

BRIGADE ENTERPRISES LIMITED

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1st March, 2014

Listing Department
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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,

We are enclosing herewith proposed press release titled " **Brigade Group Announces the Launch of Retirement Homes Parkside 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

Press Release

Brigade Group Announces the Launch of Retirement Homes Parkside at Brigade Orchards, Bangalore

March 1st, 2014 Bangalore - Brigade Group, one of India's leading real estate developers, today announced the launch of its Retirement Homes, Parkside at Brigade Orchards. **Brigade Orchards** is an integrated township spread over 130 acres in Devanahalli near the Kempegowda International Airport, and is being developed by Brigade Group under a SPV called BCV Developers Private Limited. The project comprises of villas, luxury apartments, value homes, retirement homes, offices, shopping facilities, world class sporting facilities and a unique Arts village, along with other recreational amenities and social infrastructure. The choice of Brigade Orchards to house a retirement home facility is ideal, with the project being developed in a very serene, calm and green environment having the best of facilities and very close to the Kempegowda International Airport.

Brigade Group has tied up with **Age Ventures India (AVI)**, an entity floated and supported by **Help Age India**, for setting up of these retirement homes with Assisted Living facilities as part of the upcoming 130 acre mixed-use township project.

The **156 Parkside homes of 1 & 2 bedrooms** at Brigade Orchards have been designed for people who are retired from work but still enjoy the vibrancy of life. Careful attention to detail has gone into adding special features and providing facilities for the best mix of comfort and specialized care. These homes have been designed with an airy open plan. The activity rooms are dispersed across the floors and through the building. The central soaring atrium invites light and a feel of expansive space.

Special Amenities @ Parkside:

- Abundant Green space with almost 75% of the parcel being open.
- Larger room formats, extra-wide corridors, ramps and hand rails in all important areas, non-skid tiles, wheelchair friendly, scientific lighting etc.
- Stretcher lifts for emergency evacuations with generator back-up.
- Centrally air-conditioned medical and nursing facilities, assisted care with a resident doctor, nurse and physiotherapist and an Ambulance.
- Luxurious dining facilities with dietician monitored hygienic food.
- Housekeeping Services including cleaning and mopping inside the house.
- 24 x 7 Security, Electrical, Plumbing and other preventive maintenance services.
- 24 x 7 Garbage Clearing Arrangements.
- Travel services including pick up, drop and ticketing.
- Recreation arrangements including social evenings, picnics, entertainment, dance and music, event management services for celebrations like birthdays, wedding anniversaries, etc...
- Payment of Bills and Taxes, and arranging banking facility
- Guest rooms for guests and relatives.



- Geriatric Gym, Ayurvedic Massage Centre, Laundry, Library, Reading room, Indoor Games, Cards, TV room, Billiards Room, Music Room, Computer Room, Dementia Garden, Temple, Prayer rooms, Viewing Gallery etc.

M R Jaishankar, Chairman and Managing Director, Brigade Enterprises Limited said that this is an idea whose time has come and that it has been his vision for many years to build such a facility as a part of an integrated enclave, which will add life to the latter years of senior citizens. We have associated with Age Ventures India, specialists in the assisted living segment for managing these retirement homes.

Speaking at the press conference **Mr. P. C. Sen, Vice President Help Age India Governing Board and Vice Chairman of Board of Trustees of AVI** mentioned of the close relationship forged between AVI and its knowledge partners- Help age and MHA, UK's leading experts in retirement homes. Mr. P.C. Sen said "That 35 years of knowledge of Help Age India and 70 years plus knowledge of MHA in handling old age issues support AVI's quest for delivering Old Care for passion and not for profit. In a country for every child born, 2 persons turn over 60, age care is emerging as the single largest cause of worry of the next decade" He further added that "AVI strategy of mixing elders with larger township population helps elders fight isolation and keeps them part of the mainstream, which is a unique strength of Parkside at Brigade Orchards"

Arun Gupta, CEO Age Ventures also believes this is a winning combination, catering to the emotional, physical and lifestyle needs of this silver generation: "The senior citizen segment is emerging as a large market with discerning, experienced buyers. To cater to this segment, we need to be sensitive to their needs and design a product that meets their expectations. This requires a critical evaluation and a holistic approach –Parkside promises just that. The service that will come with the discerningly designed compact apartments will be on cost and unlike a commercial product, will therefore be an affordable and critical support in a situation of stagnant incomes."

Arun Gupta also mentioned "that for satisfaction of prospective residents arrangements for medical care have already been tied up with Narayana Hirudalaya." AVI also believes in continued interaction between elders and the youth. For this they have tied up with REVA University where elders can go teach Students and share their experience, mentor them etc.

To know more about this one-of-a kind development, please visit www.brigadeorchards.com and to more about the Group visit www.brigadegroup.com

Age Ventures India (AVI), is a nonprofit organization that seeks to persuade developers to include a retirement wing in their residential developments. They have done so in Jaipur, Gurgaon and now in Bangalore. Age Ventures India, provides expertise in how these apartments should be age friendly, what amenities and facilities they should have and most importantly monitors them regularly.

