

GEO's Take



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"India stands at the precipice of the most profound urban transformation in its history. Globally, cities are recognised as the engines of economic growth, contributing over 80% of the world's GDP. This is not merely a trend but the defining blueprint for 21st-century development. As India rightfully claims its place as the world's most populous nation, its path to becoming a developed economy is intrinsically tied to the rise and resilience of its urban centres.

The scale of this shift is staggering. By 2050, more than 800 million Indians will live in cities, according to United Nations. Already, we are witnessing the explosive rise of our megacities: Mumbai and Delhi stand tall as global urban powerhouses, while Bengaluru, Hyderabad, Pune, and Chennai are rapidly cementing their position as vibrant centres of technology and innovation. This vertical expansion, marked by high-rises, dense cores, and thriving business districts, is reshaping the real estate landscape with premium residential, commercial, and mixed-use assets.

Our latest report 'Cities in Motion: Tracing 30 Years of Urban Expansion in Key Indian Cities' explores this growth through the lens of the urban built-up footprint across the top eight cities, which has multiplied several times over the past few decades. This expansion has been propelled by deliberate policy shifts, sustained infrastructure development, globalisation, and a steady influx of working populations. These mammoth urban regions continue to expand outward and upward, consolidating their role as the nerve centres of India's economy while setting the benchmark for modern urban living.

Yet, the next chapter of India's urbanization story extends beyond these metros. The country's urban future is being rewritten in the skylines of Tier 2 and Tier 3 cities, where improved infrastructure, enhanced connectivity, and diversified capital inflows are creating new engines of growth. India's urban economic geography is evolving into a polycentric model—where megacities remain dominant, but smaller cities assume a larger role in driving growth, jobs, and real estate development.

If guided wisely, India's urbanization will not only accommodate over 800 million city dwellers by 2050 but also reshape the nation's economic geography. Both established metros and emerging urban centres will together drive the country's prosperity in the decades ahead, anchoring India's position as a global economic leader."

01



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Preface

The Unstoppable Tide of Global Urbanisation

Urbanisation is one of the most defining trends of the modern world. According to the United Nations, urban areas now contribute more than 80% of the global Gross Domestic Product. In fact, several economic studies suggest that no country has successfully developed without experiencing significant urbanisation.

Cities bring together people, capital, and enterprises, creating dynamic hubs of productivity, innovation, and cultural exchange. Today, 58% of the world's population is residing in urban areas. However, only a fraction of earth's land surface is urbanised. This dense clustering of people highlights the essential role that cities play in shaping economic, cultural, and social development.

A City of Many, A Region of Few

Even amongst the cities, the urban population is not evenly distributed. A few cities, also known as megacities¹, dominate in terms of population size and economic output, which can be attributed to a combination of historical, geographic, economic, infrastructural, and environmental factors that have allowed certain areas to thrive and grow over time. This pattern is evident across the world. For instance, London has a population of 9.8 million, which is significantly larger than Liverpool's population of around 0.9 million. Similarly, in New York State, New York City has over 19 million residents, which is about 20 times more than the population of Buffalo, the next major city in the state. Hence, when the cities grow to accommodate the burgeoning urban population, they do so in different ways.

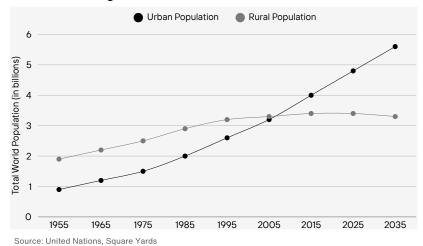
Diverse Pathways of Urban Growth

The cities typically grow in three directions. They grow vertically by constructing taller buildings, they grow horizontally by spreading outwards, and they grow inwardly through infill development that makes use of underutilised spaces within existing city limits. In higher-income cities, where land is scarce and demand is high,

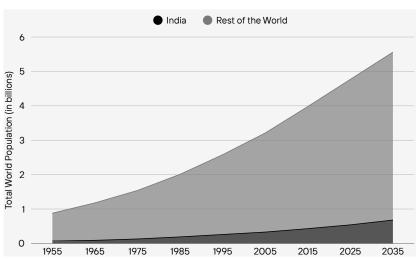
especially in central areas, vertical growth is more common.

In contrast, cities with lower incomes tend to expand horizontally into surrounding areas. How the city grows has a direct impact on its real estate markets of the city. It influences the land use, housing supply, infrastructure alignment, and pricing, ultimately determining where and how different real estate asset classes evolve.

World Population Growth Trend - Urban Vs Rural



Urban Population Growth Trend - India Vs World



Source: United Nations, Square Yards



India and Global Urbanisation Story

India is playing a central role in this global urbanisation and transformation. With a population of approximately 1.46 billion, it is now the most populous country in the world. Currently, about 37% of the Indian population lives in urban areas. This number is projected to rise significantly to 53%, reaching an estimated 876 million by the year 2050.

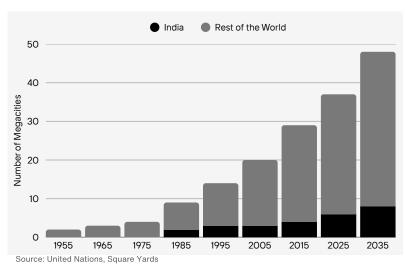
As seen globally, India's urban population is also concentrated in a few major cities. Among the 37 megacities (10+ million) worldwide, six are in India, largest being Delhi and Mumbai. By the year 2035, this number is expected to increase to seven, with Chennai, Bengaluru, Hyderabad, Ahmedabad, Kolkata, and potentially Pune joining the list.

These cities are not just population centres, they also serve as major economic hubs, attracting people, businesses, and investment. As such, they are becoming key markets for real estate development. Against this backdrop, this report delves into India's dynamic urbanization landscape, specifically analysing and comparing the growth patterns of built-up areas within its major cities.

Urban Form and Real Estate Dynamics

The pattern of urban growth has a direct influence on the performance and distribution of real estate asset classes. In core city areas, limited land availability and rising densities often lead to vertical development, favouring high-rise residential, commercial, and mixed-use assets. In contrast, peripheral expansion opens up space for large-format residential townships, logistics parks, and industrial clusters. Infrastructure corridors such as expressways and metro lines drive transit-oriented development, activating demand for retail, office, and residential uses in previously underutilised zones. As cities grow, each asset class responds differently shaped by access, land economics, regulatory support, and user demand making it essential to understand spatial patterns to anticipate real estate opportunities across segments.

Number of Megacities in the World (Cities having 10+ million population)





Approach & Methodology

The urban built-up footprint is defined as the total land area within a city or settlement that is physically covered by human-made structures such as buildings. It represents the visible spatial extent of urbanization, separating developed land from open or natural areas.

The analysis begins in 1995, a period when Indian cities started experiencing rapid expansion driven by liberalisation and globalisation of the economy. It continues through to the present, offering critical insights from both urbanization and real estate perspectives. The study focuses on eight major urban agglomerations-Ahmedabad, Bengaluru, Chennai, Delhi (including NCR cities such as Gurugram, Faridabad, Ghaziabad, Noida, and Greater Noida), Hyderabad, Kolkata, the Mumbai Metropolitan Region, and Pune -which act as trendsetters for urban development across the country.

From an urbanization standpoint, this long-term lens highlights how cities have evolved, providing a basis to evaluate past planning policies and extract lessons for future sustainable development and resource management. From a real estate perspective, it deepens the understanding of market maturity, traces the drivers of property value appreciation, and helps assess investment risks. By showcasing the physical transformation of cities over three decades, the analysis builds a strong foundation for strategic investment, effective land banking, and informed urban planning.

To assess growth dynamics, multitemporal satellite datasets were analyzed for the years 1995, 2005, 2015, and 2025. Landsat imagery (30 m spatial resolution) formed the primary dataset, while the Global Human Settlement Laver (GHSL) was used as a mask to focus on areas with a high likelihood of urban presence. This helped reduce potential misclassification by excluding large natural landscapes such as bare land, agricultural fields, or riverbeds as well as roads that can sometimes resemble built-up surfaces in satellite data. All processing was carried out in QGIS to create land-use and land-cover maps, and to categorize them into two classes: Built-up and Non-built-up.

The outputs were validated through visual inspection with reference high-resolution imagery. While minor misclassifications may persist, the broader trends remain robust and reliable for capturing long-term urban growth.

Administrative boundaries have not been adopted in this study, as they often do not accurately reflect the extent of urban growth and functional linkages. Instead, the study area has been delineated based on the spatial spread of core and peripheral built-up regions, providing a more realistic representation of the urban footprint for the cities considered in this study. Hence, the study area may not align with or be construed as identical to officially recognized administrative boundaries.

The analysis relies on publicly available datasets (Landsat, GHSL), processed using QGIS and Python-based geospatial libraries. The results are indicative and intended for informational purposes; they may not fully align with on-ground realities and do not represent official government statistics.

Top-Cities in India

Comparative Snapshot of Growth in Urban Built-up Footprint

City	Current Built-up Footprint (sq.km.)	Total Built-up Footprint Increase between 1995–2025 (sq.km.)	Percentage Change 1995–2025
Ahmedabad	285	+144	102%
Bengaluru	498	+324	186%
Chennai	467	+270	137%
Delhi NCR	967	+400	71%
Hyderabad	519	+252	95%
Kolkata	611	+283	87%
Mumbai MMR	588	+176	43%
Pune	373	+287	332%
Top-8 Cities	4,308	+2,136	98%

Note: This analysis is derived from publicly available datasets (Landsat, GHSL) processed using QGIS and Python-based geospatial libraries. The results are indicative, subject to the limitations of satellite data, and are intended for informational purposes only; they should not be interpreted as official government statistics.

City-wise Analysis



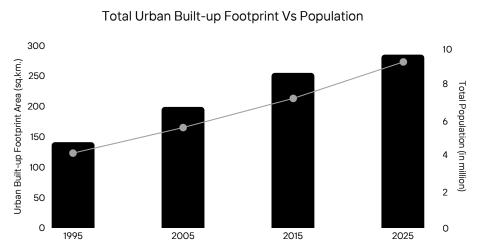
AHMEDABAD Gujarat, India

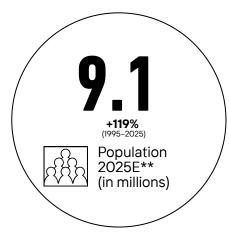
2,261





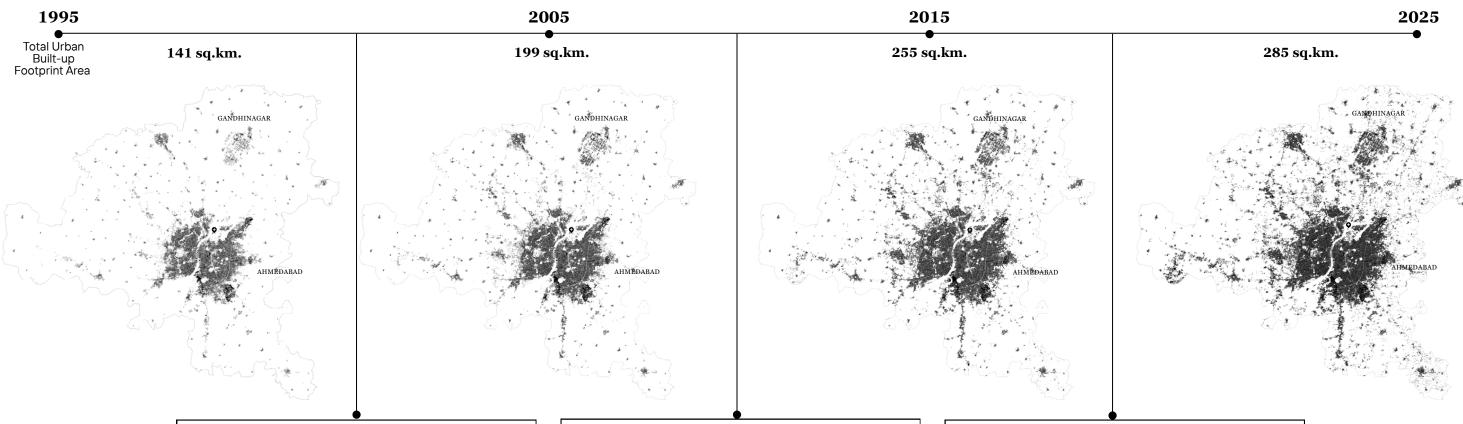
Ahmedabad Urban Built-up Footprint Growth Trend





Manufacturing,
Automobile,
Pharmaceuticals,
IT/ITeS, Trade

Key Economic
Drivers



- With the closure of textile mills in the 1980s, Ahmedabad's
 economy gradually diversified, moving into pharmaceuticals,
 automobiles, and manufacturing, and later establishing an early
 IT/ITeS base in the post-liberalisation era.
- Infrastructure upgrades such as the Ring Road and the Sarkhej— Gandhinagar Highway transformed western Ahmedabad into the city's new economic corridor, attracting mixed-use developments, business districts, and integrated housing projects.
- This shifted urban growth westward, away from the traditional dense core of the eastern side. In contrast, Gandhinagar—the planned administrative capital—experienced more modest economic and population growth, but emerged as a hub for educational and research institutions during this period.
- Unlike many other metros where growth was dominated by the services sector, Ahmedabad experienced a more balanced trajectory with parallel expansion in automobiles, engineering, and IT/ITeS. Infrastructure upgrades such as the Bus Rapid Transit System and the Sabarmati Riverfront Development enhanced intra-city connectivity and overall liveability.
- A landmark moment came in 2007 with the launch of GIFT City, India's first planned financial and IT SEZ. The city's westward expansion accelerated, with the SG Highway and Sabarmati Riverfront emerging as prime corridors for mid-to-high-end real estate, while peripheral areas like Shela and Bopal evolved as affordable housing hubs.
- During this phase, Gandhinagar increasingly integrated into the Ahmedabad Metropolitan Region, leveraging the airport, highways, and shared infrastructure benefits.

- The operationalisation of GIFT City, envisioned as a global financial hub, marked the entry of BFSI and IT firms alongside global investments into the region.
- Connectivity milestones such as the Delhi–Mumbai Industrial Corridor, the upcoming bullet train, and the Ahmedabad Metro further strengthened both regional linkages and intra-city mobility.
- Urban expansion has been pronounced not only in western Ahmedabad but also across the southern and northern corridors, particularly towards GIFT City.
- Gandhinagar mirrored this trend, with its southern growth converging towards the GIFT cluster. Since 1995, Ahmedabad's urbar built-up area has expanded by 102%, reaching 285 sq. km in 2025.



*The study area comprises both core and peripheral urban regions. This delineation is intended solely for research purposes and may not correspond with officially recognized administrative boundaries.

**Estimated population for urban agglomeration as per United Nations

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BENGALURU Karnataka, India

2,196

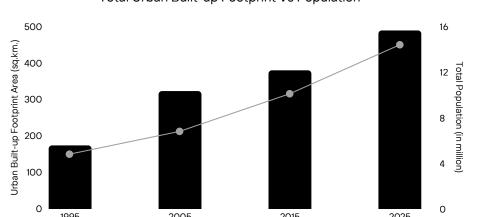
Total Area Considered (sq.km.)* 498

+186%
(1995-2025)

Total Urban Builtup Area 2025
(sq.km.)

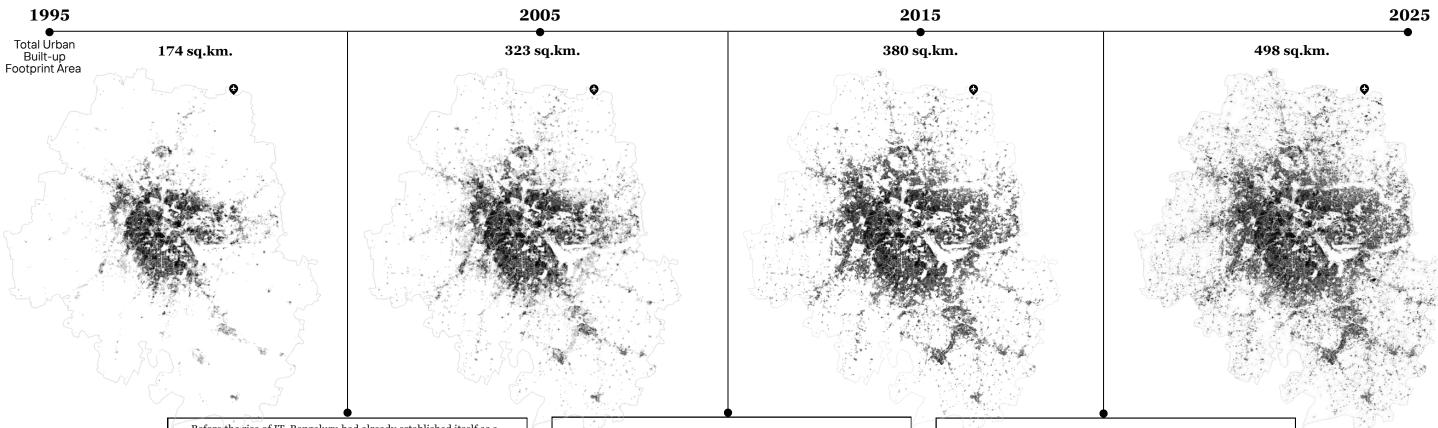
Bengaluru Urban Built-up Footprint Growth Trend

Total Urban Built-up Footprint Vs Population



144 +203% (1995-2025) Population 2025E** (in millions) IT/ ITeS,
Manufacturing,
Aerospace

Key Economic
Drivers



- Before the rise of IT, Bengaluru had already established itself as a prominent industrial and scientific hub, housing several Public Sector Undertakings (PSUs) that nurtured a culture of engineering excellence, precision manufacturing, and a technically skilled workforce.
- The real inflection point, however, came with India's economic liberalization in 1991 and the global Y2K challenge, when Western companies began outsourcing to avoid the high cost of building solutions in-house. Bengaluru, with its vast pool of English-speaking engineers and computer science graduates, became the ideal destination.
- Indian IT firms here delivered cost-effective, scalable solutions
 proving the offshore outsourcing model's viability. This success drew
 significant FDI and spurred the entry of multinational corporations,
 cementing Bengaluru's position as the epicentre of India's IT boom.

- The IT boom, further accelerated by the Special Economic Zone Act of 2005, created massive labour demand and triggered unprecedented migration from across India.
- Bengaluru's population more than doubled from about 4.8 million in 1995 to over 10 million by 2015. This demographic surge translated directly into the city's geographical expansion. Between 1995 and 2005, its built-up footprint almost doubled—from 174 sq. km. to 323 sq. km.—while density also intensified.
- Core areas in the central and southern districts densified around established commercial hubs, while new infrastructure such as the Outer Ring Road (ORR) and Namma Metro spurred rapid growth in the southern and eastern micro-markets. The development of the international airport in the northern corridor added another growth pole, further dispersing the city's urban fabric.
- Continued dominance of the tech industry attracted both talent and corporate investment, maintaining the city's edge as an innovation and employment hub.
- Moreover, investments in transport—Namma Metro extensions, Peripheral Ring Road, Satellite Town Ring Road, and suburban rail significantly boosted both connectivity and new real estate corridors, enabling growth especially in North Bengaluru and around airportlinked districts.
- Whereas operationalisation of Bengaluru-Mysore Expressway and proposed elevated corridor in western region has unlocked the land bank in the western and south-western regions of Bengaluru.
- This period was marked by new urban areas absorbing peri-urban neighbourhoods and extending deep into the city's outskirts.



*The study area comprises both core and periphera urban regions. This delineation is intended solely for research purposes and may not correspond with officially recognized administrative boundaries.

**Estimated population for urban agglomeration as per United Nations

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Tamil Nadu, India

1,188

Total Area Considered (sq.km.)*

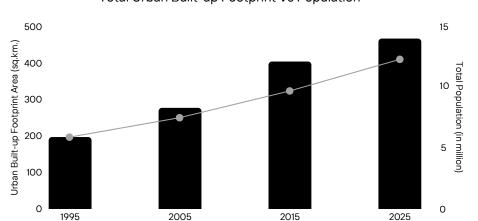
467

+137%
(1995-2025)

Total Urban Builtup Area 2025
(sq.km.)

Chennai Urban Built-up Footprint Growth Trend

Total Urban Built-up Footprint Vs Population



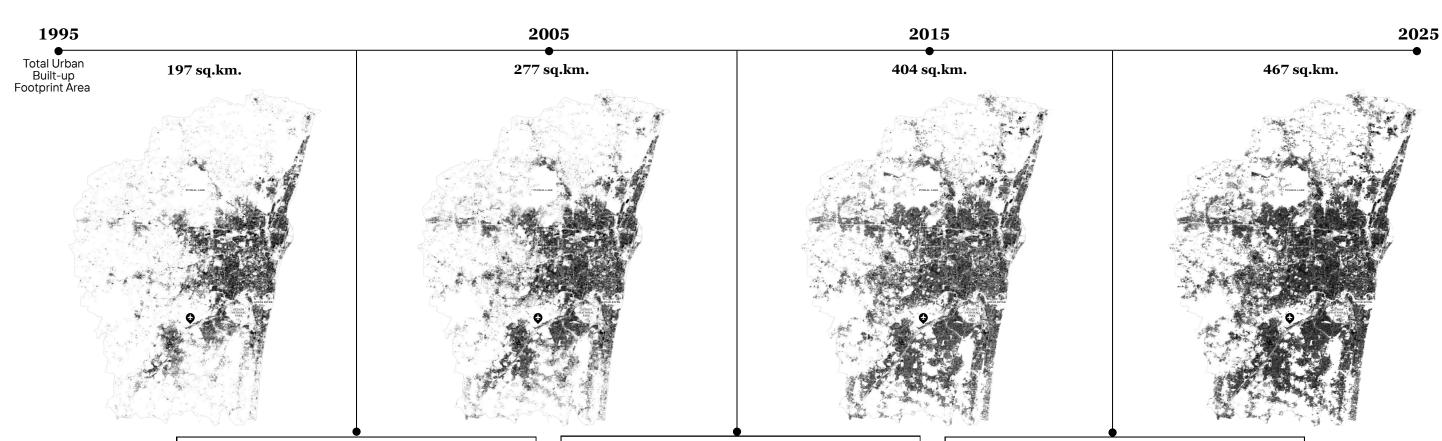
12.3

+108%
(1995-2025)

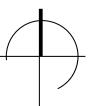
Population
2025E**
(in millions)

Automobile,
IT/ ITeS,
Manufacturing,
Medical tourism

Key Economic
Drivers



- Chennai, long recognised as one of India's busiest port cities, evolved into southern India's economic and administrative hub.
- The late 1990s witnessed a significant shift as the city's economy diversified with the automobile, IT, and BPO sectors taking root.
- The establishment of Tidel Park in the southern suburbs became a defining milestone, while the expansion of East Coast Road and OMR channelled much of the urban growth southwards.
- The 2000s ushered in a phase of rapid expansion for Chennai, led by IT/ITeS, education, and healthcare services.
- The introduction of the Chennai Metro improved intra-city mobility, while real estate activity surged along OMR and GST corridors.
- High-rises dominated the southern landscape, as core areas densified. By the end of 2015, the city's built-up area had doubled to 404 sq. km.
- Chennai continues to lead in automobiles, electronics, and logistics, while also gaining global recognition as a hub for medical tourism.
- New corridors such as the Outer Ring Road and the Chennai
 Bengaluru Industrial Corridor have opened up growth in the city's western and northern zones.
- With a preference for low-rise formats, expansion has been both horizontal and through densification of core areas, complemented by high-rises near commercial hubs.
- Since 1995, the city's urban built-up area has expanded by 137%, reaching 467 sq. km.



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**Estimated population for urban agglomeration as per United Nations

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DELHI NGR Delhi, India

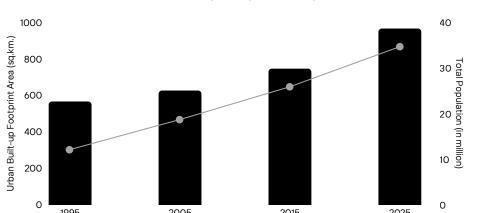
5,825

Total Area Considered (sq.km.)*



Delhi NCR Urban Built-up Footprint Growth Trend

Total Urban Built-up Footprint Vs Population



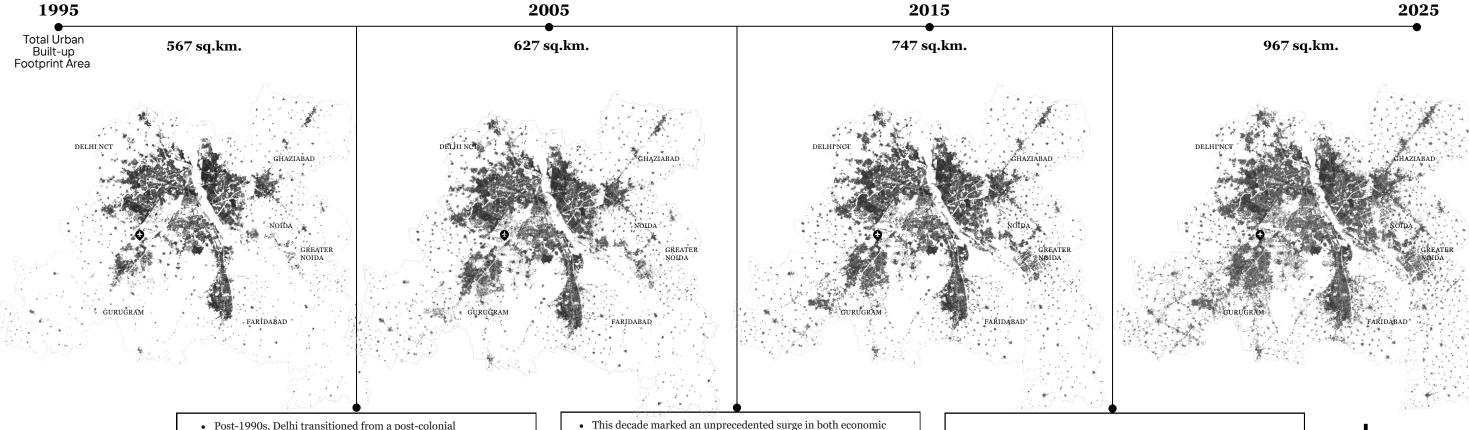
34.7

+186%
(1995-2025)

Population
2025E**
(in millions)

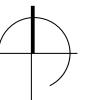
Business
Services, Trade,
IT/ITeS,
Manufacturing

Key Economic
Drivers



- Post-1990s, Delhi transitioned from a post-colonial administrative capital into a prominent economic centre, led by the services sector, particularly Information Technology (IT) and Business Process Outsourcing (BPO), which attracted substantial foreign investment.
- Rising land costs and congestion within the capital, however, pushed development outward, catalysing the rise of satellite cities such as Gurugram in Haryana and Noida in Uttar Pradesh.
- Gurugram quickly emerged as the preferred destination for multinational corporations and BPO firms, while Noida positioned itself as a hub for IT services and light manufacturing.
- This centrifugal growth marked the definitive consolidation of the NCR as an integrated economic region. By the early 2000s, Delhi NCR had already established the largest urban built-up footprint among India's top cities.
- Inis decade marked an unprecedented surge in both economic activity and urban expansion, underpinned by transformative infrastructure development. The Commonwealth Games 2010 acted as a major catalyst, while the Delhi Metro underwent expansion, seamlessly integrating NCR's sub-regions. Landmark projects such as the expansion of IGI Airport (2010), the Yamuna Expressway (2012) along with the Noida—Greater Noida Expressway significantly enhanced connectivity.
- The economy rapidly diversified, with the tertiary sector's share of Delhi's GSDP surpassing 80%. This economic momentum fuelled a real estate boom, driving large-scale residential and commercial growth across NCR.
- Gurgaon evolved into India's corporate capital, Noida into an education, IT, and media hub. By 2015, NCR's population had more than doubled to 26 million since 1995.

- The current phase of Delhi NCR's growth is characterised by megainfrastructure projects and the emergence of a polycentric economic structure
- The region is evolving into a networked urban system anchored by Gurgaon (finance and corporate headquarters), Noida—Greater Noida (electronics, IT, film city, education), Faridabad (manufacturing and logistics), and Ghaziabad (housing and industry).
- Key projects such as the Eastern and Western Peripheral Expressways, Dwarka Expressway, Delhi–Mumbai Expressway, and Noida International Airport are reshaping its growth corridors.
- Alongside, Delhi NCR has strengthened its position as a hub for technology start-ups and digital innovation. It is now one of the world's most populous urban region, with the largest built-up footprint among India's top-cities at 967 sq. km.



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**Estimated population for urban agglomeration as per United Nations

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HYDERABAD Telangana, India

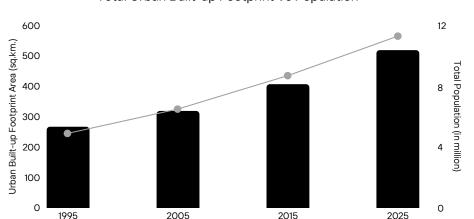
7,257





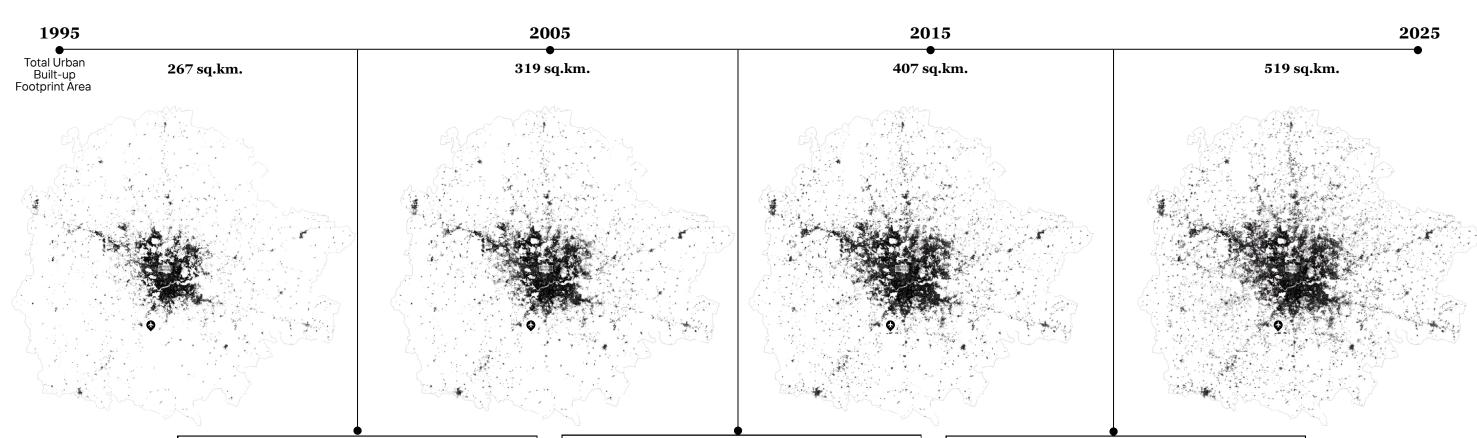
Hyderabad Urban Built-up Footprint Growth Trend

Total Urban Built-up Footprint Vs Population



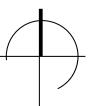
1131%
(1995-2025)
Population
2025E**
(in millions)

IT/ ITeS,
Pharmaceutical,
Biotechnology,
Tourism
Key Economic
Drivers



- Traditionally an industrial and pharmaceutical hub, Hyderabad's economic profile shifted towards services and IT/ITeS with the launch of HITEC City in western region in 1998, attracting global firms such as Microsoft and Oracle.
- Simultaneously, infrastructure upgrades including the construction international airport and the National Highways Development Project augmented Hyderabad's regional and global connectivity. This convergence of technology and infrastructure fuelled a broad real estate upcycle, with commercial momentum in HITEC City cascading into residential, retail, and hospitality demand.
- Urban expansion during this period expanded rapidly westwards and south-westwards, away from the early centres such as central Hyderabad and Secunderabad.

- While the late 1990s marked the rise of Hyderabad's services and IT sectors along with pharmaceuticals, the late 2000s were defined by large-scale infrastructure and connectivity upgrades.
- The international airport, operational from 2008, enhanced global passenger and cargo linkages, while the Outer Ring Road connected the city's emerging tech corridors to the airport, improving accessibility for national and international firms.
- This wave of investment drew major corporations and an expanding professional workforce, with the city's population rising from 4.9 million in 1995 to 8.7 million in 2015. The influx spurred widespread real estate development and the urban built-up area expanding by 53% to 407 sq. km between 1995–2015.
- The pro-business policies introduced after Telangana's formation in 2014 have strengthened Hyderabad's position as an economic and technology hub. Infrastructure upgrades kept pace, with the completion of the Outer Ring Road and the metro enhancing intracity connectivity.
- Even through the pandemic, Hyderabad proved to be one of the most resilient real estate markets, ranking among India's leading commercial and residential destinations.
- The city's built-up area has nearly doubled since 1995, with expansion
 concentrated towards the west and, to a lesser extent, the south along
 transport corridors. To ease pressure on the west, initiatives such as
 the Look East Policy (LEAP) have been launched to direct growth
 towards the eastern region in the coming years.



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**Estimated population for urban agglomeration as per United Nations

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West Bengal, India

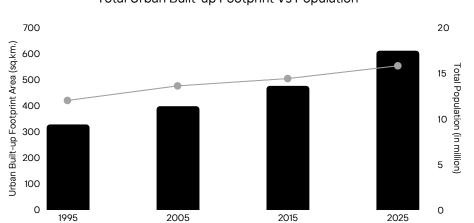
1,762

Total Area Considered (sq.km.)*



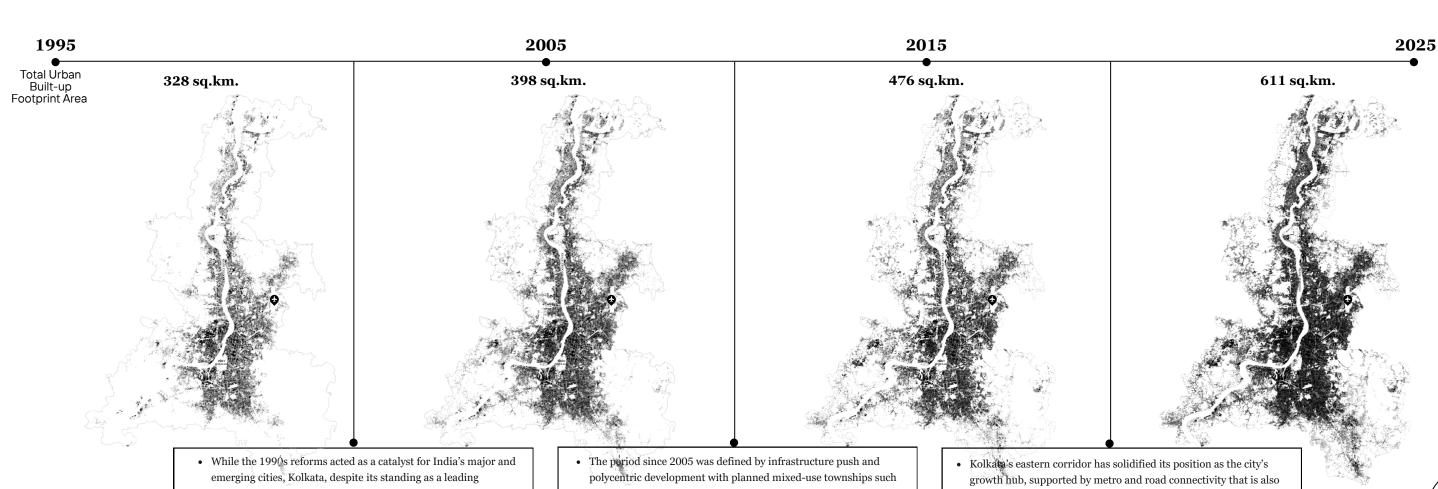
Kolkata Urban Built-up Footprint Growth Trend

Total Urban Built-up Footprint Vs Population



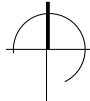
Population 2025E** (in millions)

/Manufacturing, IT/ ITeS, Pharmaceuticals, **Food Processing** Key Economic Drivers



- educational hub, lagged behind counterparts such as Bengaluru, Hyderabad, and Pune.
- Slower policy reforms, strong unionisation, and capital flight driven by waning business confidence restrained its growth trajectory. Weak civic infrastructure compounded the challenge, with core areas becoming dense and decaying, while modest urban expansion was limited to suburban pockets like Salt Lake.
- Even so, the decline of its industrial base was partially offset by the gradual rise of IT firms, including TCS, Wipro, and Cognizant, which helped establish Kolkata as the first IT hub in eastern India.

- as Rajarhat-New Town in the east.
- Connectivity upgrades such as extension of North-South Metro, sanctioning of east-west metro improving intra-city connectivity and the international airport.
- The growth in IT sector trickled down in residential activity with several notable developers entering the market.
- The city footprint scaled eastwards during this period with Kolkata Metropolitan Area (KMA) consolidated as a multi-nodal agglomeration.
- steering development southwards.
- While the urban footprint has expanded in line with these growth corridors, real estate activity has been more measured than in peer cities. The market, however, remains stable, led by affordable and mid-segment housing that continues to attract a predominantly end-
- · Beyond suburban growth, the redevelopment of central areasranging from riverfront precincts and colonial warehouses to mill lands-is unlocking new avenues for cultural, tourism, and mixed-use developments. The city's built-up area has expanded nearly twofold in four decades, standing at 611 sq. km. in 2025.



research purposes and may not correspond with

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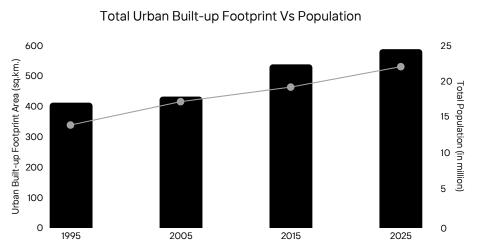
MUMBA MMR Maharashtra, India

4,251





Mumbai MMR Urban Built-up Footprint Growth Trend



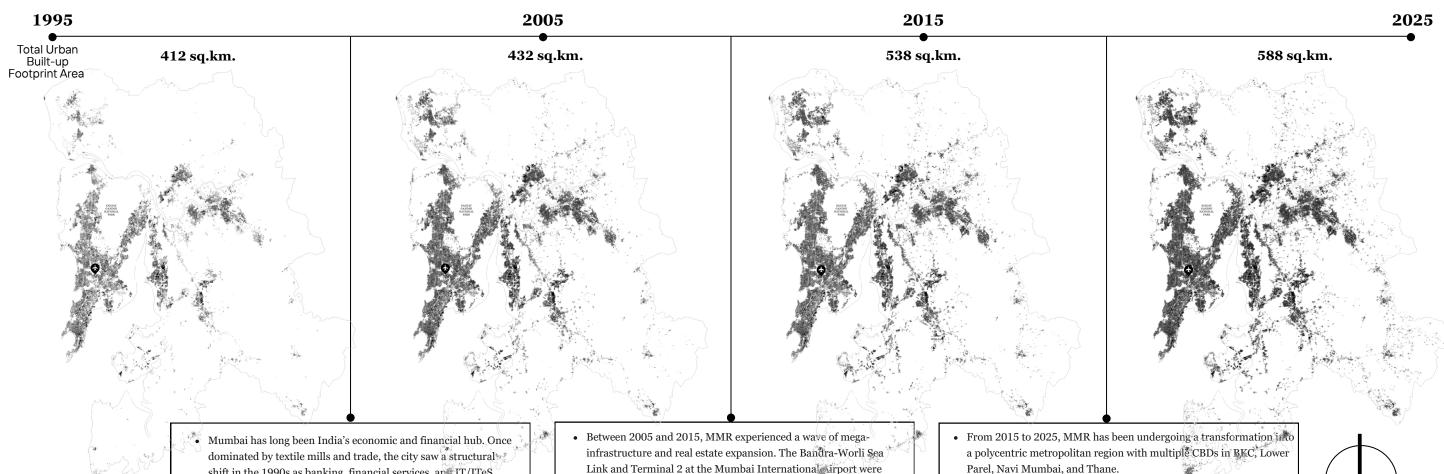
22.1

+56%
(1995-2025)

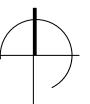
Population 2025E**
(in millions)

BFSI, IT/ ITeS,
Entertainment,
Manufacturing

Key Economic
Drivers



- dominated by textile mills and trade, the city saw a structural shift in the 1990s as banking, financial services, an IT/ITeS firms expanded their footprint. This diversification cemented Mumbai's position as the country's financial centre and attracted a working population from across India.
- With limited land availability in the island city, growth spilled into peripheral areas and satellite towns, supported by the suburban railway network.
- This led to linear expansion along transport corridors and polycentric growth in the peripheries. The planning of Navi Mumbai as a secondary business district was also a key step to ease congestion in the core city.
- Between 2005 and 2015, MMR experienced a wave of megainfrastructure and real estate expansion. The Bandra-Worli Sea Link and Terminal 2 at the Mumbai International airport were completed, while the first metro corridor (Versova–Ghatkopar) became operational. Navi Mumbai International Airport was planned, and suburban rail systems were modernized.
- Economic activity expanded beyond finance to global IT, outsourcing, and logistics, while real estate prices surged, driving growth in Navi Mumbai, Thane, Panvel, and extended suburbs like Virar and Kalyan-Dombivli.
- The city itself saw vertical growth with luxury developments alongside affordable housing projects on the peripheries.
- Large-scale infrastructure projects such as the Mumbai Metro network expansion, Coastal Road, Mumbai Trans Harbour Link (2024), and Navi Mumbai International Airport (2025) are reshaping connectivity and regional integration. Housing demand has spilled over to extended suburbs, while redevelopment of mill lands, chawls, and slums is redefining the urban core.
- Mumbai's spatial growth has largely taken a vertical form in both central and peripheral zones. Notably, its built-up footprint has expanded by only 43% since 1995—the lowest among the top metros. With land constrained and demand unrelenting, vertical development has shaped it into one of the densest urban regions in the world.



*The study area comprises both core and periphera urban regions. This delineation is intended solely for research purposes and may not correspond with officially recognized administrative boundaries.

**Estimated population for urban agglomeration as per United Nations

Note: This analysis is derived from publicly available datasets (Landsat, GHSL) processed using QGIS and Python-based geospatial libraries. The results are indicative, subject to the limitations of satellite data, and are intended for informational and representation purposes only; they should not be interpreted as

Maharashtra, India

2,141

Total Area Considered (sq.km.)* 373

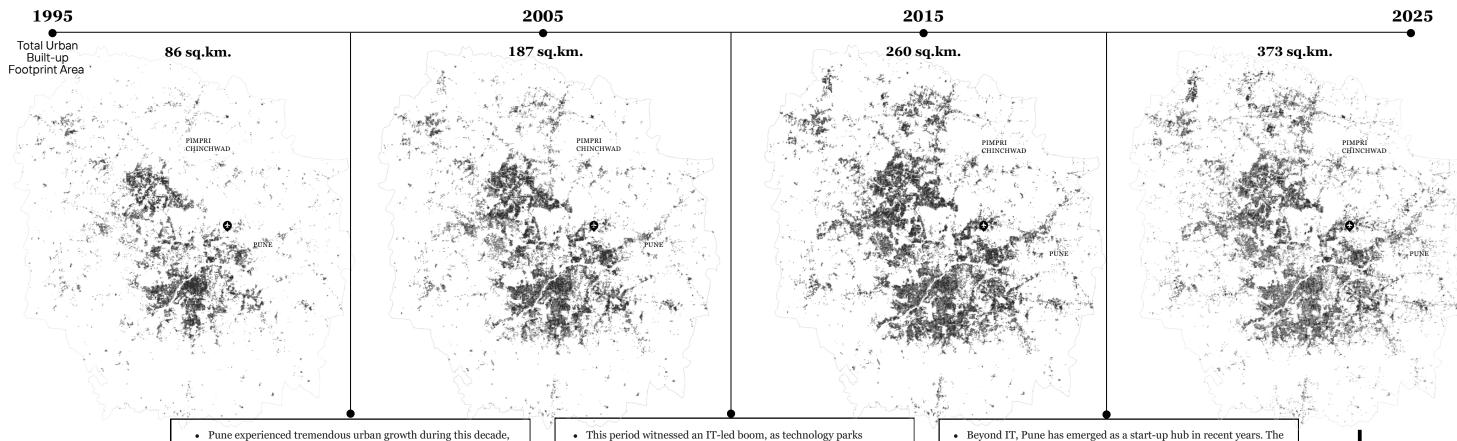
+332%
(1995-2025)

Total Urban Builtup Area 2025
(sq.km.)

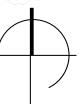
Pune Urban Built-up Footprint Growth Trend

7.5 *152% (1995-2025) Population 2025E** (in millions) IT/ITeS,
Manufacturing,
Education,
Healthcare

Key Economic
Drivers



- Pune experienced tremendous urban growth during this decade, fuelled both by its own development initiatives and the spill over from Mumbai's booming economy.
- With strong road and rail connectivity to Mumbai, Pune was already recognized as an education hub and rapidly evolved into a manufacturing and industrial centre, setting the stage for a technology-driven future. The establishment of the Rajiv Gandhi InfoTech Park in the 1990s marked the beginning of Pune's journey toward becoming an IT hub.
- Simultaneously, construction of the Mumbai–Pune Expressway strengthened regional linkages and catalysed growth in peripheral areas. Between 1995 and 2005, the city's built-up area expanded by 116%, driven by both densification within the core and outward growth along major roads.
- This period witnessed an IT-led boom, as technology parks
 proliferated along major transport corridors. The IT/ITeS sector
 thrived on Pune's rich talent pool and its proximity to Mumbai's
 international airport. Large-scale IT investments and the entry of
 multinational corporations brought employment opportunities
 that attracted significant population inflows—Pune's population
 nearly doubled from 3.0 million in 1995 to 5.7 million by 2015.
- Policy support, including the Maharashtra IT Policy (1999 and its later amendments), the SEZ Policy of 2005, and incentives such as stamp duty concessions, played a pivotal role in attracting global firms. Auto-tech and software giants established integrated facilities, while Pune's relatively competitive cost of living and high liveability standards made it a preferred destination for both firms and professionals.
- Beyond IT, Pune has emerged as a start-up hub in recent years. The
 Pune Food Cluster Development Project, funded by the World Bank,
 spurred growth in food processing, underscoring the city's diversified
 industrial base.
- Parallelly, the residential and commercial real estate expanded rapidly to accommodate the surging population, positioning Pune among India's top markets for housing and office space. Growth extended outward toward Pimpri-Chinchwad as well as eastern hotspots such as Kharadi, Hadapsar and Wagholi, with particularly strong expansion in the northern and eastern corridors.
- By 2025, Pune's built-up footprint had grown 332% since 1995, reaching 373 sq.kms, highest fastest urban built-up expansions among top-eight Indian cities.



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**Estimated population for urban agglomeration as per United Nations

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About Square Yards

Square Yards is India's largest Integrated real estate marketplace, with category leadership presence across multiple touchpoints of consumer home ownership journey. With Urbanisation and rising disposable incomes as the core theme, Square Yards, with 8mn+ monthly traffic and ~USD 7bn+ GTV, is the largest and asset light proxy play to the growing residential demand story of India. One of the few Indian start-ups to taste global success with presence in 100+ cities across 9 countries, Square Yards is at the forefront of tech adoption in the sector, with multiple patents across VR/AI domains.

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