



SH/XII/120/2024

17th March, 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 Debuts in Pune with Luxury Residential Project, Birla Punya

Featuring four towers, the project will stand among Pune's tallest high-rises with a total revenue potential of INR 2700 Crores

Pune, March 17 2025: Birla Estates Pvt. Ltd., a 100% wholly owned subsidiary of Aditya Birla Real Estate Limited, launched its first project in Pune, Birla Punya with an estimated revenue potential value of INR 2700 Crores. Located in Central Pune (Sangamwadi), this is company's first residential project in the city spread over 5.76 acres and will feature 1.6 million sq.ft. of saleable area including 1000 exclusive flats, offering spacious and modern living spaces. Drawing inspiration from the city's rich cultural heritage, local fauna, and architectural essence, the project will feature luxury residential apartments ranging from 1 BHK to 4 BHK across four thoughtfully designed towers. The project will be developed in phases, with Phase 1 offering two towers and 500 units.

Strategically located in the heart of Central Pune (Sangamwadi), Birla Punya embodies company's LifeDesigned® philosophy, seamlessly integrating *nature, culture, and architecture* to create an exceptional living experience. Offering excellent connectivity to Pune's key hubs, including Shivaji Nagar, Koregaon Park, and Pune International Airport, the project ensures effortless access to the city's vibrant lifestyle. With direct access to the Mula-Mutha Riverfront, proximity to metro stations, and lush green surroundings, Birla Punya harmonises urban convenience with nature. Blending the city's heritage with modern aspirations, the project exemplifies thoughtful planning and timeless elegance, establishing itself as one of the city's most sought-after residential destinations.

Commenting on this launch, **Mr. K. T. Jithendran, MD & CEO of Birla Estates** said, *"As Pune's real estate market continues to be on the rise, driven by its thriving IT ecosystem and strong infrastructure development, we see that there is a growing demand for premium homes. Moreover, as the cultural capital of Maharashtra, Pune is embracing a more elevated lifestyle, which serves as the inspiration behind our project's design. With Birla Punya, we aim to set a new benchmark for sophisticated living, offering a seamless balance of contemporary luxury and the timeless charm of Pune."*

Birla Punya will offer an array of 50+ world-class amenities designed to provide a luxurious and holistic living experience. Additionally, the retail villages at the terrace will include alfresco F&B and retail spaces along with a lively riverside promenade, seamlessly integrating the need for community engagement. Birla Punya is committed to sustainable living with eco-friendly practices incorporating features like rainwater harvesting, solar power utilisation, and efficient waste management systems.

Birla Estates continues to expand its presence in India's most sought-after real estate markets. Betting big on the Pune market, the company has also acquired a 16.5-acre (3.1 million sq. ft) land parcel in Manjri, Pune last year. Likewise, with the recent launches of Birla Arika and Birla Evara, the company is focusing on the National Capital Region (NCR) and Bengaluru, respectively.

About Birla Estates:

Birla Estates Private Limited, is 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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