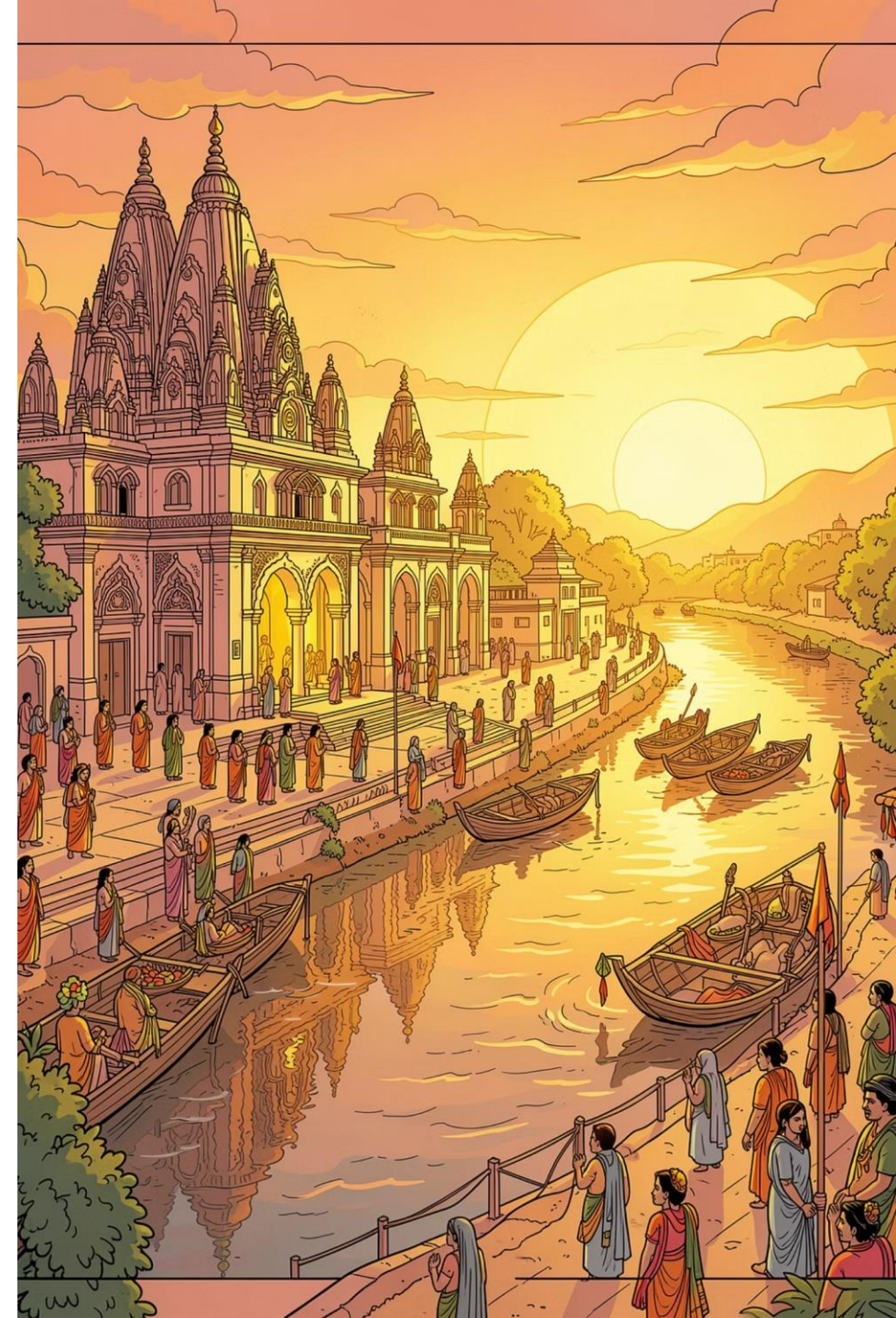


Vrindavan

Understanding the Market. Unlocking the Opportunity.



Why Vrindavan?

01

Religious Tourism in India

The central role of faith in Indian culture and economy

02

Exploring Vrindavan

Geography, history, and the spiritual identity of the city

03

Global Spiritual Destination

Vrindavan on the international pilgrimage scene

04

Real Estate Landscape

Investment potential and urban development

05

The Future of Vrindavan

Strategic projects and long-term vision



NATIONAL CONTEXT

India, Where Faith Breathes

Religious tourism is a vibrant part of India's cultural heritage, attracting millions of pilgrims to cities rich in spiritual history and mythology.

From the banks of sacred rivers to revered pilgrimage circuits, these destinations offer a unique fusion of faith, tradition, and cultural experience that continues to inspire and unite people from diverse backgrounds.



Cradles of Bhakti: Krishna Shrines in India



Devotion to Krishna, the eighth avatar of Vishnu, inspires the Bhakti movement and attracts millions to sacred places such as Mathura, Dwarka, and Vrindavan.



Mathura

Krishna's birthplace

Visitors (2025–2026)

1.87 Crore+



Vrindavan

Heart of Radha-Krishna devotion

Visitors (2025–2026)

2.35 Crore+



Dwarka

Kingdom established by Krishna

Visitors (2025–2026)

1.25 Crore+



Mayapur

Global headquarters of ISKCON

Visitors (2025–2026)

96 Lakh+



Badrinath

One of the Char Dham, associated with Vishnu

Visitors (2025–2026)

47 Lakh+



CITY PROFILE

Vrindavan: A City Sculpted by Devotion

Nestled along the sacred banks of the Yamuna River in Uttar Pradesh, Vrindavan pulses with the echoes of Krishna's legends — his enchanting flute, the moonlit dances with Radha and the gopis, and the leelas that still shape the spiritual rhythm of its streets.



63K

Population

2011 Census



2.45Cr

Tourists/Year

2024 estimate



5,500+

Temples

Dedicated to
Krishna and Radha



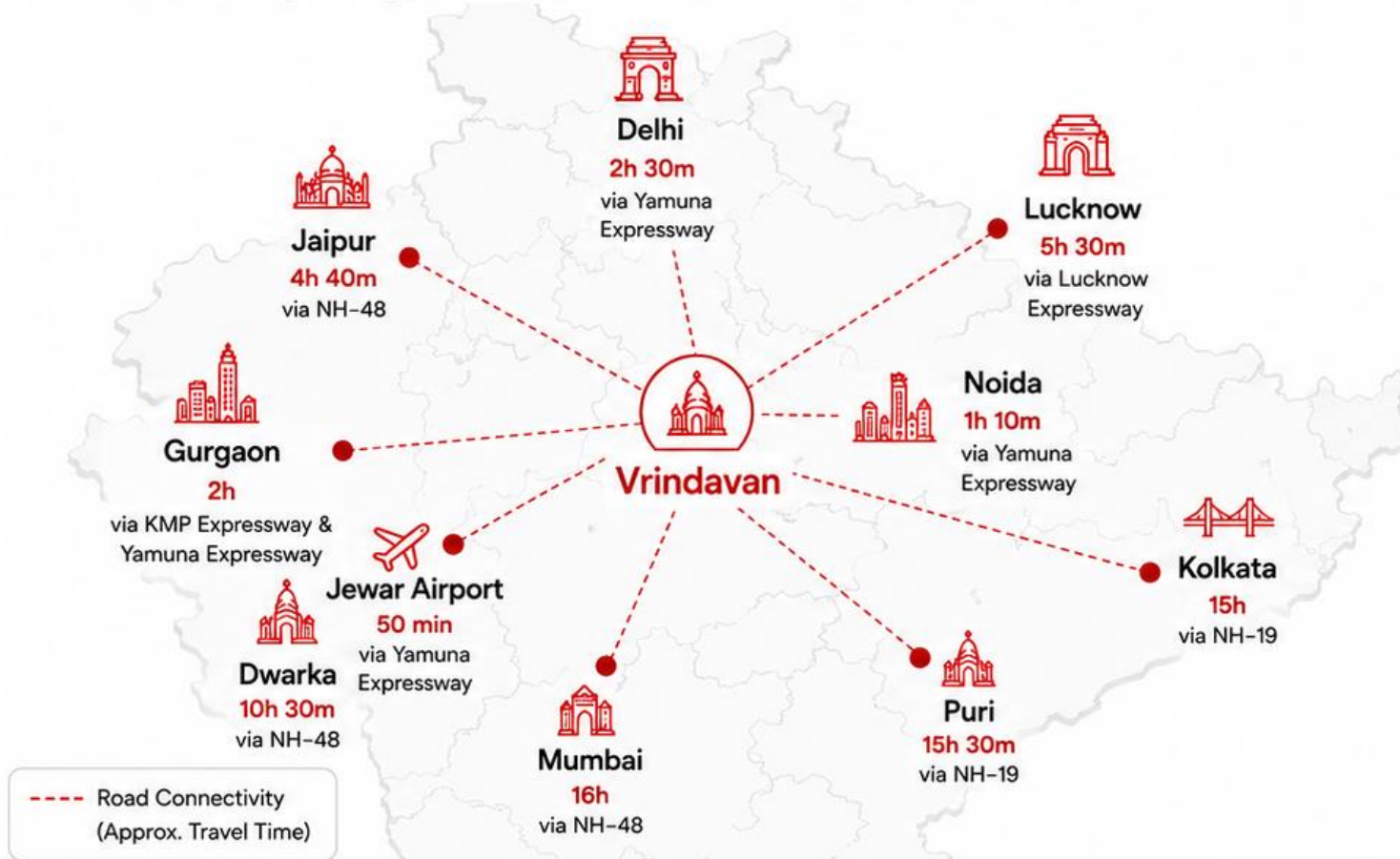
10.5

km² Area

Geographic extent

Regional Context and Connectivity

Vrindavan is part of the Golden Triangle (Delhi–Agra–Jaipur) and is connected to major religious and urban centers across Northern India.



Strategic Position in Northern India



Delhi:

2h 30m via Yamuna Expressway
National Capital and major air, rail and road hub



Noida:

1h 10m via Yamuna Expressway
Major business, IT and residential hub of NCR



Jewar Airport:

50 min via Yamuna Expressway
Upcoming international airport and aviation hub



Gurgaon:

2h via KMP Expressway & Yamuna Expressway
Leading corporate hub and major commercial center



Prime Location

At the heart of India's most important spiritual circuit



Excellent Connectivity

Well-connected by expressways, highways, rail and air



Tourism Potential

Access to millions of pilgrims and tourists annually



Economic Growth

Strong driver of regional investment and employment



Connectivity and Transportation Infrastructure



Multimodal Access Network

Vrindavan depends on Mathura for long-distance connectivity, with efficient access to major cities across India.



Road

NH-44 and Yamuna Expressway:
Delhi in 2h30, Agra in 1h20



Rail

Mathura Junction 30 min away —
connections to Delhi, Mumbai, Jaipur,
and Varanasi



Air

Jewar Airport (50 min) and IGI Delhi
(2h30) for domestic and international
flights



FUTURE OUTLOOK

The Changing Landscape of Vrindavan

Over ₹30,000+ Cr invested in the Braj region is transforming Vrindavan into a world-class pilgrimage and investment destination.



6Cr

Annual Pilgrim Footfall

Projected in 5 years —
2.5x current trend



17%

Rental Yield

Villas offer 15–17% yields;
1.5x investment in
under 10 years



₹7KCr

Vrindavan Investment

Government and private
investment into temples
and infrastructure



23.3%

Land Price CAGR

Plotted prices in last
5 years; projected
~30% by 2035



Spiritual Growth
Strengthening heritage
and pilgrimage



Infrastructure Boost
World-class amenities
and connectivity



Investment Potential
Strong rental yields and
long-term appreciation



Tourism Growth
Rising pilgrim footfall
and global appeal



VISION 2030-35

Becoming the World's Spiritual Crown Jewel

After Ayodhya's revival and Kashi's rebirth, Vrindavan's divine renaissance is underway — mirroring the transformation of Uttar Pradesh's spiritual cities.

1



2014 — Varanasi

Restored ghats, clean ponds, improved lighting;
narrow roads to streamlined pilgrimage access

2



2020-24 — Ayodhya

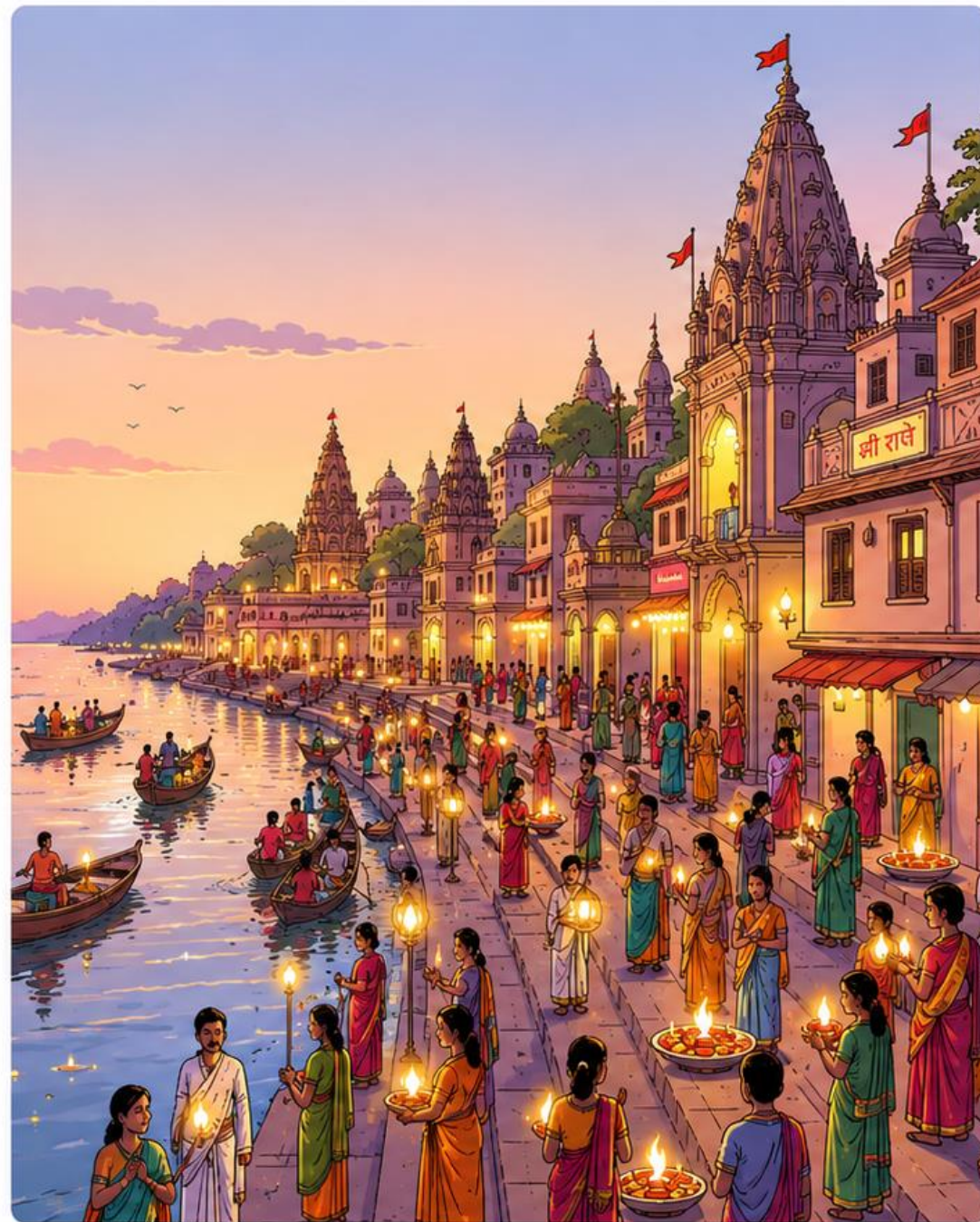
International airport, high-capacity rail;
from modest economy to industrial hub
and tourism surge

3



Vision 2030-35 — Vrindavan

From local devotion to global landmark;
eco-conscious design, smart systems,
and sustainable pilgrimage



Temples & Sacred Sites of the Braj Region

Each site marks a chapter in Krishna's divine life — from his birth in Mathura to the hills of Govardhan and the gardens of Vrindavan.



Banke Bihari Temple

Vrindavan's most beloved shrine, home to the enchanting deity of Banke Bihari.



Radha Rani Temple

Dedicated to Radha in Barsana, her divine birthplace.



Prem Mandir

A radiant white marble temple celebrating divine love.



ISKCON Temple

Sri Krishna Balaram Mandir — a global center of devotion.



Radha Kund

Sacred reservoirs where Radha and Krishna performed divine pastimes.



Govardhan Hill

The hill Krishna lifted on his little finger to shelter the villagers.



The 84-Kosh Braj Parikrama



Devotees consider it a profound blessing to walk or travel the **84-Kosh Braj Parikrama** — a sacred pilgrimage circuit connecting every place where Radha and Krishna lived, played, and performed their divine pastimes over 5,000 years ago.



Mathura

Krishna's birthplace



Vrindavan

Land of his childhood pastimes



Govardhan & Radha Kund

Sacred natural sites



Barsana & Nandgaon

Radha's divine homeland

Pilgrim Footfall: The Scale of Devotion



~5L

Peak Daily Footfall

During Holi (March) & Janmashtami
(August) — 2024



~1L

Average Weekend

Typical weekend daily footfall in 2024



30–50K

Average Weekday

Typical weekday daily footfall in 2024

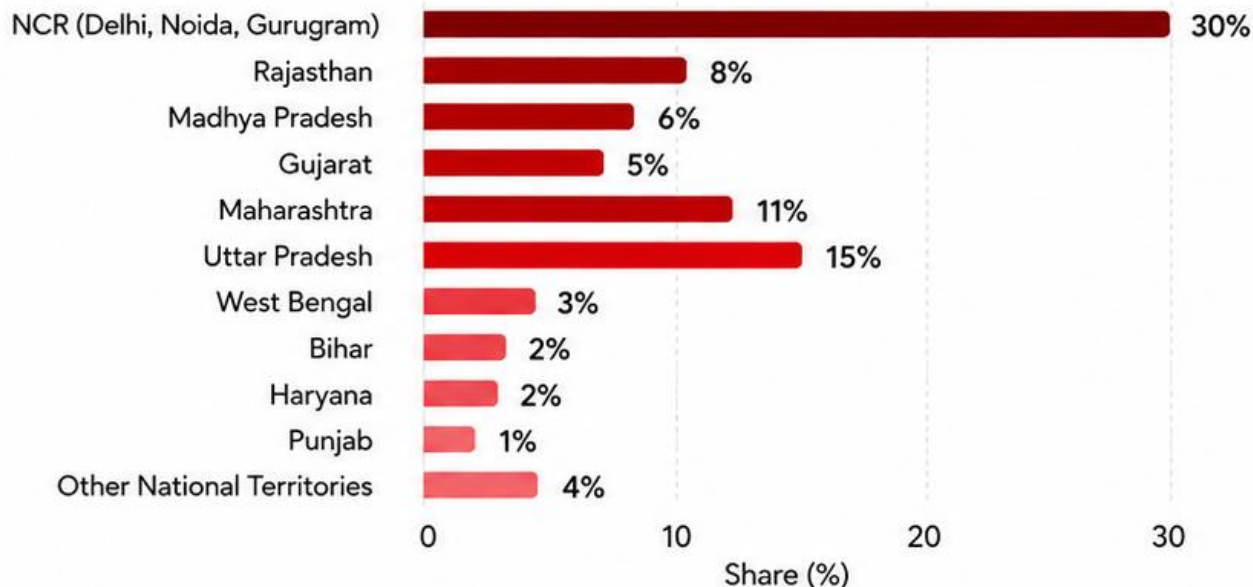


Footfall data gathered from publicly available articles and surveys. Forecasts are based on current trends and assumptions; actual outcomes may vary.

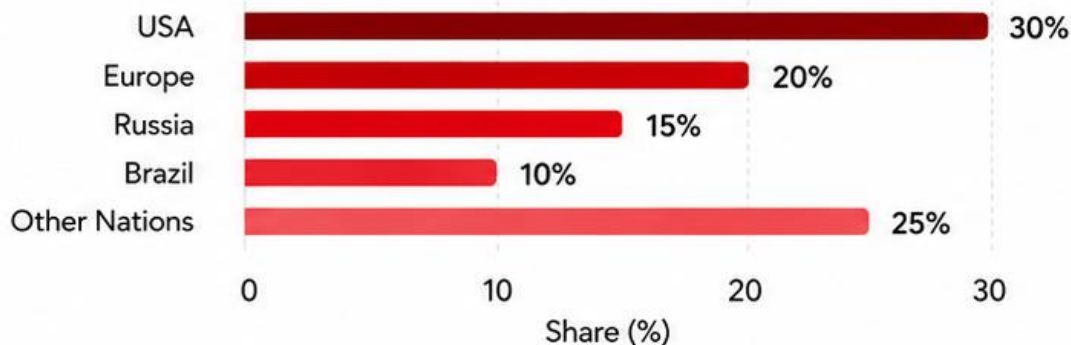


Who Comes to Vrindavan?

Region



International Visitors



Domestic Dominance

Vrindavan receives 96% domestic tourists and ~4% international visitors. The NCR region — Delhi, Faridabad, Gurugram, Noida, and Ghaziabad — leads at 30%, followed by Uttar Pradesh (15%) and Maharashtra (11%).



International Visitors

Among international pilgrims, the USA leads at ~30%, followed by Europe (~20%), Russia (~15%), Brazil (~10%), and other nations (~25%).



International tourist data sourced from primary surveys at major tourist hotspots.



HOSPITALITY SECTOR

A Hospitality Sector in Bloom

Vrindavan is witnessing strong growth in premium stays as trusted brands enter the market. Rising spiritual tourism creates compelling long-term hospitality and investment opportunities.



**Homestays &
Service Apartments**

₹6,500 – ₹7,500

Per Night



**4★ Hotels &
Premium Suites**

₹15,000 – ₹20,000

Per Night



Premium Villas

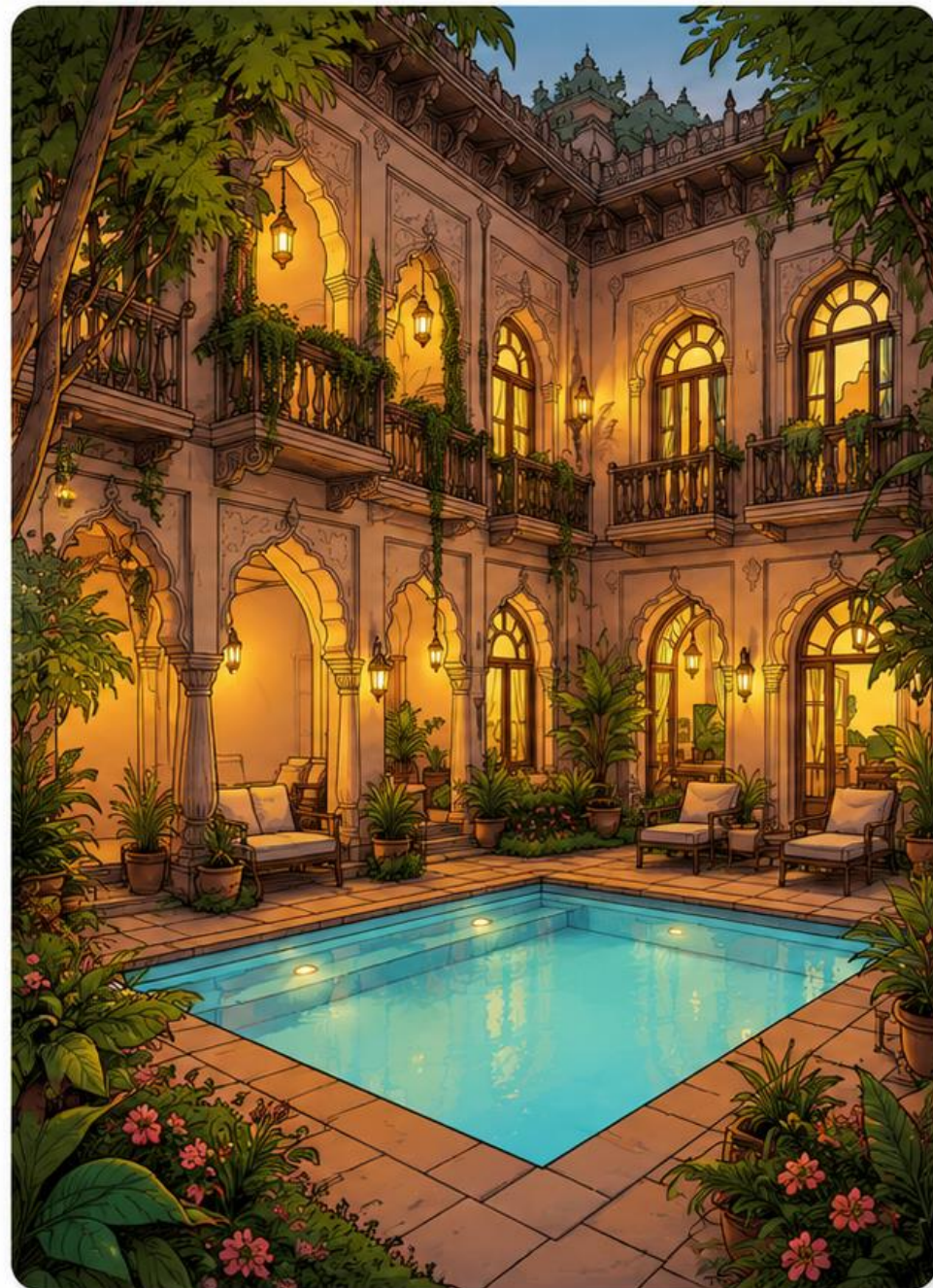
₹25,000 – ₹35,000

Per Night



Market Outlook

Upcoming brands span 3★ hotels, homestays, guesthouses, wellness retreats, and dharmshalas — broadening accommodation options for every type of pilgrim and spiritual traveler.





Vrindavan's Residential Market

Vrindavan's residential sector is growing, driven by spiritual tourism, proximity to Delhi, and rising demand for second homes and retirement properties.

Active Projects by Type



Apartments

10

Projects



Plotted Development

8

Projects



Villas with Plotted
Development

4

Projects



Market Velocity & Timelines

Type	Sales Velocity*	Timeline
 Apartments	2.8%	 ~3 Years
 Plotted Development	4.4%	 ~2 Years
 Villas	3.6%	 ~2.5 Years

**Average monthly sales velocity*



43 active projects across 25 developers —
10 with mixed portfolios, 8 apartments-only,
3 plotted-only, and 4 offering villas with
plotted development.



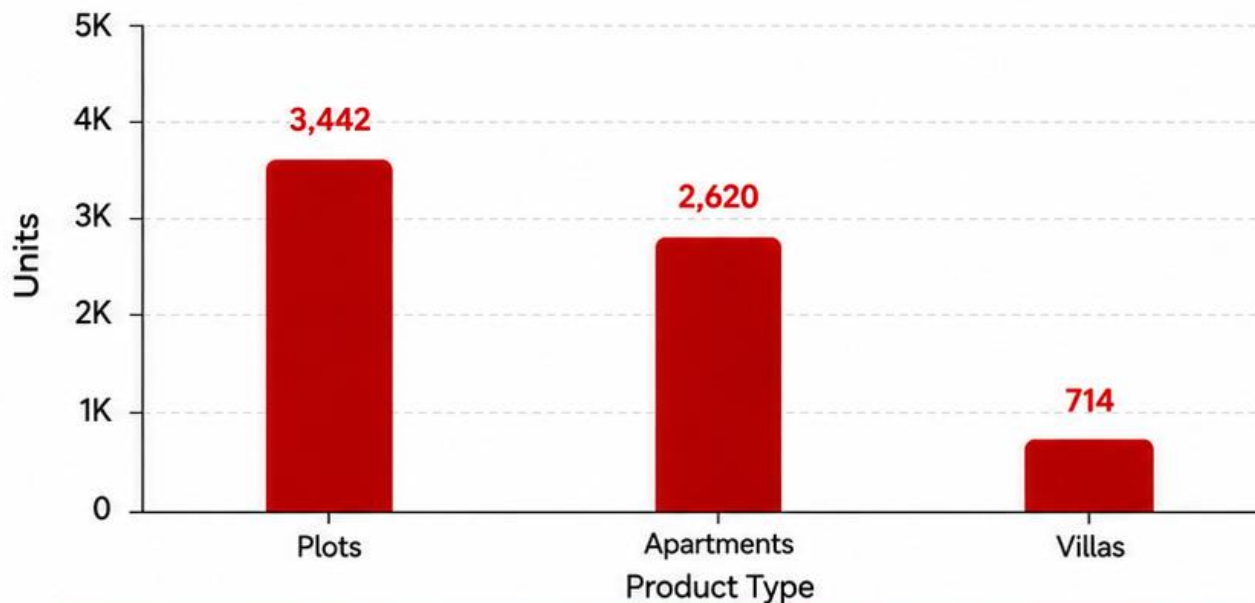
SALES

Total Residential Sales

Strong residential absorption across all product categories demonstrates sustained buyer demand in Vrindavan's evolving real estate market.



Units Sold



70.6%

Overall Sell-Through

Across all residential products



76.5%

Plots Absorption

Highest performing category



65.5%

Apartments & Villas

Healthy and stable demand



6,776

Units Sold

Out of 9,593 units supplied



Market Observation

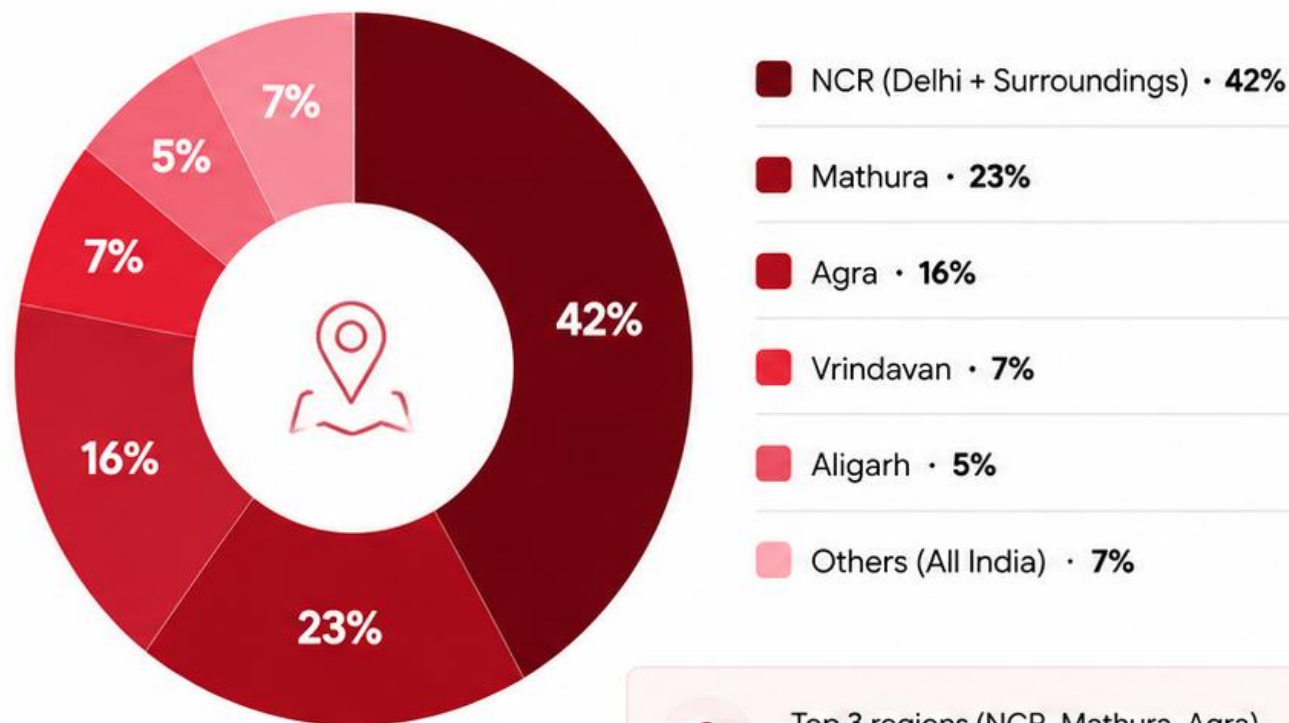
Plots continue to outperform due to lower ticket sizes, investment-led demand, and increasing preference for second-home ownership in spiritual destinations.



Source:

Primary survey.
Data as on July 2025.

Buyer Distribution by Geography (IGR)



Top 3 regions (NCR, Mathura, Agra) contribute to **81%** of total buyers.



Where Buyers Come From

NCR dominates at **42%**, reflecting strong metropolitan demand for Vrindavan's spiritual lifestyle and investment potential.



Mathura (23%) and Agra (16%) form a strong regional base



Buyers also hail from Lucknow, Jaipur, Mumbai, Kolkata, Gurugram, Noida, and beyond



Diverse buyer base indicates growing recognition of Vrindavan as a high-potential real estate destination



Source: UP Stamp & Registration Department.



PRICING

Residential Plot Prices by Location (2026)



Behind Prem Mandir

₹18,500 – ₹21,000 PSF



Premium core location



Chhatikara

₹12,800 – ₹15,000 PSF



High-growth corridor



Sunrakh Bangar

₹10,200 – ₹11,800 PSF



Emerging zone



Radha Kund Road

₹8,800 – ₹11,000 PSF



High land availability



Towards Mathura

₹5,800 – ₹7,500 PSF



Entry-level pricing



Mathura Outskirts

₹5,800 – ₹7,500 PSF



Affordable fringe



Key Insight: Prices reflect location advantages, infrastructure access, and development potential across Vrindavan's key micro-markets.



Source: Primary survey.

PSF = Per Square Foot.

Source Reference: Square Yards Research – Vrindavan Real Estate Market Report 2026
(Published: March 2026)



Premium Villa Rental Yield & ROI



Property Cost

₹3 Cr

3 BHK Premium Villa



Rental Yield

15%

Annual Yield

15–17% Initial Years



Occupancy

65%

Average Annual Occupancy

₹20,000/Night ADR



Break-Even

Year 10

Projected Recovery Timeline

~55% ROI by Year 10

Key Investment Highlights



High Demand Market

Driven by spiritual tourism and increasing footfall in Vrindavan.



Attractive Rental Yield

Annual rental yield of 15% with strong growth potential.



Early Capital Recovery

Capital recovery expected before Year 6.



Strong ROI Potential

~55% ROI by Year 10 and 177% cumulative return.



Premium Asset Class

Villas in premium locations ensure long-term value appreciation.



₹30,000+ Crore Investment Surge for the Braj Region



Vrindavan is positioned for a **grand revival**, with over ₹30,000 crore in committed investment to transform the Braj region into a globally recognized spiritual and cultural tourism hub.



₹646 Crore

Immediate development —
80 projects inaugurated,
38 foundation stones laid



₹30,000 Crore

Long-term master plan
for the entire Braj region



Heritage + Modern

Integrating religious heritage with
modern urban infrastructure



Spiritual
Legacy



Modern
Infrastructure



Tourism
Growth



Sustainable
Development



Key Takeaway: A historic investment wave is shaping Vrindavan and the Braj region into a world-class spiritual and cultural tourism destination.

News & Government Announcements

THE ECONOMIC TIMES
Infrastructure

After Ayodhya and Kashi, Yogi turns focus to Mathura with ₹30,000 crore master plan

 17 Aug 2025

₹30,000 crore holistic development plan for Mathura, Vrindavan, Barsana, Govardhan, Gokul; ₹646 crore projects inaugurated.

 Hindustan Times

CM Yogi announces ₹30,000-crore master plan for Braj

 16 Aug 2025

118 projects worth ₹646 crore inaugurated on Janmashtami; long-term ₹30,000 crore development vision for Braj region.

ANI
South Asia's Leading Multimedia News Agency

CM Yogi announces ₹30,000 crore plan for reviving Braj Region's glory

 17 Aug 2025

Plan includes restoration and infrastructure development of Mathura, Vrindavan, Barsana, Govardhan and Gokul to boost religious tourism.



Source:

- Uttar Pradesh Braj Teerth Vikas Parishad (UPBTVP)
- Uttar Pradesh Government Announcement (Janmashtami 2025)
- The Economic Times Infrastructure (17 Aug 2025)
- Hindustan Times (16 Aug 2025) | ANI (17 Aug 2025)

Flagship Projects: Corridor & Temple



Banke Bihari Corridor



-  Area: 5–5.5 acres
-  Budget: ₹500 crore (Supreme Court approved)
-  Completion: 2026 (tentative)
-  Three approach routes widened to 25–30 meters
-  Daily footfall capacity: **~1.2–1.6 lakh visitors**



Vrindavan Chandrodaya Mandir



-  Height: ~700 ft — world's tallest temple
-  Budget: ₹600–700 crore (global ISKCON donors)
-  Completion: 2028 (tentative)
-  Features: museum, gaushala, skywalks, convention center
-  Daily capacity: **40,000–50,000 visitors**

Latest Announcements & News

THE TIMES
OF INDIA

SC clears ₹500 crore
Banke Bihari Corridor project

 15 May
2025

Supreme Court approves redevelopment of 5-acre corridor around Banke Bihari Temple.

NDTV

Supreme Court allows UP
to implement Banke Bihari Corridor

 15 May
2025

State permitted to acquire land and proceed with ₹500 crore redevelopment project.



VRINDAVAN
CHANDRODAYA
MANDIR

World's tallest temple
progressing toward 2028 completion

 2025
Update

700-ft temple construction continues with museum, skywalks and convention facilities.



Sources: Times of India (May 2025), NDTV (May 2025), Vrindavan Chandrodaya Mandir Official (vcm.org.in).

THANK YOU