

September 25, 2024

National Stock Exchange of India Limited The Listing Department Exchange Plaza, 5th Floor Plot C 1 – G Block Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 Scrip Code: SHRIRAMPPS	BSE Limited Dept of Corporate Services Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai 400 001 Scrip Code: 543419
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Dear Sir/Madam,

Sub: Press Release

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the press release on Shriram Properties Launches 'Codename – Pudhiya Chennai'.

We request you to take the above information on record.

Thanking you.

Regards

For Shriram Properties Limited

K. Ramaswamy
Company Secretary & Compliance Officer
ACS 28580

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Shriram Properties Launches 'Codename - Pudhiya Chennai'

1.1 msf¹ Residential Project in Chennai with Revenue Potential of ~ Rs.600 crores

CHENNAI, September 25, 2024: Shriram Properties Ltd (SPL), a leading real estate developer in South India, has launched a new project under the '**Codename - Pudhiya Chennai**', a prestigious apartment project situated in the vibrant Thirumazhisai neighbourhood of Chennai. Strategically located in the rapidly growing West Chennai corridor, this RERA-approved development offers a total saleable area of 1.1 sq. ft and has a revenue potential of around Rs 550-600 crores. This new offering from Shriram Properties presents a compelling opportunity for buyers.

"Codename Pudhiya Chennai", a thoughtfully crafted apartment project offering two and three-bedroom units, is designed to optimize space utilization and features modern, sleek aesthetics with premium finishes. The apartments are well-ventilated and vastu-compliant, promoting a balanced and harmonious living experience. The project offers a diverse range of amenities to suit all age groups and lifestyles, from state-of-the-art fitness centers and lush landscaped leisure spaces to a grand clubhouse, ensuring a comfortable and vibrant lifestyle.

Conveniently located near key transit points, including the Thirumazhisai Metro Station, the New Mofussil Bus Terminus, the Chennai-Bangalore Expressway, and the upcoming Parandur Airport, the Project **"Codename Pudhiya Chennai"** offers excellent connectivity and accessibility.

"Shriram Properties has an in-depth understanding of Chennai's dynamic landscape, having successfully delivered numerous world-class projects across the city. Our extensive presence and experience in the region enable us to create developments that align with the city's character while meeting the evolving needs of its residents. This micro market is a perfect combination of connectivity and lifestyle, making it an attractive choice for customers. With its strategic proximity to major transport hubs and expanding infrastructure, we are confident that this project will deliver long-term value and strong appreciation, ensuring our customers a highly rewarding investment." — **Mr. Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties Ltd.**

¹ Msf = million square feet

About Shriram Properties Limited

Shriram Properties Ltd (SPL) is one of South India's leading residential real estate developer, primarily focused on the mid-market and mid-premium segments. SPL's key markets include Bangalore, Chennai and Kolkata, which together account for nearly 85% of its development activities and is proposing an entry into the Pune markets soon. SPL has demonstrated track-record having delivered 44 projects with a saleable area of 24.4 msf, mostly in Bengaluru and Chennai and in recent years at Kolkata. SPL has a strong development pipeline comprising of 42 projects with an aggregate development potential of 42.1 msf, as of June 30, 2024.

SPL is part of the Shriram Group, a prominent business group with five decades of operating history in India.

For further details, please contact SPL:

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