

Vijay Raja Homes Secures ₹80 Crore Strategic Funding from Sundaram Alternates to Fuel Growth

Chennai, Tamil Nadu Jan 28, 2026 ([IssueWire.com](https://www.issuewire.com)) - Vijay Raja Homes Pvt. Ltd. , one of the top residential property development companies in Chennai, has raised a strategic funding of 80 crore by issuing Non Convertible Debentures (NCDs) privately. The strategic funding has been subscribed by Sundaram Alternates and marks a great milestone in the company's journey.

The company plans to use the strategic funding for speeding up the construction work in its existing residential projects and also to support the launch of new projects which are at the planning and execution stages. Strategic funding goes hand in hand with Vijay Raja Homes plans to rationalize its project pipeline while also keeping a steady construction process.

Ongoing Collaboration with Sundaram Alternates

Through the last transaction, the total capital commitment to the group has now gone beyond the 100 crore level, which has been put into the real estate credit funds handled by Sundaram Alternates. The firm is a fully owned subsidiary of Sundaram Finance, a leading brand in the Indian financial services sector.

One of the reasons why Sundaram Alternates is still partnering with Vijay Raja Homes is because the company still has complete faith in Vijay Raja Homes' business model, its ability to execute projects, and the governance practices followed by the latter. Also, the approach towards the investments which are made through the issue of privately placed NCDs, help to enhance the financial strength of Vijay Raja Homes while at the same time facilitating its growth plans in a decent way.

A Track Record Established Over 12 Years

By delivering 967 residential units over the last 12 years, [Vijay Raja Homes](#) has built up a strong track record in the residential segment of the real estate market in Chennai.

The company's portfolio includes residential projects that are thoughtfully designed to be functional, comfortable, and to add value to the customers for a long time.

VRX has established a stellar track record primarily through its focus on execution, being detail oriented, and following a customer centric approach that is rooted in transparency and quality. As the housing scene in Chennai continues to evolve, Vijay Raja Homes has consistently remained focused on developing projects that resonate with lifestyle changes.

Transition to VRX: A New Phase of Growth

Formerly Vijay Raja Homes, the brand will operate as VRX which is a part of their overall strategic plan, and the rebranding will set the company as a smart home community developer. The switch is the company's move to a new stage of growth when it will strategically use technology, design optimization, and sustainability principles in its future projects.

VRX is focused on creating communities that really fit with the lifestyle needs of the modern world while still sticking to the company's original values of quality and transparency.

Doubling the Development Footprint in 2026

2026 is set to be a defining year for VRX. The company is set to double the total number of homes it has built so far by adding another 967 homes to the portfolio. This shows the magnitude of its [upcoming projects](#) and the company's goals to become a major player in residential development in Chennai.

The infusion of capital from Sundaram Alternates will help make this possible as it will enable the company to mobilize more quickly across its development projects.

Leadership Perspective

Commenting on the strategic funding, **Mr. Ashwin Chendilnathan, Joint Managing Director, Vijay Raja Homes**, said:

“This funding from Sundaram Alternates is a strong endorsement of our growth strategy and execution approach. It enables us to strengthen our construction momentum, expand our development pipeline, and continue building smart residential communities that reflect evolving homeowner expectations.”

Strengthening the Road Ahead

VRX will be able to enhance their strengths, create more new residential developments throughout Chennai and further establish VRX as a leader in key areas of Chennai with this influx of capital. VRX has a clear vision to continue to provide the best residential solutions through innovative and quality construction combined with value for the long term. VRX is also on track to deliver high-quality residential properties throughout Chennai as the market continues to grow in size and complexity. There is no doubt that VRX is dedicated to making Chennai a better place to live through innovative residential solutions partnered with financial strength.

As the residential market in Chennai continues to grow in both size and complexity, VRX, formerly known as Vijay Raja Homes, will continue to play its part in the growth of the city with innovative residential solutions partnered with solid financial alliances.

To know more info visit here: <https://vijayrajagroup.com/apartments-for-sale-in-chennai>

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