



A PERSPECTIVE • 2026

# The Vertical Shift

Why Uttar Pradesh is growing upward - and why the elevator is quietly becoming *modern-life infrastructure*, not construction equipment.

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BRS ELEVATOR | Business Royal System & Elevator Pvt. Ltd. | Lucknow, Uttar Pradesh





**We will spend months choosing the car in the driveway.**

**We rarely think about *how we move inside our own home.***

*Mobility isn't only what carries you across the city.*

*It is also what carries you, your parents and your children through your own building — every single day.*





# Six honest questions.

Most elevator brochures sell a machine. This deck does the opposite—it answers the questions a thoughtful family or builder actually asks, in order, before anything else.

## 01

### Why an elevator at all?

The case for vertical mobility as everyday infrastructure.

## 02

### Why now?

What is changing in UP's skyline, homes and demographics.

## 03

### Why not just the stairs?

The invisible daily cost most people never add up.

## 04

### Why not 'manage somehow'?

What waiting actually costs in comfort, dignity and value.

## 05

### Is it practical for me?

Cost, space, safety, power, maintenance — answered plainly.

## 06

### Why BRS?

A partner built on clarity, not on selling you the biggest box.



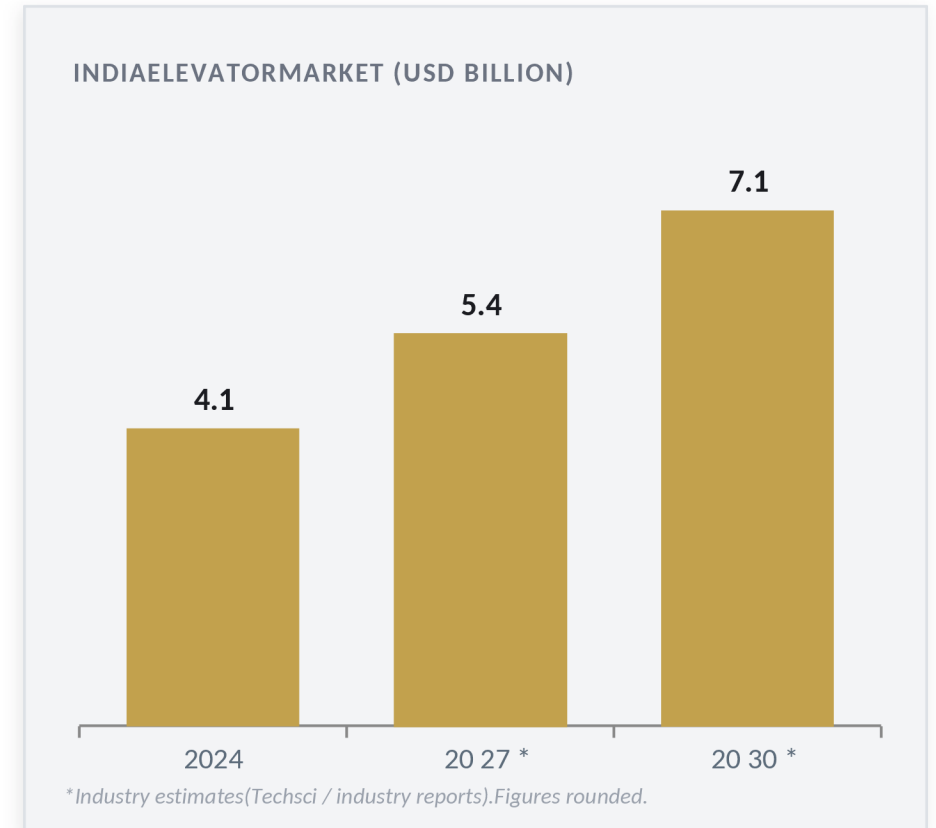
# Indian cities ran out of land. So they started growing up.

As people move to cities for work and education, land becomes scarce and construction goes vertical. The elevator stops being optional — it becomes the spine of how a building works. The market reflects exactly this.

**\$4.1B** India's elevator market in 2024

# \$7.1B

Projected by 2030 — roughly a 9.5% CAGR





# And Uttar Pradesh is leading the climb.

Lucknow has shifted from independent plots to amenity-rich, multi-floortowers -and is now among UP's busiest markets for new residential projects.



## 200+

new projects registered with UP RERA (Jan–Aug 2025) — Lucknow led the state.



## 54,000+

new housing units added across UP in the same period.



## 8–12%

yearly price growth in prime Lucknow areas like Gomti Nagar.



**The structural takeaway:** More buildings, more floors, more lifts needed — in both new construction and retrofits. Vertical movement is no longer a metro-city luxury; it is becoming standard in Tier-1 UP living.

Sources: UP RERA bulletins 2025; Lucknow real-estate market reports 2025.





# As homes climb to G+2 and G+3, the staircase quietly turns into a *daily tax*.

## AND THE COUNTRY IS GETTING OLDER

**153M → 347M**

Indians aged 60+ are projected to grow from ~153 million today to ~347 million by 2050 — over 20% of the population. Accessibility at home stops being a 'someday' concern.



Groceries, water cans, luggage — carried up, every day.



Parents whose knees make the top floor feel far away.



Young children and prams that turn stairs into a risk.



Late nights, illness, pregnancy — when stairs aren't a choice.

# THREE-STOREY VILLA

ELEVATED LIVING,  
SEAMLESSLY CONNECTED



SECTION KEY PLAN



**HOME LIFT SHAFT**  
Seamless access across all levels

03

TERRACE LEVEL

- Master Suite
- Lounge
- Private Terrace

02

FAMILY LEVEL

- Family Lounge
- Dining Room
- Balcony

01

LIVING LEVEL

- Living Room
- Kitchen
- Balcony

GROUND LEVEL

- Entrance Lobby
- Home Lift
- Parking





# Same object. Two completely different decisions.

How you file the elevator in your mind decides everything — the budget line it sits on, the urgency it carries, and whether you ever act.

## THE OLD FRAME

**“Elevator = construction equipment.”**

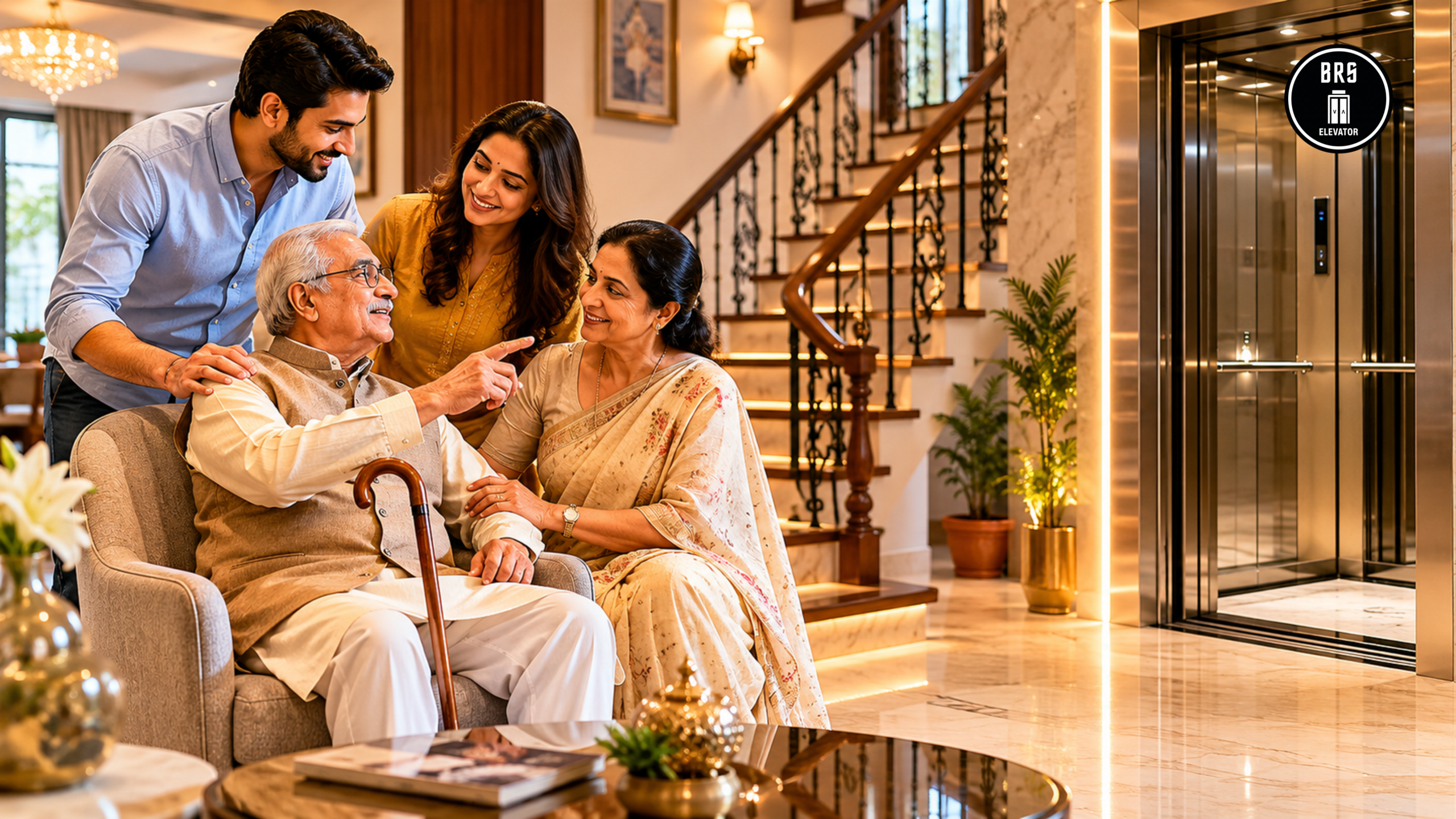
- A one-time cost bolted onto the building budget
- Justified only by floors and square footage
- Easy to defer: 'we'll manage for now'
- Thought about once, then forgotten
- 



## THE NEW FRAME

**“Elevator = modern-life infrastructure.”**

- A daily-use system, like water or power
- Justified by comfort, access and years of living
- Planned early — cheapest to build in, costly to retrofit late
- Quietly improves life every single day
-





# We invest instantly in what's visible. We hesitate on what we actually use.

An Indian family can emotionally justify a big purchase in a single evening:

The new SUV

Premium interiors

A flagship phone

Designer furniture

Décor upgrades

But infrastructure that improves daily living often gets quietly filed under “*construction cost*” — and postponed.



**We think hard about upgrades people see.**  
***Why not the upgrade we touch every day?***

— WHAT IS REALLY BEING BOUGHT



# Nobody actually wants an elevator.

*They want what it quietly gives back — every day, for decades.*



## Easier living

Effortless movement, floor to floor



## Independence

Access without help or hesitation



## Dignity

No one feels like a burden on the stairs



## Family convenience

Elders, children and guests, all included



## Future-readiness

A home that fits you at 40 and at 75



## Property value

A genuinely more usable, premium asset





# Three forces are arriving at the same time.

Individually, each is a reason to consider a lift. Together, they make 'later' the expensive option.



## Buildings are taller

Plots are giving way to G+2, G+3 and tower living across Lucknow and UP. More vertical living means more vertical movement.



## Families are ageing

Elderly numbers double by 2050. The access a home needs at 40 is not the access it needs at 70 — and that future arrives quietly.



## Retrofits are now realistic

Modern compact lifts fit existing homes with limited civil work. Building in early is cheapest; waiting only adds cost and disruption.



# “Isn't it expensive - and won't it eat my space?”



## Is it only for luxury homes?

No. Home lifts in India span a wide range depending on floors, technology and finish — broadly from a few lakhs to higher-end builds. It is now a planned upgrade, not a billionaire's toy.



## How much space does it really need?

Less than people fear. Compact and vacuum-style lifts fit small footprints, and many need no separate machine room or deep pit — designed for real Indian homes.



## Is it worth the money?

Spread across 15–20+ years of daily use and added property value, the cost per day is small. BRS gives you an itemised, transparent quote — no inflated 'package' pricing.

*Figures vary by site; treat all numbers as indicative, not a quote.*





# “Is it safe - for my children, my parents, in a power cut?”

Modern residential lifts are built around exactly these worries. Standard safety features on quality systems include:



## Power-cut safe

Battery back-up gently lowers the cabin to the nearest floor and opens the doors — you are never stranded.



## Door & sensor protection

Light-curtain sensors stop doors on obstruction; the lift won't move with a door open.



## Child-considerate

Controls, door timing and enclosed cabins designed so children can't force or fall into a gap.



## Elder & wheelchair friendly

Level stops, handrails, low-effort controls and roomy cabins for walkers or chairs.



## Over-travel & overload

Mechanical safeties and overload detection prevent unsafe loads and movement.



## Emergency contact

Alarm and intercom/auto-dial options so help is one button away.



# “What about upkeep, old buildings, and how it looks?”



## Will maintenance be a headache?

No- on an annual maintenance plan it's routine. Scheduled servicing plus responsive breakdown support keeps the lift dependable. With BRS, you have one local team to call, not a distant call-centre.



## Can an existing / old home be upgraded?

Often, yes. Many homes can be retrofitted with a compact lift and minimal structural change. The honest answer comes from a site visit — which is exactly why we start there.



## Will it ruin my interiors?

The opposite. Cabin finishes, glass, lighting and placement are chosen to complement your home. A well-placed lift reads as a premium feature, not an industrial box.



— WHAT WE ACTUALLY DO



# One partner, the whole vertical journey.

BRS is a vertical-mobility solutions and service company - not a factory. We advise, source the right system, install it, and stay for its whole life.



Consultation & advisory



Right-fit sourcing



Installation



Residential lift solutions



Commercial elevators



Modernization & upgrades



Annual maintenance (AMC)



Breakdown & repair support

**Balanced by design:** commercial work builds credibility — residential adoption builds the future.



# Five steps. No pressure. No jargon.

Most of the hard thinking happens before you spend anything. Our job is to make the right decision obvious - even if that decision is 'not yet'.



**Conversation**

You tell us the home or building, the people, the worry.



**Site understanding**

A real visit — space, floors, structure, what's possible.



**Right-fit recommendation**

The honest option for you — with a clear, itemised quote.



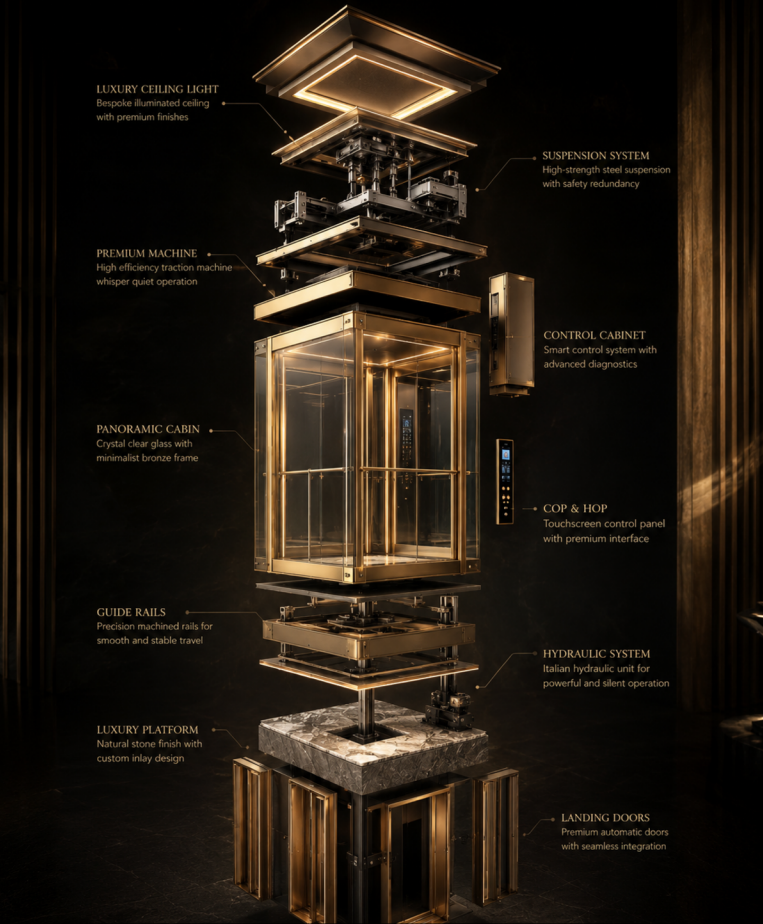
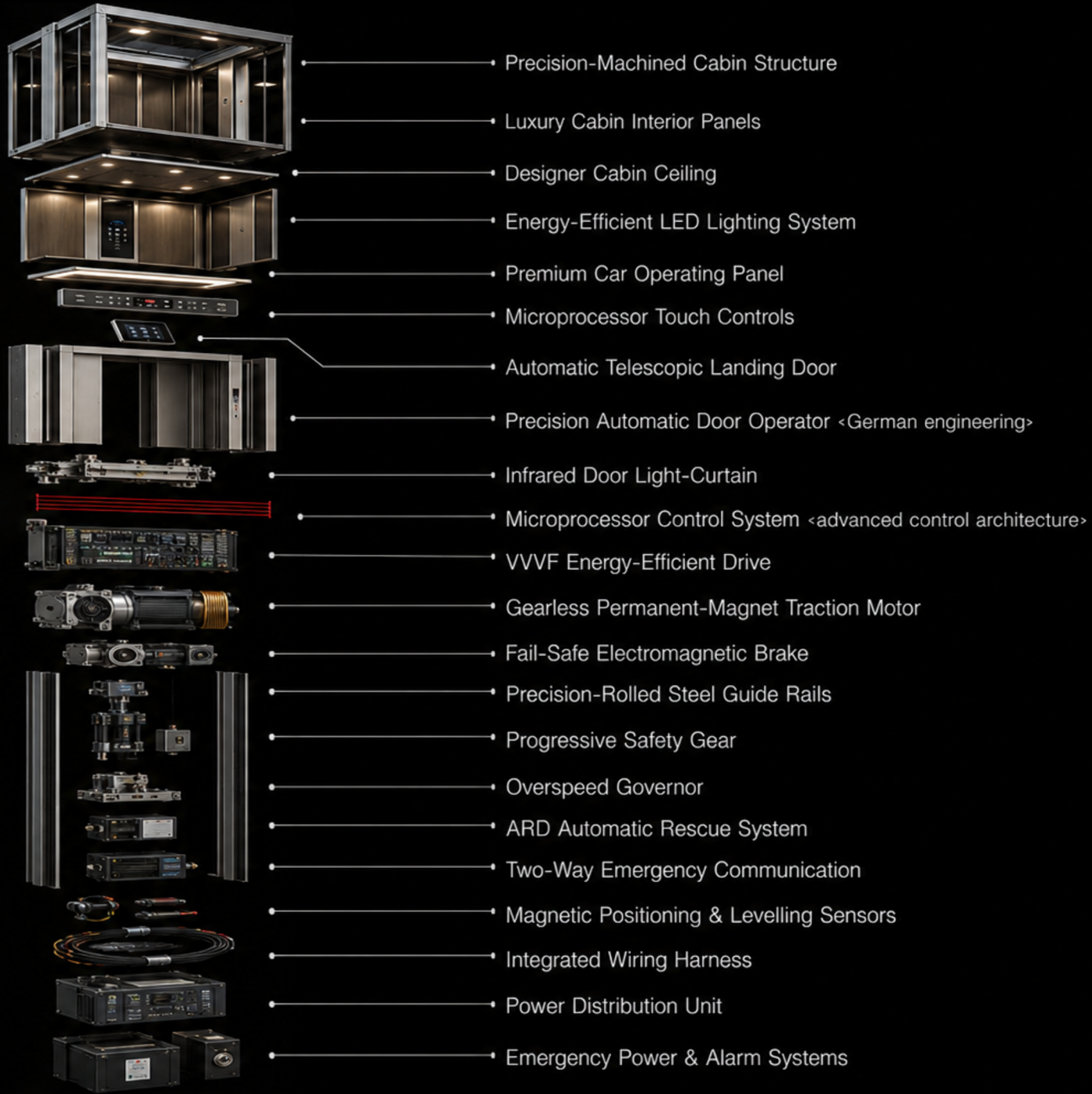
**Installation**

Clean, planned, minimally disruptive work by our team.



**Lifelong service**






AMC, quick breakdown support and upgrades, for years.





# We earn trust the slow, honest way.

We're not pretending to be a century-old multinational. We're a focused, registered Lucknow company— and we'd rather win you with clarity than with claims.

-  **Radical clarity** — Plain answers, itemised quotes, no mystery 'packages'.
-  **Right-fit, not biggest-fit** — We recommend what suits your home — even if it's smaller.
-  **Locally rooted** — A Lucknow team you can actually reach, on local ground.
-  **We stay after the sale** — Service and support are the product, not an afterthought.
-  **Education first** — We help you think clearly — the decision is yours to own.

## ON THE RECORD

### LEGAL ENTITY

**Business Royal System & Elevator Pvt. Ltd.**

### CONSTITUTION

**Private Limited Company**

### COMPLIANCE

**GST-registered, Uttar Pradesh (09...F1Z2)**

### HOME GROUND

**Indira Nagar, Lucknow — 226016**

### FOCUS

**Residential + commercial**



# Built for homes - trusted by buildings.



## RESIDENTIAL — our growth priority

- Villas, duplexes & independent multi-floor homes
- Families building now and planning for later
- Households with elderly or reduced mobility
- Accessibility-conscious, aspirational owners

*They ask: cost, space, safety, elders, aesthetics, resale, future use.*



## COMMERCIAL- our credibility engine

- Builders, architects & developers
- Hospitals, hotels & institutions
- Offices, retail & mixed-use buildings
- Warehouses, factories & facility teams

*They ask: uptime, service, compliance, load, timelines, support.*

— WHERE WE STAND



*Not the biggest elevator company.*

# Uttar Pradesh's most *thoughtful* vertical-mobility partner.

Accessibility-first. Education-led. Locally accountable.

We're here to normalise the elevator in Indian homes—to move the question from “*do I need one?*” to “*how had I not considered this already?*”



LET'S TALK

The real question was never *“do I need an elevator?”*

It was always *“why haven't I thought about this yet?”*

Start with a conversation — or a free site visit. No pressure, no jargon. Just a clear answer for your home or building.



CALL / WHATSAPP

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VISIT

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