

BRAJ VRINDAAN

A Township by the Divine

BRICKSNEST

RESIDENTIAL

Discover a blissful life. Invest today.

PREMIUM RESIDENTIAL PLOTS

YOUR DREAM PROPERTY

AWAITS YOU

PLOT SIZES

145

SQ. YARDS

180

SQ. YARDS

230

SQ. YARDS

₹42,000/-

PER SQ YARD
(First 100 Units)

₹45,000/-

PER SQ YARD
(Post 100 Units)



LOCATION COORDINATES
27.5601552, 77.5773318

333
ACRE

TOTAL TOWNSHIP
AREA

PREMIUM
TOWNSHIP
FOR A BETTER LIFE

CONNECTIVITY



60 MINUTES
NOIDA INTERNATIONAL
AIRPORT



5 MINS
FROM MATHURA



90 MINS
FROM DELHI NCR



5 MINS
TO RAILWAY STATION

PAYMENT PLANS

25 : 25 : 50

What we are providing:



located on Radha Kund
Road (Raal Road)



A Grand 333
ACRE TOWNSHIP



SECURED GATED
COMMUNITY



24/7 CCTV SURVEILLANCE
& SECURITY



MODERN LIFESTYLE
CLUBHOUSE



DESIGNATED PRAYER &
MEDITATION AREAS



LUSH GREEN PARKS &
LANDSCAPED GARDENS



WIDE ROADS & SMART
INFRASTRUCTURE



PREMIUM AMENITIES
& FACILITIES



Schools



Hospital

Build Your Dream, the Divine Way.

RESIDENTIAL

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Uttar Pradesh: Leading India's Spiritual Economy



Uttar Pradesh (UP) is leading the way in spiritual tourism, seeing it as a major national economic booster, booster, not just a cultural asset.

With a goal to become a **\$1 trillion economy**, UP is leveraging spiritual tourism as a primary growth engine.

OVER 65 CRORE TOURISTS (2024)

UP welcomed more than 650 million visitors (including 1.4 million international guests) in 2024, confirming its position as India's leading destination.

Source: ET TravelWorld.com

₹20,000+ CRORE FROM RELIGIOUS TOURISM

Pilgrimage travel earned UP over ₹20,000 crore in 2024.

Source: The Tribune

₹4,560 CRORE FOR SAFER SACRED ROUTES

The UP government allocated ₹4,560 crore to improve roads connecting key spiritual hubs (like Ayodhya, Varanasi, and Mathura) for safer, faster travel.

Source: The Economic Times

₹1 TRILLION HOSPITALITY INVESTMENT

UP's Tourism Policy 2022 has attracted over ₹1 trillion in new hotel and hospitality investment proposals.

Source: Business Standard

500+ PROJECTS WORTH ₹85,000 CRORE

The state launched over 500 new private projects (worth ₹85,000 crore) focused on spiritual sites, with 47% in Ayodhya, Varanasi, and Mathura.

Source: Business Standard

WELCOME TO THE...

World's No. 1 Spiritual Economic Zone

Vrindavan

Out of all the places connected to Lord Krishna in India, Vrindavan is special and important. It is not just about old stories, but about how people live today. While many cities are linked to him, in Vrindavan, his presence feels alive. It's not about one temple or festival; it is a whole ecosystem of devotion. Krishna is everywhere – in the daily routines, the people, and the very ground. This makes it unique.

KEY SHRINES OF KRISHNA ACROSS INDIA



Map not to scale

insight

BricksNest.com | 9027555831

TOP CITIES INSPIRED BY KRISHNA'S LIFE



VRINDAVAN
5000+ temples
Yearly Visitors ~60-90 Mn



MATHURA
500+ temples
Yearly Visitors ~60-90 Mn



DWARKA
100+ temples
Yearly Visitors ~1-2 Mn



BADRINATH
20+ temples
Yearly Visitors ~2-3 Mn



PURI
300+ temples
Yearly Visitors ~3-5 Mn



KURUKSHETRA
200+ temples
Yearly Visitors ~4-5 Mn

Mathura and Vrindavan (the Braj Region) is the number one most visited place.

The Sacred Heart of Vrindavan

Vrindavan is the world's most special place for loving devotion to Lord Krishna. It is more than just one pilgrimage site; it's the center of all spiritual life. While many holy places have busy and quiet seasons, Vrindavan's energy is always powerful.

RELIGIOUS ATTRACTIONS AROUND VRINDAVAN



The 84 Kosi Braj Parikrama Marg is a holy path that many followers walk or drive along. Pilgrims consider it a great blessing to visit the exact places where Radha Rani and Lord Krishna lived and loved 5,000 years ago, reliving their divine pastimes.

Vrindavan, unlike many religious towns, sees a large number of visitors all year round, not just on special days. Visitor numbers predictively jump during key festivals like Holi and Janmashtami.

TOURIST FOOTFALL IN VRINDAVAN TO GROW 4.5X IN 10 YEARS



High, steady demand is a sign of a very mature religious economy.

DAILY WEEKDAY FOOTFALL
30,000 - 50,000
Visitors

DAILY WEEKEND FOOTFALL
~1 LAKH
Visitors

PEAK FESTIVAL FOOTFALL
(Holi & Janmashtami)
~5 LAKH
Visitors

This data shows that Vrindavan attracts visitors consistently and is not dependent on limited pilgrimage windows.



Vrindavan receives a massive majority (**over 96%**) of its visitors from **within India**, with about **4%** being from abroad. Most domestic visitors are from the nearby **National Capital Region (NCR)** and major states like **Uttar Pradesh** and **Maharashtra**.

The largest group of international visitors comes from the **USA (30%)**, followed by countries in **Europe (20%)**.

① CONNECTIVITY REVOLUTION IN INFRASTRUCTURE

Infrastructure is the biggest reason for Vrindavan's growth.

ROADWAYS & EXPRESSWAY INTEGRATION

- **New Greenfield link** connecting to **Yamuna Expressway** is cutting Delhi-Haryana travel time by over 30 minutes.
- **New bypass roads** are under development to reduce pilgrim traffic and improve access.
- **Yamuna Expressway** has made Vrindavan very accessible from Delhi-NCR, boosting weekend and long-stay tourism.



JEWAR AS THE NEW GLOBAL GATEWAY

- Jewar International Airport, just 70 km away, allows quick access (about 90 minutes) to the Banke Bihari Temple.
- The airport will serve millions of passengers every year and connect to major cities.
- This will increase international and long-term tourism to Vrindavan.

URBAN MOBILITY: METRO & LIGHT RAIL

The state government is fast-tracking a new light rail or metro project to connect Mathura and Vrindavan, making local travel easy for the millions who visit.

Based on research by Liases Foras

2

HOSPITALITY: FROM DHARAMSHALAS TO DESTINATION STAYS

National and international hotel brands arriving in Vrindavan show that the city is moving from short-term pilgrim stops to long-term stay destinations. New branded hotels are announced or underway in the Mathura-Vrindavan region, including:



Global hotel operators are also actively looking at premium villas, branded homes, and wellness centers to serve well-to-do visitors from within India and from other countries.

THIS SHIFT REFLECTS:

VISITORS STAY
LONGER

VISITORS SPEND
MORE

DEMAND FOR QUALITY
MANAGED ACCOMMODATION

Vrindavan is seeing strong growth in high-end stays, including boutique hotels and private rental villas, as more trusted brands arrive. This rising demand from spiritual tourists creates attractive long-term opportunities for investors.



PREMIUM VILLAS 3/4 BHK

₹25,000 - ₹35,000
INR PER NIGHT



4-STAR HOTELS PREMIUM SUITES

₹15,000 - ₹20,000
INR PER NIGHT



PREMIUM SERVICE APARTMENTS

₹6,500 - ₹7,500
INR PER NIGHT



MAJOR GOVERNMENT PLANS: SECURING OUR FUTURE VALUE

THE BANKE BIHARI CORRIDOR

A Rs 500-700 Crore project around our beloved temple, the new Banke Bihari Corridor will cover 5 acres. Its main goals are:

- ✦ Making the crowded heart of Vrindavan easy to move in
- ✦ Improving footpaths for safe walking
- ✦ Making space for public areas and organized parking
- ✦ Bettering the overall journey for all pilgrims

This project is already making a difference, with land prices around it rising fast.

INDIA TODAY

SUPREME COURT OKAYS RS 500-CRORE BANKE BIHARI CORRIDOR PLAN, ALLOWS LAND PURCHASE

MAY 15, 2025 21:42 IST



The Supreme Court has granted the Uttar Pradesh government the go-ahead to implement its Rs 500 crore development plan for the Shri Banke Bihari Temple Corridor in Vrindavan, aimed at improving infrastructure and ensuring a safe pilgrimage environment.

THE HINDU

SUPREME COURT PROPOSES INTERIM COMMITTEE TO MANAGE BANKE BIHARI TEMPLE

AUGUST 08, 2025 02:40 PM IST - NEW DELHI



The Supreme Court on Friday (August 8, 2025) proposed to modify by May 15 judgment which permitted the Uttar Pradesh government to use funds from the Shri Banke Bihari Temple Endowment to acquire five to five acres of land around the temple for development.

Source: India Today & The Hindu

BRAJ 2041 MASTER PLAN

The huge Rs 30,000+ crore 'Braj 2041 Master Plan' is a complete, long-term idea for all of the Braj area, with Vrindavan at its heart. It focuses on:

- ✦ Being green and sustainable (Eco-city)
- ✦ Bringing back the Yamuna river to life (Riverfront)



Sustainable eco-city development



Saving our ancient heritage (Ek)



Heritage conservation



Tourism and habitation infrastructure



Building better homes and hotels



Creating smart roads and transport (mobility)

This plan guides growth in a coordinated, balanced, and nature-friendly way.

84 KOS PARIKRAMA MARG & ANCILLARY PROJECTS

Turning the 84 Kos Parikrama Path into a world-class journey is just the start. With new plans like 'Krishna Ki Pauri', new townships, and the modern 'Heritage City' at Raya, Vrindavan is becoming the center of a large spiritual and economic network.

4.

CHANGING THE MARKET

LOCAL BUYERS TO ALL-INDIA INVESTORS

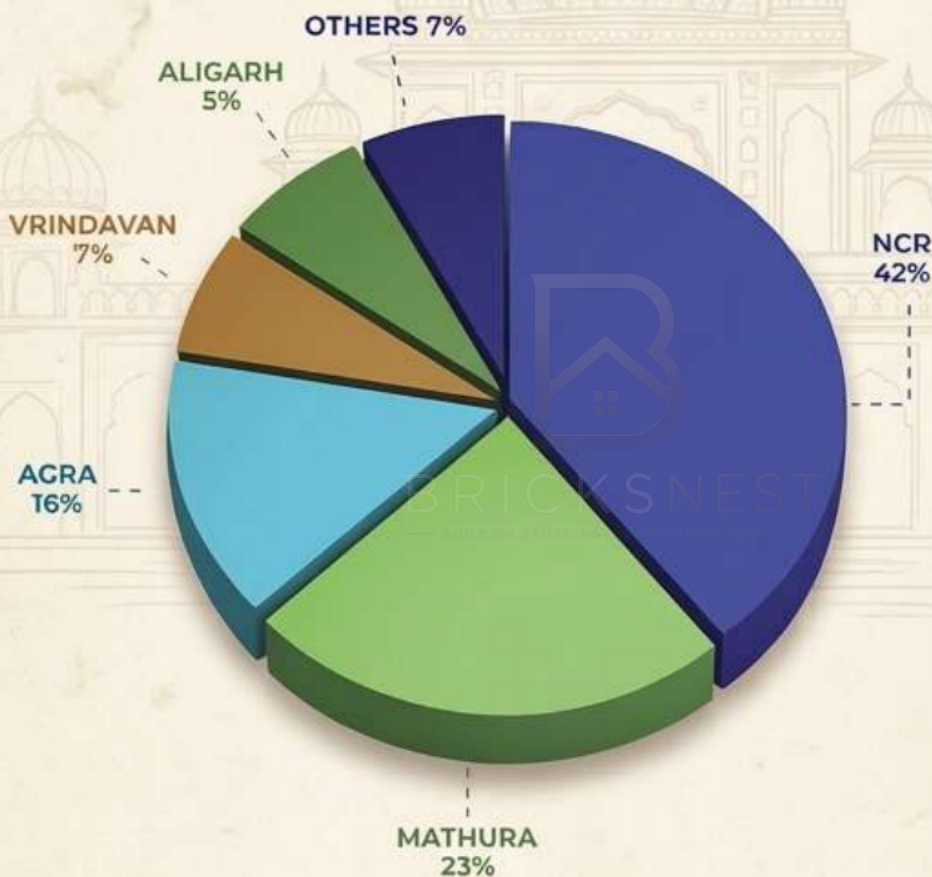
Vrindavan's home market is changing quickly. More than just locals, people from all over are buying. Top buyer regions include Delhi NCR, Maharashtra, Gujarat, Rajasthan, and Madhya Pradesh.

PRIMARY BUYERS ARE:

SECOND-HOME
BUYERS

LONG-TERM SPIRITUAL
RESIDENTS

RETIREMENT
households



This change shows strong confidence in Vrindavan's future. Local construction and services are all growing together, creating a mature economic zone.

Vrindavan is now a strong, established market, not just a developing one.

WHERE TRADITION MEETS GROWTH

investment center of Radhakund.

- 1 SPIRITUAL GRAVITY: THE HEART OF DEVOTION**
Radhakund is one of the Braj region's most holy sites, revered as the intimate home of Radha and Krishna. For centuries, it has been the central and ultimate destination for all Vaishnavite pilgrims.
- 2 LOCATION ADVANTAGE: PERFECTLY CONNECTED**
Radhakund is strategically placed between the heart of Vrindavan's sacred temples and the broader network of major highways and transport links.

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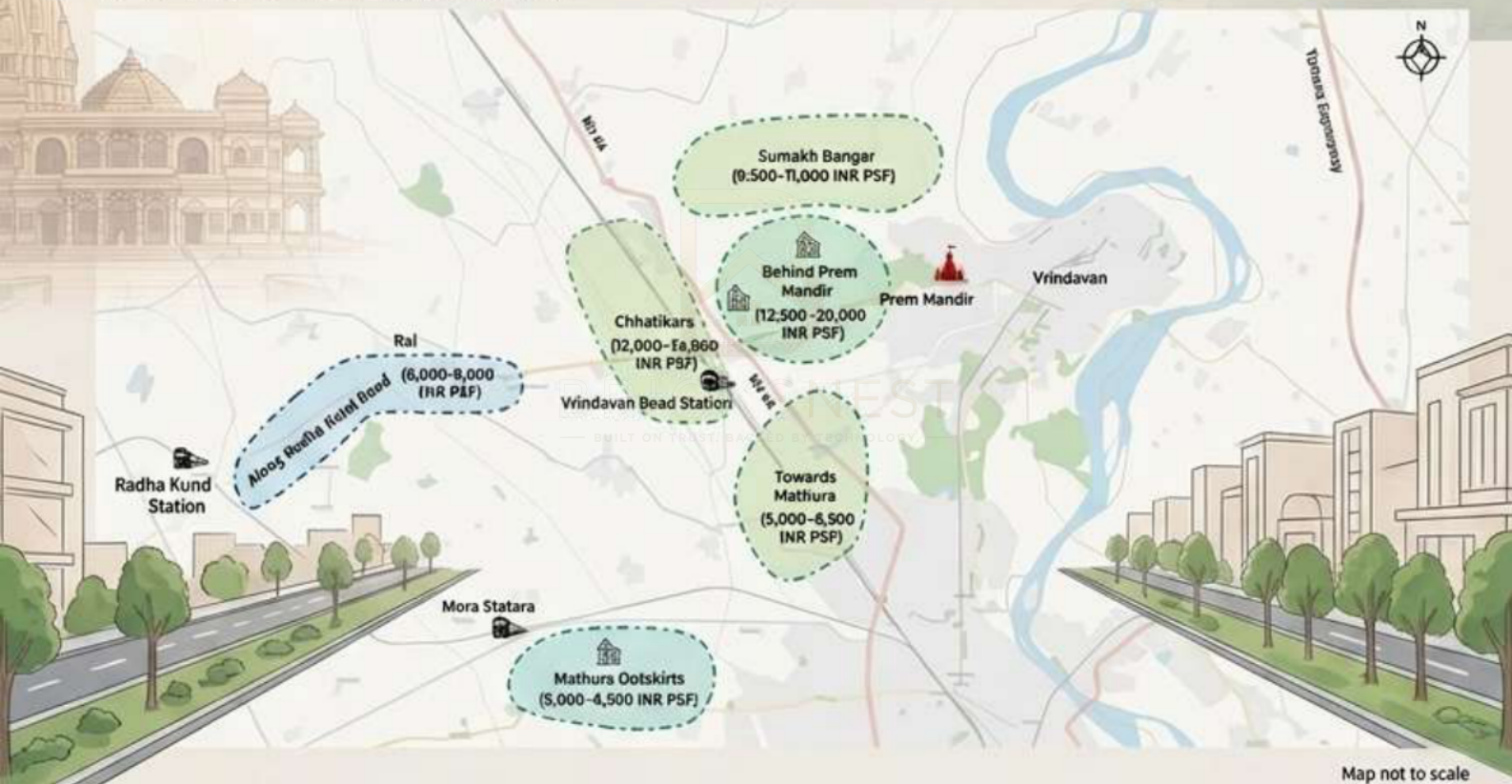


PRICE LEADERSHIP: ECONOMIC GROWTH CONFIRMED

Property data proves that Radhakund is not just spiritually important, but is also a leader in economic growth:

- Value has grown faster near core spiritual sites compared to other surrounding areas.
- The Radhakund area and its key access roads have the highest asking property prices compared to newer, outer, and even established inner areas.
- Research shows this strong growth will continue. Select small areas in Vrindavan are expected to see property values increase by up to 30% each year on average through 2035, with Radhakund leading the way.

KEY INVESTMENT AREAS



Location	Rate as on 2020 (INR PSF)	Rate as on 2025 (INR PSF)	Growth (CAGR)	Value Appreciation	Land Availability	Degree of Saturation
Behind Prem Mandir	-5,000 – 6,000	-17,500 – 20,000	+ 27%	3.27 x	Very Low	High
Sunrakh Bangar	-3,500 – 3,700	-9,500 – 11,000	+ 23%	2.78 x	Medium	Medium
Chhatikara	-4,000 – 5,000	-12,000 – 14,000	+ 24%	2.89 x	Medium	Medium
Along Radha Kund Road	-2,400 – 2,600	-8,000 – 10,000	+ 29%	3.60 x	Very High	Very Low
Towards Mathura	-2,600 – 3,600	-5,000 – 6,500	+ 15%	2.05 x	Medium	Low
Mathura Outskirts	-1,400 – 1,600	-5,000 – 5,500	+ 22%	2.67 x	Medium	Low

STRUCTURAL LAND SCARCITY & FUTURE FUND FLOWS

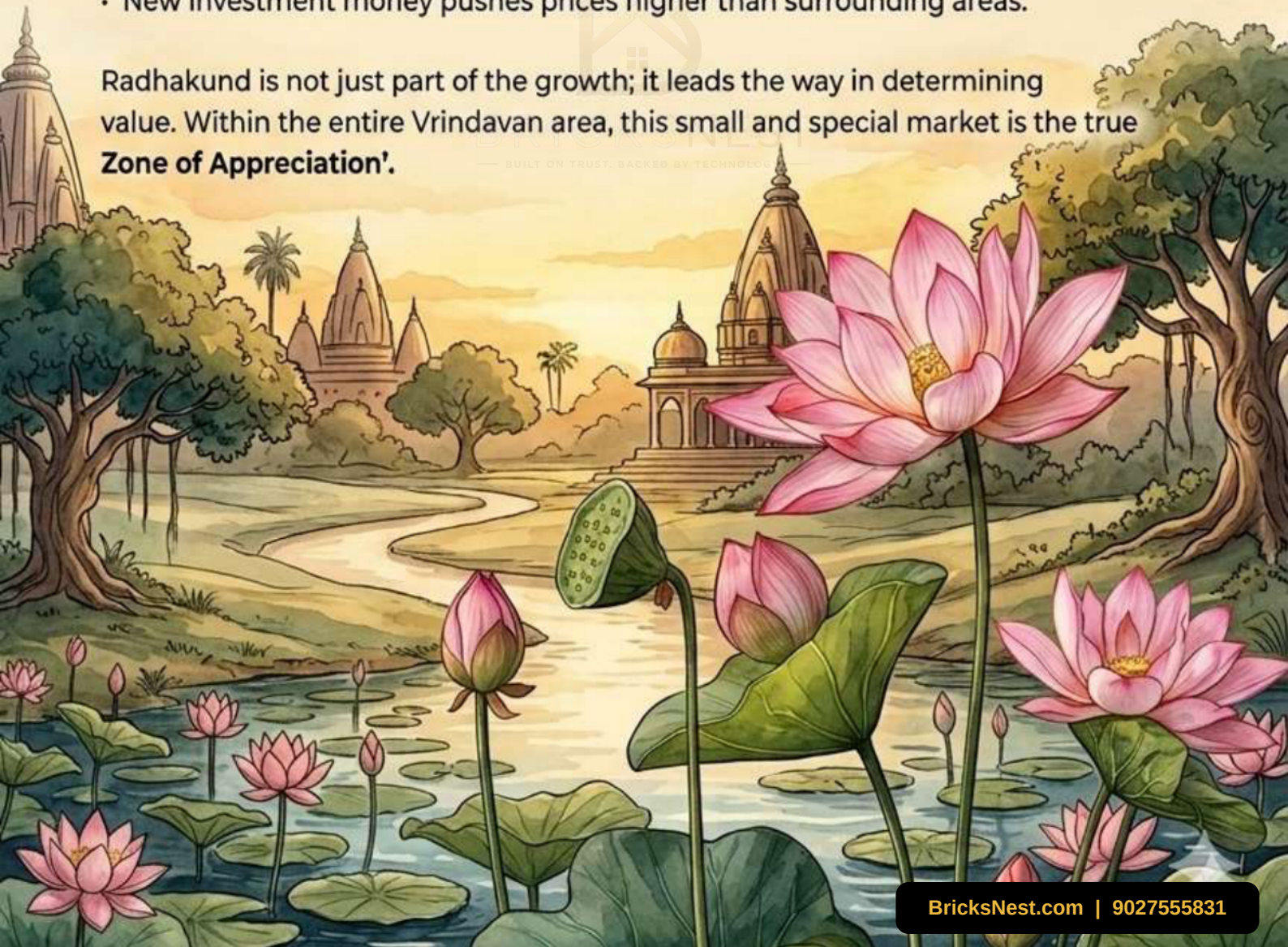
Land in Radhakund is limited by its very nature:

- The area is enclosed by sacred sites, natural lands, and historical places, stopping outward growth.
- Very few new plots become available, making it hard to find land.
- Many people want to be here because of its spiritual importance, people are choosing to settle permanently, and smart investors are moving in.

In strong economies, value is based on certainty: being close to what people want, having good roads and services, and having a limited supply. Radhakund has all three.

- Deep spiritual importance guarantees steady and profound devotion.
- Better roads and government policies build lasting wealth.
- Many more people are looking for land than is available to build on.
- New investment money pushes prices higher than surrounding areas.

Radhakund is not just part of the growth; it leads the way in determining value. Within the entire Vrindavan area, this small and special market is the true **Zone of Appreciation**’.



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	गण एव धाम विद्योवन विभाग, उच्च साम्प्रदायिक विद्योवन छात्र, आगम
	मानव-सुदानन विकास प्रविकरण, समुदाय
	डी.ओ. सुदीर्घ कमानादेवसुत आर विद्यालय, जयपुर