



SH/XII/2024

02<sup>nd</sup> May, 2024

Corporate Relationship Department  
**BSE Limited**  
1<sup>st</sup> Floor, Phiroze Jeejebhoy Towers  
Dalal Street, Fort,  
Mumbai-400 001  
**Scrip Code: 500040**

Listing Department  
**National Stock Exchange of India Limited**  
"Exchange Plaza" 5<sup>th</sup> floor,  
Bandra-Kurla Complex  
Bandra (East), Mumbai-400 051.  
**Scrip Code: CENTURYTEX**

Dear Sir/ Madam,

**Sub: Press release of Birla Estates Private Limited, a wholly-owned subsidiary of Century Textiles and Industries Limited (the Company)**

Pursuant to Regulation 30 of Listing Regulations, please find attached herewith a copy of the Press Release of Birla Estates Private Limited, a wholly-owned subsidiary of the Company the contents of which are self-explanatory.

This is for information of the investors and for your records.

Thanking you,

Yours truly,  
For **CENTURY TEXTILES AND INDUSTRIES LIMITED**

**ATUL K. KEDIA**  
**Sr. Vice President (Legal) & Company Secretary**

Encl: as above





**BIRLA ESTATES**

ADITYA BIRLA GROUP | REAL ESTATE

## **Birla Estates sets a new benchmark in Uber luxury real estate with the launch of Silas at Birla Niyaara clocking over INR 2500 Cr Sales**

**MUMBAI, 2<sup>nd</sup> May, 2024:** Birla Estates Pvt. Ltd., a 100% wholly owned subsidiary of Century Textiles and Industries Limited and the real estate venture of the Aditya Birla Group, announces record sales of its signature tower Silas at Birla Niyaara clocking an extraordinary INR 2500 Cr at launch. This has propelled Birla Niyaara's cumulative sales thus far to over INR 5400 Cr.

Silas at Birla Niyaara features 148 4BHK-5BHK palatial residences, continuing the legacy of luxury set by the first tower. Birla Niyaara epitomizes convenience as it seamlessly connects Mumbai's premier commercial hubs, Fort and Bandra Kurla Complex (BKC). Its strategic location, in close proximity to the imminent Worli-Sewri connector and the new trans-harbor link, guarantees swift and effortless access to these distinguished Central Business Districts (CBDs). The project also stands as a testament to Birla Estates' commitment to sustainability and boasts of 3 exclusive clubhouses for every age and interest, Hive -The Social Club, Playpen – The Children Clubhouse and BeFit – The Sports Club

Commenting on this development, **Mr. K. T. Jithendran, MD & CEO at Birla Estates** said, *"Silas at Birla Niyaara will set new standards for luxury living in Mumbai. With its exquisite design and premium amenities, it promises residents an unparalleled lifestyle experience. Additionally, being India's first LEED Pre-Certified Platinum Residential Project underscores our commitment to sustainability in real estate development."* He further added, *"Today's luxury homebuyers seek privacy, exclusivity, and unique experiences. At Birla Estates, our commitment extends beyond luxury to embrace a vision of residences that not only epitomize opulence but also champion a greener, more sustainable tomorrow."*

Birla Niyaara is a canvas where luxury meets purpose, creating a living experience that is both refined and meaningful. Silas' design ensures that every residence captures the beauty of the surroundings, offering a majestic view that enhances the overall living experience.

### **About Birla Estates:**

Birla Estates Private Limited, a 100 per cent wholly owned subsidiary of Century Textiles and Industries Limited is the real estate venture of the Aditya Birla Group. In a short span of time Birla Estates has established itself as a brand of choice in the real estate industry. Birla Estates develops premium residential housing in key markets. The company is developing land parcels both through outright purchases as well as asset light Joint Ventures apart from developing its own land parcels. In the long term, the company is focused on developing world class residential, commercial and mixed use properties and aims to be amongst the top real estate companies in India. The company's focus is on differentiating through sustainability, execution excellence, customer centricity and thoughtful design.

The company is headquartered at Mumbai and currently has regional offices in NCR Bengaluru and Pune and also has a well-established commercial portfolio with 2 grade-A commercial buildings located in Worli, Mumbai with ~6 lakh square feet of leasable area.

### **Media Contact:**

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