Sunteck Realty Ltd.

Sunteck

SRL/NSE/.65.../13-14 **Date: 28th March, 2014**

To,
National Stock Exchange of India Ltd.
Listing Department
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (East), Mumbai- 400 051

Script Code: SUNTECK
Sub: Press Release

Sirs,

With reference to clause 36 of Listing Agreement we hereby intend to intimate you that the Company is giving a press release. The copy of the same is enclosed herewith for your records.

Kindly acknowledge the same.

Thanking You,

For Sunteck Realty Limited

Rachana Hingarajia
(Company Secretary)
Encl. As stated above

For immediate release

Piramal Sunteck Realty Ropes in Sussanne Roshan as Interior Design Partner

Tie up with The Charcoal Project to offer Nagpurians a taste of uber luxury

Nagpur, 28 March 2014: Piramal Sunteck Realty Pvt Ltd has partnered for interior designing with Sussanne Roshan's plush interiors brand, The Charcoal Project, for its maiden elite property in Nagpur, Signia Skys. The tie-up will offer Nagpur's elite denizens a taste of exclusive high living which was previously accessible only to the aristocratic circles in large metros.

Signia Skys located at Sadar, Chhaoni is a premium 10-storey property designed to elevate the luxury quotient of Nagpur and will offer **'LIMITED EDITION DESIGNER RESIDENCES'** that extend the experience of superlative residential luxury to the residents. The project houses spacious residences, which are 'Ready For Fit-Outs and Nearing Possession'.

The project also has amenities that Nagpur has never witnessed before like a landscaped garden themed on promoting global ethos, Live Kitchen, an outdoor swimming pool, gymnasium, Jacuzzi, sauna, banquet hall, yoga centre and an advanced home theatre.

However the indulgence doesn't stop here as residents can now choose to custom design their homes with a well reputed and elite designer house. The brainchild of Sussanne Roshan, The Charcoal Project was set up in 2011 and offers a refreshing look at curated interior design. It presently has stores at Andheri and Bandra in Mumbai. Lending creative and design aesthetics for the interiors, Sussanne has crafted Exclusive designs for wall papers, fixtures and finishes that will only resonate the aura of absolute exclusivity for customers. If Sussanne's stores in Mumbai are something to go by then Nagpur city can expect exclusive themed wall papers, life-size metal sculptures, artistic dining tables, custom made art installations and other rare artefacts sourced from all over the world. The Charcoal Project also has Design Associates like Abu Jani, Sandeep Khosla and UK based Andrew Martin.

"Being customer-centric is pivotal to delivering a successful real estate project. This association is another step towards delivering not only a superior, but an innovative and tailor-made home that is best suited to its future resident," said Mr. Ajay Piramal, Chairman, Piramal Group.

Speaking of the association, Sussanne Roshan said *"It is a pleasure to be associated with a premium brand like Sunteck Realty. As the Interior Design Partner for Signia Skys, the association gives 'The Charcoal Project' an opportunity to showcase and present bespoke design concepts for the privileged clientele of the limited edition residences. As for Nagpur I have no doubt that the city already has a taste for flair and an appreciation for lavish and wonder, which The Charcoal Project will offer them."*

Kamal Khetan, Chairman and Managing Director, Sunteck Realty was to the point while speaking of his business. He said, "This association is in line with our philosophy of *forging brand partnerships with luxury brands that share our vision, are unique and that make our business proposition attractive to our customers. This association will help us differentiate from our competitors as we extend the quotient of uber luxury living to Nagpur."*

About Sussanne Roshan:

Sussanne is the founder of India's leading conceptual interior design store "The Charcoal Project". In 2011 she opened her flagship store that changed the meaning of curated interior design. Always being a victim of a very curious mind and a student from the university specialising in bespoke innovative eclectic interior design, Sussanne chose to pursue an Associate Degree in Interior Design from Brooks College, Long Beach, California, graduating in the year 1995.

About Piramal Sunteck Realty Private Limited:

Piramal Sunteck Realty Pvt Ltd is a joint venture between Piramal Realty Pvt Ltd part of the Ajay Piramal Group and Sunteck Realty Limited. Sunteck Realty Limited is amongst the top 10 'Listed' real estate development company singularly catering to the luxury and ultra luxury segment. The company has over 28 million square feet of city centric developments across 25 projects under various stages of development and 4 rented assets. The company is managed by a professional management team led by first generation entrepreneur Mr. Kamal Khetan. The financial strength of the company is well reflected with the 'Negligible Debt' and visible cash flows. The company is listed on the BSE and NSE and has on board some of the world renowned pension funds, FII's and Private Equity. The company has also forged tie ups with international brands as Walt Disney and Vertu to lend a unique experience to its denizens. The company has strong project execution skills through in-house project management team and tie-ups with Domestic and International contractors, Architects and Engineers. The company takes pride in serving the affluent gentry of the Ultra High Net Worth individuals and the head honchos of top global conglomerates.

For Further information please contact:

Ms. Sonal Seth

(E) sonal.seth@sunteckindia.com

(T) +91 - 9004603180