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Date: 22.03.2017

The Department of Corporate
Services
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

The Secretary
The National Stock Exchange
of India Limited Exchange
Plaza,
Bandra Kurla Complex
Bandra (E),
Mumbai – 400051

The Secretary
The Calcutta Stock Exchange
Limited
7, Lyons Range
Kolkata-700001

Dear Sir(s),

Sub: Press Release

Please find enclosed the press release titled "**Emami Group pumps in Rs. 350 Crores to join hands with Sheth Corp for 50% partnership in Mulund Project**".

This disclosure is made pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Emami Infrastructure Limited

Payel Jain
Company Secretary

Encl- As above

Press Release

Emami Group pumps in Rs. 350 Crores to join hands with Sheth Corp for 50% partnership in Mulund Project

- **Launches ultra luxury project ‘Montana – a project by Sheth and Emami’**
- **Partners with renowned international architect James Law for this project**
- **World-renowned interior design firm HBA Singapore completed the interiors of the show flat**
- **TROP, Bangkok is the landscape designer for the project**

Mumbai, March 22, 2017: Emami Group and Sheth Corp, both well-known names in real estate industry announce the launch of their flagship project “**Montana**” in **Mulund**. Emami Group’s realty arm “Emami Infrastructure”, a well known developer in Eastern India and Sheth Corp, one of the leading developers in the luxury and mid-housing segment have formed a LLP in this luxury project. Renowned International Architect James Law has showcased his design expertise; HBA Singapore, a world-renowned Interior Design firm, adds glamour to the interiors of the show flat and TROP landscape designer from Bangkok will adorn this luxury project.

Over the past decade, Mulund has emerged as one of the most prominent realty hubs in the MMR region. The lifestyle quotient of the place is also changing with numerous retail options, multiplexes and other leisure facilities coming to its close proximity. Due to its strategic location and easy accessibility to other parts of Mumbai, Mulund has become the most preferred real estate destination for home buyers.

Spread over 7 acres, Montana – a project by Sheth and Emami is located on the arterial LBS Road in one of Mumbai’s fastest growing suburb. It comprises of 4 stunning towers with an enchanting view of Mountains and the most extravagant homes in Mumbai. An ultra-luxury address in the heart of the city, with a view that can easily put many hill station resorts to shame. With an affluent neighborhood and an equally opulent structure, this is one rare address where nature’s real beauty and the luxuries of modern living with 40+ amenities unite. It will have apartments of 2, 3, 4 & 5 BHK configurations in various spacious sizes.

Montana is well connected to surrounding areas like Navi Mumbai, Thane, South Mumbai and Central/Western Suburbs of Mumbai. The location also provides effortless access to educational institutions, hospitals, amusement hubs, restaurants, shopping malls, hotels and more. Montana – a project by Sheth and Emami will house well-planned facilities like library, cafe, business center, ATM, Mini Theatre and leisure zones like games room for indoor games, kid’s play area, socializing pavilions, old folk’s corner, jogging tracks leading to verdant gardens and expansive walkways. The amenities include infinity pool, kid’s pool, jacuzzi, spa, cricket nets, tennis courts, basketball half court, crèche, golf simulator, gymnasium, steam/sauna, yoga room, party lawn and banquet.

Speaking on the occasion, **Mr. Ashwin Sheth, Chairman & Managing Director, Sheth Group** said, “*We are delighted to announce the launch of Montana – a project by Sheth and Emami where we hope to capture the aspirations of our customers. We are already present in Mulund with our project Vasant Oscar and Vasant Garden which is a testimony to the kind of work we deliver to our customers. Given our exceptional performance in Mulund, we are confident that we will be successful in delivering a landmark project and set a benchmark of luxurious living here. With this project, our association with our proud partners Emami Group, James Law, HBA Singapore and TROP will be stronger and long-lasting.*”

Speaking about the investment in Montana – a project by Sheth and Emami, **Mr. R.S. Agarwal, Joint Chairman, Emami Group** said, “*Montana is our third project with Sheth Corp. Taking benefit of the respective strengths, we always strive to offer the best to our customers. With opportunities galore, Mulund is quickly becoming a luxury hub for residential properties. We along with Sheth Corp, had augured this project in 2015, and today we are finally launching our flagship development in Mulund christened as Montana. We are confident that our flagship project “Montana” will provide the most rewarding and delightful experience to the buyers.*”

About Sheth Group:

With more than 3 decades of delivering excellence, Sheth Group is known for their genre of fine real estate. Their mission is to develop benchmark residential, township, retail and commercial spaces with focus on world class quality,

exclusive utilization of space and innovative architecture. They draw their inspirations from human behavior and take immense pride in their customer centric approach.

Sheth Group is a leading developer in the luxury & mid-housing segment of real estate, with a global footprint. Sheth Group was founded in 1986 by Mr. Ashwin Sheth, a visionary with implacable determination. Today, Sheth Group's portfolio boasts of over 30,000 homes built, 70 projects and over 20 million square feet, developed and delivered. The company has received 32 awards for design and execution which keep fueling their quest of setting new benchmarks.

Sheth Group has also extended its real estate presence abroad with great success. Sheth Estate (International) Ltd, a wholly owned subsidiary of Sheth Group and its international arm, is an established realty name in the UAE. Under its Dubai brand IRIS, it has delivered 6 international projects. Sheth Group's retail project in Thane - Viviana Mall covers over 250 leading brands in its prime retail and leisure space. The mall is India's first and only visually impaired friendly mall. The mall has 19 anchor tenants and Mumbai's largest multiplex with 14 screens. It also facilitates 2400 number of cars and 800 two wheeler parking slot which considered to be one of the highest in the industry. Additionally, the large food court and the dining area are spread over 40, 000 sq ft and can seat upto 1,300 people.

Portfolio of our other ongoing projects includes Midori (Dahisar), Avalon (Thane), Zuri (Thane), Fiona (Thane), Vasant Lawns (Thane), Aiyaana (Goregaon). The total saleable area under construction is 25,000 million.

About Emami Group:

Emami Group has so far successfully delivered more than 24 prestigious residential and commercial projects, comprising of 36 mln.sq.ft. area, primarily in Kolkata. The list of such renowned projects includes **South City**, an integrated residential development of 4.5 mln.sq.ft. with a 1 mln.sq.ft. iconic mall and an international school and **Emami Swanlake** (1.1 mln.sq.ft.) with 80% open space set amidst a serene lake in Hyderabad.

Presently constructions that are going on includes: **Emami City (about 2.5 mln.sq.ft)**, North Kolkata's largest residential development with latest amenities; **Emami Tejomaya** (1.6 mln.sq.ft.), a premium living in India's second largest IT hub, Chennai built with international expertise and Indian sensibilities; **Emami Nature** (spread across 300 acres), a luxury villa project in Jhansi (UP); **Altair** (1.3 mln.sq.ft), an iconic landmark designed by the internationally celebrated architect Moshe Safdie in Colombo, Sri Lanka; **Urbana** (7 mln.sq.ft.), an uber-urban living set amidst 66 acres of prime land in Kolkata; **Emami Aerocity** (62 acres), plotted development at one of the smart cities announced by the Government of India at Coimbatore.

Besides, Emami Group has got huge land parcels at Madurai, Jhansi, etc. where it is exploring the possibility of developing smart city in due course.

For more information:

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