

Brigade Enterprises Limited

Corporate Identity Number (CIN) : L85110KA1995PLC019126
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BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSEPR/19012021

19th January, 2021

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 EXPANDS ITS FOOTPRINT IN HYDERABAD, Launches Brigade Citadel Residential Project":

We are enclosing herewith the copy of the press release titled "BRIGADE GROUP EXPANDS ITS FOOTPRINT IN HYDERABAD, Launches Brigade Citadel Residential Project".

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



PRESS RELEASE

BRIGADE GROUP EXPANDS ITS FOOTPRINT IN HYDERABAD

Launches Brigade Citadel Residential Project

Project to feature a 100-year-old Banyan Tree

Hyderabad, January 19, 2021: One of India's leading property developers, Brigade Group has launched Brigade Citadel, a 11+ acres residential project in Moti Nagar, Hyderabad. This is Brigade Group's second project in Hyderabad. Brigade Citadel comprises of over 1300 luxurious two- and three-bedroom homes which are competitively priced, starting at 75 lakh and 99 Lakh respectively. With a thoughtful array of amenities and sprawling outdoors, each home is designed to maximise space through world-class architecture and conforms to the highest standards of quality. The project is set among aesthetic and lush landscaping with a lavish central courtyard seating area around a 100-year-old banyan tree.

Addressing a press conference at the launch, Rajendra Joshi, CEO, Residential, Brigade Enterprises said, "The sale of residential units has shown a steady rise in the last 6 months. We are expecting this trend to continue in 2021. We at Brigade Group look at Hyderabad as a vital growth driver, given that it recorded the lowest level of unsold inventory in the recent past compared to the other metros in the country. The launch of Brigade Citadel is in a sense Brigade Group's re-entry into Hyderabad. This will be our second offering after Brigade at No. 7, Banjara Hills. The project saw very good traction during the pre-launch, even with absolutely no marketing. At Brigade, we have always believed in crafting iconic landmarks and transforming the lives of the community in line with our core values – QC First, which stands for Quality, Customer Centricity, Fairness, Innovation, Responsible Socially and Trust. Our customer first ethos which has led to the development of many landmarks in the past, once again comes to the fore as we transform the city skyline of the city of pearls, while creating positive experiences for our customers in Moti Nagar."



Brigade Citadel is conveniently located between Bharat Nagar and Erragadda Metro Stations and is in close proximity to the main bus stop and the Begumpet railway station making it well connected to IT Hubs and offices. It is also close to several leading schools, colleges and malls. Other amenities include a 53,000 sq. ft. clubhouse, jogging track, outdoor gym, cricket practice net, basketball practice court, play lawn, children's play area, skating rink, urban plaza, amphitheatre and terrace pool.

As part of their expansion plan for Hyderabad, Brigade Group is on the lookout for strategic partners and potential land parcels in the city.

About BRIGADE ENTERPRISES: Established in 1986, Brigade is one of India's leading property developers with over three decades of building positive experiences for all its stakeholders and winning customer's trust. Brigade has developed many landmark buildings and transformed the skyline across South India in the cities of Bengaluru, Mysuru, Hyderabad, Chennai and Kochi with developments across residential, office, retail, hospitality and education sectors.

For information on Brigade Group, please visit BrigadeGroup.com

For more information please contact:

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