

BRIGADE ENTERPRISES LIMITED

Corporate Identity Number (CIN): L85110KA1995PLC019126
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upgrade to Brigade*

Ref: BEL/NSEBSEPR/20022015

20th February, 2015

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
BSE 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 the proposed launch of the iconic World Trade Center in Kochi"

We are enclosing herewith the proposed press release titled "Brigade Group announces the proposed launch of the iconic World Trade Center in Kochi ."

Kindly take same on your records.

Thanking You,

Yours faithfully,
For Brigade Enterprises Limited

P. Om Prakash
Company Secretary

Encl.: a/a



Press Release

Brigade Group announces the proposed launch of the iconic World Trade Center in Kochi

Kochi, February 20, 2015: Bangalore based real estate major Brigade Enterprises Limited today announced their proposed launch of the World Trade Center at Kochi at the Infopark campus in Kakkanad. This will be the company's second World Trade Center development after the first one at Bangalore. The company also has licenses for developing World Trade Centers in Chennai, Trivandrum and Hyderabad as well.

Commenting on the World Trade Center launch in Kochi, **Mr M.R. Jaishankar, Chairman and Managing Director, Brigade Enterprises Limited**, said, *"Kochi is projected to be one of the top Tier-II cities that will witness the largest IT/ITes sector growth in the country. With its excellent global and domestic connectivity, Kochi is well poised to be a global city in the future. The WTC Kochi is poised to change the socio economic scenario of Kochi"*.

The World Trade Center, Kochi, is located in the heart of the booming IT hub of Kakkanad with state-of-the-art infrastructure, easy accessibility, Grade A specifications and LEED Gold Pre-certification. It is designed to meet the growing requirement of expanding IT/ITES companies and provide a big boost to the sector.

The World Trade Center Kochi

The best digital infrastructure and unique Mediterranean lifestyle make Kochi the preferred business hub for both offshore and Indian companies. The commercial space in Kochi presently sees an unfulfilled demand. Co-developed with Kochi Infopark, the World Trade Center will offer 35767 sq metres (3.85 lakh sq ft) of commercial space with scalability up to 71,535 sq metres (7.7 lakh sq ft) in two towers.



According to **Mr Vishal Mirchandani , CEO – Retail & Commercial, Brigade Enterprises Ltd,** *“The WTC Kochi promises to change the way office spaces are viewed in the city. It will provide an international environment to global and Indian IT/ITes companies giving their businesses a real boost. We are already witnessing significant traction of enquiries from our large international clients for the development and are confident that WTC Kochi will be a big success”.*

The projected demand for commercial space in Kochi is over 14 million sq ft by 2020.

WTC: Advantage Kochi

The basic advantages which a WTC will provide for its tenants and the city of Kochi are:

- * **Brand World Trade Center:** The high-profile WTC brand, will provide significant impetus to the IT/ITes sector and will provide implicit value to tenants.
- * **International Platform :** WTC will provide an international platform of services for global and Indian companies to operate their businesses and cater to the ever expanding needs of the dynamic customers.
- * **Redevelopment Impact:** WTC Kochi is located in Kochi’s largest IT Park and promises to add significant value to the overall development of the Kochi Infopark as well as create a benchmark for office space development. This will dramatically upgrade local real estate patterns in Kochi city.
- * **Economic Impact:** WTC provides immense business opportunities through its vast network of global companies and works towards bringing them closer to enhance the intrinsic value of the WTC community. This shall certainly provide a big business platform to the IT/ITes sector.

WTC Kochi will be a LEED Pre-certified Gold development. “The WTC Kochi will be the city’s finest business address. It would offer office area starting from 465 sq metre (5,000 sq ft) Grade A specification space. The development would have floor plate of 3,995 sq metres (43,000 sq ft) and seven elevators to cater to the users.

WTC Bangalore

The WTC Bangalore is the second world trade center in India after Mumbai. The iconic WTC Bangalore is the tallest point in South India at a height of 128 metres and offers 1.1 million sq ft of prime office space.

Some of the high-profile clients at WTC Bangalore include Amazon, KPMG, IEEE, Siemens, Samsung, Toyota, Bank of Tokyo, Regus and may others.



The WTC Bangalore has won several awards including the CNBC AWAAZ Real Estate Awards 2012 - Best Commercial project (city based), the Best Commercial/Retail/Office Space of the Year” - CREDAI Real Estate Awards 2012, among others.

The WTC Bangalore is certified as a Center of Excellence by the World Trade Association in New York for Trade Information Services, Business Services, Trade Education Services, Conference Facilities, Group Trade Missions (Inbound) and Tenant Services.

About the WTC concept

Founded in 1968, the World Trade Centers Association (WTCA), headquartered in New York, comprises of about 330 World Trade Centers spread over 100 countries. Over 1 million international organisations are associated with these WTCs.

The WTC creates a ‘critical mass’ of international business expertise that attracts leading organisations to it and stimulates economic growth throughout the community, by bringing together international businesses in a single space. The prime mission of a WTC is to support the world trade objectives of the region it serves.

About Brigade Group

Brigade Group commenced operations in 1986, and over the last two decades has evolved into a brand that is synonymous with Innovation, Quality, Trust and Customer Satisfaction.

Headquartered in Bangalore, Brigade Group has a network of offices across South India, an office in Dubai, and is represented in the USA by an accredited agent, Legion Real Estate. Brigade Enterprises Limited is the flagship listed company of the Brigade Group.

With over 25 million sq.ft. of developed real estate and over 100 projects spread across 7 cities, Brigade has emerged as one of India’s leading property developers, and is constantly setting new benchmarks in the real estate industry. Brigade Group has a diversified real estate portfolio which includes residential, office, retail, hospitality and education. Brigade Group’s philosophy is reflected in every way right from the locations they choose, to benefits for their tenants and their employees, the environment and community they impact, thereby providing strategic advantage to all stakeholders.

Brigade Enterprises is a public listed company on the NSE & BSE.

