

CENTURY Textiles and Industries Limited

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CIN-L17120MH1897PLC000163

OUR REF. :

SH/XII/2021

25th March, 2022

Corporate Relationship Department
BSE Limited
1st Floor, Phiroze Jeejebhoy Towers
Dalal Street, Fort,
Mumbai-400 001
Scrip Code: 500040

Listing Department
National Stock Exchange of India Limited
"Exchange Plaza" 5th floor,
Bandra-Kurla Complex
Bandra (East), Mumbai-400 051.
Scrip Code: CENTURYTEX

Dear Sir/ Madam,

Sub: Press release of Birla Estates Private Limited, a wholly-owned subsidiary of Century Textiles and Industries Limited

Ref: Regulation 30 of Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Pursuant to Regulation 30 of Listing Regulations, please find attached herewith a copy of the Press Release the contents of which are self-explanatory.

This is for information of the investors and for your records.

Thanking you,

Yours truly

For **CENTURY TEXTILES AND INDUSTRIES LIMITED**



ATUL K. KEDIA
Company Secretary

Encl: as above





Birla Estates inks pact for 52-acre land parcel in North Bangalore

Bangalore, 24th March 2022: Birla Estates Pvt Ltd, the real estate arm of Century Textiles and Industries Limited (CTIL), has entered into an agreement to jointly develop a prime 52-acre land parcel in North Bangalore with M S Ramaiah Realty LLP.

The project has a revenue potential of Rs 3000 Cr and development potential 4.0 Mn sq. ft. and will comprise both high and low-rise residential developments, along with retail and commercial elements. It will be an integrated mini township project with large green spaces, lifestyle amenities and curated homes.

Mr. KT Jithendran, CEO, Birla Estates said, *“We are pleased to announce our partnership with M S Ramaiah Realty LLP to jointly develop a premium integrated township in North Bangalore that will provide a comprehensive and established ecosystem of high-quality homes. The location offers a lucrative real estate market opportunity for employment, excellent connectivity and variety of housing amenities across various segments. Bengaluru is a focus market for Birla Estates and we are happy to be announcing our 3rd project in a short span of time.*

Mr. M. R. Seetharam, Designated Partner, M S Ramaiah Realty added, *“It has been a great privilege for M S Ramaiah Realty to partner with renowned brand like Birla Estates for a high-end residential township. We, along with Birla Estates will deliver world class living space.”*

The property is situated in North Bangalore, which is the fastest growing corridor and is in close proximity to Kempegowda International Airport. The property is at a distance of 2 kilometers from the proposed Airport Metro Station and would provide seamless connectivity into the city.

Currently, Birla Estates has two projects in Bangalore, Birla Alokya at Whitefield, a villament project offering villa like luxury with the vibrancy of apartment neighborhoods and Birla Tisya, a luxury residential project in Rajajinagar.

About Birla Estates:

Birla Estates Private Limited is the real estate arm of Century Textiles and Industries Limited (CTIL). The focus of Birla Estates is leveraging the trust it enjoys, to make a difference in the sector and add value to the consumer through development of premium/higher mid-income residential housing. In the long term, the company is focused on developing world class residential, commercial and mixed-use properties and to be amongst the top real estate companies in India. Birla Estates will use a capital efficient, asset light model to source Joint Venture, ideally in Mumbai, MMR, Pune, Bengaluru and NCR – which account for around 70% of the pan India residential market – and develop the brand. The company’s focus on efficiency in design, customer centricity, sustainability and execution excellence will differentiate its offerings from those of its competitors. The company is headquartered at Mumbai and currently has regional offices in NCR and Bengaluru. The business has a well- established commercial portfolio with 2 grade-A commercial buildings located in Worli, Mumbai with ~6 lakh square feet of leasable area. Birla Estates is working on developing the valuable land portfolio owned by CTIL. These parcels are located in prominent micro-markets of Mumbai – Worli / Prabhadevi / Kalyan, Pune – Talegaon & Bengaluru.