

Brigade Enterprises Limited

Corporate Identity Number (CIN): L85110KA1995PLC019126
Registered Office : 29th & 30th Floors, World Trade Center
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BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSEPR/18112019

18th November, 2019

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.: Press Release - "Brigade Group introduces homes furnished with IKEA products"

We are enclosing herewith the copy of the press release titled "Brigade Group introduces homes furnished with IKEA products".

This is also hosted on the Company's website at www.brigadegroup.com

Kindly take the same on your records.

Thanking you,
Yours faithfully,

For Brigade Enterprises Limited

P. Om Prakash
Company Secretary & Compliance Officer

Encl.: a/a



Brigade Group introduces homes furnished with IKEA products

Bengaluru, 18 November 2019: Brigade Group, one of India's leading Real Estate Developers, launched **Brigade Plus Easy Home packages** in 2018 to provide its customers a unique opportunity to have their homes furnished prior to handing over to customers. The Brigade Plus Easy Home Packages is a one-stop solution for Brigade home buyers, who want the convenience of moving into their new home without the hassle of dealing with interior contractors.

As a unique initiative within Brigade Plus, customers now have the chance to personalise their homes using IKEA home furnishing products in their Brigade homes. IKEA started its retail operations in August last year and introduced Indian consumers to more than 7500 products.

Brigade has set up multiple model apartments showcasing IKEA furnishing options in the home-front including Living/Dining rooms, bedrooms including children's rooms, kitchens, and bathrooms. Potential buyers or existing customers can visit these model apartments for ideas and inspirations at the following locations across Bengaluru, and to gain insights into Indo-Nordic home furnishing styles:

- Brigade El Dorado, Aerospace Park,
- Brigade El Dorado model unit, World Trade Center Bengaluru,
- Kino at Brigade Orchards, Devanahalli,
- Brigade Panorama, Mysore Road,
- Plumeria at Brigade Meadows, Kanakapura Road,
- Brigade Buena Vista, Budigere Cross.

Elaborating on this initiative, **Ms. Pavitra Shankar, Executive Director, Brigade Enterprises Ltd.**, said, *"Brigade has taken this initiative to bring IKEA designs to our homes for added vibrancy and freshness which make everyday living a joy. Our homebuyers can select from a range of home furnishing solutions compatible with their own floor plan, post which Brigade will undertake the delivery and assembly on their behalf."*

Mr. Alan Mackenzie, Country Business Manager, IKEA India said, *"Over the next few years, IKEA India, part of Ingka Group aims to reach out to 100 million people in India, many of whom are buying new homes. We are happy to provide ideas and inspirations and create a better everyday life at home for all those setting up new homes with our wide range of affordable, functional and sustainable home furnishing products."*



Interested customers may call 1800 102 9977 or write to Brigade at plus@brigadegroup.com for more information.

For more information, please contact:

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