



SH/XII/125/2024

26th 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 sets new sales benchmark with Birla Arika launch in Gurugram

Achieves record-breaking sales milestone of approx. INR 3000 Cr (Approx. 300 units) in its phase 1 launch

Gurugram, March 26, 2025: Birla Estates Pvt. Ltd., a wholly owned subsidiary of Aditya Birla Real Estate Limited (formerly Century Textiles and Industries Limited), announced record sales of approximately INR 3000 Cr with Birla Arika, Gurugram. This luxury residential project, spread over 13.275 acres (53722.01 sq. mtrs) of land, with a development potential of 2.4 million sq.ft., is located in the coveted Sector 31, Gurugram.

Strategically positioned just off NH-48, Sector 31, Gurugram, this rare land parcel offers an unparalleled downtown living experience, featuring seven high-rise towers of 40/41 storeys each. The development will be rolled in two phases, with Phase-I launching four towers comprising 322 residences. Crafted for modern communities and sustainable living, the project features only two luxurious residences per floor, ensuring enhanced privacy and space along with ample cross-ventilation. The expansive 4 BHK homes spanning over 4,200 sq. ft. (390.19 sq. mtrs), promises a curated lifestyle with four distinct clubhouses, extensive green spaces, and a dedicated 1-acre forest zone. This creates a tranquil and eco-friendly urban retreat complete with meticulously planned amenities that embody true luxury.

Commenting on this launch, **Mr. K.T. Jithendran, MD & CEO of Birla Estates**, said: *"The launch success of Birla Arika in Sector 31, Gurugram, is a testament of our growth ambitions. Birla Arika is our biggest and most successful launch and marks a strategic milestone in our vision to expand our presence in the NCR region—one of our key growth markets. This development reflects our commitment to delivering future-ready, thoughtfully designed and curated residential spaces in prime urban micro-hubs. Gurugram's dynamic real estate landscape, supported by robust infrastructure and a strong demand for premium housing, offers a compelling opportunity for sustainable growth. The success of Birla Arika highlights the growing demand for premium residences in Gurugram, as it is set to become a landmark development seamlessly blending opulence with exclusivity in this highly sought-after district."*

Located near commercial hubs and key social infrastructure, including Cyber Hub, renowned schools, and leading hospitals, the project enjoys a prime central location in the heart of Gurugram. Offering seamless connectivity and just 15 km from IGI Delhi International Airport. Birla Arika boasts four exclusive clubs, each designed to offer a unique and immersive experience for residents, catering to diverse lifestyle preferences.

With this record-breaking sales milestone, Birla Estates continues to expand its presence in India's most sought-after real estate markets. The company also successfully launched Phase 3 of Birla Trimaya, Bengaluru and is in pre-launch phases for Birla Evara in Bengaluru, Birla Punya in Pune and Birla Navya in NCR in the last quarter.

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.

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