BRIGADE ENTERPRISES LIMITED
Corporate Identity Number (CIN): L85110KA1995PLC019126
Registered Office : 29th & 30th Floors, World Trade Center
Brigade Gateway Campus, 26/1, Dr. Rajkumar Road
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28th April, 2016

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
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Bandra (East),
Mumbai - 400 051
Fax Nos. : 022-26598237/38

Department of Corporate Services - Listing
BSE Limited
P. J. Towers
Dalal Street,
Mumbai - 400 001
Fax Nos.: 022- 22722037/2039

Re.: Scrip Symbol: BRIGADE/Scrip Code: 532929

Dear Sir,

Sub.: Press Release - "Brigade Group in association with Accor Hotels launches Grand Mercure Mysuru"

We are enclosing herewith the copy of the press release titled **"Brigade Group in association with Accor Hotels launches Grand Mercure Mysuru"**.

Kindly take the same on your records.

Thanking you,
Yours faithfully,

For Brigade Enterprises Limited

P. Om Prakash
Company Secretary & Compliance Officer

Encl.: a/a.

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Brigade Group in association with Accor Hotels launches Grand Mercure, Mysuru

~ Located in the heart of Mysuru city, the premier destination for leisure and business travellers~

Mysuru, 28th April 2016: Brigade Group and Accor Hotels today announced the opening of Grand Mercure Mysuru in South India's popular growing tourist destination, Mysuru. This is the second Grand Mercure property for Brigade Group, the first one being the award winning Grand Mercure Bangalore in Koramangala. Set in the historical city's heartland, north of the majestic Mysore Palace, the hotel boasts 146 spacious and well-appointed contemporary rooms and suites and is located within close proximity of all major tourist attractions as well as the central business district. The Grand Mercure Mysuru is situated on the legendary Sayyaji Rao Road that witnesses the world-famous Dasara procession. The sixth floor of the hotel features an exquisite viewing gallery overlooking the Dasara processional pathway, allowing guests to enjoy an exclusive view of the magnificent festivities the city is globally renowned for.

Guests can enjoy and experience the strong local connection of Mysuru and Karnataka's culture and heritage. The vibrant interior décor gives one a taste of the celebrated Royalty of Mysuru in a whole new contemporary way. The chandeliers on display exude a holistic and soulful concept of 'bringing stories to life' for the hotel. The philosophy of embracing the local culture and traditions is further reflected in the names of the hotel's exclusive restaurants, delicatessen, meeting rooms and banqueting facilities.

Commenting on the launch ***M.R.Jaishankar, Chairman & Managing Director, Brigade Enterprises Limited,*** said, "Mysuru has been an established tourist destination where art and culture contributed significantly to the cultural growth of the city. We are excited to reveal a new luxury landmark in the heart of this city. With our diverse portfolio of accommodation, dining destinations and meeting spaces, we are set to define new standards in the hospitality industry to cater to the city's growing tourism and business activities".

Inspired by Mysuru's rich culinary legacy, guests can feast on an extensive selection of cuisines at the hotel. **La Uppu** serves an eclectic mix of global cuisine and local delicacies, is an all-day-dining multi-cuisine restaurant with an option of indoor and al-fresco seating; **By the blue,** the rooftop specialty restaurant which overlooks the pool, serves Northern Indian cuisine; **Silk Bar**, by its name narrates the story of the famous silk in Mysuru and serves a mix of single malts, cocktails, mocktails, spirits and wines; and **Deli Shop**, a delicatessen at the Lobby, serves the finest bakery and confectionary creations by talented chefs paired with an array of Indian coffees.

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Jean-Michel Cassé, Senior Vice President, Operations, AccorHotels India said, "The opening of Grand Mercure Mysuru adds to AccorHotels' ambitious growth strategy in the region. The Grand Mercure brand prides itself as being a cultural touchstone in each destination that brings local stories to life. The Grand Mercure Mysuru will be the epitome of our vision, combining rich local traditions with renowned French touches to deliver a fresh perspective on world-class service."

The hotel also features amenities like a gym equipped with the latest equipment, a terrace pool, kids play area and a spa to rejuvenate the mind and body.

"Mysuru is the cultural capital of Karnataka with expansive tourist sites of historical importance. At Grand Mercure Mysuru, we take pride in providing contemporary facilities while our guests enjoy the traditional Mysuru hospitality. Our aim is to offer our guests a unique blend of modern and traditional aesthetics that create memorable experiences for business and leisure travelers," said ***Vineet Verma, Executive Director, Brigade Hospitality Services Limited.***

To celebrate the opening, the hotel is offering a Deluxe rooms stay with breakfast for two inclusive of any one main meal from INR 7250 per night. This offer is valid from now until 30th June, 2016. The rate for a Standard Room is from INR 6000.

About Brigade Group:

Brigade Group is one of India's leading developers with 29 years of experience in transforming the skyline of cities in South India namely Bangalore, Mysore, Mangalore, Hyderabad, Chennai, Kochi with its developments across Residential, Offices, Retail, Hospitality & Education sectors.

Brigade Group has completed over 150 buildings amounting to over 25 million sq. ft in residential, offices, retail and hospitality sectors. The Group is currently in the process of developing more than 30mn sft. of projects across 7 cities over the next 5 years.

The awards and recognition received by Brigade Group across various categories serve as a testimony to Brigade as a proven brand, well established and trustworthy coupled with excellent customer service and impeccable build quality.

For more details on Brigade Group visit www.BrigadeGroup.com

About Grand Mercure

Grand Mercure is an upscale network of hotels and apartments combining rich local traditions with renowned French touches to deliver a fresh perspective on world-class service. Grand Mercure is a cultural touchstone in each destination, capturing guests' imagination and bringing local stories to life. Operating in Asia Pacific for almost 20 years, the Grand Mercure brand is uniquely adapted to each

BRIGADE ENTERPRISES LTD. Bangalore

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market, launching Grand Mercure Mei Jue in China and Grand Mercure Maha Cipta in Indonesia, with further expansion planned in Latin America and the Middle East – countries where there is a greater demand for hotels that truly understand the different expectations of their guests and can help guests 'discover a new authentic'. The Grand Mercure network consists of 46 hotels worldwide with 39 hotels in Asia Pacific. Grand Mercure is a brand of AccorHotels, the world's leading hotel operator with nearly 3,900 hotels and over 190,000 employees in 92 countries.

grandmercure.com| accorhotels.com

About AccorHotels

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone *Feel Welcome*.
Over 190,000 women and men in 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.
AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:
- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty programme Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 programme.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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