

# 1. Introduction

## 1.1 Background

Bangalore, officially known as Bengaluru is the capital of the Indian state of Karnataka. Bengaluru is widely regarded as the "Silicon Valley of India" (or "IT capital of India") because of its role as the nation's leading information technology (IT) exporter. Indian technological organizations such as ISRO, Infosys, Wipro, and HAL are headquartered in the city. Bangalore is the second fastest-growing major metropolis in India. It is home to many educational and research institutions in India, such as Indian Institute of Science (IISc), Indian Institute of Management (Bangalore) (IIMB), International Institute of Information Technology, Bangalore (IIITB), National Institute of Fashion Technology, Bangalore, National Institute of Design, Bangalore (NID R&D Campus), National Law School of India University (NLSIU) and National Institute of Mental Health and Neurosciences (NIMHANS). Numerous state-owned aerospace and defense organizations, such as Bharat Electronics, Hindustan Aeronautics, and National Aerospace Laboratories are located in the city. [1]

Given the huge employment and educational opportunities, this demographically diverse city has a population of about 10 million and a metropolitan population of about 8.52 million with a population density of 12,000 people per square kilometer, making it the third most populous city and fifth most populous urban agglomeration in India. [1]

## 1.2 Problem

Given the huge population that resides in Bangalore, there is a huge requirement and a burgeoning housing market in the city. The home buyers are looking at investing in the area that can help maximize return on investment (where the current cost of ownership is low, but the potential for growth is high), at the same time they will also like to choose an area where their social needs are taken care as well. The shop owners (e.g. Restaurant, Grocery, Entertainment, etc.) are also

looking at investing in areas of potential high population density. However, it is difficult to obtain this information that can guide the investors.

### **1.3 Interest**

Potential investors in real estate, be it the domestic investors looking at buying a home or a retail investor looking at setting up a business, is the key audience that will be interested in this information set. This can also be helpful for government agencies to plan and ensure adequate infrastructure and services are made available.