



SH/XII/106/2025

09th December, 2025

Corporate Relationship Department
BSE Limited
01st Floor, Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai-400 001
Scrip Code: 500040

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 05th floor,
Bandra-Kurla Complex
Sandra (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: Regulations 30 & 51 of Securities and Exchange Board of India (Listing Obligations and 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 your information and record.

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 Pravaah Sets New NCR Benchmark with 24-Hour Post-Launch Sell-Out and Sales Exceeding INR 1,800 Crore

Gurugram, December 09, 2025: Birla Estates Pvt. Ltd., a wholly owned subsidiary of Aditya Birla Real Estate Limited, announced a record sales achievement of approx. over INR 1800 Crores with its premium residential project Birla Pravaah in Sector 71, Gurugram. The project comprising of 492 units has been fully sold out within 24 hours of launch, marking a significant milestone for the brand and further reaffirming its strong growth momentum in the NCR market.

Spread across 5.075 acres (approximately 20537.79 Sq.M), Birla Pravaah offers a seamless blend of expansive open greens and thoughtfully designed residential towers. The project received an exceptional response from homebuyers, driven by its 30+ well-planned amenities and the standout feature of nearly 70% of the development dedicated to vibrant open spaces, enabling serene and meaningful daily experiences.

Adding to its appeal is Birla Pravaah's strategic location in a prime, well-connected neighborhood. Situated on Gurugram's Southern Peripheral Road, the development offers excellent connectivity to NH48, Golf Course Extension, Sohna Road and the Dwarka Expressway. Its proximity to key areas ensures a convenient and seamless living experience for residents. The Indian Green Building Council (IGBC) Gold pre-certified project, comprises five towers, with select towers offering two residences per floor to ensure enhanced privacy and exclusivity. The homes available include spacious 3 BHK and 3 BHK + Utility residences, designed to maximise natural light and ventilation, offering generous and airy living environments.

Commenting on the success of the project, **KT Jithendran, MD & CEO at Birla Estates** states; *"Birla Pravaah is a one-of-its-kind development. Every detail has been meticulously crafted to create homes that inspire and elevate the everyday lives of modern families. Our legacy continues to strengthen with every project we deliver. The overwhelming response underscores the increasing demand for premium, well-designed residences in NCR. With this milestone, Birla Estates further deepens its presence in one of India's fastest-growing real estate markets."*

Birla Pravaah is a thoughtfully designed residential community offering different types of amenities – **Wellness, Social, Kids** and **Sports** – crafted to create a seamless lifestyle where work, leisure and wellness flow effortlessly together.

This success of Birla Pravaah comes on the heels of the exceptional performance of Birla Arika, Sector 31, Gurugram, where Phase 1 recorded sales of approximately INR 3000 Cr across nearly 300 units, marking one of the strongest luxury residential launches in the NCR market. This milestone further strengthens Birla Estates' momentum in the region, as it continues to expand footprint with a growing portfolio that includes Birla Navya (Sector 63A) and Birla Arika (Sector 31) in Gurugram, affirming its position as a leading developer shaping premium urban living in the NCR region.



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.