

BRIGADE ENTERPRISES LIMITED

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Ref: BEL/NSEBSE/18012013

18th January, 2013

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051
Fax Nos. : 022-26598237/38

Department of Corporate Services - Listing
Bombay Stock Exchange Limited
P. J. Towers
Dalal Street,
Mumbai - 400 001
Fax Nos.: 022- 22722037/2039

Re.: Scrip Symbol: BRIGADE/Scrip Code: 532929

Dear Sir,

Sub.: Launch of Mysore's first premium villa project - "Brigade Palmgrove" at Bogadi Road.

We are pleased to inform you that the Company has launched today a new Villa project "Brigade Palmgrove" at Bogadi Road, Mysore. The 14 acre project is the first-of-its-kind villa development in Mysore. The project will feature 72 well-planned, spacious, premium villas and townhouses with areas ranging from 4070sft to 4790 sft.

Apart from this the Company has also launched Brigade Symphony, a luxury residential project on KRS Road, Mysore.

The proposed press release titled "Brigade Group launches Mysore's first premium Villa Project" is enclosed.

Kindly take the same on your records.

Thanking You,
Yours truly,

For Brigade Enterprises Limited

P. Om Prakash
Company Secretary

Encl: a/a



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Also at Brigade South Parade, MG Road, Bangalore-560001 &
Summit @ Brigade Metropolis, Whitefield Road, Mahadevapura, Bangalore 56 0048.



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Press Release

Brigade Group launches Mysore's first premium Villa Project

Key Highlights:

- 72 well planned, spacious, premium Villas & Town houses
- Membership to the Social and Sports Club
- Recreation Zones, Landscaped Gardens, Jogging track

Area Range:

4 bedroom Villas : 4650 sft to 4790 sft
Townhouses : 4070 sft

Budget range:

- Rs 2 Crore * onwards (* Exclusive of Car Park and statutory expenses)

Mysore, January, 18th 2013: Brigade Group, one of India's leading property developers, announced the launch of Mysore's first premium villa project - **Brigade Palmgrove**. The 14 acre project is the first-of-its-kind **villa development** in Mysore, located on Bogadi Road, just 4 kms from Jayalakshmipuram, and less than a kilometer from the Ring Road.

Brigade Palmgrove will feature 72 well-planned, spacious, premium villas and townhouses with areas ranging from 4070sft to 4790 sft. The villas & townhouses epitomize luxury and style and offer contemporary layouts for a modern lifestyle. The villas are designed as standalone units, while the townhouses are planned as pairs of conjoined duplexes. The topography of the area around the villas and the townhouses has been left undisturbed to enhance the quality of life.

Life at Brigade Palmgrove comes with its privileges. The residents will be entitled to the Membership of a Social and Sports Club with lifestyle amenities that include a swimming pool, gymnasium, and recreation zone for a healthy and balanced lifestyle.

On this special occasion, Brigade Group also announced the launch of **Brigade Symphony**, a luxury residential project on KRS Road and the successful completion of two of its landmark projects in



Mysore- **Brigade Horizon, Siddhartha Layout**- Mysore's tallest building that has transformed Mysore's skyline and **Brigade Sparkle, JP Nagar** that gave Mysoreans an opportunity to invest in affordable luxury.

Speaking on the occasion, **Mr. M R Jaishankar- CMD, Brigade Group** said "We are very excited about our latest launches which would introduce Mysore to new standards of residential living. Brigade Group has been developing projects in Mysore that have set new quality benchmarks and has over the past 19 years constantly added value to the residential sector in Mysore, delighting our customers.

About Brigade Group

Brigade Group established in 1986, has been scaling new heights under the able leadership of Mr. M.R Jaishankar, Chairman & Managing Director. Brigade is a proven brand, well established and trustworthy coupled with excellent customer service and impeccable build quality. The company has a network of offices across south India and offices in Dubai and USA . Brigade Group has developed over 100 buildings & 20 million square feet of real estate space that encompasses office buildings, premium residences, software parks, clubs, serviced residences, convention centres, hotels, schools and hospital.

Brigade's projects have been adequately recognised and continues to be recognised by way of multiple awards by Industry body - CREDAI; apart from Construction World, CNBC Awaaz and Realty Plus. The company has been awarded the ' Platinum Award of Excellence' at the CWAB Awards 2012 for consistently being recognized as among India's Top 10 builders. Brigade Group also epitomizes exemplary work culture & value with a fair gender ratio and freedom for employees to unleash their creativity. Brigade Group was acknowledged as one of the "Great Place to Work" by Economic Times and Great Places to Work Institute in 2011 and 2012.

For more information, please visit www.brigadegroup.com

