

# G Square Announces 12th Anniversary Celebration with Exciting Customer Offers

Category: Business

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**G Square**, South India's largest plot promoter, today announced the celebration of its 12th anniversary, marking over a decade of transforming the real estate landscape.

The brand's 12th anniversary revolves around the theme "**Come Home to Legacy of Twelve Years**", symbolizing a strong legacy built on trust. G Square's journey goes beyond simply enabling customers to purchase their dream plots-it creates enduring bonds, guiding them toward building their dream homes with a trusted partner like G Square.

With over 12 years of industry experience, G Square has been a

pivotal force in redefining the [real estate](#) market, driving the following innovations:

### **Redefining [Real Estate](#): A Paradigm Shift**

Before G Square [entered the market](#), plotted development was a niche concept, particularly in major cities where apartments and villas dominated the sector. G Square recognized the growing demand for independent [homes that offered](#) privacy especially after COVID-19, along with the security and amenities of a secured community. This forward-thinking approach shifted buyer preferences and established plotted developments as a mainstream [choice](#) for urban homebuyers.

### **Growth of Plotted Communities: [Expansion Across](#) Tier-I, II, and III Cities**

G Square didn't restrict itself at Tier-I [cities like Chennai](#) and Coimbatore. The brand expanded into Tier-II and Tier-III cities such as Ambur, Pollachi, Dindigul, Tiruppathur, Theni and Udumalpet, bringing [premium residential living](#) to areas that previously lacked access to such developments.

### **The Value Proposition: Bringing Wholesale Advantages to [Retail-](#)**

The brand has always asserted that one of its standout strengths is its ability to operate like a wholesaler entering retail. By passing on cost advantages directly to customers, G Square delivers high-quality plots at competitive prices without compromising on standards. This customer-first approach has been central to the brand's rapid success.

On this occasion, Mr. Bala Ramajeyam, [Managing Director](#) of **G Square Realtors**, shared his thoughts on the brand's remarkable journey: *"Over the past 12 years, G Square has evolved from an idea into a brand that has truly redefined real estate. Our vision was never just to sell plots, but to build a legacy-one where our customers feel they've found more than just a piece of land, but a place to call home. This success is a*

*reflection of the passion and dedication of our incredible team and the [trust](#) our customers have placed in us. While we are proud of how far we've come, we know there are many more milestones ahead, and we're excited to continue [shaping the future.](#)"*

To commemorate this milestone, G Square is [launching a special customer initiative](#) – “Spin and Win at G Square. Customers who book a plot stand a chance to win exciting gifts, including [smartphones](#), home appliances, and gold vouchers worth up to Rs. 1 lakh.

Today, G Square has [completed over 100 projects](#), developing 50 million sq. ft of [land across major](#) cities such as Chennai, Coimbatore, Trichy, Hyderabad, and Bengaluru. As G Square enters its 12th year, it continues to solidify its legacy of delivering affordable, secure, and modern plotted developments throughout South [India](#).