

For Immediate Release:

Bhartiya Group announces the launch of Bhartiya City - a 125-acre integrated city near Hebbal

Bangalore, October 29 2012: Bhartiya Group today announced the launch of their newest real estate project, "Bhartiya City", a paradigm shift in urban design. Envisioned as a place to live, work, play and dream, Bhartiya City has been planned and designed by an international team of design-focused professionals.

Located within BBMP limits, Bhartiya City is just a ten minute drive from the Hebbal Flyover, and is an outstanding example of how to build an integrated township. The 8 districts of the city bring together homes in different formats, work spaces including a large IT SEZ and Financial District, shopping district and a high street, Hotels, a hospital, a school with great attention to public realm covering many parks and streets which are pedestrian and cyclist friendly to give a unique experience of a township rightly labeled as 'City of Joy'.

On the launch of the first residential project in Bhartiya City, branded as 'Nikoo Homes', **Mr. Snehdeep Aggarwal, Chairman of Bhartiya Group, Promoters of Bhartiya City**, said he was particularly proud of the vibrant and sustainable environment of the City and particularly the nikoo home district. "We at Bhartiya are proud to offer an extraordinary urban living experience to people seeking a home where every little detail is planned. We've leveraged our over two decades of expertise in the international fashion industry to use design as the differentiator to create a City that has the best of what the world can offer at its doorstep. I am confident that the wide range of homes to suit a variety of family sizes and coupled with its situation in a world-class city will make Nikoo Homes the most envied residences in the city."

Also present on the occasion **Mr. Sasi Madathil, CEO Bhartiya Group**, added "Bhartiya City is the result of Mr. Snehdeep Aggarwal's dream and vision which has been translated into reality by six teams of architects who took over four years to design this city. Nikoo Homes boasts of great user friendly design, unmatched amenities from resort-style central garden pool area to new world club facilities, all nestled amongst over 200 small and large gardens. Street-lights that multi-task as cameras and wi-fi ports, pedestrian and cycle friendly streets will make life more safe and enjoyable for all including children who can walk on their own to a preschool in the residential district! It's a city where the past meets the future and co-exist happily. This is India's first example of design-driven innovation being applied to a real-estate development project to custom craft homes that are joyous for a wide range of families."

Mr. Swaroop Anish, Chief Operating Officer of Bhartiya City Developers said: "We are also delighted that our customers will be able to enjoy a complete Italian furniture solution at very reasonable prices, thanks to the exclusive supply chain we have established in collaboration with some major industry players in Italy."

To ensure that buyers can see what they will get, Bhartiya in another first, has conceived and built the iconic 'Discovery Centre', which showcases life-size examples of fully furnished housing units and offers an unbeatable touch-see-and-experience tour in to the future of the City.

Mr. Jaideep Singh, Head of Hospitality Assets Division, announced that Bhartiya City has signed up with Leela Hotels to operate the first hotel, which will also include the largest conference centre in Bengaluru.

About Bhartiya City:

Bhartiya City is an integrated city spanning 125-acres, under development near Hebbal in Bangalore. With residential, commercial, IT SEZ, hotels/convention and retail districts, it is envisioned as the largest development of its kind within any metro limits in India. The result of collaboration between master-planners, architects, engineers and interior designers from around the world, the City brings a characteristic architectural flavour that makes the best of global urban design uniquely Indian. With a large hospital, 4-acre Central Park, schools and easy access to the airport and other parts of Bangalore City, Bhartiya City is intended to become a residential, entertainment, cultural and commercial hub. Residences in a wide variety of formats and price points to suit many types of Indian families are available under the Nikoo Homes brand. Bhartiya City is being developed by Bhartiya City Developers Pvt Ltd. Bhartiya International Ltd, an associate company, is a 25 year old firm listed on NSE and BSE, and marks the entry of India's largest player in the leather fashion industry into real-estate development.

About Bhartiya Group:

Bhartiya is a diversified business group, with interests in Fashion, Real Estate and Infrastructure. Bhartiya is active in various cities across Asia, Europe and the US. Bhartiya International Ltd, the flagship company of the group, is a successful company listed on the BSE and NSE. It is an associate company of Bhartiya City Developers Pvt Ltd and holds 30% stake in Bhartiya City project. It has an impressive track record of performance in terms of growth, profitability and dividends. Founded by Snehdeep Aggarwal in 1987, the company today is the largest in India in the leather fashion industry, with a wide customer base of leading global brands. The company has a global operations base, with design studios in Italy and manufacturing capabilities in China. Winner of many awards for excellence, the company has been achieving a CAGR of 20%.

Bhartiya City Developers Pvt Ltd , an associate company of Bhartiya International Ltd. As part of its foray into infrastructure and real-estate, the Bhartiya Group is currently developing the 125-acre Bhartiya City near Hebbal in Bangalore and a 250-acre Leather Products SEZ in the state of Andhra Pradesh in a joint venture with APIIC.

To know more about the City of Joy, visit the iconic Discovery Center where you can take an interactive tour of the city or walk around life-size apartments. Or visit www.bhartiyacity.com

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