

Brigade Enterprises Limited

Corporate Identity Number (CIN) : L85110KA1995PLC019126
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Ref: BEL/NSEBSEPR/24022023

24th February, 2023

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 001

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: "Bengaluru Margadarshana - First Ever Walk-through Map of Major Roads Inaugurated"

We are enclosing herewith the copy of the press release titled "Bengaluru Margadarshana - First Ever Walk-through Map of Major Roads Inaugurated."

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

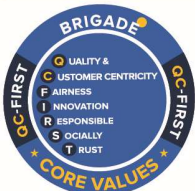
Kindly take the same on your records.

Thanking you,
Yours faithfully,

For **Brigade Enterprises Limited**

P. Om Prakash
Company Secretary & Compliance Officer

Encl.: a/a



PRESS RELEASE

Bengaluru Margadarshana – First Ever Walk-through Map of Major Roads Inaugurated
Brigade Group partners with The Ugly Indian and BBMP to create a unique ‘Crossover Park.’

Bengaluru 24th February 2023: Bengaluru Margadarshana, a first ever walk-through map of major roads and junctions that depicts how several major roads seamlessly connect to the central business district of the city was inaugurated by Pavitra Shankar, Managing Director, Brigade Enterprises Limited, today. Located under the flyover crossover after Hebbal junction near Nagashettihalli, Bengaluru Margadarshana, which is sponsored by Brigade Group in association with The Ugly Indian and BBMP also features brief narratives of five centuries of the expansion of Bengaluru since 1537 when the city was founded by Nadaprabhu Kempegowda. It is said that when Kempegowda built his new capital town, he called it Bengaluru as his mother and wife belonged to the hamlet of Hale Bengaluru (Old Bangalore).

Commenting on the initiative, Pavitra Shankar said, “The area is an important crossover point between Nagashettihalli, Kodigehalli and planned layouts like Devinagar and RMV extension. It is also adjacent to a railway crossing which makes it a crossover point for multi-nodal transport. We noticed that the large unused space at the crossover under the flyover was unkempt and doubled up as a garbage dump; and leveraged our association with The Ugly Indian and BBMP to beautify the area. The Ugly Indian team took it one step ahead by creating a one of its kind walk-through roadmap of Bengaluru. An added incentive for us to develop this crossing point was its proximity to Brigade Senate. This is the latest addition to a series of similar initiatives that Brigade has undertaken around our developments including the beautification of Mukunda Flyover near Orion Avenue Mall, Racecourse Flyover, Yeshwantpur Railway Station and Sandalwood Soap Factory Metro Station. We intend to take our ongoing relationship with The Ugly Indian forward as a community-based initiative for citizens to take ownership of public spaces. We will continue to engage in such opportunities that give back to society, be it redeveloping parks, rejuvenating lakes or beautifying public spaces.”

According to a co-ordinator from The Ugly Indian, “It’s wonderful to see a joint initiative from a concerned corporate, local volunteers, traffic police and BBMP to improve the usability and aesthetics of an important junction - by creating a unique themed under-flyover space that is safe, clean, educational and creates a sense of pride in the city. Such initiatives create a sense of positivity that change is possible and provide a good example of government-citizen partnership to improve public spaces.”

The two central pillars of the crossover point adjacent to the model walkthrough road map are painted in Navy blue that stands out against a backdrop of greenish light-blue ceiling of the flyover. Bold white ‘Crossover’ motifs on the dark blue background act as reflectors with mounted flood lights on the sides, visually reducing the heaviness of the pillars. There is also visual representation of how the city has grown over the last five centuries. The walk-through road map is a good learning experience for the public and for children as it highlights the history of the city.

About Brigade Enterprises

The Brigade Group is one of India's leading property developers with over three decades of expertise in building positive experiences for all stakeholders. Instituted in 1986, the company has developed many landmark buildings and transformed the skyline of cities across South India, namely – Bengaluru, Mysuru, Hyderabad, Chennai and Kochi with developments across the Residential, Commercial, Retail, Hospitality and Education sectors. Since its inception, Brigade has completed 250+ buildings amounting to over 76 million sq. ft of developed space across a diverse real estate portfolio.

For more information, please contact:

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