

BRIGADE ENTERPRISES LIMITED

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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 announces a World Class Sports Academy in association with Sporting Edge, a Steve Waugh venture, at Brigade Orchards, Bangalore"

We are enclosing herewith the proposed press release titled "Brigade Group announces a World Class Sports Academy in association with Sporting Edge, a Steve Waugh venture, at Brigade Orchards, Bangalore" 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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Summit @ Brigade Metropolis, Whitefield Road, Mahadevapura, Bangalore 56 0048.



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Press Release

Brigade Group announces a World Class Sports Academy in association with Sporting Edge, a Steve Waugh venture, at Brigade Orchards, Bangalore.

Bangalore, November, 22nd 2012: Brigade Group, one of India's leading real estate developers, today announced a truly unique partnership with Sporting Edge, a venture founded by Steve Waugh, the Australian cricket legend and philanthropist, with an aim to give Bangalore a better future in sports.

Brigade Group's association with Sporting Edge aims at providing world-class sports facilities and expert coaching to enable children and budding sportspersons achieve their potential. The sports facility will be located at Brigade Orchards, a 130 acre integrated development at Devanahalli, designed to global best practices by master planners from the USA. The project comprises of villas, luxury apartments, value homes, retirement homes, offices, shopping facilities and a unique Arts Village along with various recreational amenities and other social infrastructure. The association with Sporting Edge will provide access to sports training not only in Cricket but also in Swimming, Tennis, Football and Athletics from well known sporting icons and institutions, to nurture the sports talent in the city.

On this occasion **Mr. M. R Jaishankar, CMD, Brigade Group** said, "Brigade has always worked towards providing customers a better quality of living and has also consistently exceeded their expectations. The association between Brigade Orchards and Sporting Edge is one of the significant steps to show our commitment to giving people a better quality of life. The sports facility at Brigade Orchards now adds to the various amenities that make it a 'Better Bangalore and will make Brigade Orchards an extraordinary livable, marketable and sustainable community'."



Steve Waugh, founder of Sporting Edge and former Australian cricketer said "Sporting Edge, in association with Brigade Orchards, would establish high quality sports academies within the township. These academies would provide families, and especially children, an opportunity to participate in a variety of sporting activities, lead a healthy lifestyle and 'be the best that they can be'. As a member of the Sporting Edge team, I am honoured to be a part of Brigade Orchards."

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

About Brigade Group

Brigade Group commenced operations in 1986. Headquartered in Bangalore, the company has a network of offices across south India and offices in Dubai and USA. So far, Brigade Group has developed over 20 million square feet of real estate that encompasses office buildings, premium residences, software parks, clubs, serviced residences, convention centres, hotels and hospital. Latest amongst its impressive list of awards, Brigade Group won the Best Office space of the year in India for the World Trade Center Bangalore and Best Theme based Township of the Year in India for Brigade Gateway and has been recognized consistently as among "India's Top 10 Builders", a testimony to its innovation and quality.

For more information, please visit www.brigadegroup.com

About Sporting Edge

Sporting Edge has been founded by Steve Waugh who, after twenty five years of touring India and engaging with Indians from various backgrounds, had the vision to provide Indian families and especially their children, opportunities in sport to enable them to lead a healthy lifestyle and fulfill their potential.

Sporting Edge provides an end-to-end solution to real estate developers to help them differentiate their product offering by incorporating branded sport related elements in residential townships. Sporting Edge works with clients starting from conceptualization up to implementation and ongoing management.

For more information, please visit www.sportingedgecc.com

