AGENCY 2017

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