

Brigade Enterprises Limited

Corporate Identity Number (CIN) L85110KA1995PLC019126
Registered Office: Floor 29 - 30, World Trade Center,
Brigade Gateway Campus - 26/1, Dr Rajkumar Road,
Malleshwaram - Rajajinagar, Bangalore 560 055, India
T +91 80 4137 9200 F 91-80-2221-0784
E enquiry@brigadegroup.com www.brigadegroup.com



BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSEPR/21112016

21st November, 2016

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051
Fax Nos. : 022-26598237/38

Department of Corporate Services - Listing
BSE Limited
P. J. Towers
Dalal Street,
Mumbai - 400 001
Fax Nos.: 022- 22722037/2039

Re.: Scrip Symbol: BRIGADE/Scrip Code: 532929

Dear Sir,

Sub.: Press Release - "Brigade Enterprises Ltd. announces strategic partnerships with Microsoft & Intel to benefit startups in its technology focused Real Estate Accelerator program (REAP)"

We are enclosing herewith the copy of the press release titled "Brigade Enterprises Ltd. announces strategic partnerships with Microsoft & Intel to benefit startups in its technology focused Real Estate Accelerator program (REAP)."

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.



PRESS RELEASE

Brigade Enterprises Ltd. announces strategic partnerships with Microsoft & Intel to benefit Startups in its technology focused Real Estate Accelerator Program (REAP)

Brigade Enterprises Limited, one of the leading real estate developer in India, recently launched the country's first real estate focused accelerator program. The accelerator will mentor startups whose products or services can be used in the real estate industry across various domains be it Residential, Office, Retail or Hospitality. The sectors in focus are Internet of Things (IoT), Nano Technology, CleanTech& Renewables, Visual Computing such as Augmented Reality and Virtual Reality and Logistics. Solutions can be applicable in either B2B or B2C models.

The **Brigade Real Estate Accelerator Program (REAP)** has announced strategic associations with two of the largest technology firms in the world Microsoft & Intel.

Brigade REAP will be a Microsoft Partner Accelerator. Microsoft Accelerator is a global initiative empowering entrepreneurs around the world on their journey to build great companies. This association will allow for the startups accepted into the accelerator program to benefit from Microsoft technology expertise, deep mentorship and access to global markets. Microsoft will also extend credits in its BizSpark program and may provide Go-to-Market assistance to those startups whose solutions are built on Microsoft technologies. Speaking on the partnership, Naveen Asrani, Director – Startups, Microsoft Corporation India, said, "We are excited to be associated with Brigade Group's real estate focused accelerator program. It is the first of its kind in the country and should give rise to high-impact solutions in the real estate space. We believe that this partnership will give the much needed impetus for technology adoption in the Real estate sector in India. We are looking forward to work with their startups and help them become successful companies."

For Intel India, which is committed to strengthening the local innovation ecosystem through its initiatives such as the Intel & DST Innovate for Digital India Challenge, and the Intel India Maker Lab, this collaboration will help extend its engagement with the maker community.

"Our endeavour has been to accelerate hardware and systems level innovation through startups in the country. As part of this association, startups from REAP have an opportunity to leverage the Intel India Maker Lab, including infrastructure, technology, tools and mentoring support from Intel technologists that it offers," said Jitendra Chaddah, Senior Director, Operations & Strategy, Intel India.

Speaking on the tie ups with Microsoft and Intel, Nirupa Shankar, Director and brains behind Brigade REAP said, "We are excited to have associations with such highly reputable companies. The associations will help the young companies accepted into the program in the real estate sector in India. The startups will gain tremendously though mentorship from industry leaders, domain



expertise from Brigade and as well as practical application of their products and services in a live environment.”

The Team at Brigade REAP come with years of experience in the Corporate, Investment and Startup world with John Kuruvilla Chief mentor at Brigade REAP having been a serial entrepreneur himself and in his earlier avatar was Managing Director of GenNext Ventures a Reliance Industries Limited sponsored venture fund.

Apul Nahata brings over 2 decades of diverse experience & having been an entrepreneur himself is the Mentor-in-Residence at Brigade REAP. He was instrumental in helping setup and run the GenNext Innovation Hub, an accelerator program sponsored by Reliance Industries Limited, that has already seen 3 batches, with a total of over 30+ companies, graduate successfully.

In October Rajeev Nair joined the Brigade REAP Team as Head Operations. Rajeev comes with 20 + years of experience spanning advertising, branding and business development in India and overseas. He has spent the initial 10 years with multinational advertising agencies like Lowe and McCann. His last role was with Minacs as Associate Vice President - Marketing prior to which he spent close to 10 years with [24]7 in the Global Marketing Org. Rajeev has lead large teams focused on expanding the global market footprint and decided to move out of the comfort of a stable corporate job to work with startups to help them succeed

Ankur Nandi has joined the Brigade REAP team as Senior Analyst, Investments. Ankur is an IIM Calcutta alumni and has worked as a Senior Consultant in IBM Business Analytics & Strategy group and as Lead analyst in Tracxn.

The 1st batch commenced on 3rd October from a state-of-the-art office space at the Sheraton Grand Hotel Bangalore at Brigade Gateway.

For information on Brigade REAP, please visit Brigadereap.com

For more information, please contact:

Mathew Abraham, Brigade Enterprises Ltd.,
Sr. DGM- Corporate Communications & PR,
Phone: + 91 80 41379200
E-mail: mathew@brigadegroup.com

