



SH/XII/011/2026-27

14th April, 2026

Corporate Relationship Department

BSE Limited

1st Floor, Phiroze Jeejeebhoy Towers

Dalal Street, Fort,

Mumbai-400 001

**Scrip Code: 500040/974877/975457/
975967/975968**

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 and 51 of Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 ('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 for 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



Aditya Birla Real Estate Limited

(Formerly known as Century Textiles and Industries Limited)

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Birla Estates records robust bookings of ₹650 crores at Birla Trimaya Phase 4 in Bengaluru

Strong homebuyer response highlights demand for premium township living in North Bengaluru

Bengaluru, April 14, 2026: Birla Estates, a wholly owned subsidiary of Aditya Birla Real Estate Limited, has recorded a strong response to Phase 4 of Birla Trimaya, generating bookings of approximately ₹650 crores. This represents over 85% of the total booking value of the launched inventory for the phase, with around 460 units sold, reflecting sustained homebuyer interest in the development. With this, the cumulative booking value across all launched phases of Birla Trimaya stands at approximately ₹2,459 crores, underscoring consistent demand for the project.

Birla Trimaya is a premium offering within a thoughtfully planned integrated township, featuring lake-facing 1 to 4 BHK residences designed to balance modern living with expansive green surroundings. Spread across a 52-acre development in Devanahalli, North Bengaluru, the township emphasises open spaces, landscaped environments, and community-centric amenities, with over 70% dedicated to open areas.

Devanahalli continues to emerge as one of Bengaluru's fastest-growing residential corridors, driven by its proximity to Kempegowda International Airport. Strong connectivity via NH-44, Hebbal, and the Outer Ring Road, along with ongoing infrastructure upgrades and expansion of IT and employment hubs in North Bengaluru, is steadily driving residential demand beyond the city's traditional core. This has further reinforced the appeal of well-planned premium developments in the region.

Commenting on the strong response from customers, **Mr. KT Jithendran, MD & CEO Birla Estates** said, *"The robust response to Birla Trimaya Phase 4 reflects the increasing maturity of homebuyer demand in North Bengaluru, with buyers prioritising well-planned developments that offer both quality of life and long-term value. The consistent traction across phases indicates a clear shift towards organised, integrated communities in emerging corridors."*

Birla Trimaya has consistently witnessed strong buyer traction across its previous launches. Phase I was completely sold out within 36 hours, clocking bookings of approximately ₹500 crores. Phase II achieved nearly ₹600 crores in bookings within 24 hours, while Phase III recorded around ₹500 crores in bookings within the first 24 hours of launch. This continued momentum underscores robust demand for the project and growing consumer confidence in the brand.

Birla Estates continues to strengthen its presence in Bengaluru through a growing portfolio of premium residential developments across key micro-markets such as Whitefield, Rajajinagar, Devanahalli, Rajarajeshwari Nagar, and Sarjapur.

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.

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