



PRESS RELEASE

Mumbai, February 19th, 2015

For immediate publication

Godrej Properties ties up with Snapdeal

Godrej Properties Ltd. (GPL) (BSE scrip id: GODREJPRP), the real estate development arm of the Godrej Group, today announced a partnership with Snapdeal.com, India's largest online marketplace through which it will offer online booking of its real estate projects.

GPL already offers customers the ability to book properties online through its own website and has added this additional sales channel to further enhance customer access. This new tie up offers customers increased flexibility and unique offers at the time of booking.

Mr. Girish Shah, EVP, Marketing & Sales, Godrej Properties, said, "We are happy to have tied up with Snapdeal and look forward to a long term relationship that will benefit customers immensely. Our aim is to strategically enhance our sales channels while offering our customers greater ease and convenience."

About Godrej Properties Limited:

Godrej Properties brings the Godrej Group philosophy of innovation and excellence to the real estate industry. Each Godrej Properties development combines a 118 - year legacy of excellence and trust with a commitment to cutting-edge design and technology. Godrej Properties is currently developing residential, commercial and township projects spread across 9.7 million square meters (104 million square feet) in 12 cities.

Godrej Properties has always embraced the notion that collaboration is the essence of excellence. To that end, we have worked with the best designers, architects and contractors within India and around the globe to deliver imaginative and sustainable spaces. By bringing together the best talent in the global real estate sector, Godrej Properties works to create developments that will last into the future, and foresee the needs of each and every resident.

In the last 3 years, Godrej Properties has received over 90 awards and recognitions, including the "Most Reliable Builder for 2014" at the CNBC AWAAZ Real Estate Awards 2014 and "Popular Choice - Developer of the Year" award by ET NOW in 2013.

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