

Brigade Enterprises Limited

Corporate Identity Number (CIN) L85110KA1995PLC019126
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BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSEPR/30092016

30th September, 2016

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 - "Shopping on Amazon could win you a Brigade Home"

We are enclosing herewith the copy of the press release titled "Shopping on Amazon could win you a Brigade Home".

This is also hosted on the Company's Website at www.brigadegroup.com

Kindly take the same on your records.

Thanking you,
Yours faithfully,

For Brigade Enterprises Limited

P. Om Prakash

Company Secretary & Compliance Officer

Encl.: a/a.



Press Release

Shopping on Amazon could win you a Brigade Home

Bangalore, September 30th 2016: Leading real estate developer Brigade Group has entered into a partnership with Amazon India that will excite every home aspirant in the country. Brigade is offering a 2BHK home at Brigade Orchards to one lucky winner as the bumper prize for a lucky draw at the Amazon Great Indian Festival Sale that is scheduled to take place between October 1st and October 5th 2016.

Speaking on this partnership, Mr. M R Jaishankar, Chairman & Managing Director, Brigade Enterprises Limited said, "The festive season is a time when a number of people look at investing in the home of their dreams. The Amazon Great Indian Festival is a much anticipated online shopping festival and we believe the incentive of being able to win a quality home from Brigade Group will be an added bonus. We are pleased to be associated with the pioneering event of Amazon, in this first time offer on an e-commerce platform. We believe it takes little incentive to shop for a good deal, but with this offering, the Indian shopper couldn't ask for something better".

"This year we recognize and celebrate the big heartedness that underlies festivities and have themed the Great Indian Festival as Tyohar Bade Dilwala. These marathon 120 hours of the event mark our continuing commitment to work closely with marquee partners like Brigade to delight customers across India and fulfill one lucky customer's dream of owning a home this Diwali. We have blockbuster product deals for our customers during the sale and we are very excited to give customers an experience of a lifetime as they shop on Amazon.in this Diwali" said Mr. Manish Tiwary, Vice President, Category Management, Amazon India.

The 2BHK home offered is at Brigade Orchards, Bangalore's 1st smart township in Devanahalli. This integrated township is strategically located close to the airport, spread over 130 acres and built on sustainability principles. Amenities include a club resort, a sprawling sports arena, an Arts village, school, hospital, offices and over 100 features making it an ideal home and investment.

The offer is as simple as it gets and is a first for e-commerce shoppers in the country. Shop for Rs 500 and above on the Amazon App during the offer days and be eligible to be part of the draw.

For more information on Brigade Group visit www.brigadegroup.com or visit www.brigadeorchards.com for details on Brigade Orchards.

For more information, please contact:

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