



SH/XII/005/2026-27

07th April, 2026

Corporate Relationship Department

BSE Limited

1st Floor, Phiroze Jeejeebhoy Towers

Dalal Street, Fort,

Mumbai-400 001

**Scrip Code: 500040/974877/975457/
975967/975968**

Listing Department

National Stock Exchange of India Limited

"Exchange Plaza" 5th floor,

Bandra-Kurla Complex

Bandra (East), Mumbai-400 051.

Scrip Code: ABREL

Dear Sir/ Madam,

Sub: Press release of Birla Estates Private Limited, a wholly owned subsidiary of Aditya Birla Real Estate Limited (the Company)

Ref: Regulation 30 and 51 of Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Please find attached herewith a copy of Press Release of Birla Estates Private Limited, a wholly-owned subsidiary of the Company, the contents of which are self-explanatory.

This is for information for the investors and for your records.

Thanking you,

Yours truly,

For **Aditya Birla Real Estate Limited**

(Formerly Century Textiles and Industries Limited)

Atul K. Kedia

Jt. President (Legal) & Company Secretary

Encl: as above



Aditya Birla Real Estate Limited

(Formerly known as Century Textiles and Industries Limited)

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Corporate ID No.: L17120MH1897PLC000163

Birla Estates clocks over ₹1,600 crores in bookings within a month of launch at Birla Arika Phase 2, Gurugram

Nearly 97% of residences sold, reflecting strong buyer confidence in the brand's luxury offerings in Central Gurugram

Gurugram April 07, 2026: Birla Estates, a wholly owned subsidiary of Aditya Birla Real Estate Limited (ABREL), has achieved bookings exceeding ₹1,600 crores for its luxury project, Birla Arika Phase 2 in Sector 31, Gurugram. Nearly 97% of the residences—152 of 156 units—were sold within a month of launch, underlining strong buyer confidence in the brand's luxury developments in Gurugram.

Birla Arika is a luxury residential development strategically located in Central Gurugram, one of the city's most established and well-connected residential micro-markets. The strong performance of Phase 2 reflects a broader shift in buyer preferences toward spacious residences, expansive landscaped areas, and thoughtfully curated lifestyle amenities aligned with evolving urban living aspirations. Envisioned as a low-density community, the project features four exclusive clubs, each offering distinct and immersive lifestyle experiences tailored to diverse resident needs.

Commenting on the strong response, **K.T. Jithendran, MD & CEO, Birla Estates**, stated, *"Birla Arika has been conceptualised with a clear focus on design-led differentiation — from low-density planning and expansive green spaces to thoughtfully curated lifestyle amenities. The strong response to Phase 2 reinforces our belief that today's luxury homebuyers are seeking not just scale, but superior everyday living experiences. This success reflects our commitment to creating distinctive, high-quality developments that stand apart in a competitive market."*

Located in Sector 31, the project benefits from seamless connectivity to key commercial hubs such as Cyber City, Golf Course Road, and Udyog Vihar, while also enjoying proximity to well-established social infrastructure, including reputed educational institutions, healthcare facilities, and retail destinations. Its central location and mature ecosystem continue to position it as a preferred residential address within the NCR region.

Birla Estates continues to strengthen its presence across NCR through a growing portfolio of premium and luxury residential developments, witnessing strong homebuyer demand across its projects. Reflecting this sustained momentum, the earlier phase of Birla Arika recorded exceptional traction, with Phase I achieving sales of approximately ₹3,000 crores. This momentum was further reinforced by the recent launch of Birla Pravaah in Gurugram (Sector 71), which achieved a 24-hour post-launch sell-out with bookings exceeding ₹1,800 crores, underscoring rising buyer confidence in Birla Estates' luxury residential offerings in the NCR market.

About Birla Estates: Birla Estates Private Limited, is a wholly owned subsidiary of Aditya Birla Real Estate Limited (formerly Century Textiles and Industries Limited). In a short span of time Birla Estates has established itself as a brand of choice in the real estate industry. Birla Estates develops premium residential housing in key markets. The company is developing land parcels both through outright purchases as well as asset light Joint Ventures apart from developing its own land parcels. In the long term, the company is focused on developing world class residential, commercial and mixed use properties and aims to be amongst the top real estate companies in India. The company's focus is on differentiating through sustainability, execution excellence, customer centricity and thoughtful design. The company is headquartered at Mumbai and currently has regional offices in NCR, Bengaluru and Pune and also has a well-established commercial portfolio with 2 grade-A commercial buildings located in Worli, Mumbai with ~6 lakh square feet of leasable area.

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