



SH/XII/2023

26<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)**

**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 the 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 **CENTURY TEXTILES AND INDUSTRIES LIMITED**

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

Encl: as above



Century Textiles and Industries Limited

Regd. Office: Century Bhavan, Dr. Annie Besant Road, Worli, Mumbai 400 030, India.

T: +91 22 2495 7000 | F: +91 22 2430 9491 / 2436 1980

E: [ctil.ho@adityabirla.com](mailto:ctil.ho@adityabirla.com) | W: [www.centurytextind.com](http://www.centurytextind.com)

Corporate ID No.: L17120MH1897PLC000163



## **Birla Trimaya Phase 1 100% sold out within a span of 36 hours**

*Sets a new benchmark with a booking value of INR 500 cr. for 556 units*

**Bengaluru, 26<sup>th</sup> September 2023:** Birla Estates Pvt Ltd, a 100% wholly owned subsidiary of Century Textiles and Industries Limited and the real estate venture of the Aditya Birla Group, has successfully sold out phase 1 of Birla Trimaya within 36 hours of its launch. With 556 units booked, accounting for an approximate INR 500 cr. booking value, the company has solidified its position as a leader in the luxury residential real estate market of Bengaluru. Birla Trimaya, the 52-acre land parcel situated in North Bangalore is in joint partnership with M. S. Ramaiah Realty LLP.

The massive project in Devanahalli, North Bangalore showcases a thoughtfully designed collection of luxurious residences across 52 acres that seamlessly blend sophistication with modern living. This initial phase comprises 556 luxury residential units, offering a diverse range of living options with multiple configurations. With over 35 acres of green and open spaces and a curated lake, Birla Trimaya offers an elite and elevated lifestyle.

Commenting on this achievement, **Mr. K. T. Jithendran, MD & CEO of Birla Estates** said *"The launch of Birla Trimaya Phase 1 has created a significant milestone as our third investment within this continually evolving city. This achievement only reaffirms our commitment to delivering extraordinary living experiences to our clients. The constant influx of global companies and the need for skilled professionals are the driving factors for the luxury real estate boom in the city. North Bengaluru has become the epicentre of these skilled professionals who seek not just a home but a lifestyle that reflects their success and aspirations."*

At the heart of Birla Trimaya's 'LIFEDESIGNED®' philosophy lies the concept of crafting a living environment inspired by nature. This journey seamlessly unfolds from dynamic hills to a lively social park and culminates in a tranquil bay district. The master plan artfully incorporates multiple community clubs as focal points, embodying the essence of luxury and high-quality living. Birla Trimaya doesn't merely provide residences; it presents an elevated lifestyle amidst extensive acres of verdant landscapes.

### **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.

### **Media Contact:**

Email: [be@adfactorspr.com](mailto:be@adfactorspr.com)