



MARKET  
REPORT

# **A Report on Bangalore's Conservative & Cosmopolitan Business Landscape**

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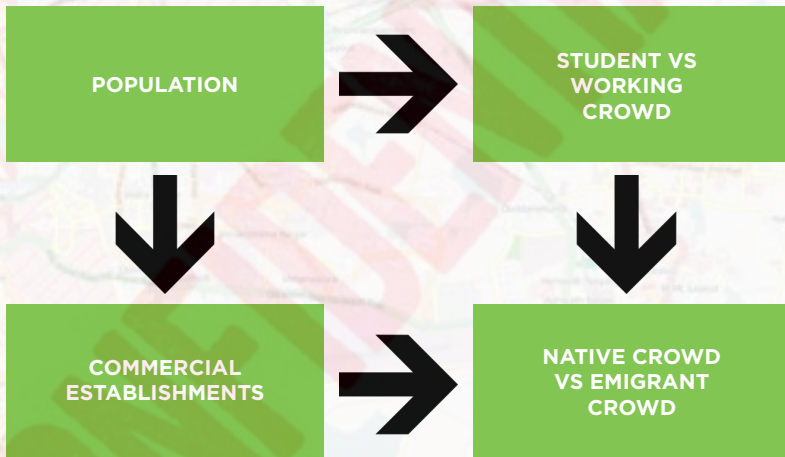
TOADWAYS





India's first hyper local  
newsdiary ecosystem

**THIS RESEARCH AND FINDINGS ARE BASED ON THE  
FOLLOWING CRITERIA:**



\*Note: The statistics presented in this report are according to data recorded during 2013-14. Exact numbers may vary in current day.





# LOCATION

These 9 locations are selected based on the structure of the city which is Traditional Bangalore and Modern Bangalore.

## MODERN BANGALORE

1. **Koramangala**
2. **Indiranagar**
3. **HSR Layout**
4. **Banaswadi / Kammanahalli**

## TRADITIONAL BANGALORE

1. **Malleshwaram**
2. **Basvanagudi**
3. **Jayanagar**
4. **Rajajinagar**
5. **Outer Ring Road**



MODERN

**BANGALORE**





**29**

International food joints

**130**

Hotels

**9**

Malls

**12**

Educational Institutions

# KORAMANGALA

Situated in the south-eastern part of the city, it is one of the largest neighbourhoods, and is a highly sought after residential locality with wide tree-lined boulevards and a mix of luxury apartments, commercial structures, and posh bungalows. Planned as a suburb post-independence, its location between Bangalore and Electronic City attracted migrants from across the country during Bangalore's tech boom of the late 1990s. Consequently, it has gradually developed into a commercial hub.



1. **Total population over 50,000**
2. **Centre point to many prime locations in Bangalore**
3. **High on cafe or pub culture**
4. **Startup culture and MNCs**

5. **Tech savvy crowd and IT offices**
6. **Theatres, recreational centres and community gatherings**
7. **Highest number of PGs in Bangalore**

**14**

International food joints

**65**

Hotels

**2**

Malls

**60**

Educational Institutions

# INDIRANAGAR

Indiranagar is a medium-sized neighbourhood in east Bangalore, Karnataka, India. Designed as a suburb post-independence, it is one of Bangalore's newer areas and has seen an influx of migrants from around the country. It is bounded by the Ulsoor to the west, Domlur to the south, Byappanahalli to the north and Vimanapura to the east. Indiranagar is one of the most expensive localities in Bangalore.

**“Indiranagar has seen an influx of migrants from around the country”**



- 1. 63 percent increase in population since 2015**
- 2. Connected to Metro**
- 3. Closest to Koramangala and other prime locations**
- 4. Startup culture and IT offices**
- 5. Restaurants and frequent community gatherings**
- 6. Flea market culture, bars, pubs and cafes**

**35**

International food joints

**16**

Hotels

**6**

Malls

# HSR LAYOUT

Hosur-Sarjapur Road Layout, popularly known as HSR Layout is a relatively new suburb located to the south-east of Bengaluru, India. It has become a gateway to Electronic City, a major IT hub of the city. HSR Layout has emerged as a posh locality of Bengaluru with wide streets, parks and all modern civic amenities.

**“HSR Layout has become a gateway to Electronic City, a major IT hub”**



- 1. Total population over 25,000**
- 2. Home to engineers, tech entrepreneurs and startup founders**
- 3. Number of public issues will be higher as it is a progressing planned community**
- 4. High on cafe, pub and hangout culture**
- 5. Homes both Immigrant crowd and native crowd**
- 6. Concentrated young population of IT employees**





25

Hotels

20

Educational Institutions

# BANASWADI / KAMMANAHALLI

Banaswadi is a locality situated to the north east of Bangalore, about 6 km from the city centre. It is Ward no 27 of the BBMP and is further divided into two regions; Chikka Banaswadi and Dodd Banaswadi. Historically the area was known as primarily residential; little more than a village on the city outskirts; however the ongoing expansion of the city limits, the proximity of the locality to the international airport and the arrival of the outer ring road connecting Banaswadi to the City's IT hubs has seen the rapid improvement of the area and the emergence of a number of commercial and business activities



- 1. Residential area with native population**
- 2. Low on the modern culture (pubs or hangouts)**
- 3. Immigrant crowd (students at Indian Academy, Indo-Asian Academy and Kristu Jayanti College)**
- 4. Low on tech savvy crowd**



# TRADITIONAL **BANGALORE**





**35**

International food joints

**30**

Hotels

# MALLESHWARAM

The ward is characterised by mixed demographics, sustaining a substantial middle class, upper middle class, and elite residential areas. The middle and lower class populations live to the East, while the elite residential areas are on the West.

**“Malleshwaram is characterised by mixed demographics”**

- 1. Total population over 1,94,000**
- 2. Highly orthodox Hindu population**
- 3. Markets, community gatherings and hangout culture**
- 4. HNI individuals are highly seen in this locality**
- 5. Over 30 hotels with accommodation**
- 6. Over 35 international and local food joints**
- 7. High on cafe or pub culture**
- 8. Malls, shopping complexes and commercial establishments**
- 9. College going crowd and native population**
- 10. Theatres, recreational centres and community activities**





**30**

International food joints

**6**

Educational Institutions

# BASAVANAGUDI

Basavanagudi is one of the oldest areas of Bangalore. 4.6 km far from Bangalore City Railway Station and BMTC, and 38.7 km to Kempegowda International airport. The main commercial street of Basavanagudi is DVG Road, which is home to numerous retail businesses, Most of them dating back to the 1920s and 1930s. Towards the middle of DVG Road is Gandhi Bazaar, which is well known for fresh flowers, fruits, and vegetables.

**“Home to numerous businesses, dating back to 1920s and 1930s”**



- 1. Home to numerous retail and native businesses**
- 2. Traditional businesses and market area**
- 3. Native population with a small mix of immigrant population**
- 4. Total population is over 66,000**
- 5. The number of food joints and eat outs are high**
- 6. Popular events like the Bengaluru Ganesha Utsava and Kadlekai Parishe**



**30** International food joints

**50** Hotels

**15** Malls

**40** Educational Institutions

# JAYANAGAR

Jayanagar is a residential and commercial neighbourhood of the city of Bangalore in Karnataka, India. It is sub-divided into 7 wards. It is surrounded by Basavanagudi, JP Nagar, Banashankari 2nd stage, Gurappanapalya, Suddaguntepalya and BTM Layout among other areas. It is also in proximity to the Lalbagh Botanical Gardens. Jayanagar comprises ten area blocks (including 4th 'T' Block), of which the 3rd and 4th Blocks are largely commercial hubs, while the rest are mostly residential.

**“Jayanagar is a residential and commercial neighbourhood of the city”**



- 1. Total population over 70,000**
- 2. Business or commercial destinations**
- 3. Jayanagar 4th block - shopping destination**
- 4. A mix of tech savvy crowd and native crowd**
- 5. Theatres, recreational centres and community gatherings**
- 6. Concentration of young crowd**



**30**

Hotels

**5**

Malls

**40**

Educational Institutions

# RAJAJINAGAR

Rajajinagar is a residential locality in the west of Bangalore. It is bordered by Basaveshwaranagar, Malleshwaram, Mahalakshmiपुरam alias West of Chord road 2nd stage, Mahalakshmi Layout, Vijayanagar and Rajajinagar Industrial Suburb. Rajajinagar is divided into two stages, first and second. Rajajinagar has become a major hub after construction near the Yeswanthpur-Rajajinagar-Malleswaram corridor opened up massive apartment complexes and there has been an increase in real estate value.

**“Rajajinagar has had an increase in real estate value after construction opened up massive apartment complexes”**

- 1. Total population over 63,000**
- 2. Business or commercial destinations**



- 3. Destination for malls and shopping complexes**
- 4. Mix crowd of native and tech savvy crowd**
- 5. Over 30 hotels with accommodation**





**105** Hotels

**14** Malls

**8** Educational Institutions

# OUTER RING ROAD

Outer Ring Road is a road that runs around most of the perimeter of Bangalore, India. This 62 km long road was developed by the Bangalore Development Authority and different sections were opened progressively between 1996 and 2002. This road connects all major highways around the city - Tumkur Road (NH 4), Bellary Road (NH 7), Old Madras Road (NH 4), Hosur Road (NH 7), Bannerghatta Road, Kanakapura Road (NH 209), Mysore Road (SH-17) and Magadi Road. It passes through major neighbourhoods and suburbs such as Hebbal(NH7), Banaswadi,



Krishnarajapuram(NH4), Marathahalli, HSR LAYOUT, Madiwala(NH7), BTM Layout, JP Nagar, Banashankari, Kengeri, Bangalore University, Nagarbhavi, Nandini Layout, Kengeri Upanagara and Gokula.

- 1. Total population over 1,40,000**
- 2. Commercial destination**
- 3. Mix crowd of native and tech savvy crowd**
- 4. IT crowd (including CEOs, CXOs and other IT professionals)**
- 5. Residential Spaces: Adarsh Palm retreat, Akme Harmony, Alpine Eco, Sobha Iris, DSR Regency GreenGlen Layout, City Lights Liberty, Suncity Apartments, Unishire Terrazzo and Durga Petals.**
- 6. High on garbage, congestion and pollution issues**



# ANALYSIS

From this report it can be understood that the concentration of crowd and businesses in an around an area. While Koramangala, Indiranagar and Jayanagar looks good with the number and type of

people, Kammanahalli and HSR Layout are still in the nascent stage; Jayanagar looks promising with the number of commercial establishments, population and the perfect mix of crowd.

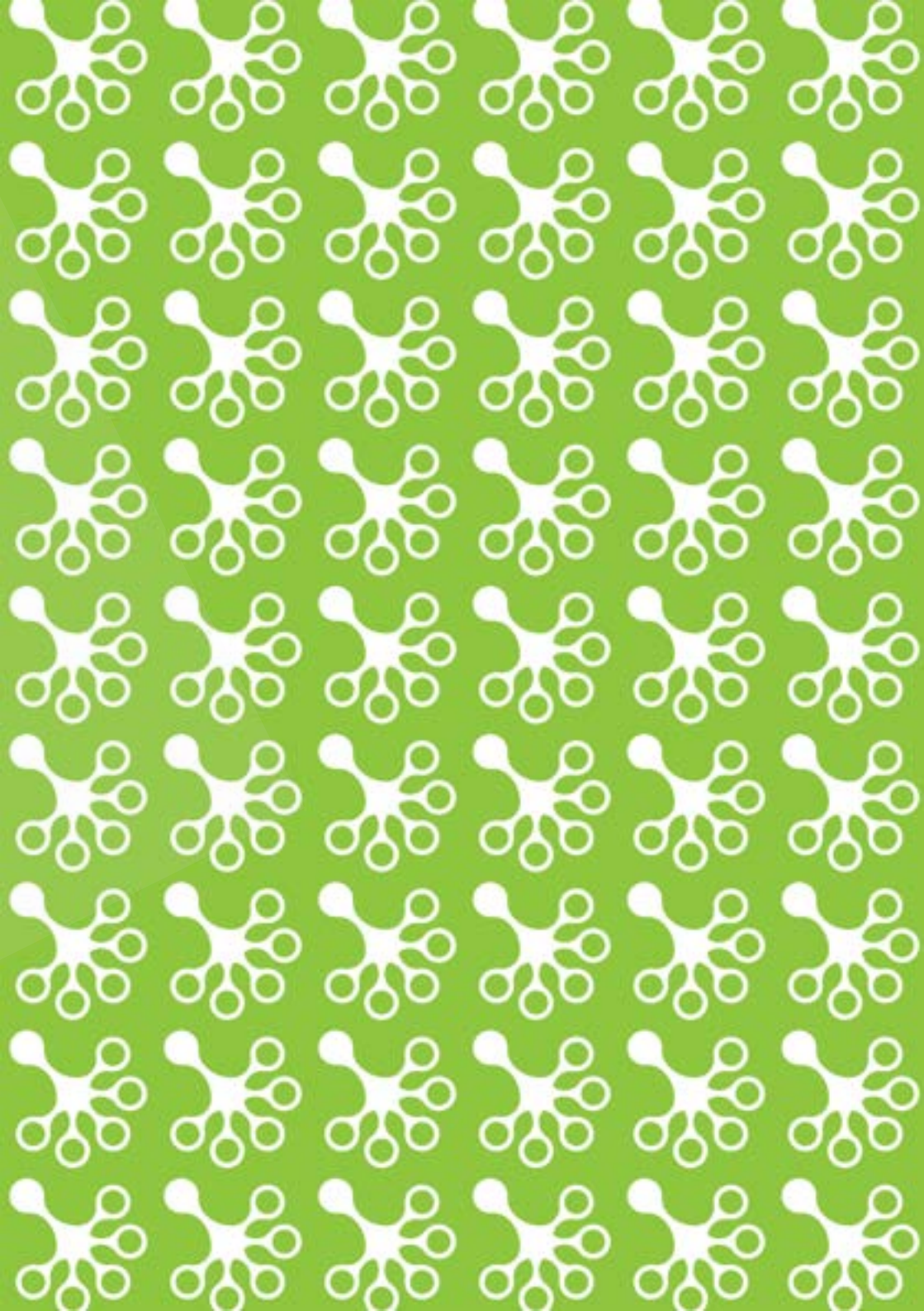
## THE BEST LOCATIONS TO GO WITH:

1. **Koramangala**
2. **Indiranagar / ORR**
3. **Jayanagar**













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