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FOR IMMEDIATE RELEASE
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xWise Group Launches BuildxWise, Completing its Vertically Integrated Property Model

Melbourne-based xWise Group has today announced the launch of BuildxWise, its residential and commercial volume construction division and the final piece in a long-term strategy to create a fully integrated property delivery model across the growth areas of Melbourne.

The move completes a four-part platform spanning land development, capital, sales, and now construction - bringing greater control, clarity, and commercial alignment to every stage of the development process.

xWise Group, founded by AJ Batra and Akash Ahluwalia, has grown into one of Victoria's agile and integrated private property groups, with a pipeline of over 3,500 residential and commercial lots under development across the growth corridors of Melbourne. With the addition of BuildxWise, the Group now operates end-to-end across the property value chain – enabling greater efficiency, margin control, and product quality across its communities.

“We didn’t set out to be just another developer. We set out to build an ecosystem,” said AJ Batra, Co-Founder, xWise Group.

“BuildxWise is the final link – the one that gives us full visibility across the value chain and allows us to move faster, control quality, and deliver more value to our partners and communities.”

A Strategic Move, Years in the Making

The decision to bring construction in-house was not born of market volatility but of long-term strategic planning that has been in play for over two years. xWise Group identified a gap in the market – where most private land developers had minimal control over the delivery of homes and buildings across their land estates.

“This is not a pivot. It’s the culmination of a deliberate strategy,” said Akash Ahluwalia. “There’s a disconnect in the market between land developers and volume builders. BuildxWise bridges that gap – giving us ownership of the full customer journey and allowing us to deliver quality homes and commercial builds that are smart, efficient, and built to last.”

The business launches with a large pipeline of builds across LandxWise estates, with 11 builds due for completion in Q3 2025 and balance to follow in 2026.

Led by Experience, Built for Scale

BuildxWise is led by co-founder Prab Pandher, whose career spans across residential construction and project management, including senior roles at Carter Grange and CBRE. With a shared commitment to transparency, innovation, and delivery, Pandher joins forces with Batra and Ahluwalia to build a new kind of volume construction business – one that’s developer-aligned, process-driven, and backed by the scale of the xWise Group.

“For years, we’ve shared the belief that the volume construction sector is overdue for reinvention – particularly at the interface between land developers and end occupiers,” said Pandher.

“BuildxWise is our response – with smarter systems, clearer communication, and a delivery model



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shaped by research, not guesswork. We're focused on practical, well-designed homes that perform – and we back that with tech-enabled transparency, tight pricing, and genuine after-care."

Pandher is supported by a senior team with more than 50 years' of combined experience, and the financial and operational backing of the xWise Group.

Homes Informed by Insight - Built, Wisely.

The BuildxWise product range has been shaped by direct market feedback through SalesxWise, the Group's in-house sales and marketing division. With real-time insight into buyer preferences, agent feedback and market trends, BuildxWise is able to design and deliver homes that respond to what purchasers actually want – not just what's typical for the category.

From considered floorplans and curated inclusions to clearer pricing and improved buyer communication, every element of the BuildxWise offering is designed to reflect the realities of modern living – and to streamline the journey from contract to completion.

"We're not guessing. We're building with live feedback from the market," said AJ Batra. "It means better planning, stronger buyer confidence, and buildings that create value from day one."

BuildxWise homes are delivered through an integrated, digitally enabled system – with faster build times, transparent updates, and a dedicated after-care team ensuring support doesn't stop at settlement.

The new arm will initially deliver homes and commercial buildings exclusively across LandxWise estates, with plans to extend its capabilities through strategic partnerships with other landowners and developers who share BuildxWise's commitment to thoughtful design, delivery efficiency, and long-term value.

For more information visit buildxwise.com.au

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