

G Square Housing Expands NRI Real Estate Options

August 15, 2025

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G Square Housing, a prominent South Indian real estate developer, has grown from a regional leader into an international brand with the launch of its operations in Dubai. Founded by Managing Director Bala Ramajayam, the company has delivered more than 4,000 acres across South India, serving over 15,000 customers in just 12 years. Known for transparency, customer-focused service, and legally assured properties, G Square is now targeting Non-Resident Indians (NRIs) with tailored investment solutions.

When selecting new projects, the company focuses on three key factors: prime locations, sound legal status, and immediate construction readiness. All layouts are Vaastu-compliant, located in well-connected areas close to schools, airports, and business hubs, and come with one year of free maintenance. The developer offers competitive pricing, flexible EMI options, and discounts for government employees. Legal clearances are secured through bodies such as DTCP, CMDA, RERA, or MUDA, ensuring secure investments.

For NRIs, G Square offers a full suite of services, including virtual site tours, legal documentation, property management, travel support, and its Build Assist program. The firm also provides a buy-back scheme, instant property access, and financing assistance, aiming to make overseas investment as seamless as possible. Its new Dubai office is designed to connect directly with the NRI community, offering opportunities in high-growth Indian markets.

Commercial developments form a major part of G Square's portfolio. The company has completed over 33 landmark commercial projects in cities such as Chennai, Coimbatore, and Trichy. Notable among ongoing developments is G Square Seven Hills City in Coimbatore, a 714-acre self-contained township featuring shopping malls, schools, financial hubs, IT parks, and senior living spaces. Other projects include G Square Ascend, G Square Regal Park, G Square City 2.0, G Square Emerald Enclave, and G Square Neelavanam.

In Chennai, demand remains strong in OMR, Porur, Ambattur, Medavakkam, ECR, and Perumbakkam due to infrastructure and connectivity. In Coimbatore, prime areas include R.S. Puram, Saravanampatti, Kalapatti, Kovaipudur, L&T Bypass, and SIHS Colony.

The Build Assist program provides free end-to-end construction support, including regulatory approvals, villa design, interior work, landscaping, and Grah Pravesham arrangements. G Square's "Idam to Illam" campaign, billed as India's first fully customizable plot model, allows buyers to choose size, location, shape, and facing to suit their preferences.

Recent accolades include the ET Business Award 2024 for Transparent Real Estate Brand, ZEE National Achievers Award 2023 for Most Trusted Real Estate Developer of South India, and the REISA Award for Best Integrated Township in Tamil Nadu.