

Press Release

Bhartiya City launches its international sales at Indian Property Show, Dubai

Showcases largest integrated township within city limits in Bangalore, India Dubai/New Delhi, December 13 2012: Bhartiya City an integrated city spanning 125-acres, near Hebbal in Bangalore and envisioned as the largest development of its kind within metro limits in India, makes an impressive debut at the 11th edition of the Indian Property Show in Dubai. With a planned investment of close to \$2 billion, the total built up area of Bhartiya City is envisaged at 17 million square feet.

Bhartiya City launched Nikoo Homes, the residential district of the project on November 1, with homes priced between Rs 29 lakhs and Rs 1.5 crores. Response has been overwhelming with all the homes available for sale in India in the first release having been already booked. Indian Property Show will be the first time bookings are being offered outside India.

Planned and designed by an international team of design-focused professionals, the vibrant and sustainable environment of the city offers an extraordinary urban living experience to people seeking a home where every little detail is planned. Positioned as “City of Joy”, 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 area covering many parks and streets which are pedestrian and cyclist friendly to give the distinctive experience of a unique township. To ensure that buyers can see what they will get, Bhartiya has conceived and built the iconic ‘Discovery Centre’ at the site, 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.

Commenting on their participation at the Indian Property Show Mr. Snehdeep Aggarwal, Founder-Chairman Bhartiya Group said, “At Bhartiya City, masterplanned to the last square foot, we have incorporated all elements of design to create a township that brings the concept of Live, Work, Play and Dream. The city with its distinctive features like cycle friendly streets, world class amenities and public realm, makes it India’s first design-driven real estate destination. We are delighted to be a part of a Show that has acquired leadership status and is a platform for elite developers from India to NRIs abroad. We are confident that our unique selling proposition of a design-led city with world class infrastructure will resonate with the highly discriminating investors at the Show.”

Mr. Sasi Madathil, CEO Bhartiya Group added, “Dubai is an important business hub and that is why we are commencing our international sales here. Integrated townships are a growing trend in India and we are sure the design excellence and international standards of quality will meet the needs of the discerning buyers here. Buyers will be able to find a home within the wide range in terms of sizes and price, that will suit their requirement”.

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 flavor that makes the best of

global urban design uniquely Indian. With a large hospital, 6-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.
