

BRIGADE ENTERPRISES LIMITED

Corporate Identity Number (CIN): L85110KA1995PLC019126
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Ref: BEL/NSE/PR/09122014

9th December, 2014

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 launches an online booking platform for apartment buying

We are enclosing herewith the proposed press release titled "Brigade Group launches an online booking platform for apartment buying".

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 launches an online booking platform for apartment buying

Bangalore, December 9, 2014: Brigade Group, India's leading real estate developer announced today the launch of its online booking platform to enable customers to book a Brigade apartment online in a few easy steps. The platform is being launched to coincide with the Great Online Shopping Festival (GOSF), where customers will not only have the convenience of booking homes online, but also avail fabulous offers on some of Brigade's most popular projects in Bangalore. GOSF, India's biggest online shopping festival by Google is scheduled from 10th to 12th December 2014.

Brigade Group announced that its customers will now have a choice to book apartments online across 9 projects in Bangalore in a price range of Rs.36 lakhs to Rs.3.5 Cr by paying a small booking fee of Rs.25,000. Customers who book apartments online on these 3 days will get attractive deals and savings of upto Rs.6 lakhs and complementary gold vouchers with every booking.

Once a customer logs into the Brigade Group website, he will be able to view all details like location, amenities, plans, views, construction status & price of the projects and make an informed decision from the comfort of his home, saving on the hassle of visiting multiple sites to get the same information.

"With everything from groceries to luxury goods now being bought online, we at Brigade Group are introducing a platform that enables a buyer to make the most important purchase of his lifetime online. The platform is not just a payment channel, we have ensured that all details a buyer needs to make the purchase decision are available in an easy-to-use and transparent manner. Also, with real estate becoming an investment option, we are ensuring that buyers wanting to invest in Bangalore's growth story are not constrained by their location. We are not trying to replace the brick-and-mortar model, but making it more convenient for people who might not have the time or resources to see the project in person." says Mr. M. R. Jaishankar, CMD of Brigade Group.

The Group, which has been at the forefront of technology, also launched its Customer Portal last month that enables its customers to manage their home purchase online post booking.

Interested buyers can visit www.brigadegroup.com/gosf on December 10, 11, 12 for more details.

