

Brigade Enterprises Limited

Corporate Identity Number (CIN) : L85110KA1995PLC019126
Registered Office : 29th & 30th Floor, World Trade Center
Brigade Gateway Campus, 26/1, Dr. Rajkumar Road
Malleswaram - Rajajinagar, Bengaluru - 560 055, India
T : +91 80 4137 9200
E : enquiry@brigadegroup.com W : www.brigadegroup.com



Ref: BEL/NSEBSE/PR/04112025

4th November, 2025

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Department of Corporate Services - Listing
BSE Limited
P. J. Towers
Dalal Street,
Mumbai - 400 001

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

Dear Sir/ Madam,

Sub: **Regulation 30 - Press Release - BuzzWorks by Brigade Group Partners with Frido to Elevate Comfort and Wellness at Work**

We are enclosing herewith the copy of the press release titled " BuzzWorks by Brigade Group Partners with Frido to Elevate Comfort and Wellness at Work".

This is also hosted on the Company's website at www.brigadegroup.com

This disclosure is pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on records.

Thanking You,
Yours faithfully,

For **Brigade Enterprises Limited**

P. Om Prakash
Company Secretary & Compliance Officer

Encl: As above



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PRESS RELEASE

BuzzWorks by Brigade Group Partners with Frido to Elevate Comfort and Wellness at Work

Managed workspaces from Brigade Group, BuzzWorks, has partnered with Frido, India's leading D2C ergonomic innovation brand, to introduce comfort-led wellness solutions across its centres. As part of the collaboration, BuzzWorks will integrate Frido Comfort Rooms into its upcoming centres in Hyderabad and Bengaluru, while rolling out Frido Corners across existing locations. Frido will bring its signature design language to BuzzWorks centres, creating Comfort Rooms that allow members to unwind and experience ergonomic setups first-hand. These dedicated zones will offer members immersive access to Frido's ergonomic innovations, from the 3D Ergo Chair to standing desks and sofa-cum-beds with wedge integrations that seamlessly blend comfort into the workday. For BuzzWorks users, this means improved posture, reduced fatigue, and a more balanced work routine, that enables them to recharge, refocus, and perform at their best throughout the day.

"At BuzzWorks, we've always believed that workspaces should offer more than just a place to work, they should enable a sense of balance, belonging, and well-being. Our partnership with Frido strengthens this philosophy by introducing comfort-led design as an integral part of our spaces. As we continue to build environments that inspire performance and foster community, this collaboration ensures our members experience a more holistic workspace, one that supports both their productivity and their overall wellness," said Siddharth Verma, Business Head, BuzzWorks by Brigade Group.

"At Frido, we believe comfort isn't a luxury, it is a necessity. And comfort is especially crucial at workspaces, where professionals spend a major chunk of their day under immense stress. Through our partnership with BuzzWorks, we want to bring a sense of ease into their everyday routine, not just in moments of rest but while they are creating, collaborating, and pushing through challenges. Our vision is to make well-being feel natural and effortless at work, woven into the environment itself, so that people experience it as part of how they work and live each day, rather than something to think about separately," said Ganesh Sonawane, Co-founder & CEO, Frido.

This strategic partnership marks BuzzWorks' priority to create workspaces that focus on well-being, ease, and performance.

About BuzzWorks:

Brigade Group entered the flexible office space segment with the launch of BuzzWorks in 2019. The brand offers managed, customisable workspaces through two key formats: Built-to-Suit solutions for enterprises with specific design and operational needs, and Ready-to-Occupy offices for businesses seeking high-quality, immediately functional spaces. BuzzWorks primarily caters to large enterprises and growth-focused companies. Managed offices are increasingly seen as enablers of productivity, culture, and scale in today's dynamic business landscape. With a sharp focus on experience, flexibility and scalability, the brand goes beyond workspaces; curating events, activations, and collaborative touchpoints that foster meaningful connections and enable professional and cultural exchange among its members.

About Brigade Group:

Established in 1986, Brigade Group is one of India's leading property developers with close to four decades of expertise in building positive experiences for all their stakeholders and winning their customers' trust. Brigade has developed many landmark buildings and transformed skylines across India in the cities of Bengaluru, Chennai, Hyderabad, Mysuru, Kochi, Thiruvananthapuram, and GIFT City with developments across Residential, Office, Retail, Hospitality and Education Sectors.



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BRIGADE

Building Positive Experiences

About Frido: Frido is dedicated to redefining comfort with its thoughtfully designed ergonomic products. From cushions and insoles to pillows, each product is crafted to provide relief from pain, improve posture, and enhance daily living. With a focus on quality and innovation, Frido empowers individuals to live comfortably and confidently. Discover more at www.myfrido.com

For more information, please contact:

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