

Brigade Enterprises Limited

Corporate Identity Number (CIN): L85110KA1995PLC019126
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BRIGADE

Building Positive Experiences

Ref: BEL/NSEBSEPR/05022018

5th February, 2018

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,

Sub.: Press Release - "Brigade ranks amongst the Top 3 Developers in South India in the consumer confidence survey and No.6 Nationally"

We are enclosing herewith the copy of the press release titled "Brigade ranks amongst the Top 3 Developers in South India in the consumer confidence survey and No.6 Nationally".

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

For Immediate Release

Brigade ranks amongst the Top 3 Developers in South India in the consumer confidence survey and No.6 Nationally.

Bangalore, 5th February 2018:

Brigade Enterprises Limited is a listed developer from Bangalore, is amongst the top 3 choices of homebuyers across South India.

In the latest Track2Realty's Consumer Confidence Report 20:20, a comprehensive study on consumer experiences and overall psychology about the Indian real estate market, Brigade beat well-known rivals to clinch the 3rd rank in South India.

This latest Consumer Confidence Report 20:20 (20 realty players across 20 cities) is based on pan-India evaluation of 500 developers.

Discerning homebuyers across the country evaluated and voted them on 10 parameters such as timely delivery, construction quality, matching promises, value for money, peer endorsement, trust and transparency, relationship management, brand reputation, safe investment, amenities and livability.

At a time when consumer sentiment in the Indian real estate market has hit the lowest in the last 10 years, the Track2Realty Consumer Confidence Report 20:20 found that developers focused on the buyers, with quality projects and meaningful dialogue, have been rated higher by the consumers at a pan-India level.

Out of the total 500 developers nationally that were shortlisted for evaluation, buyers across the country dismissed as many as 412 developers as totally unreliable and worth avoiding.

Only 88 developers were voted with some level of trust. Out of these, only seven developers could earn 'Positive Outlook' at the national level. **Significantly, Brigade stood an impressive 6th at a national level, out of an overall of 500 developers that were shortlisted for evaluation.**



There are also 10 other developers who earned 'Positive Outlook' at the regional level, but lacked national exposure, footprint and/or trust. Altogether there are only 17 real estate developers to earn a 'Positive Outlook' by the consumers across the country.

The methodology used was rigorous and widespread. A large sample size of 10,000 consumers were targeted through one-on-one interviews across 20 cities – Bangalore, Delhi, Gurugram, Noida, Ghaziabad, Faridabad, Chandigarh, Hyderabad, Chennai, Coimbatore, Kochi, Mumbai, Pune, Ahmedabad, Jaipur, Kolkata, Bhubaneswar, Lucknow, Bhopal and Indore. The consumers were given a set of 25 open and close-ended questions to gauge their broader understanding of the real estate market before focusing on their likes and dislikes. Consumer confidence was lowest in Kolkata at 12 per cent, compared to a national average of 28 per cent, while Bengaluru remained the most bullish city, with 34 per cent buyers with an optimistic outlook.

Mr. M R Jaishankar, CMD- Brigade Enterprises Limited said, "It's an honour to be ranked among the top 3 developers in South India and 6th pan India in this unique consumer confidence survey. Our endeavour is to build positive experiences for our customers and this recognition is a testament of our customers appreciation of what Brigade Group stands for and what it has delivered. We would like to thank the customers who have reposed confidence in us and voted for us. We will continue to strive harder to delight our customers more with positive experiences."

About Brigade

Brigade Group was established in 1986, with property development as its main focus.

Today, Brigade Group is one of India's leading property developers headquartered in Bangalore, with branch offices in several cities in South India and a representative office in Dubai. Brigade's projects extend across several major cities in South India: Bangalore, Chennai, Chikmagalur, Hyderabad, Kochi, Mangalore Mysore and Ahmedabad.

Please visit www.brigadegroup.com for more

For further information, please contact:

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