



Turning dreams into reality

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August 07, 2013

General Manager- Listing Department
The BSE Limited (Bombay Stock Exchange)
Phiroze Jeejeebhoy Towers,
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Mumbai 400 001

General Manager - Listing Department,
National Stock Exchange of India Limited
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Bandra Kurla Complex,
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SUB: PRESS RELEASE REGARDING "OMAXE VALUE MALL", AMRITSAR

Dear Sir,

Please find attached herewith the copy of Press Release issued by the Company for publication in the leading Newspapers in India regarding "Omaxe Value Mall", Amritsar.

This is for your information and record.

Thanking You

Your's faithfully
For Omaxe Ltd

For OMAXE LTD.

Adl. Vice President (Finance)
Additional Vice President
& Company Secretary

Amritsar comes to life with Omaxe Value Mall

...signs Gold Cinema

Amritsar, August 7, 2013: India's leading real estate Company Omaxe Limited is all set to amaze the city of Amritsar with one-of-its-kind mall concept – Omaxe Value Mall. As the name suggests, Omaxe Value Mall will house top international and national brands to market their factory outlet products. So, it's time to bid goodbye to seasonal SALE and welcome the all-season Omaxe Value Mall!!!

The company's effort in this direction assumes significance because the concept of having factory-outlet stores under one roof is relatively new to India and the first in Punjab. Understanding the potential of the Mall, Gold Cinema, which is a pioneer in value-for-money multiplex experience, has signed for 4 Screen Multiplex in Omaxe Value Mall. The fitout of Multiplex has started and will be completed by January 2014. With the coming up of this multiplex, which very well gels with the concept, the footfall in the Mall will grow exponentially. The Mall already has a host of brands lined up. The uniqueness of the Mall and its very concept will attract all age-groups, income groups and people from nearby cities. Located on the strategic Airport Road in Amritsar, Omaxe Value Mall is a step-forward in attracting the burgeoning youth who not only are brand conscious but take pride in spending on these. The Mall is expected to commence operations in the next 6 months.

The Mall has already created the necessary buzz after the signing up of national and international brands of repute like DKNY, Claire's, mothercare, Alcott, Boggi Milano, Wrangler, Puma, Arrow, Calvin Klein, Tommy Hilfiger, Lacoste, Levi's, Wills Lifestyle, Lee to name a few. These brands will usher in modernity and drive the economy by generating employment to thousands of youth in an otherwise tourism driven economy of Amritsar. The addition of Gold Cinema will add to the repertoire of all value-based products available in the Mall.

Commenting on the development, Mr. Avneet Soni, President, Omaxe Ltd. said, "Amritsar has seen more tourist flows than many other cities in India. While the city still has a lot of scope for development and lifestyle change, Omaxe Value Mall will usher in that change. The Mall will cater to all age and income groups and more importantly will be every youth's dream destination. Location-wise, the Mall enjoys an inherent advantage as it is best suited to attract tourists and emerge as a stop-over destination. This not only will be a retailers' delight but also a consumer's most fancied entertainment and shopping hub."

Gold Cinema is a joint venture between Time and Prachar group of companies with presence in various cities. The tie-up will not only give the city of Amritsar a contemporary multiplex but also the experience of shopping in a world-class Mall.

For OMAXE LTD.

Adl. Vice President (Finance)
& Company Secretary

About Omaxe Value Mall:

The massive Omaxe Value Mall, a joint-venture between Omaxe Ltd. and Heritage Projects is a landmark between Amritsar city and airport and a one-stop destination for tourists and people from the city. Constructed with the best of facilities and specifications, it is spread over 3.6 lakh square feet and will emerge as a world-class value shopping and entertainment destination. Multi-cuisine food court, escalators and glass lifts etc form the highlights of the Mall. The Mall is equipped with a huge parking space in order to cater to the footfall including shop owners. The flow of foreign tourists to the iconic Golden Temple will aid their advent into Omaxe Value Mall. The Mall offers excellent visibility to most shops.

About Omaxe Limited:

Omaxe Limited is one of India's leading real estate development companies. Founded in 1987, the company has fast spread its footprints in 9 States across 30 cities. Today, the company has in its kitty a diversified product portfolio that includes Integrated Townships, Hi-Tech Townships, Group Housing projects, Shopping Malls, Office Spaces, SCOs and Hotel projects. With approx. 84 million sq. ft. of delivered space in both real estate and construction contracting, the company is currently undertaking 41 real estate projects - 13 Group Housing, 19 Townships, 9 Commercial Malls/Hotels/ SCO. A BSE & NSE listed company, Omaxe has over the years made a mark with some landmark projects and engineering marvels. Sensing an opportunity in Tier II and III cities, the company made a conscious decision to venture into States like Uttar Pradesh, Madhya Pradesh, Punjab, Haryana, Uttarakhand, Rajasthan, Delhi, Himachal Pradesh to name a few and has immensely contributed to the socio-economic development of these cities.

FOR MORE DETAILS:**Siddharth Shekhar / Samar Jeet****Corporate Communications, Omaxe Limited**

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Forward Looking Statements

Certain statements in this announcement are or may be forward looking statements. Forward looking statements involve risks and uncertainties that could significantly affect expected results and are based on certain key assumptions. Many factors could cause actual results to differ materially from those projected or implied in any forward looking statements. Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward looking statements, which speak only as of the date hereof. Omaxe Limited expressly disclaims any obligation to update any forward looking or other statements contained herein, except as required.

For OMAXE LTD.Add. Vice President (Finance)
& Company Secretary