

# Brigade Enterprises Limited

Corporate Identity Number (CIN) : L85110KA1995PLC019126  
Registered Office : 29th & 30th Floor, World Trade Center  
Brigade Gateway Campus, 26/1, Dr. Rajkumar Road  
Malleswaram - Rajajinagar, Bengaluru - 560 055, India  
T : +91 80 4137 9200  
E : enquiry@brigadegroup.com W : www.brigadegroup.com



Ref: BEL/NSEBSE/PR/12062024

12<sup>th</sup> June, 2024

Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Department of Corporate Services - Listing  
BSE Limited  
P. J. Towers  
Dalal Street,  
Mumbai - 400 001

Re.: Scrip Symbol: BRIGADE/ Scrip Code: 532929

Dear Sir/ Madam,

**Sub: Regulation 30 - Material Information and Press Release - "The Historic Mount Road to get a Premium Lifestyle Mixed-Use Development, Brigade Icon":**

We would like to inform you that we have launched "Brigade Icon Residences", a residential project part of an exquisite high-end mix use development located in the heart of Chennai's historic Mount Road. This mixed-use development project offers a blend of residential, retail & office spaces, and will set a new benchmark in urban living. The project is designed by the globally renowned architect SOG Design based out of Singapore. The residences will comprise of G +38 floors, featuring three, four and five bed apartments from 2,500 sqft onwards with a development potential of 0.60 mn. Sft. and a revenue potential of over ₹ 1800 Crores. The design of Brigade Icon reflects the evolving cultural identity of the city, positioning the structure as a contemporary development that mirrors the rich heritage of Chennai.

This disclosure is pursuant to Regulation 30 Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the copy of the press release titled "The Historic Mount Road to get a Premium Lifestyle Mixed-Use Development, Brigade Icon."

This is also hosted on the Company's website at [www.brigadegroup.com](http://www.brigadegroup.com)

Kindly take the same on records.

Thanking You,  
Yours faithfully,

For **Brigade Enterprises Limited**

**P. Om Prakash**  
**Company Secretary & Compliance Officer**

Encl: As above



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## PRESS RELEASE

### The Historic Mount Road to get a Premium Lifestyle Mixed-Use Development, Brigade Icon

#### Brigade Group to Invest ₹ 8,000 Crores in Chennai; to Launch 15 mn sqft by 2030

**Chennai, June 12, 2024:** Leading real estate developer, Brigade Group announced the launch of Brigade Icon Residences, part of an exquisite high-end mixed-use development located in the heart of Chennai's historic Mount Road. The company has planned an investment of over ₹ 8,000 Crores by 2030 in Chennai to expand its business in the city, with a strong pipeline of projects across the spectrum of residential, office, retail and hospitality for over 15 mn. sqft. The Gross Development Value (GDV) of the Residential Projects alone is estimated to be over ₹ 13,000 Crores.

Brigade Icon will be a mixed-use development, offering a blend of residential, retail, and office spaces, and will set a new benchmark in urban living. The project is designed by the globally renowned architect SOG Design based out of Singapore. The Residences will be G +38 floors, featuring three, four and five bed apartments from 2,500 sqft onwards and GDV will be over ₹ 1800 Crores. The design of Brigade Icon reflects the evolving cultural identity of the city, positioning the structure as a contemporary development that mirrors the rich heritage of Chennai.

In Chennai, Brigade Group has already completed over 5 mn sqft across residential, office, hospitality and retail real estate. Brigade's flagship project, World Trade Center Chennai in Perungudi, OMR is over 90% leased and houses marquee tenants. Brigade Group has a pipeline of over 15 mn sqft across all the segments, with the residential segment comprising over 12 mn sqft. In FY25, Brigade plans to launch over 3 mn sqft of residential projects and about 1 mn sqft of commercial development in Chennai.

Commenting on the new launches and planned expansion, Pavitra Shankar, Managing Director, Brigade Enterprises Ltd., said, "We are aware of the significance of Mount Road to the people of Chennai, and are very happy to bring Brigade Icon to the city's most iconic location. Not only is this one of the most important launches for Brigade in Chennai; it is also the most premium project in our residential portfolio.

Chennai will be the second largest market after our hometown Bengaluru. Our aim is to double our growth in the city by expanding all four verticals of residential, commercial, retail and hospitality. All sectors are witnessing strong demand, and we believe that our contribution to each of these sectors will make a difference not only to the city, but also to the lifestyle of people in the city. We have already signed MoUs with the State Government for four projects as part of their Global Investors Meet, approvals for which are in process."



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**About Brigade Enterprises Limited:** Established in 1986, Brigade Group is one of India's leading property developers with over three decades of expertise in building positive experiences for all their stakeholders and winning their customers' trust. Brigade has developed many landmark buildings and transformed skylines across cities - Bengaluru, Chennai, Hyderabad, Mysuru, Kochi, Gift City-Gujarat, Thiruvananthapuram, Mangaluru and Chikkamagaluru with developments across Residential, Office, Retail and Hotels.

For more information, please contact: Miriam Macwana, GM-Corporate Communications,  
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