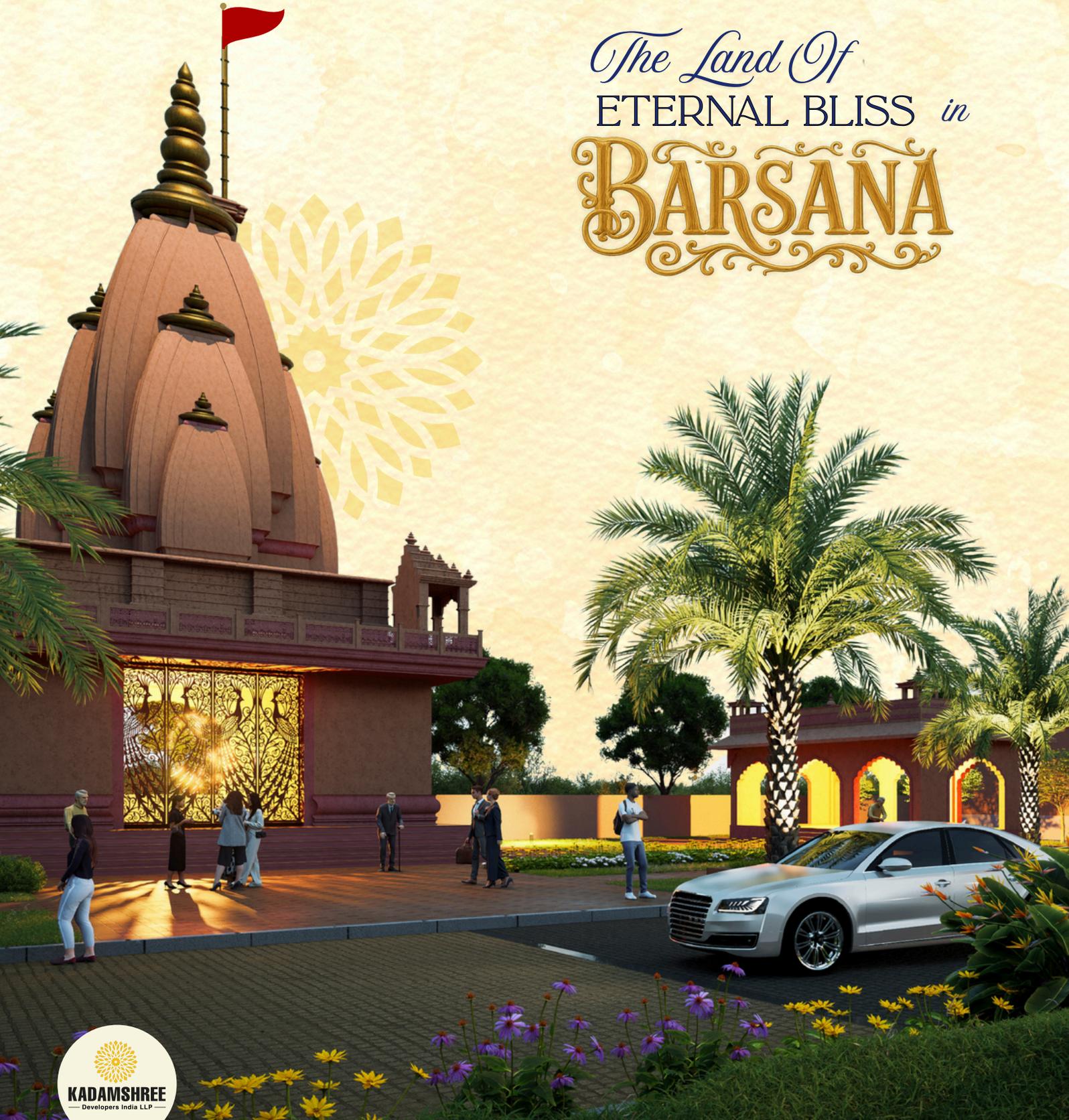


Anandam

V A L L E E Y

The Land Of
ETERNAL BLISS *in*
BARSANA



The HEART OF BRAJ A Journey to Barsana



Barsana, a town steeped in rich history and culture, is truly special place in the region of Braj. It holds the unique position as the birthplace of Radha Rani and the very place her stories with Krishna unfolded. This is where her legacy began, and her presence is felt in every corner of the town, making it a powerful location for anyone seeking a deeper connection to this timeless narrative of love and companionship.





THE TIMELESS APPEAL OF

Shri Radha & Krishna

Across centuries, the names of Radha Rani and Lord Krishna have traveled beyond the boundaries of Braj, inspiring millions around the world. From India to America, from Europe to Asia, their stories are sung, celebrated, and cherished every.

- Their bond symbolizes pure, eternal love
- Krishna's teachings in the Bhagavad Gita and Braj tales guide people on duty and devotion.
- Festivals like Janmashtami and Holi celebrate joy and cultural unity.
- Their story has inspired and shaped global art, music, and literature.

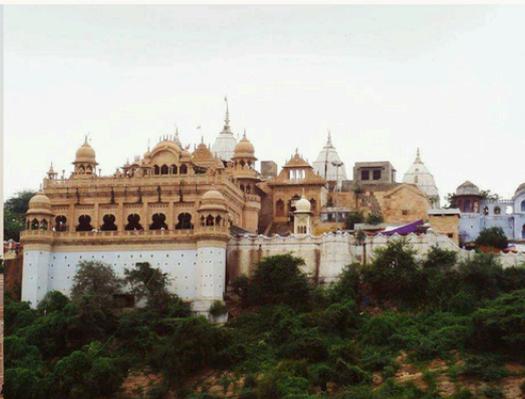


A Spiritual Odyssey

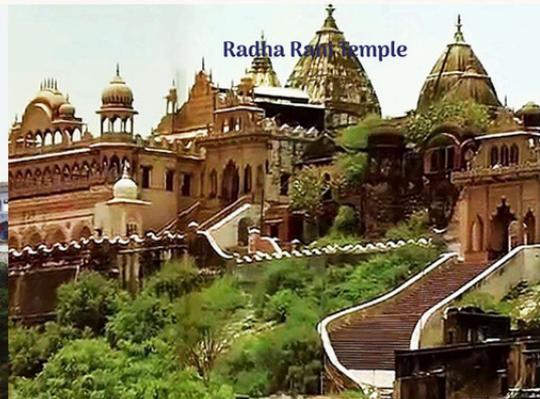
Highlights of Barsana



Rangeeli Mandir



Maan Mandir



Radha Rani Temple

Barsana, the legendary birthplace of Radha, is a town steeped in the history of her divine love story with Krishna. Every site, from ancient temples to holy ponds, tells a part of their epic saga, making it a vital pilgrimage spot for devotees. The town is more than just a place; it's a living canvas where the tales of the divine couple are etched into every stone and every whisper of the wind.

Rangeeli Mahal

where divine pastimes of Radha Rani and Krishna come alive in colors, music, and devotion.

A sacred abode that echoes with joy, festivity, and the eternal love of Barsana.

Shri Radha Rani Temple

Perched atop the hills of Barsana, Radha Rani Temple radiates timeless grace and devotion. A sacred jewel of Braj, it is the heart of Radha's divine abode and eternal love.

Maan Mandir

Perched atop the hills of Barsana, Radha Rani Temple radiates timeless grace and devotion. A sacred jewel of Braj, it is the heart of Radha Rani divine abode and eternal love.

Kirti Mandir

A temple dedicated to Shri Radha's mother, Kirti Devi, commemorating the place of Radha's birth.



Mor Kutir



Anjan Bihari Temple



Prem Sarovar

A holy pond said to have been formed by the tears shed by Radha and Krishna during their loving separation.

It remains a tranquil spot for reflection, marking a poignant moment of reconciliation and profound emotional connection in their history.

Gahvar Van

An ancient, dense forest, believed to be a secret meeting place for Radha and Krishna and their friends. The forest is encircled by the Char Dham temples of Barsana, symbolizing a protective embrace.

Mor Kutir

The sacred spot where Krishna is believed to have danced as a peacock to delight Radha. This leela (divine play) is celebrated at a site known as **Mor Kutir**, or the 'Peacock Hut.' It's said that the air there still resonates with the echoes of their joyful dance



Anjan Bihari Temple

A historic temple where Krishna is said to have appeared in the form of Lord Anjan Bihari. This temple is also famous for its connection to a beloved saint and scholar, Shri Harivansh Chandra Maharaj,



Immersive Experiences



Barsana's culture is a vibrant tapestry of celebration and tradition. Experience the riot of colors and laughter at **Lathmar Holi**, a playful re-enactment of a timeless legend. Witness the devotion of **Radhashtami**, celebrating Radha's birth, and feel the town's spiritual energy. Beyond the festivals, indulge in the local culinary delights. Savor the famous Peda and the simple yet sweet **Makhan Mishri**. Explore the streets for crispy **Kachoris** and a variety of **Chaat**, each dish offering a taste of the local lifestyle.



FLAVOURS
OF BARSANA



BARSAHA'S CELEBRATIONS



The Grand Unveiling: *Radhashtami*

It celebrates the birth of Radha, Krishna's eternal consort, fifteen days after his own. Devotees from all over the world gather at the Shri Radha Rani Temple to commemorate the joyous occasion.



Basant Panchami

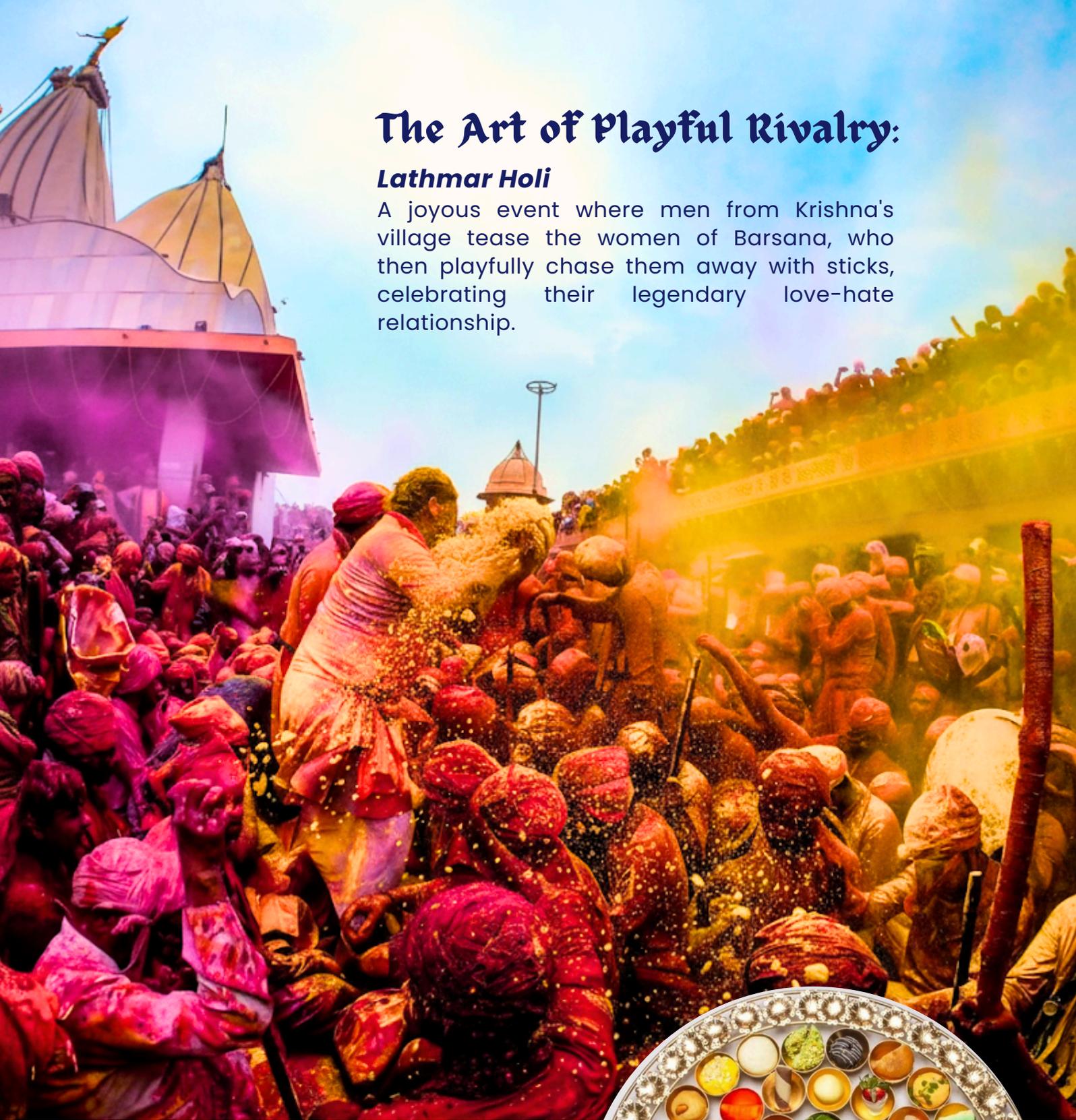
Basant Panchami marks the arrival of spring and the start of the Holi season. Barsana is decorated in yellow, with mens wearing yellow attire and celebrating the new season with music and dance.



The Art of Playful Rivalry:

Lathmar Holi

A joyous event where men from Krishna's village tease the women of Barsana, who then playfully chase them away with sticks, celebrating their legendary love-hate relationship.



A Feast of Devotion:

Chhappan Bhog

An offering of **56** different dishes, is presented to the deities during festivals. It's a spectacular feast that symbolizes the villagers' love and devotion for Radha and Krishna.



MAIN *Holi* EVENTS AT BRAJ BHUMI

NANDGAON

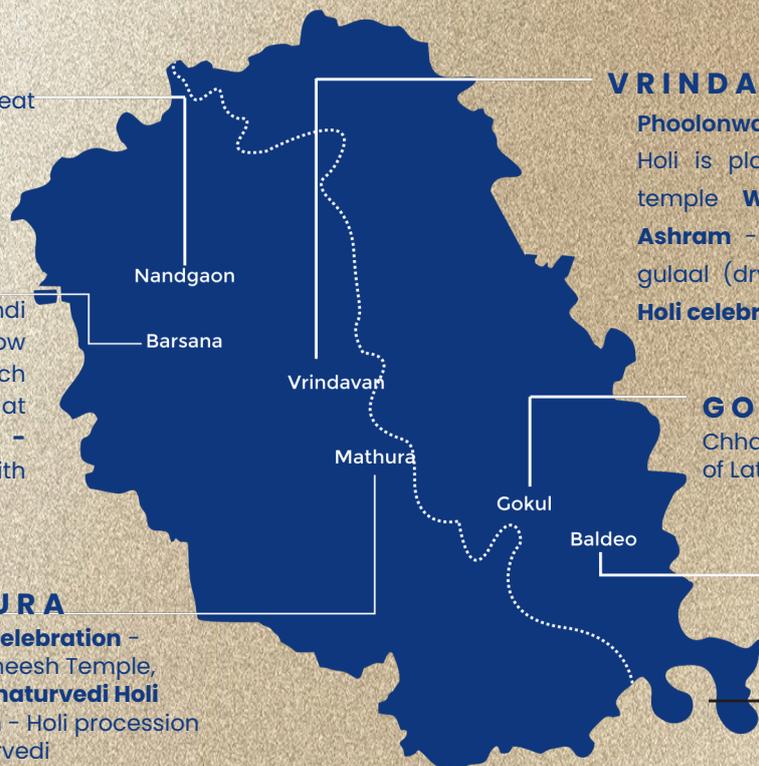
Lathmar Holi - Women beat the men with sticks and celebrate Holi.

BARSANA

Laddoo Holi - Bundi Laddoos of bright yellow color are thrown at each other in the temple at Barsana. **Lathmar Holi** - Women beat the men with sticks and celebrate Holi.

MATHURA

Main Holi celebration - Dwarakadheesh Temple, Mathura **Chaturvedi Holi Procession** - Holi procession with chaturvedi



VRINDAVAN

Phoolonwali Holi, Banke Bihari Temple - Holi is played with flower inside the temple **Widow's Holi, Pagla Baba Ashram** - The widows play Holi with gulaal (dry colors) and flowers. **Main Holi celebration** - Banke Bihari Temple

GOKUL

Chhadimaar Holi - Mild version of Lathmar Holi

BALDEO

Dauji Ka Huranga, Dauji Temple - Yellow color is poured over everyone. It is a complete color riot





A Bridge Between
HISTORY & MODERNITY

Anandam
V A L L E E Y

Aanandam

V A L L E E Y

A Township inspired by the timeless culture of **Barsana**. More than just a place to live, it's a way of life where heritage, peace, and modern comforts come together.

Every corner of **Aanandam Valleey** reflects balance of tradition and progress, of nature and architecture, of personal space and community. Here, families don't just settle, they belong.

Live where Peace is your
NEIGHBOUR



the
essence of
Anandam
V A L L E E Y



Aanandam Valleey is a landmark project from Kadamshree Developers India Pvt. Ltd., a name inspired by Shri Radha Rani's favourite flower, the **sacred Kadamba flower**. In mythology, this tree provided an enchanted setting for the celestial love of Radha and Krishna.

Our logo, featuring the **Kadamba flower** in **Radha Rani's beloved Royal Blue and Golden colors**, embodies our commitment to building with devotion and honoring Barsana's spiritual essence.



KADAMSHREE
— Developers India LLP —





OUR MISSION

Our mission is to create a community that blends **heritage, wellness, and sustainability**. A township where culture breathes in daily life, families enjoy a holistic lifestyle, and nature flourishes with care.

OUR VISION

Our vision is to make Aanandam Valleey a landmark in Barsana – a township where modern living grows in harmony with centuries of culture. A place where future generations live in **peace, beauty, and connection**.



OUR AIM

- Preserve Barsana's cultural richness.
- Offer homes designed for peace, openness, and elegance.
- Build a township that values community and environment.
- Create a lifestyle inspired by both tradition and wellness.





WHY AANANDAM VALLEEY?

What sets Aanandam Valleey apart is its soul. It is 4 kms away from the main city of Barsana, giving residents the rare balance of peace and connectivity.

Close enough to enjoy the energy of the city, yet far enough to live in calm surroundings. Here, heritage and harmony meet modern comforts. It's not just about owning a home, but about owning a lifestyle.



Aanandam
V A L L E E Y



MODERN YET ROOTED



Aanandam Valleeey is designed for those who want modern comfort without losing touch with tradition. Homes are elegant yet warm, spaces are open yet private, and community areas encourage togetherness.

It is a township where families live with the best of both worlds.



LANDSCAPE CONCEPT

Timeless Tranquility

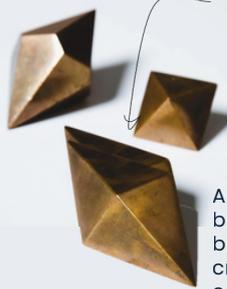
A Fusion of Braj's Spiritual Heritage & Modern Wellness

Kadamba flowers, the essence of Kadamshree Developers inspired motifs



Sanjhi Art, with its intricate stencil patterns and deep connection to Radha Krishna's stories, can add a unique artistic and cultural touch to the township's landscape

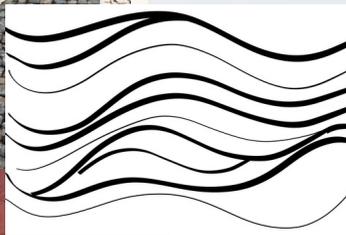
The flooring, inspired by the graceful curves of the **Yamuna**, weaves a symbolic river-like pattern that guides guests through the lush gardens.



A feature wall with brass metalwork, blending local craftsmanship with contemporary design



Kund-style seating areas inspired by Barsana's ancient water bodies will serve as serene gathering spaces for meditation, storytelling, and community interactions.



Rankoli Hill, Barsana - inspired landscape feature:

Seating nooks & meditation zones carved into the rocky



Tulsi Plant - The immortal tree of Braj



A Land Where

SPIRITUALITY

is Your Neighbour

Aanandam
V A L L E E Y

Rooted in Sacred Heritage

Built in the land of Shri Radha Rani and Krishna's timeless pastimes, Aanandam Valleey carries forward the spiritual significance of its surroundings.



Living Amidst Holy Sites

With revered temples and historic spots close by—such as the Radha Rani Temple, Maan Mandir residents live in the heart of a vibrant spiritual circuit.



An Aura of Calm & Bliss

The environment of Aanandam Valleey reflects Barsana's natural energy—where peace, joy, bliss and contentment flow into daily living.



A Home for Inner Journeys

More than a residence, Aanandam Valleey offers a space for reflection connections, and soulful living—making it a destination for seekers of balance and fulfillment.





- Solar energy for reduced dependence.



SUSTAINABILITY PROMISE

Aanandam Valleey has been built with tomorrow in mind.



- Rainwater harvesting for water conservation.



- Tree plantation drives for a greener Barsana.



Location That Connects You to the Soul

Aanandam Valley offers the perfect blend of proximity and privacy. Nestled amidst lush greenery and spiritual calm, yet well-connected to major cities and landmarks.

Distance from Key Locations:



Shri Radha Rani Mandir
5 Mins



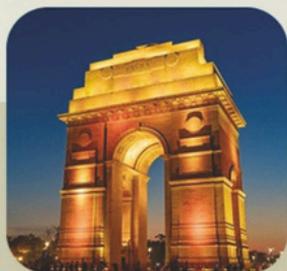
Govardhan
20 Mins



Mathura
Approx 1 Hr



Vrindavan
Approx 50 Mins



Delhi (NCR)
Approx 1.5 Hrs



Greater Noida
2.5 Hrs

Thoughtfully planned for elders and families alike

Aanandam Valleey Offers:



Vastu-compliant
residential plots
(120-180 sq. yd.)

A temple within
the township



Senior-friendly
design with
clubhouse

Landscaped
gardens, parks
and yoga lawns



Wide internal
roads (9m-12m)





Fully gated with security & planned infrastructure

Underground water tank for 24x7 supply



Lush lawns, flower beds, water fountains

Separate Big Size Swimming Pool



Outdoor gym
kid's play area
mini golf

**This is more than just land
It's where graceful living begins.**

Barsana's BRIGHT FUTURE:

As a pivotal town in the Braj Circuit and the revered **birthplace of Shri Radha Rani**, **Barsana** is poised for significant growth. Enhanced connectivity & infrastructure, funded by the Braj Development plan, will dramatically increase its appeal and accessibility.

Footfall of BARSANA

The **₹32,000 Crore Braj 2041 Masterplan** connects all key sites, ensuring that the massive growth of Vrindavan and Mathura directly benefits Barsana. The region's foundation is strong, with the broader area seeing great increase in footfall

More Infrastructure
+ More Tourists
=
More
Returns

Footfall Category	Current (Est. 2023) approx	Projected (2027) approx	Target (2035) approx
Normal Day Footfall	10,000	15000-18000	1.5 Lakhs
Major Festival Days	5 lakhs	7.5 lakhs	15 Lakhs

This projected increase signifies **Barsana's emerging status as a prime spiritual and cultural tourism destination**, ready to welcome a larger global audience with comfort and ease



Sources :

PTI PRESS TRUST OF INDIA
India's premier news agency



WIKIPEDIA
The Free Encyclopedia

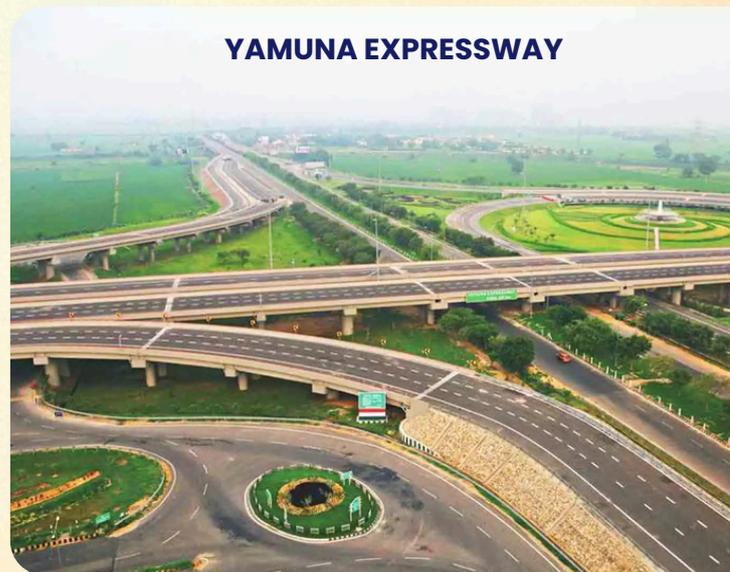
HT Hindustan Times



S SCRIBD

RENAISSANCE in Motion

Barsana is on the **brink of transformation**. Backed by a **₹32,000** Crore master plan from the Uttar Pradesh government, the focus is on better connectivity, restored heritage sites, and upgrade infrastructure.



Roads, pilgrimage paths, and ancient history of ponds are being revived to welcome visitors from across the world – ensuring a seamless journey while preserving Barsana’s timeless legacy.

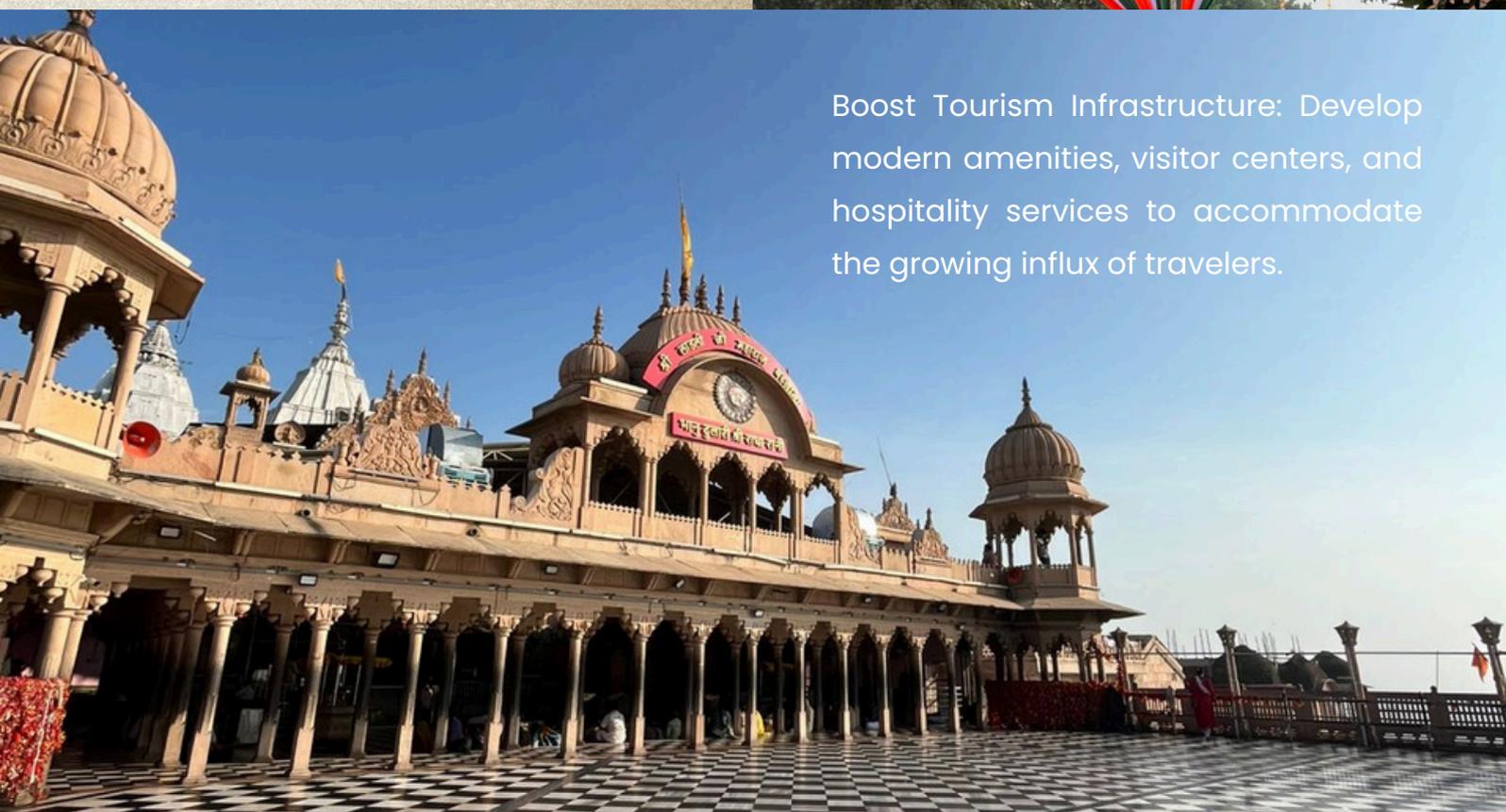
EMPOWERING HERITAGE

Spotlights on Barsana's Growth

The Braj region, the cherished land of Radha Rani, is a priority for comprehensive development. The Uttar Pradesh government has allocated a ₹30,000 Crore fund for the holistic upliftment of this culturally rich area.

This massive investment aims to:

- **Enhance Connectivity:** Upgrade roads, highways, and transportation networks to improve accessibility for pilgrims and tourists.
- **Preserve Heritage:** Restore and conserve ancient temples, sacred ponds (kunds), and historical sites, ensuring their longevity and authenticity.



Boost Tourism Infrastructure: Develop modern amenities, visitor centers, and hospitality services to accommodate the growing influx of travelers.



MASSIVE FOOTFALL:

The Braj district registers 900 lakhs annual tourists, on a confirmed upward trend



EXPONENTIAL TOURISM AND ENTERPRISE GROWTH

The data confirms a decisive, post-pandemic surge, translating directly into a high-potential enterprise growth in the area



ENTERPRISE BOOM:

The tourist sector (homestays, guides) experienced +60-70% growth between 2018 and 2023, validating the surging demand for local hospitality



ACCELERATED GROWTH:

Tourist visits to the Barsana region are accelerating at an estimated annual rate of 10-15% or more (double-digit growth).



PREMIUM

Heritage and Experience



Investment is focused on quality and the visitor experience, creating a sophisticated tourism circuit.

- Corridor Development: ₹600 Crore is earmarked for the **Banke Bihari Temple Corridor, including Ghat redevelopment** and advanced crowd flow design.
- Modern Amenities: New assets include a **Digital Krishna Leela Museum, cultural bazaars, and experiential glamping sites** to support overnight stays and premium tourism.

- **Global Preservation:** The plan covers the restoration of 800+ sites, backed by heritage bylaws and a push for UNESCO nomination.





Spiritual Landmark of

भारत

This projected increase signifies **Barsana's emerging status as a prime spiritual and cultural tourism destination**, ready to welcome a larger global audience with comfort and ease.



- **Regional Catalyst:** The wider Braj area is projected to grow from 7.9 Crore visitors in 2023 to over 13.9 Crore by 2030. This expansion drives a regional growth rate estimated at **10-15% annually for sites like Barsana**.
- **Strategic Infrastructure:** Projects like the **Barsana Ropeway** and key components of the Braj masterplan will significantly ease access, directly converting high regional traffic into increased Barsana footfall.
- **Long-Term Vision:** Growth is secured by the ₹32,000 Crore Braj Master Plan, ensuring sustained investment until 2047.

Uttar Pradesh's Economic Trajectory: Towards a Trillion-Dollar Economy



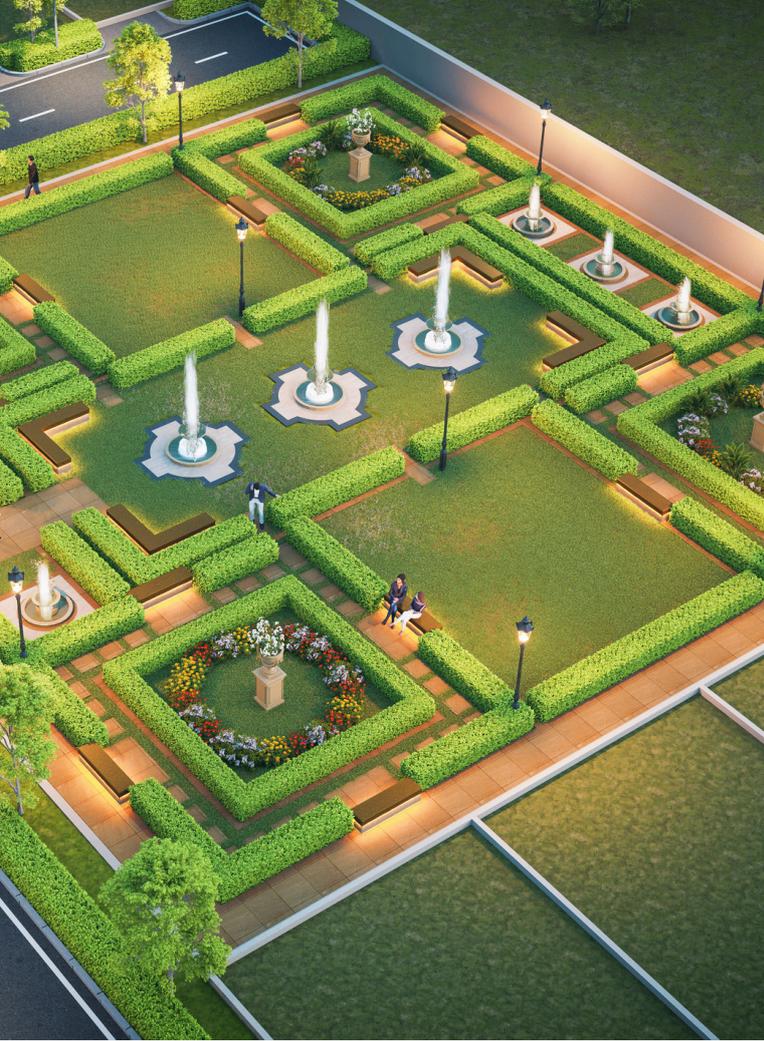
Uttar Pradesh is on an ambitious path to becoming a key driver of India's economic growth with the goal of achieving a **USD 1 trillion** economy. This growth is fueled by significant government initiatives in infrastructure and tourism, alongside robust policy reforms and increased investment.

THE BRAJ CIRCUIT

Centered around the legendary land of Krishna, including sacred towns like Mathura, Vrindavan, and Barsana. This circuit is receiving significant attention for infrastructure development and heritage preservation.

Uttar Pradesh holds unparalleled cultural and spiritual significance. The state is proactively developing specialized tourist circuits to highlight its rich heritage, making it a focal point on the global tourism map.





Exponential Future

Aanandam Valley is strategically positioned at the core of the Barsana-Vrindavan-Mathura circuit, a region undergoing an unprecedented transformation backed by massive government investment. This push for modernization and heritage preservation is setting the stage for sustained, high-value economic and tourism growth.



The 32,000 Crore Growth Catalyst

The region's future is defined by the ₹32,000 Crore Braj 2041 Masterplan, a comprehensive strategy to establish Vrindavan and the surrounding areas, including Barsana, as a global spiritual and economic powerhouse. This plan projects over 9 Crore+ annual visitors by 2024, capitalizing on the region's immense popularity.

UNPRECEDENTED INFRASTRUCTURE INVESTMENT

PROJECT	ALLOCATION	IMPACT
84 Kos Parikrama Marg (275 km)	₹5,000 Crore	Ensures seamless regional and spiritual movement.
Vrindavan Bypass & Waterway	₹1,645 Cr+₹395 Cr	Decongests towns and enhances eco-mobility (Yamuna Waterway).
Braj Tourism & Eco-restoration	₹206 Crore	Direct investment in environmental and tourism infrastructure.



A New Era of Hospitality

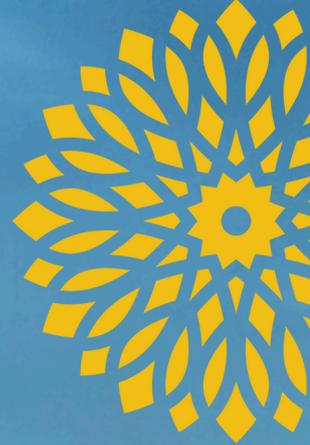
“Aanandam Valley is a large planned township in Barsana with modern amenities” as quoted by [realestateindia.com](https://www.realestateindia.com).

It brings a new dimension to the hotel sector and could spur hospitality. For example, **the township’s commercial zone or club facilities might host boutique lodges , spa resort, a cluster of homestays, or a boutique guesthouse or a heritage-style hotel.**

“Local media notes that major hotel chains (Taj, Oberoi, Neemrana, etc.) have shown interest in Barsana’s heritage” as quoted in [projectsvrindavantoday.in](https://www.projectsvrindavantoday.in), suggesting private investors may partner on sites like Aanandam Valley.

By enabling this new supply of accommodation, 'Aanandam Valleey' would help to convert a portion of the vast day-tripper market into overnight tourists, a critical step toward capturing a share of tourist expenditure on accommodation, which, for overnight guests in the region, accounts for 36% of their total budget .





INVEST IN **Barsana's** UNTAPPED HOSPITALITY MARKET

Despite attracting millions of visitors, Barsana has very limited hotel and homestay options. During major festivals, this forces many to travel to neighboring cities for accommodation, creating a significant gap in the hospitality market. **Aanandam Valleey invites you to seize this investment opportunity.** By providing modern, high-quality lodging, you can meet the high demand, offer a needed service to pilgrims, and secure a profitable asset in a market ripe for growth.



THANKYOU

We warmly invite you to visit **Aanandam Valleey**. See the homes, walk the pathways, taste the culture of Barsana, and experience the peaceful surroundings just few minutes away from the heart of the city.

Reserve your place in Barsana's future!

CONTACT US!

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