



Utham Korekkana

Director - Sales

Signature Dwellings Private Limited

How does Signature Dwellings balance affordability, design quality, and lifestyle amenities when developing residential projects?

At Signature Dwellings, affordability is not achieved by compromising on quality. Instead, it is driven by thoughtful planning, design efficiency, and disciplined execution. From project conception, we focus on maximizing space utilization, optimizing construction processes, and collaborating with experienced architects and consultants to ensure that every square foot delivers value to homeowners. This approach allows us to offer well-designed homes at accessible price points while maintaining high standards of construction and aesthetics.

We also believe that modern homebuyers seek more than just a residence. They want a holistic living experience. Consequently, our developments incorporate curated amenities, landscaped open spaces, natural ventilation, privacy-focused

signature
D W E L L I N G S

layouts, and community-oriented features that enhance everyday life. By adopting what we call an experience-led approach to development, we create homes that remain relevant to evolving lifestyles while staying within reach of aspirational buyers.

What has helped Signature Dwellings maintain construction quality and delivery discipline as its project portfolio expands?

Our ability to maintain quality and delivery discipline stems from a culture of meticulous planning and accountability. Since our inception, we have prioritized process-driven execution, regulatory compliance, and transparent project management. Every project follows clearly defined quality benchmarks, supported by regular monitoring and collaboration with trusted contractors, consultants, and suppliers.

Another important factor is our focused growth strategy. Rather than expanding indiscriminately across multiple markets, we have built deep knowledge of our core operating locations, enabling stronger execution control and faster decision-making. Our leadership philosophy empowers teams to take ownership of outcomes, ensuring agility without compromising standards. As a result, we have been able to scale our portfolio while retaining the consistency, reliability, and customer trust that are critical in the real estate sector.

Which customer segments and cities will shape Signature Dwellings' growth over the next five years?

Over the next five years, we see significant opportunities among aspiring urban professionals, first-time homebuyers, upgrade seekers, and families looking for greater lifestyle value without moving into ultra-premium price brackets. These customers increasingly prioritize connectivity, community living, sustainability, and thoughtfully designed spaces that can adapt to changing needs.

Geographically, Bengaluru and Kochi will remain key growth markets for us. Both cities continue to benefit from strong economic activity, infrastructure development, and sustained housing demand. We also see growing potential in emerging residential corridors within these regions, where improved connectivity and urban expansion are creating new opportunities for thoughtfully planned communities. Our focus will remain on anticipating shifting buyer expectations and delivering future-ready homes that combine quality, value, and a differentiated living experience. ■