

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/PR1/26022026

February 26, 2026

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: Regulation 30 - Press Release – Strategic Partnership between Brigade Group and Primus Senior Living to Develop Senior Living Communities:

We are enclosing herewith the copy of the press release titled “Strategic Partnership between Brigade Group and Primus Senior Living to Develop Senior Living Communities.”

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

This disclosure is pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

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

Strategic Partnership between Brigade Group and Primus Senior Living to Develop Senior Living Communities

To Launch Three Senior Living Communities with an Expected GDV of Rs. 750 crores

Bengaluru, February 26, 2026: Brigade Group, one of India's leading real estate developers, has partnered with Primus Senior Living, an expert in managing senior living communities, to launch three senior living communities across Bengaluru and other geographies in South India. The upcoming projects will have an expected Gross Development Value (GDV) of approximately Rs. 750 crores. Two out of these three projects are integrated within larger township developments, offering greater inclusivity and access to shared social infrastructure and amenities. These communities are designed to meet every stage of life with dignity and purpose. Age-specific amenities will include wellness centres, hobby lounges, medical bays, fully accessible pathways, concierge services, curated events and inter-generational workshops that foster connections beyond walls.

"This partnership is a significant step in our efforts to expand Brigade Group's footprint in senior living, building upon the success of our first community, Parkside at Brigade Orchards, operational since 2017. The upcoming projects will reflect our core philosophy of quality, innovation and holistic living with multi-generational amenities. Our aim is to create an ecosystem that caters to diverse life stages by integrating a senior-first design and maintaining the highest standards of planning, care and implementation." said Pavitra Shankar, Managing Director, Brigade Enterprises Limited.

"This partnership allows us to bring Primus's health span-increasing model into high-quality, multi-generational communities. Together with Brigade, we aim to create new Blue Zones in India – places where elders live with dignity, purpose and joy." said Adarsh Narahari, Founder and Managing Director of Primus Senior Living.

India's senior living market is at a pivotal moment, fuelled by cultural shifts and innovation, with South India accounting for nearly 60% of the sector's growth. By bringing together Brigade Group's leadership in real estate development and integrated communities with Primus' operational excellence and experience in managing senior living ecosystems, the partnership aims to set new benchmarks in purpose built senior housing with a combined portfolio of around 600 plus units.

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 India in the cities of Bengaluru, Chennai, Hyderabad, Mysuru, Kochi, Thiruvananthapuram, and GIFT City with developments across Residential, Office, Retail, Hospitality and Education Sectors.

About Primus: Primus is a senior living experience provider operating on the pillars of passionate people, compassionate care, robust processes, and intuitive technology. Established in 2013, Primus specializes in providing dignified, independent, and secure living arrangements for seniors. With our continued focus on quality and innovation, Primus has become a trusted leader in India's burgeoning senior living housing segment, delivering unparalleled happiness to elders over the past decade.

For information contact: Miriam Macwana, Brigade Enterprises Ltd., Head-Corporate Communications
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