



BINNY LIMITED

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CIN No. : L 17111TN1969PLC005736

2nd September 2016

Bombay Stock Exchange Ltd.,
P.J.Towers,
Dalal Street,
Mumbai - 400 001.

Dear Sir,

Sub: Intimation of the release in Newspaper

Pursuant to Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are forwarding herewith press publication that appeared in the Business Line dated 30th August 2016, for your records. It may please be noted that the said paper publication was released by our joint venture partner M/s. SPR Construction Private Limited, who has been entrusted with the development of the Company's property in Chennai.

This is for your information and records.

Thanking you

Yours sincerely
For Binny Limited

A handwritten signature in black ink, appearing to read 'T. Krishnamurthy', is written over a circular stamp or seal.

T. Krishnamurthy
CFO & Company Secretary

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THE HINDU BusinessLine

Binny set to launch ₹3,000-cr township project in Chennai

R Balaji



In the works for two years, it will combine home, commercial space

Chennai, August 30:

A 70-acre township project, the largest of its kind in the heart of Chennai, will take off with a soft launch soon.

The ₹3,000-crore project on the landmark Binny Mills' property in North Chennai is being developed in a joint venture, SPR-Binny Construction Pvt Ltd. SPR Construction, the partner is a developer of premium projects.

The project, which has got debt-funding support from Piramal, has received most of the approvals and will be launched within one week, according to Pankaj Ojha, Chief Marketing Officer, SPR Construction.

The BSE-listed Binny Ltd had announced in November 2014 that it will diversify into real estate with the integrated township project through a "Development Agency Model".

Ojha said the plan has been crystallised over the last two years to provide a well-planned township with a 18-acre residential area offering over 1,900 apartments spread across eight towers of 27 floors or more each and a 28-acre commercial area which will be unique. A villa space is also in the works but the details are being finalised.

The masterplan and zoning for the project in Perambur, a well developed area in North Chennai, has been done Morphogenesis which has an international presence and is known for its Indian style in architecture.

A unique feature will be the commercial space which will be well-organised extension of the traditional, diverse wholesale businesses in North Chennai. This wholesale hub will help traders expand their traditional businesses serve as a modern offering for the younger generations, he said.

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As an integrated township, the project will offer modern amenities, such as mall space with a 10-12 screen multiplex, a reputed school spread over two acres and a business hotel.

The project design is based on an extensive market survey. L&T has carried out a detailed traffic survey which will be presented to the authorities concerned to upgrade the area, he said.

(This article was published on August 30, 2016)

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