

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/18032025

18th March, 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: Press Release - "Brigade Group and Gruhas Partner to Drive PropTech and Sustainability with ₹300 Crore Earth Fund":

We are enclosing herewith the copy of the press release titled "Brigade Group and Gruhas Partner to Drive PropTech and Sustainability with ₹300 Crore Earth Fund."

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

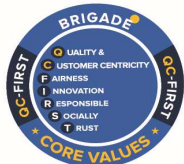
Kindly take the same on records.

Thanking You,
Yours faithfully,

For **Brigade Enterprises Limited**

P. Om Prakash
Company Secretary & Compliance Officer

Encl: As above



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PRESS RELEASE

Brigade Group and Gruhas Partner to Drive PropTech and Sustainability with ₹300 Crore Earth Fund

The Earth Fund provides startups in real estate, construction, and PropTech with industry integration, market access, go-to-market acceleration, strategic fundraising, and growth support.

Bengaluru, March 18, 2025: The Earth Fund - India's first real estate tech and sustainability-focused investment fund set up under Zoiros Projects Private Limited, launched by Brigade Group, one of India's leading real estate developers, has joined forces with Gruhas, the investment arm of Nikhil Kamath and Abhijeet Pai. The ₹200 Cr SEBI-registered Category II Alternative Investment Fund (AIF), with an additional ₹100 Cr green-shoe option, aims to back high-growth startups solving challenges in the built world through sustainability and innovation.

The Earth Fund is led by industry stalwarts, including Nirupa Shankar, Joint MD, Brigade Enterprises Limited, Abhijeet Pai, Co-Founder, Gruhas, Nikhil Kamath Co-Founder, Gruhas and Mohan Parvatikar, Independent Director, Zoiros Projects Private Limited, additionally, with a team of seasoned professionals bringing deep expertise in real estate, venture capital, and entrepreneurship.

By combining Brigade's deep industry expertise with Gruhas' proven investment acumen, Earth Fund is set to accelerate the next generation of PropTech and sustainability-driven startups.

Investment Strategy & Focus

Earth Fund will invest in Pre-series A and Series-A tech startups innovating in real estate, construction, and sustainability. The Fund seeks to invest USD 1-2 million in startups that have a demonstrated product market fit and are looking for capital to scale their solutions. The Fund aims to have a portfolio of 10 to 15 startups through an initial check and reserves for follow-on rounds.

Focus areas for the Fund include breakthrough innovations across UrbanTech - covering proptech, construction tech, real estate solutions, and asset utilization; and Sustainability, including climate tech, clean tech, smart mobility, and energy solutions. Multiple startups are already being considered for Earth Fund and investments are expected to be announced shortly.

Industry Integration & Strategic Support

Through this partnership, Gruhas, with its experience investing in 50+ startups across PropTech, climate tech, sustainability, and consumer sectors, will play a key role in identifying and nurturing high-impact ventures.

Brigade REAP, having mentored and invested in over 80 companies over the last 8 years across the UrbanTech & Sustainability value chain through its REAP Accelerator and Investment program, will be able to support investee companies beyond just capital with industry integration, market access, go-to-market acceleration, strategic fundraising, and growth support.

Commenting on the initiative, **Nirupa Shankar, Joint Managing Director of Brigade Enterprises Limited** said, "The uniqueness of Earth Fund is its focus on Urbantech and Sustainability solutions for the built world. By leveraging the resources and expertise of Brigade Group and Gruhas, our aim is to identify and support startups that will redefine urban development and drive long-term value. Our goal is to bridge the gap between traditional real estate and cutting-edge technology, fostering an ecosystem for sustainable and efficient urban solutions. We will draw on our last 8 years of experience in running Asia's first UrbanTech Accelerator, Brigade REAP, to ensure that investment



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decisions are backed by extensive industry research and hands-on engagement with our portfolio companies. This will enable Earth Fund's startups to navigate the complexities of the real estate sector and scale faster than their counterparts. Brigade REAP has shown us the transformative potential of UrbanTech startups, and Earth Fund will further support these innovative ventures."

Abhijeet Pai, Co-Founder, Gruhas, said, "Earth Fund aligns with our vision of using technology to drive sustainable growth in real estate and construction—one of the world's largest yet least innovated industries. With India's population surpassing 1.4 billion, modernizing our built environment is more urgent than ever. Earth Fund isn't just capital; it's a catalyst for change. We back PropTech and sustainability startups with funding, industry integration, and strategic mentorship. By bridging traditional real estate with emerging technologies, we're accelerating ventures that redefine urban spaces, construction, and resource efficiency. Through strategic partnerships, we're shaping a future where smart infrastructure, green buildings, and AI-powered urban planning become the new standard."

About Earth Fund: Earth Fund is a SEBI-registered Category II Alternative Investment Fund (AIF), launched by Brigade Group and Gruhas to drive innovation in PropTech and sustainability. It is India's first real estate tech and sustainability-focused investment platform, backing Pre-Series A and Series A startups in real estate, construction, and climate-focused technology. Beyond capital, it offers startups industry integration, direct market access, strategic fundraising, and growth acceleration, leveraging Brigade's real estate expertise and Gruhas' investment acumen.

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 South India in the cities of Bengaluru, Chennai, Hyderabad, Mysuru, Kochi, Trivandrum and Gift City, Gujarat with developments across Residential, Office, Retail and Hotels.

About Gruhas: Gruhas is a pioneering investment venture focused on prop-tech, sustainability and consumer brands. With investments across 50+ companies and a vision to transform industries, we back innovative ventures that are shaping the future. Through strategic capital and deep sector expertise, Gruhas is driving lasting impact and fostering scalable growth.

Media contact

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Gruhas

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