

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 F: +91 80 2221 0784
E: enquiry@brigadegroup.com www.brigadegroup.com



BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSE/PR/18122019

18th December, 2019

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 says Kem Cho to GIFT City with a brand new Grand Mercure"

We are enclosing herewith the copy of the press release titled "Brigade Group says Kem Cho to GIFT City with a brand new Grand Mercure".

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 Ltd

P. Om Prakash
Company Secretary & Compliance Officer

Encl.a/a



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

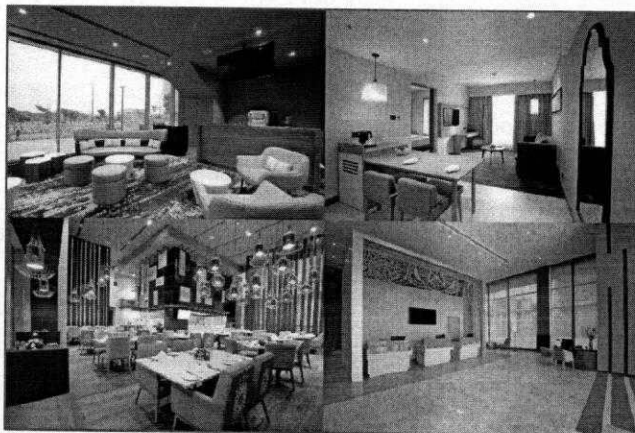




Press Release
18 December 2019, Gandhinagar



Brigade Group says *Kem Cho* to GIFT City with a brand new Grand Mercure



First international hotel brand in the first operational Smart City

GIFT City developed with India's first 'Intelligent and Green Infrastructure' welcomes its first international hotel with Grand Mercure Gandhinagar GIFT City. Based on the concept of leading financial service nations, GIFT City is planned with state of art connectivity, infrastructure and transportation access integrated into the design of the city. Located on the bank of the Sabarmati River, GIFT City connects the Business capital (Ahmedabad) and Political capital (Gandhinagar) of Gujarat State- The Growth Engine of India.

Brigade Group is proud to launch the first hotel in GIFT City which is the first operational Smart City in the Country.

Grand Mercure Gandhinagar GIFT City features 151 well-equipped guestrooms. The nine-floor hotel, amidst GIFT City, is built to cater to the demands of seasoned frequent travellers looking for quality accommodation and admirers of inventive homegrown interior. Keeping the state's rich cultural, historical, culinary and geographical dimensions a topmost priority, the hotel incorporates local touch points to all its premium services, food, accommodation and healthy lifestyle options.

Through storytelling, the property brings the distinctive culture and traditions of Gujarat to life, with local interpretation of the four brand signatures: Sense of Welcome, Sense of Food and Beverage, Sense of Wellness and Sense of Culture and Discovery. Inspired by the rich culinary legacy of Gujarat, the hotel has a specialty restaurant *Samaroh*, which offers local quintessential Gujarati delicacies. Guests are welcomed with a Gujarati Thali which truly captures the flavours of the state and is a treat to reckon with.

"We are extremely delighted to present Grand Mercure Gandhinagar GIFT City, our very first hotel outside South India and the 7th hotel by Brigade Group. It is our privilege to have been offered an opportunity to create this landmark project in Gujarat and we are grateful for all the support and encouragement we have received from the Government and from the GIFT City authorities. Being the first hotel development in GIFT City, we have spared no efforts in ensuring top quality in terms of the product and services. We are confident our guests will love the experience of staying and dining at the hotel." said **Mr. M.R. Jaishankar, Chairman & Managing Director, Brigade Enterprises Limited.**

"We are extremely happy to launch Grand Mercure Gandhinagar GIFT City, the first international branded hotel, in the foremost operational smart city of the country. With the support of Brigade Group, we have successfully established three Grand Mercure properties in the country and look forward to





BRIGADE



collaborating for more hotels going forward." said **Jean-Michel Cassé, Chief Operating Officer (COO)** – India & South Asia, Accor.

"Along with our partners, Brigade Group, we are excited to open the Grand Mercure GIFT City and support the city's vision to be a global financial and Information Technology hub. Grand Mercure from Accor, with its sense of universal hospitality and uniquely local touchpoints, will provide travellers with globally benchmarked and quality accommodation. Gujarat is a pivotal state with growing infrastructure and overall development. We look forward to continued hotel development opportunities in the state." said **Lokesh Sabharwal, Vice President - Development & Special Projects, South Asia, Accor.**

Located in the proximity of corporate houses, Grand Mercure Gandhinagar has six meeting rooms, which are perfect place for conferences, training programs and social events. The hotel has a pillarless ballroom that can comfortably accommodate up to 200 delegates. Leisure facilities include a state-of-the-art fitness centre, an infinity pool with a separate party area and a yoga pavilion to rejuvenate the mind and body.

Gandhinagar, the capital city of Gujarat is known for its rich cultural heritage, beautiful temples and serene environment. Popular city attractions include the Akshardham Temple known for its spectacular architecture and pilgrimage influx from around the country. Other nearby places worth visiting are Sabarmati Ashram - Gandhi Ashram in Ahmedabad and Modhera Sun Temple. Guests can also plan visit to the World's Tallest Statue, Statue of Unity and Rann of Kutch with the help from the hotel's concierge.

"We are pleased to open our hotel in GIFT City," said **Bijoy Sengupta, General Manager, Grand Mercure Gandhinagar GIFT City.** "We will ensure that the hotel's new standard of hospitality will justify the purpose of all our guests from leisure to business; personal to professional. We look forward to cater to the city's growing tourism and business activities."

To celebrate its opening, the hotel is offering a stay inclusive of buffet breakfast, hotel credit worth INR 2000, complimentary room upgrade (subject to availability) and Wi-Fi when you book your stay till 31st May 2020. Members of Accor's loyalty programme ALL-Accor Live Limitless now have another property at which they can earn, redeem and spend points at, while making use of the multiple offerings that ALL provides.

For reservations, please call +91 7961801300 or email to ha741-fo@accor.com

Note to the Editor: Hi-res images can be downloaded via: <https://bit.ly/2LRcpFa>

About Grand Mercure

Grand Mercure Hotels & Resorts tempts travelers with a charming and inviting hotel experience that appeals to their imagination and insatiable sense of discovery. With its debut in Asia Pacific nearly 20 years ago, the Grand Mercure network consists of more than 55 hotels that embrace cultural tradition, locally influenced cuisine and inspired artistic expression. Flagship hotels include Grand Mercure Mysuru in India, Grand Mercure Belem Do Para in Brazil and Grand Mercure Rio de Janeiro Riocentro in Brazil. Grand Mercure is part of Accor, a world-leading augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries.

grandmercure.com | group.accor.com

About Brigade Group

Brigade Group is one of India's leading developers with 33 years of experience in transforming the skyline of cities in South India namely Bengaluru, Mysuru, Mangaluru, Hyderabad, Chennai, Kochi and also Ahmedabad with its developments across Residential, Offices, Retail and Hospitality sectors. Brigade Group has completed over 250 buildings amounting to over 66 million sq. ft across the various domains.

The awards and recognitions received by Brigade 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





PRESS CONTACTS:

Amisha Gutgutia
Director – PR & Communications, India & South Asia, Accor
M: +91 9899700171
E: amisha.gutgutia@accor.com

Drishty Gandhi
Marketing and Communication Executive
Grand Mercure Gandhinagar GIFT City
M: +91 9916261306
E: drishty.gandhi@accor.com

