



SH/XII/2024

28th February, 2025

Corporate Relationship Department
BSE Limited
1st Floor, Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai-400 001
Scrip Code: 500040

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

Dear Sir/ Madam,

Sub: Press Release of Birla Estates Private Limited, a wholly owned subsidiary of Aditya Birla Real Estate Limited (the Company)

Ref: Regulation 30 of Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Pursuant to Regulation 30 of Listing Regulations; please find attached herewith a copy of 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 **Aditya Birla Real Estate Limited**
(formerly Century Textiles and Industries Limited)

ATUL K. KEDIA
Jt. President (Legal) & Company Secretary

Encl: as above



Birla Estates secures landmark booking value of approx INR 500cr for third consecutive time with Phase 3 of Birla Trimaya in Bengaluru

Underlines project success with approximately 90% of its launched inventory till date sold out

Bengaluru, February 28 2025: Birla Estates Private Limited, a wholly owned subsidiary of Aditya Birla Real Estate Limited (formerly Century Textiles and Industries Limited), announces the successful launch of Birla Trimaya Phase III – The Park, the latest addition to its highly sought-after project in North Bengaluru. Within 24 hours of the launch recording an impressive booking value of approximately INR 500 crores with the sale of over 300 units, validating the positive response from luxury homebuyers in the region. With this, the cumulative booking value achieved across all launched phases is approximately INR 1,500 crores with approx. 90% of units launched till date sold out, underlining the strong demand and market confidence in the project.

Spread across an expansive 52 acres of land stretch and strategically located on Shettigere Road, Devanahalli, North Bengaluru, Birla Trimaya comprises of three distinct phases - *The Hill, The Park, and The Bay* offering an exclusive selection of apartments, row houses and duplex homes with one of a kind gated community. Aligned with company's '*LifeDesigned*' philosophy, Birla Trimaya Phase III – The Park introduces a nature-inspired living experience, seamlessly blending urban sophistication with tranquil surroundings. This phase offers 2 BHK, 3 BHK, and 4 BHK options that include exquisite apartments and luxurious duplex residences, all thoughtfully designed to enhance lifestyle offering serene views of central park.

Mr. K. T. Jithendran, MD & CEO of Birla Estates, said: "*The overwhelming response to Birla Trimaya across all three phases, with a cumulative booking value exceeding INR 1,500 crores, is a testament to our deep market understanding and commitment to crafting thoughtfully designed homes and curated lifestyles that redefine urban living. Bengaluru continues to be a key focus market for us, and the success of Birla Trimaya strengthens our position as a preferred brand in luxury real estate while underscoring the trust homebuyers have placed in this project.*"

Beyond Birla Trimaya, Birla Estates continues to expand its footprint across Bengaluru, with landmark projects in Whitefield, Rajajinagar, Devanahalli, and Rajarajeshwari Nagar project.

About Birla Estates

Birla Estates Private Limited, a wholly owned subsidiary of Aditya Birla Real Estate Limited (formerly Century Textiles and Industries Limited). 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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