

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/NSEBSEPR/26022020

26th February, 2020

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 partners with Oakter to Unveil Amazon Alexa-enabled Smart Homes"

We are enclosing herewith the copy of the press release titled "Brigade partners with Oakter to Unveil Amazon Alexa-enabled Smart Homes".

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 partners with Oakter to Unveil Amazon Alexa-enabled Smart Homes

Bengaluru, India, February 26, 2020: Brigade Group, a leading real estate developer, has partnered with home automation company Oakter to provide smart home solutions to its future residents. As part of its Brigade Plus Easy Home packages, a one stop solution for customized home offerings, Brigade customers will now be able to leverage the benefits of Amazon Alexa. With the help of Alexa, residents will be able to control their home devices such as lights, fans, ACs, TVs, cameras, geysers, listen to the music of their choice, get news updates, make shopping lists and much more, just through voice.

Brigade Plus Easy Home packages offers customers a host of interior solutions such as modular kitchens, electrical fittings, and now the newly announced Alexa-enabled smart home solutions to help them conveniently move into their new homes without the hassle of dealing with various contractors and vendors.

Since 1986, Brigade has been at the forefront of pioneering new trends across sectors – be it establishing the first serviced apartments in Bengaluru, designing large-scale integrated enclaves, introducing the iconic World Trade Center brand to South India and founding the acclaimed Indian Music Experience Museum. With this latest association, Brigade provides customers with tech-enabled designer interior solutions that literally speak their mind!

On this occasion, **Ms. Pavitra Shankar, Executive Director, Brigade Enterprises Ltd.**, said, *"There is a shift in customer preferences for homes that have security, convenience and optimised energy consumption to conserve resources. It makes sense that our offerings are updated to accommodate these new devices and technological advancements."*

According to **Dilip R.S, Country Manager, Alexa Skills and Voice Services, Amazon India**, *"With nearly a 5X increase in Alexa-enabled Smart Home users in 2019, customers love the convenience of voice controlling their world. We are excited to see Brigade Group offer this delight of voice-controlled smart home devices with the Brigade Plus Easy Home packages."*

Smart home has become one of the most popular Alexa features and customers are increasingly experimenting with home automation, starting with something as simple as light bulbs. Alexa can seamlessly bring the smart home experience to life. The convenience of controlling smart home devices with simple commands such as *"Alexa, turn on the lights"*, set timers, ask for information, listen to the news or favourite music, set up quick reminders, add items to their to do list/ shopping list and much more is gaining momentum among customers.



Launched in 2015, Oakter manufactures smart-home appliances compatible with Amazon Alexa, and will be implementing these solutions across Brigade Plus Easy Home Packages. As per **Varun Gupta, CTO of Oakter**, *"Software features are becoming more important in homes. We are delighted to partner with Brigade Group to bring in delightful experience of automation and voice control."*

Brigade has set up multiple model apartments showcasing furnishing options along with the Alexa enabled home automation systems, at the following locations across Bengaluru.

- Brigade Buena Vista, Budigere Cross
- Brigade Plumeria, Kanakapura Road
- Brigade Panorama, Mysuru main road
- Deodar at Brigade Orchards, Devanahalli
- Brigade El Dorado model unit, World Trade Center Bengaluru

Interested customers may call 1800 103 5599 or write to Brigade at plus@brigadegroup.com for more information.

For more information, please contact:

Mathew Abraham, Brigade Enterprises Ltd.
Head – PR & Corporate Communications
Phone: +91 80 4137 9200
E-mail: mathew@brigadegroup.com

