

BRIGADE ENTERPRISES LIMITED

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Ref: BEL/NSEBSE/22112012

22nd November, 2012

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: Press release - "Brigade Group ties up with Age Ventures India, an entity of Help Age India to set up retirement homes at Brigade Orchards"

We are enclosing herewith the proposed press release titled "Brigade Group ties up with Age Ventures India, an entity of Help Age India to set up retirement homes at Brigade Orchards" alongwith this letter.

Kindly take same on your records.

Thanking You,

Yours faithfully,
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.





Press Release

Brigade Group ties up with Age Ventures India, an entity of Help Age India to set up retirement homes at Brigade Orchards.

Bangalore, November 22, 2012: Brigade Group is pleased to announce a tie-up between Age Ventures India (AVI), an entity floated and supported by Help Age India, for the setting up of Retirement Homes with Assisted Living facilities as part of the upcoming 130 Acre mixed-use township project, **Brigade Orchards** in Devanahalli, near Bangalore International Airport.

The to be constructed retirement homes will have all the facilities that senior citizens would need in their twilight years, which include, among other things, all day dining facilities, a health club with physiotherapy and hydrotherapy facilities, Nursing care, entertainment, wellbeing and hobby facilities, etc. The project will have about 200 apartments of 1 BHK and 2 BHK homes which are specially designed to cater to people of this vintage. The concept is to provide an independent, fulfilling, happy life in a secure environment to people in their advanced years. Age Ventures India will provide all the technical knowhow required to design the project, and will also be running the facility, post completion. AVI have a tie up with **Methodist Housing Association (MHA) of the UK** in this regard.

Mr. M.R. Jaishankar, Chairman and Managing Director, Brigade Group said on the occasion that this is an idea whose time has come, and that it has been his vision for many years to build such a facility as part of integrated enclaves, which will add life to the latter years of senior citizens.

For more information on Brigade Orchards, please visit www.brigadeorchards.com

