

For Immediate Release:

Pre-registrations Boom for Bhartiya City's Nikoo Homes Release-II

Set to surpass previous sales record of 800 apartments in 18 days

Bangalore/New Delhi, January 21, 2013: Following the unprecedented response to the initial 800 apartments launched in November 2012 which were sold out in a record 18 days, Bhartiya City, Bengaluru is now all set to meet the burgeoning demand by releasing another lot of apartments for sale. Between 18th January and 22nd January the company is hosting an exclusive sales preview dedicated to all those who were unable to buy during the first release and who have expressed an interest in buying a Nikoo home.

On 23rd January, Release II sales will be opened to the public. Close to 1 lakh people have already visited Bhartiya City and close to 400,000 hits were recorded on our web site. This exceptional interest has set a new benchmark in the real estate market in Bangalore.

Keeping pace with the brisk demand and sales is the progress in ground work for the City. The construction of Bhartiya Centre for Information Technology (BCIT), the 3.7mio sft IT Park within Bhartiya City has commenced. Bhartiya City has signed the agreement with Leela Hotels to operate the first hotel which will also have the largest conference centre in Bengaluru. Discussion with potential partners for hospital and school projects is also progressing well. Also on the anvil is the imminent launch of the much awaited Loft apartments. In order to further facilitate the customers in buying apartments, Bhartiya City has signed up with 9 banks for pre-approved property loans.

Commenting on Release II Nikoo homes at Bhartiya City, Mr. Snehdeep Aggarwal, Chairman of Bhartiya Group, Promoters of Bhartiya City said, "We are overwhelmed and encouraged by the response to our initial release of 800 apartments clearly signaling that the time has come for rewriting the rules of urban township design. Now our endeavor is to meet the surge in demand as more and more people are keen to be a part of the extraordinary urban living



experience that our City of Joy offers. We are proud that Bhartiya City and Nikoo homes are known brands in the industry today and confident of meeting the high expectations that customers have of Bhartiya City”

Mr. Swaroop Anish, COO, Bhartiya City, added “Our use of design as a differentiator to build enviable homes in a vibrant and sustainable urban township environment has been a clear winner. With Release-II of Nikoo homes, we welcome more people to buy into the ‘City of Joy’ which will provide a life-changing living experience in a master planned city”.

Located within BBMP limits, Bhartiya City is near Hebbal, and is an outstanding example of an integrated township built under international standards. The 8 districts of the city bring together homes in different formats, work spaces including a large IT SEZ and Financial District, shopping district and a high street, Hotels, a hospital, a school with great attention to public realm covering many parks and streets which are pedestrian and cyclist friendly to give a unique experience of a township rightly labeled as ‘City of Joy’.

About Bhartiya City:

Bhartiya City is an integrated city spanning 125-acres, under development near Hebbal in Bangalore. With residential, commercial, IT SEZ, hotels/convention and retail districts, it is envisioned as the largest development of its kind within any metro limits in India. The result of collaboration between master-planners, architects, engineers and interior designers from around the world, the City brings a characteristic architectural flavour that makes the best of global urban design uniquely Indian. With a large hospital, 4-acre Central Park, schools and easy access to the airport and other parts of Bangalore City, Bhartiya City is intended to become a residential, entertainment, cultural and commercial hub. Residences in a wide variety of formats and price points to suit many types of Indian families are available under the Nikoo Homes brand. Bhartiya City is being developed by Bhartiya City Developers Pvt Ltd. Bhartiya International Ltd, an associate company, is a 25 year old firm listed on NSE and BSE, and marks the entry of India's largest player in the leather fashion industry into real-estate development.

About Bhartiya Group:

Bhartiya is a diversified business group, with interests in Fashion, Real Estate and Infrastructure. Bhartiya is active in various cities across Asia, Europe and the US.

Bhartiya International Ltd, the flagship company of the group, is a successful company listed on the BSE and NSE. It is an associate company of Bhartiya City Developers Pvt Ltd and holds 30% stake in Bhartiya City project. It has an impressive track record of performance in terms of growth, profitability and dividends. Founded by Snehdeep Aggarwal in 1987, the company today is the largest in India in the leather fashion industry, with a wide customer base of leading global brands. The company has a global operations base, with design studios in Italy and manufacturing capabilities in China. Winner of many awards for excellence, the company has been achieving a CAGR of 20%.



Bhartiya City Developers Pvt Ltd, an associate company of Bhartiya International Ltd. As part of its foray into infrastructure and real-estate, the Bhartiya Group is currently developing the 125-acre Bhartiya City near Hebbal in Bangalore and a 250-acre Leather Products SEZ in the state of Andhra Pradesh in a joint venture with APIIC.

To know more about the City of Joy, visit the iconic Discovery Center where you can take an interactive tour of the city or walk around life-size apartments. Or visit www.bhartiyacity.com

