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## Brigade Group Launches Luxury Project in Bengaluru, Aims for ₹1,000 Crore Revenue

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Bengaluru-based real estate developer Brigade Group has launched a new high-end residential project named Brigade Avalon on Whitefield Main Road. The project is expected to generate revenue exceeding ₹1,000 crore and will feature 206 ultra-luxury apartments.

Spread across 4.36 acres, Brigade Avalon will offer spacious 3 BHK, 3 BHK with study, and 4 BHK apartments. The total built-up area of the development will be around 6.4 lakh square

feet. The project is designed to meet the evolving needs of urban homebuyers, with flexible home office spaces tailored for the hybrid work model and a fully equipped clubhouse featuring a range of modern amenities.

Pavitra Shankar, Managing Director of Brigade Enterprises Limited, said the new project is a significant addition to the company's Bengaluru portfolio. She noted that Whitefield continues to be a prime real estate market, and the group is committed to delivering long-term value through thoughtfully planned residential communities.

Brigade Group has been actively expanding its presence in East Bengaluru. Earlier this year, the company signed a joint development agreement for a 14-acre residential plot on Whitefield–Hoskote Road, valued at ₹2,700 crore. It also announced a ₹175 crore plotted development project in the same area in April. The group currently has more than 12.6 million square feet of residential space under development across Bengaluru, Chennai, and Hyderabad.

Whitefield remains a key micro-market in the city, known for its proximity to major IT hubs, top-tier schools, hospitals, shopping centers, and entertainment zones. With the launch of Brigade Avalon, the company is aiming to tap into the growing demand for premium housing that combines lifestyle, convenience, and investment value.

Brigade Group's latest offering underscores its focus on delivering luxury living spaces backed by strong infrastructure and urban connectivity.