



Press Release

Bangalore, March 9, 2013

UNVEILING OF UBER LUXURY VILLAS MARKS THE OFFICIAL LAUNCH OF EMBASSY BOULEVARD

High profile launch with entertainment by international artists redefines real estate marketing

- ✓ *Designed by renowned Singapore-based architect Andy Fisher*
- ✓ *Premium community development 12 kms before Bangalore International Airport*
- ✓ *170 villas spread over 51 acres, priced Rs. 5.5 crores onwards*

Embassy Group, a leading Indian property developer, today launched its premium gated community Embassy Boulevard at Bellary Road in North Bangalore. Continuing its legacy of building best-in-class properties whether commercial or residential, Embassy Boulevard is set to create new standards in premium living. Designed by Singapore-based Andy Fisher Workshop, this is a serene enclave of 170 spacious villas in sizes ranging from 4000 to 7400 sft developed on 51 acres of land.

In line with the Boulevard philosophy of 'lifestyle without parallel' and marking it as one of the most singular property launches Bangalore has witnessed, Embassy hosted a spectacular evening of music, entertainment and cuisine – set amidst a five-star ambience at the site. An exclusive event for HNIs, Embassy brought two well-known, internationally recognized entertainment groups from France – the Lido musical show and Cirque d'hiver who enthralled the audience with their creativity, artistry and stunning performances. The master of ceremony was none other than acclaimed actor Kabir Bedi.

Commenting on the launch, **Mr. Jitu Virwani, Chairman & Managing Director, Embassy Group.** said, "Exceeding customer expectation is something that we strive to achieve at the Embassy Group. We have always tried to keep the 'Embassy promise' in all our projects, whether it is commercial, retail or residential. Embassy Boulevard will live up to that promise in every sense and offer master class living for those with a taste for true luxury living."

Each of the villas features a private swimming pool, outdoor barbeque area and landscaped gardens. The villas are grouped into modules articulated with gabion walls, livening fences and other elegant landscape design elements to offer respite between the villa rows. The entire development speaks luxury lifestyle while protecting the relationship with nature. Besides offering luxurious interiors, expansive living spaces, outstanding design philosophy and eco-friendly atmosphere, Boulevard is also home to a 40,000 sft luxuriously indulgent leisure club, designed on par with the best clubs internationally.

The villas follow the basic principles of Vaasthu. Light barriers between the interior and exterior cut incidental heat, allow for passive cooling and reduce resource consumption. Embassy Boulevard has been designed to be eco-sensitive, having reduced impact on the environment making it pre certified IGBC Green Homes certification.

Embassy Boulevard offers a community experience for the cognoscenti. Besides membership to an exclusive club and spa, it comes with preferential admission to the Stonehill International School, membership to the Embassy International Riding School and last but not the least a tie-up with Quintessentially, one of the world's leading luxury concierge services. The proximity to the International Airport, easy access to the city and the rapid development in North Bangalore makes Embassy Boulevard an excellent investment opportunity. For more information visit www.embassyboulevard.com

About Embassy Group

Embassy Group is one of the leading property developers in India with a track record of over 28 years in real estate development. Embassy has an extensive land bank across the country and has developed close to 30 million sft of prime commercial, residential and retail space in India along with international operations in Malaysia and Serbia. Embassy's portfolio of real estate developments spans the commercial, residential, retail and hospitality segments of the real estate industry. While the commercial real estate business includes the development of business parks for the IT/ITeS sector, SEZs and corporate office space, Embassy's ongoing residential projects include luxury apartments, villas and integrated townships.

Embassy's residential projects are also designed to obtain IGBC Green Homes certification as part of the efforts towards creating sustainable developments.