

Brigade Enterprises Limited

Corporate Identity Number (CIN) L85110KA1995PLC019126
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Building Positive Experiences

Ref: BEL/NSEBSEPR/21042017

21st April, 2017

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 Group Announces the Launch of Holiday Inn Chennai OMR IT Expressway"

We are enclosing herewith the copy of the press release titled "Brigade Group Announces the Launch of Holiday Inn Chennai OMR IT Expressway".

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 Group Announces the Launch of Holiday Inn Chennai OMR IT Expressway

Bangalore, 21 April 2017: Brigade Group today announced the launch of its maiden hospitality project in Chennai, Holiday Inn Chennai OMR IT Expressway on the arterial Old Mahabalipuram Road (OMR) in the city's southern business district viz., Taramani, Thiruvanmiyur.

The contemporarily designed 202-room property is jointly promoted by Brigade Group and Chennai-based Subramanian Engineering Limited and managed by InterContinental Hotels Group. The refreshing new property was inaugurated by Mr Shantha de Silva, Head of South West Asia, InterContinental Hotels Group in the presence of captains of industry, consular officers, bureaucrats, notables from the world of travel, tourism and hospitality trade.

Commenting on the launch M R. Jaishankar, CMD, Brigade Enterprises Limited, said, "We are excited to reveal a new luxury landmark in a strategic location in the IT corridor of Chennai. This is our first ever project in Chennai and we have spared no effort in ensuring that our hotel, with its contemporary design and services, will soon become a landmark in the city. We are happy to partner with IHG, that will manage our Holiday Inn Chennai. We are confident that our guests can look forward to exemplary service of international standards as may be expected from a hotel of this class".

The Holiday Inn Chennai OMR IT Expressway offers great stay options. Tastefully appointed rooms and suites, exciting dining options, vibrant meeting spaces and rejuvenating recreational facilities make the stay at Holiday Inn Chennai OMR IT Expressway both productive and memorable.

Leisure travellers worldwide have always gravitated towards Holiday Inn's famed family-friendly environment. Kids Stay and Eat Free program backed by warm, personalized service makes the hotel an attractive option for leisure travellers. Places of tourist interest including the heritage town of Mahabalipuram, artists and craftsmen's village Dakshinachitraa Crocodile Park and a Global Health City are all located within an hour's drive from the hotel.

Speaking on the occasion, Mr. Badri Palaniappan, Director, SRP prosperita Hotel Ventures Ltd said,

"We at SRP are very excited about our foray into the hospitality space. Along with our partners, Brigade Group, we strongly believe that we have created an exceptional product that is in a great location. We are most excited about signing up with IHG to manage the Hotel under the Holiday Inn brand. I am sure team IHG under the able leadership of Ms. Shipra Sumbly Kaul will not only meet all your expectations but exceed them."



Hotel Features:

- 202 thoughtfully designed rooms and suites
- Business Centre with High-Speed Internet Access
- Banquet Hall, complete with modern amenities, for about 280 people
- A well-equipped fitness centre
- A choice of three dining options to choose from – Café G, The Lounge, Score

Guests at Holiday Inn Chennai OMR IT Expressway can avail of the exclusive Guest Loyalty Programs of IHG viz IHG Rewards Club and IHG Business Rewards.

For information on Brigade Group, please visit www.BrigadeGroup.com

For more information, please contact:

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