

Brigade Enterprises Limited

Corporate Identity Number (CIN): L85110KA1995PLC019126
Registered Office : 29th & 30th Floors, World Trade Center
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BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSEPR/07122018

7th December, 2018

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.: Press Release - "Brigade announces the launch of Parkside - Independent living for Seniors, across Bangalore"

We are enclosing herewith the copy of the press release titled "Brigade announces the launch of Parkside - Independent living for Seniors, across Bangalore".

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

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



Brigade is recognised as one among the best in
Construction & Real Estate Industry.





PRESS RELEASE

For Immediate Release

**Brigade Group announces the launch of
Parkside- Independent living for Seniors, across Bangalore**

December 7, 2018, Bangalore: Brigade Group, one of India's leading real estate developers, today announced the launch of Parkside – Independent living for Seniors, across 3 locations - Sarjapur Road, Mysore Road and Jalahalli in Bangalore. Over the past three decades, Brigade has pioneered new trends and innovations in real estate. The success of Parkside at Brigade Orchards has paved the way for the brand to get into this new category in a bigger way with multiple such senior living projects across the city of Bangalore.

The projects comprise of 1 & 2-bedroom homes with carpet area ranging from 38.86 sq.mts to 59.14 sq.mts. These homes have specially designed features for senior living like: anti-skid tiles, grab bars in bathroom, emergency pull cords in the master bathroom and bedroom and wide doors within the apartment for easy wheel chair movement. The landscaped areas are designed to incorporate multiple amenities like reflexology park and outdoor gymnasium.

The Parkside by Brigade brand aims to create and cater to an experience that is convenient, friendly, and memorable. The project would also provide services in association with Celebrations LLP, a unit of Brigade Hospitality. Our specialised services include 24x7 health care facility with nursing attendant available round the clock and an ambulance stationed at site, senior friendly gymnasium with certified instructors, multi-cuisine restaurant, multipurpose lounge for get-togethers and round the year fun activities.

Also available would be doctor on call, physiotherapist, specialized coaching classes for pursuing various hobbies, guest room facility for family & friends, meal plans, and housekeeping & concierge services, at reasonable costs.

On the occasion of the launch, Mr. M R Jaishankar, Chairman & Managing Director, Brigade Enterprises Limited, said:

"In our relentless pursuit of excellence and customer centricity, we are launching PARKSIDE by BRIGADE, Independent living for Seniors, across Bangalore. It's a great option for people above 55 who appreciate an active lifestyle, want more social interaction with their peers, and at the same time wish to enjoy the privacy of their own home. These thoughtfully designed homes will be a testament to Brigade's passion for setting the bar higher in every initiative we undertake."

To know more about this project visit www.ParksidebyBrigade.com

