



Bhartiya City launches The Leela Residences in Bengaluru

Residences offer perfect privacy and legendary luxury

BENGALURU - 07 March 2015-One of South India's leading real estate developers, Bhartiya Group and The Leela Palaces, Hotels and Resorts, India's premium luxury hospitality brand, today announced the new standard for branded luxury living in India - **The Leela Residences at Bhartiya City**. The launch makes The Leela, the first Indian hospitality group to brand luxury residences.

Situated at the heart of 125 acres Bhartiya City, first of its kind urban township in Bengaluru, and strategically located near Hebbal halfway between Bangalore international airport and MG Road, The Leela Hotel and Residences are conceived to offer an unmatched luxury lifestyle experience. These limited edition apartments will complement the grandeur of the 256-room luxury hotel being developed alongside. Residents of the private Leela Residences will have the benefit of enjoying the services offered by the Leela brand that is considered to be the legend of Indian luxury in the hospitality industry for last three decades. Residents will also enjoy the breathtaking views of the 7 Acre Central Park in Bhartiya City, which will also be home to the iconic Centre for Performing Arts.

Mr. Snehdeep Aggarwal, Chairman, Bhartiya Group and Promoter of Bhartiya City, said "We are excited to have partnered with The Leela Palaces, Hotels and Resorts in conceiving and developing this branded residences project at the heart of Bhartiya City. The project is designed keeping in view those who seek a lifestyle woven around the legendary luxury and service of The Leela. We have collaborated with the finest architects, interior designers and landscape architects from around the world to make this an exclusive and aspirational address for the discerning home buyer. Overlooking the seven acre Central Park of Bhartiya City and the

Centre for Performing Arts, and situated at the heart of Bhartiya City, The Leela Hotel and Residences have all the elements for success to become one of the best lifestyle destinations in India.”

Mr. Vivek Nair, Chairman and Managing Director, The Leela Palaces, Hotels and Resorts, said, “We are delighted to partner with The Bhartiya group to introduce The Leela residences at Bhartiya City in Bengaluru. This collaboration also represents a new strategic direction for our company as we plan to extend our three decades of legendary luxury to private residences. The residents of the private apartments will also enjoy all the services of the adjoining Leela Hotel in addition to its own exclusive array of services and amenities.”

Developed by the Bhartiya Group and managed by The Leela, The Leela Residences at Bhartiya City are expected to be a game changer in the branded luxury residences segment. Envisioned as a seamless blend of spectacular art, international design, and award-winning luxury hospitality services, the project offers a wide range of spacious homes, from exquisite studio apartments to palatial four-bedroom penthouses.

Designed by some of the best architects, interior designers and landscape architects, these elegant homes come with famed Italian Boffi kitchens, sauna in selected types, spacious private decks, luxurious clubhouse bar and lounge, swimming pool with SPA and private gym, chef’s room, library, crèche, private theatre, and an array of Leela services such as concierge desk, butler and valet services, chauffeur and limousine on call, in-residence dining, personal fitness trainer, babysitting, housekeeping, botanical service to name a few. Set amidst landscaped terraces and boulevards, the apartments also have customized interior solutions to ensure a relaxed and indulgent living experience.

Apartments are available in different formats, priced between Rs 1 Crore for a studio Apartment and over Rs. 5 Crore for a 4 Bedroom residence.

To know more about the Leela Residences at Bhartiya City one can visit the Leela Residences Experience Center and a life-size model apartment at Bhartiya City or visit www.leelaresidences.bhartiyacity.com

About BhartiyaCity

Bhartiya is a diversified lifestyle group founded in 1987. It consists of two verticals: Bhartiya Fashion (international manufacturing of leather products and fur and Leather SEZ, Listed Company) and Bhartiya Urban (city development). Bhartiya Urban is developing Bhartiya City in Bengaluru, a 125 acre integrated urban township within the municipal limit of Bengaluru City - a first of its kind in India. The 20 million sq.ft. development will be a self-contained city with housing in various formats, retail (souks, high-street retail and shopping malls), 5 hotels, business/financial district, IT campus, convention/conference centre, a school, a hospital and other amenities serving the community. The highlight of the carefully designed public realm will be a 7 acre central park which will also be home for an iconic Centre for Performing Arts.

About The Leela Palaces, Hotels and Resorts

The Leela Palaces, Hotels and Resorts, headquartered in Mumbai, India, is owned by Hotel Leela Venture Ltd. The luxury hotel group owns and manages eight award-winning properties in prime urban locations and magical holiday destinations across India including Mumbai, New Delhi, Gurgaon, Bangalore, Chennai, Goa, Udaipur and Kovalam. **New properties under development include Bangalore, Jaipur, Agra, Lucknow and Kathmandu.** The Leela Palaces, Hotels and Resorts is committed to providing warm, gracious and anticipatory service in settings that capture the essence of India. The group has a marketing alliance with US-based Preferred Hotels & Resorts and is a member of the Global Hotel Alliance based in Geneva, Switzerland. For further information, please contact your travel counsellor or visit our website at www.theleela.com.

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The Leela Palaces, Hotels and Resorts

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