



SH/XII/2023

25<sup>th</sup> September, 2023

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)**

In continuation to our earlier letter dated 25<sup>th</sup> March, 2022, regarding entering into a joint venture agreement with M S Ramaiah Realty LLP to jointly develop a prime 52-acre land parcel in North Bangalore, we would like to further inform you that, Birla Estates Private Limited, a wholly-owned subsidiary of the Company has successfully launched Phase 1 of Birla Trimaya, Devanahalli. In this regard, attaching herewith a copy of the Press Release for your information and record.

Thanking you,

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

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

Encl: as above





**BIRLA ESTATES**

## **Birla Estates strengthens foothold in Bengaluru with the launch of Birla Trimaya Phase 1**

*Approx. INR 500 Cr Booking Value Estimated as Phase 1 Takes Off*

**Bengaluru, 12 September 2023** - Birla Estates Private Limited, the real estate arm of the Aditya Birla Group, has successfully launched Phase 1 of Birla Trimaya, Devanahalli. This initial phase has quickly gained the interest of homebuyers and investors. The project is expected to have a revenue potential of approximately INR 3000 Cr for the entire project, signifying its strong appeal to the target audience.

Birla Trimaya is thoughtfully designed to cater to diverse needs, and includes a range of 1, 2, and 3 BHK apartments and luxurious duplexes across 8 towers. Strategically located near the upcoming BIAL IT Investment Region, this project will attract a diverse range of individuals including high-net-worth and non-resident investors.

**Mr. K. T. Jithendran, MD & CEO of Birla Estates**, said, *“After the success of Birla Alokya and Birla Tisya crossing a booking value of approx. INR 1,000 crore in the Bengaluru market, we are delighted to launch our third project in the rapidly developing city. With the launch of Birla Trimaya phase 1, we estimate our potential booking value at approx. INR 500 cr. North Bengaluru has become one of the fastest growing business hubs with several R&D, aerospace, automobiles and pharmaceutical establishments setting up operations in the area. Consequently, this has created a significant influx of skilled professionals, drawn by high-value career opportunities, who aspire to a lifestyle of opulence.”*

**Mr. M R Seetharam, designated partner of M S Ramaiah Realty LLP** said, *“Our joint venture with Birla Estates exemplifies our dedication to providing residences that enhance the quality of living. By partnering with them we are well-positioned to extend our reach within the high-end residential real estate sector and explore new growth avenues in this sector.”*

Central to the 'LifeDesigned' philosophy is curating a nature inspired living and a journey that unfolds from the energetic hills to the vibrant social park and culminates in the serene bay district. The master plan ingeniously employs multiple community clubs as focal points, encapsulating the essence of luxury and premium living. Birla Trimaya offers not just homes but an elevated lifestyle set amidst acres of lush green spaces.

### **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 and Bengaluru 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.