

Adissia Champions Rural Growth with Trisha Krishnan as Brand Ambassador, Expands Across Tamil Nadu with Bold New 2030 Vision

Coimbatore, July 2025: At a time when most real estate brands are focused on urban metros, Adissia, Coimbatore's most trusted native brand in plotted development, is charting a bold new course: taking real estate transformation to the heart of rural and semi-urban Tamil Nadu.

In a defining move, the company announced celebrated actor **Trisha Krishnan** as its Brand Ambassador - becoming the first-ever real estate brand from Coimbatore to partner with a national icon. Trisha, with her deep Tamil roots and enduring appeal, adds strength to Adissia's mission of bringing credibility, aspiration, and quality to underserved regions.

Commenting on this, actress **Trisha Krishnan** said, "Adissia represents the quiet strength of Tamil Nadu's interiors - grounded, aspirational and forward-looking. I'm proud to be part of a movement that's not just building projects, but shaping communities."

In addition to this, the company also launched its customer-focused Mobile App - **Adissia One**, the first of its kind from Coimbatore, aimed at bringing ease, transparency, and access to customers, even in regions where traditional real estate services are limited. The press conference also marked the unveiling of **three flagship plotted communities** such as Eco Valley, One World, and Address 2.0 each designed with modern amenities, yet priced and planned for inclusive growth.

The brand's rapid expansion is focused on unlocking the potential of fast-growing yet underserved markets - with new projects launching in Trichy, Madurai, and Tirunelveli this year, and upcoming developments in Neelambur, Pichanur, Kalapatti, Sulur, and Empress 2.0.

Adissia is targeting **₹300 crore in revenue by December 2025**, and has set its sights on becoming **IPO-ready by 2030**. But even as the numbers grow, its vision remains rooted: to be the brand of choice for the rising Tamil Nadu beyond its big cities.

Speaking at the event, **Shri Manikandan, Founder of Adissia**, said, "Real change doesn't happen in boardrooms - it happens in the small towns, in villages, in places that deserve more. Adissia is about bridging that gap. We are building not just for today, but for the Tamil Nadu of tomorrow — where growth is shared, and no place is left behind. We very happy to onboard Trishna as our brand face as we set to work towards achieving 300 crore revenue by the end of this year."

From Coimbatore to communities across the state, Adissia is proving that a homegrown brand with heart can lead Tamil Nadu's next wave of real estate development — where aspiration meets access, and ambition meets integrity.

About Adissia