



SH/XII/2023

04th January, 2024

Corporate Relationship Department
BSE Limited
1st Floor, Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai-400 001
Scrip Code: 500040

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th floor,
Bandra-Kurla Complex
Bandra (East), Mumbai-400 051.
Scrip Code: CENTURYTEX

Dear Sir/ Madam,

Sub: Investor Presentation of Century Textiles and Industries Limited ('the Company')

Ref: Regulation 30 of Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

This has reference to our letter dated 29th December, 2023, informing you that a group of investors/analysts will be visiting the flagship real estate project Birla Niyara situated at Worli on Thursday, 04th January, 2024.

In connection to the above, please find attached herewith a copy of the Presentation namely 'Birla Estates – The Real Estate arm of the Aditya Birla Group'.

This is for the information of the investors and for your record.

The same is also available on Company's website: www.centurytextind.com

Thanking you,

Yours truly
For **CENTURY TEXTILES AND INDUSTRIES LIMITED**

ATUL K. KEDIA
Sr. Vice President (Legal) & Company Secretary

Encl: as above



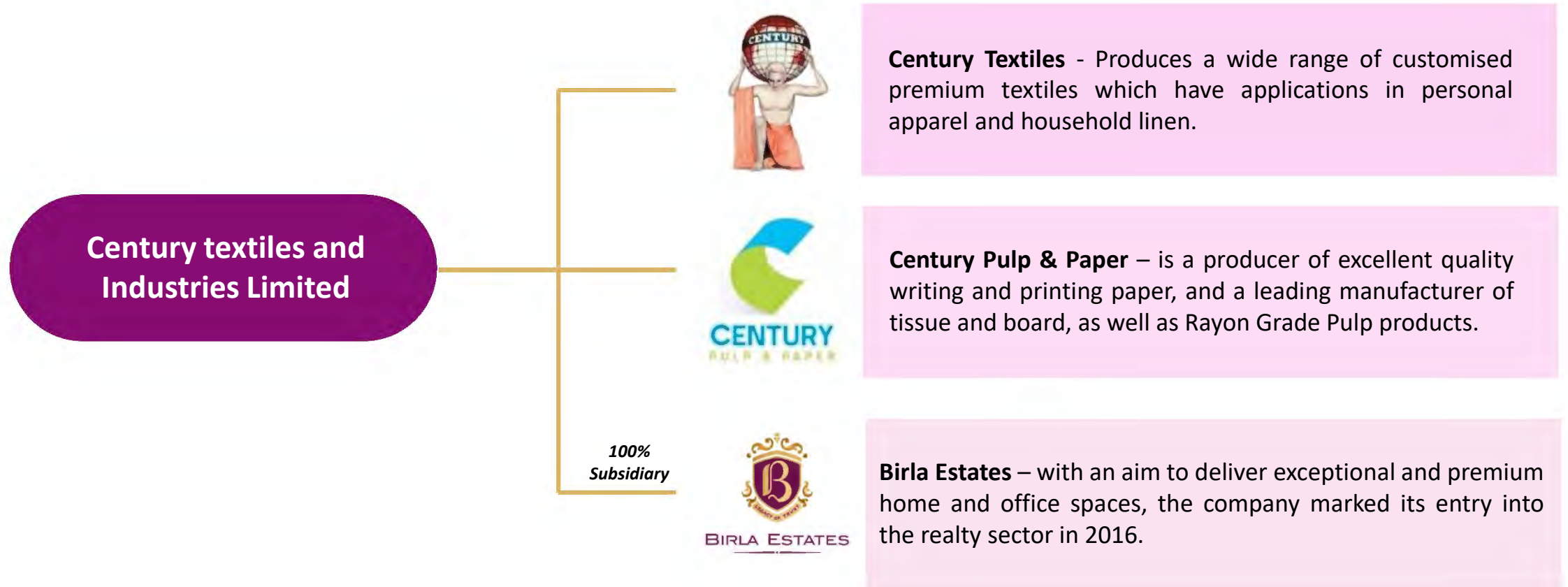


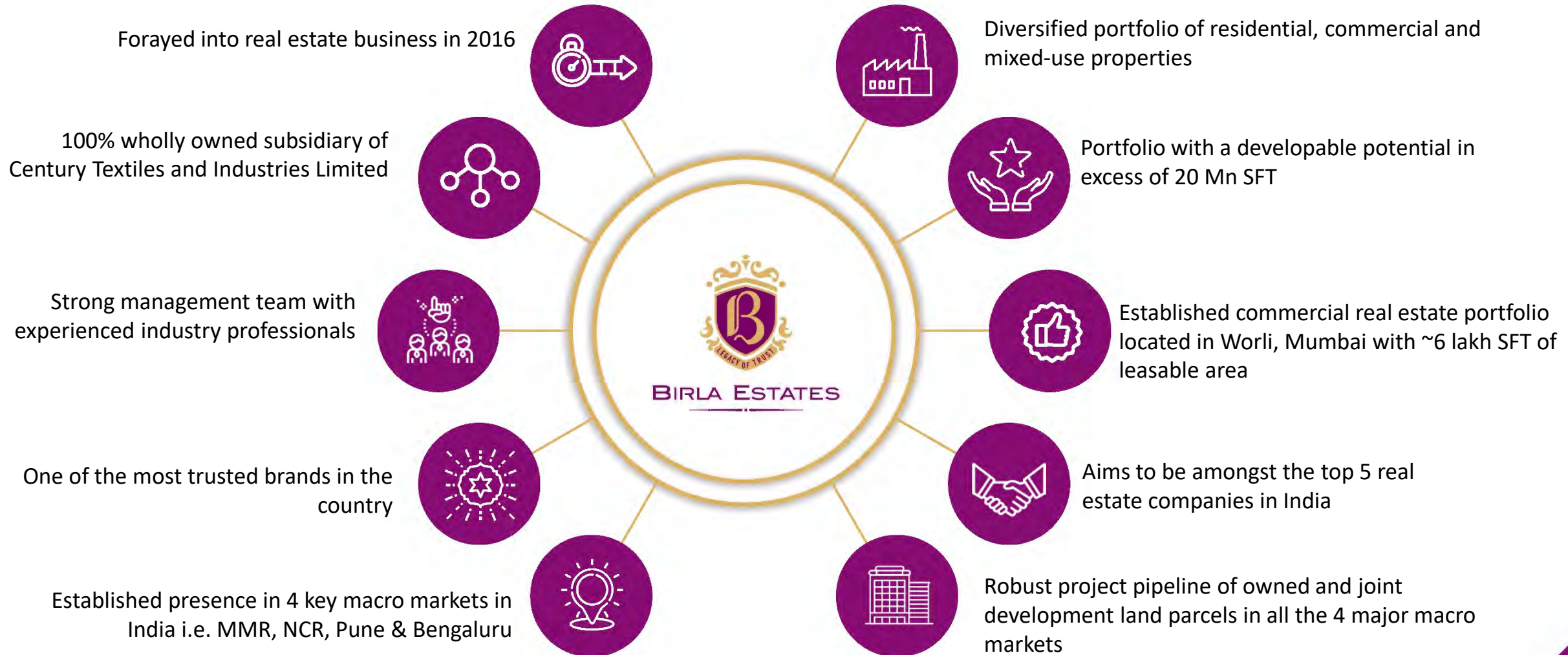
BIRLA ESTATES

THE REAL ESTATE ARM OF THE ADITYA BIRLA GROUP



- Incorporated in 1897, Century Textiles and Industries Limited (CTIL) has evolved from a single unit textile mill into a diversified conglomerate spanning into paper and pulp industry and real estate.
- The company's 125-years-old legacy is built on a steadfast commitment to the development of the nation with an unwavering focus on quality and innovation, combined with agility and customer centricity, Century is in a good stead to capitalise on market opportunities.







BIRLA ESTATES

BIRLA NIYAARA – A FLAGSHIP PROJECT

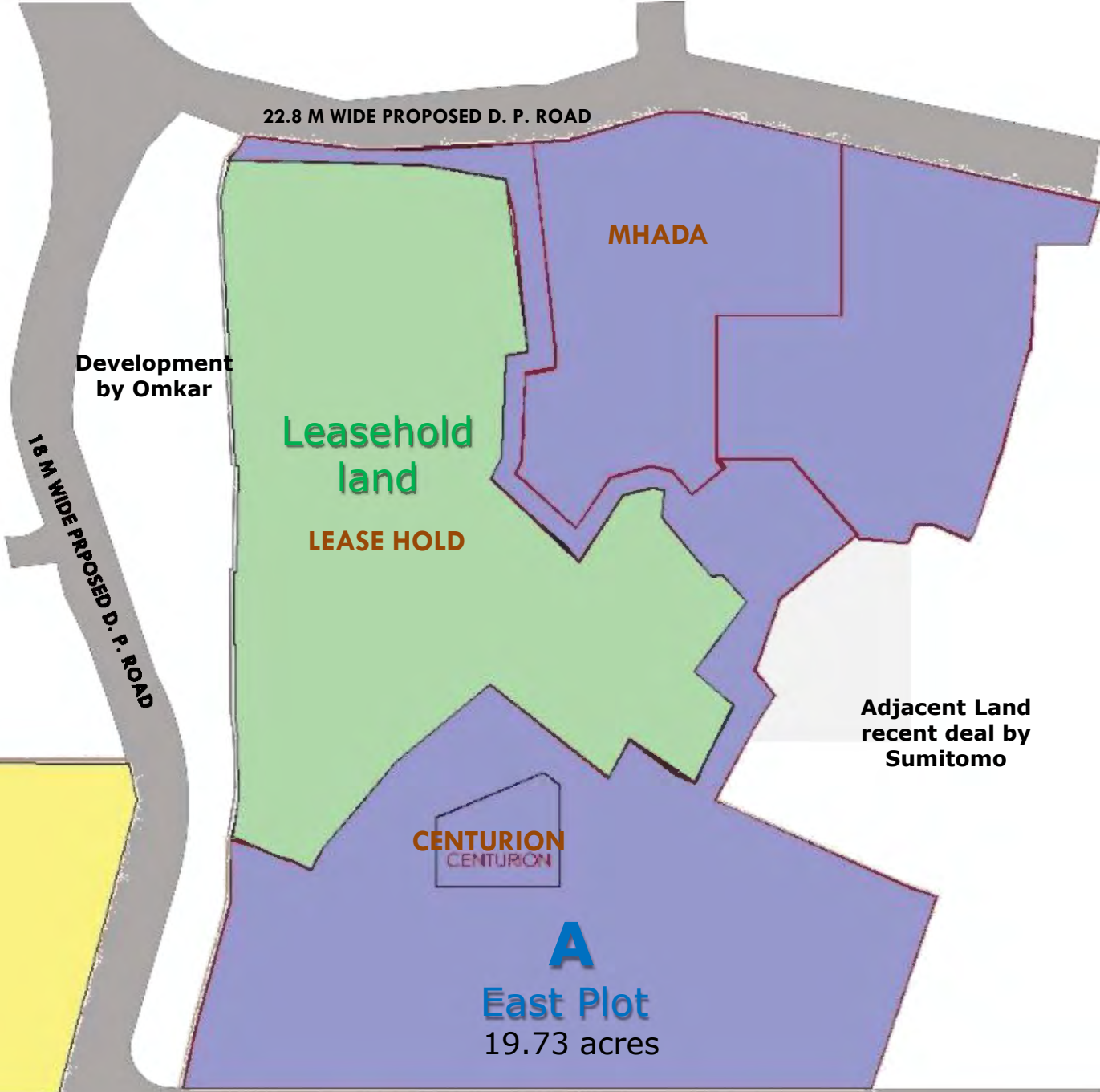
WORLI LAND

A : "East" Plot
B : "West" Plot

Adjacent Land
of Doordarshan

B
West Plot
10.09 acres

24.4 M WIDE PANDURANG BHUDHKAR MARG



Development
by Omkar

18 M WIDE PROPOSED D. P. ROAD

22.8 M WIDE PROPOSED D. P. ROAD

MHADA

Leasehold
land

LEASE HOLD

Adjacent Land
recent deal by
Sumitomo

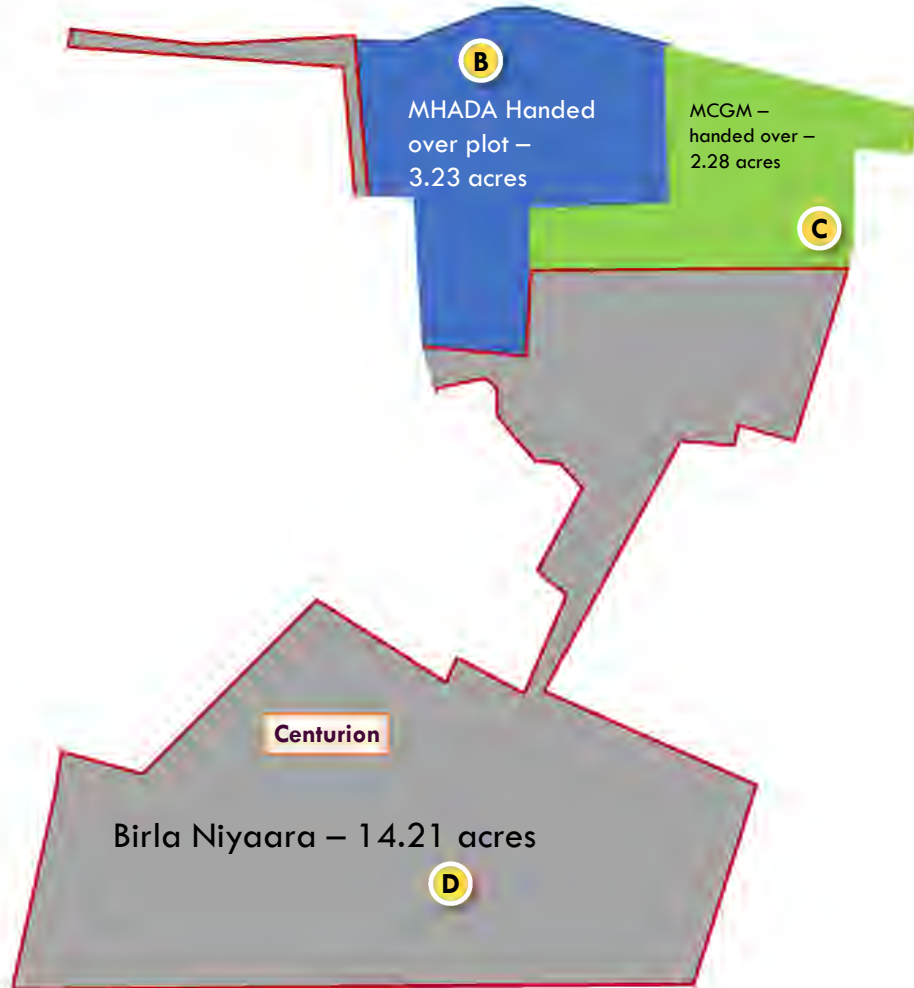
CENTURION
CENTURION

A
East Plot
19.73 acres

BIRLA NIYAARA – NET PLOT AREA FOR DEVELOPMENT

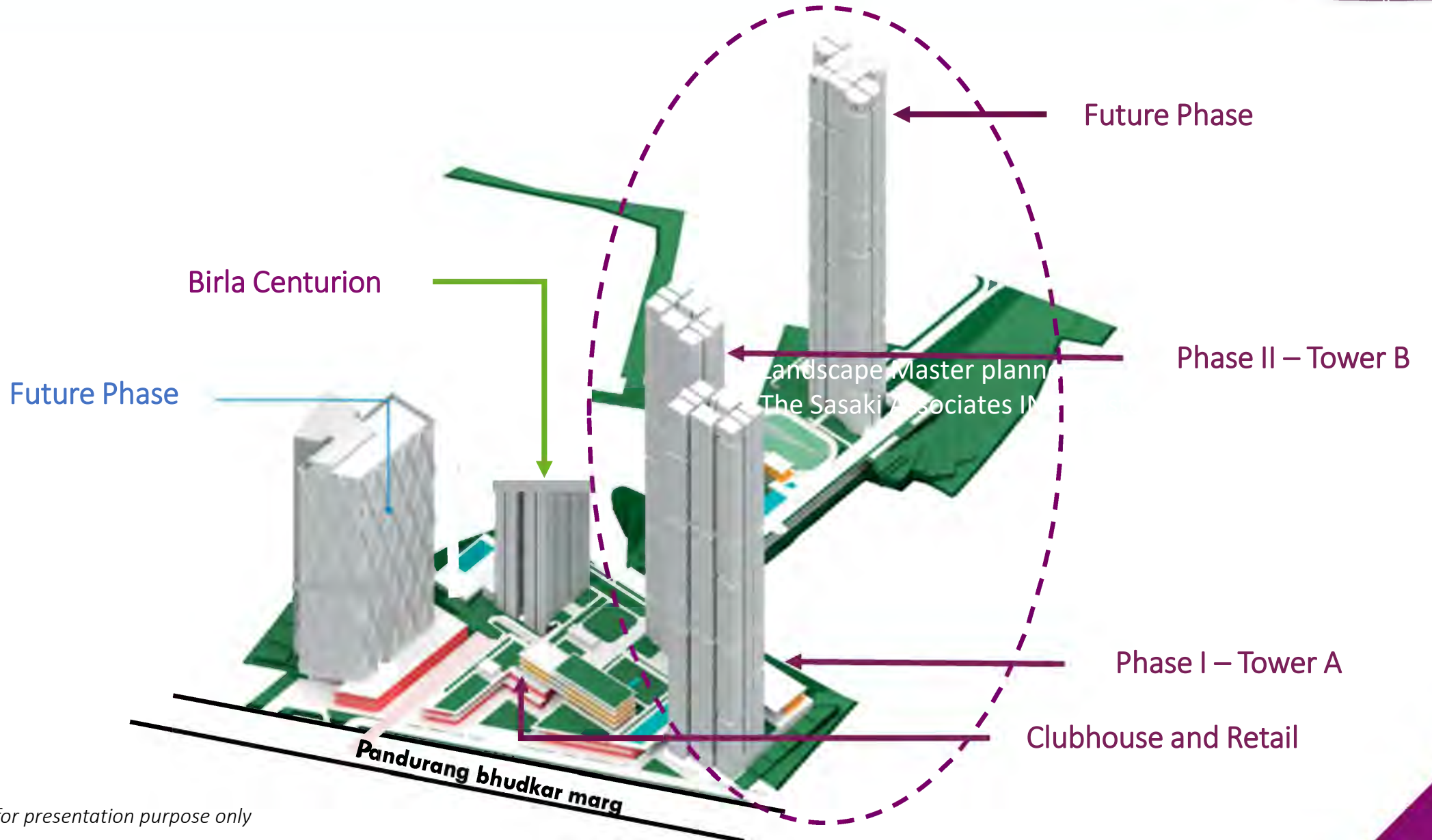


BIRLA ESTATES



Particulars	Reference	Area (Acres)
Total Plot Area	(A)	19.73
MHADA Share	(B)	3.23
MCGM Share	(C)	2.28
Net Plot Area	(D)=(A)-(B)-(C)	14.21

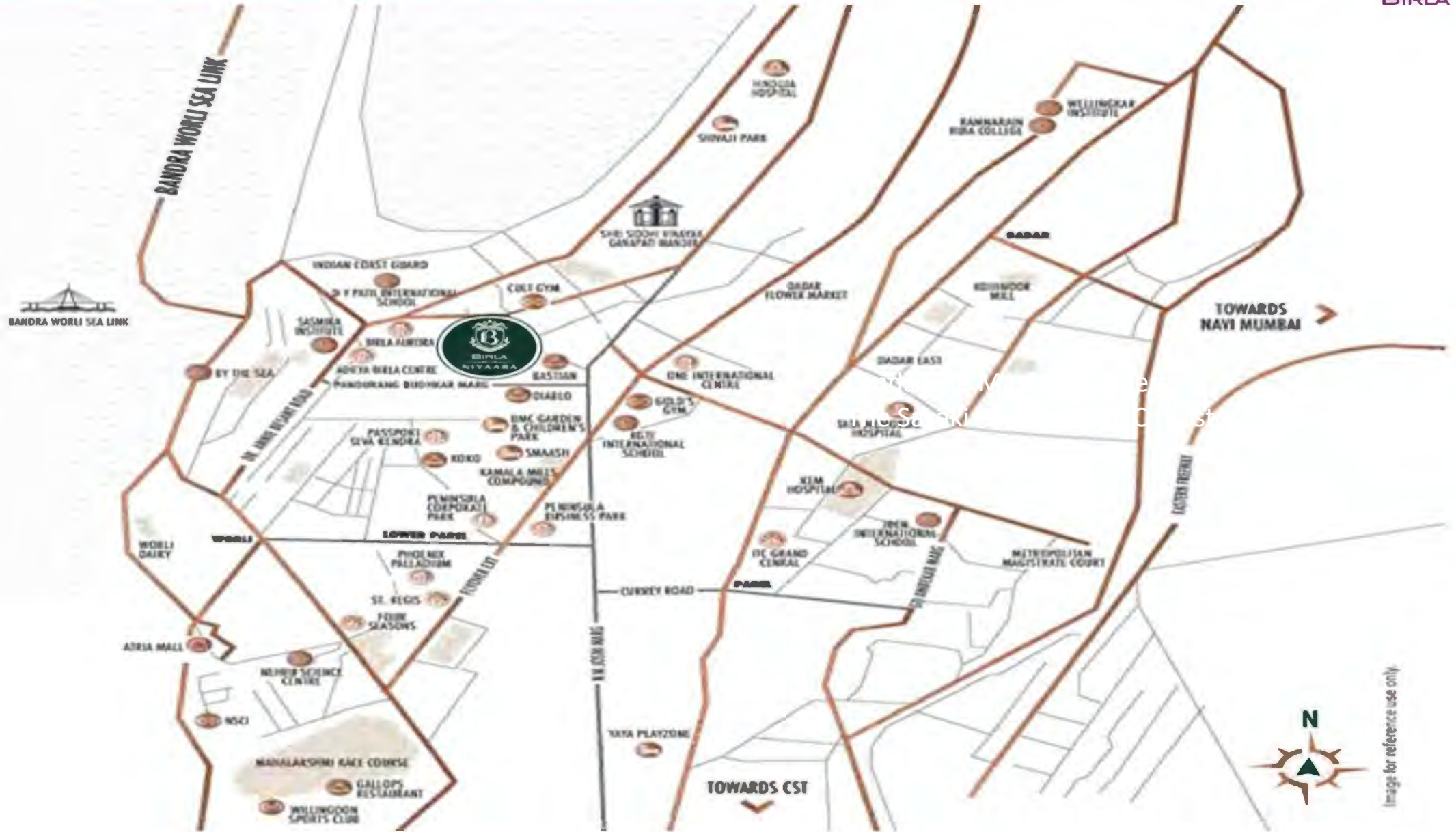




BIRLA NIYAARA - LOCATION



BIRLA ESTATES





- Located in the super premium locality of Worli in Mumbai region
- 77 storey tower
- 9.1 Lakh SFT of development, comprising of 414 units of 2/3/4/5 BHK, Duplex and Penthouse residential homes
- Launched in 4Q-FY22. Sold 85% of the inventory as on 30th September 2023
- Current rates is in the range of INR 75000-80,000/- per SFT
- India's only LEED pre certified platinum residential project
- Largest selling project in Mumbai in CY 2022
- Price appreciation of >33% since launch
- RERA possession expected in March 2028

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Lead Architects & Market Planners
Foster + Partners (London, UK)

Landscape Master planners
The Sasaki Associates INC (Boston, USA)

Landscape Designers
Coopers Hill Singapore PTE LTD (Singapore)

Master Contractor,
Leighton, CIMIC Group company, Australia



- RERA registration is under process





Worli East

- Worli East total saleable potential 3.5 Mn SFT
 - Launched 0.9 Mn SFT
 - Balance yet to be launched 2.6 Mn SFT (Residential / Commercial)

Worli West

- Worli West potential of 1.5 Mn Sq. Ft.





BIRLA ESTATES

BIRLA ESTATES – OVERVIEW



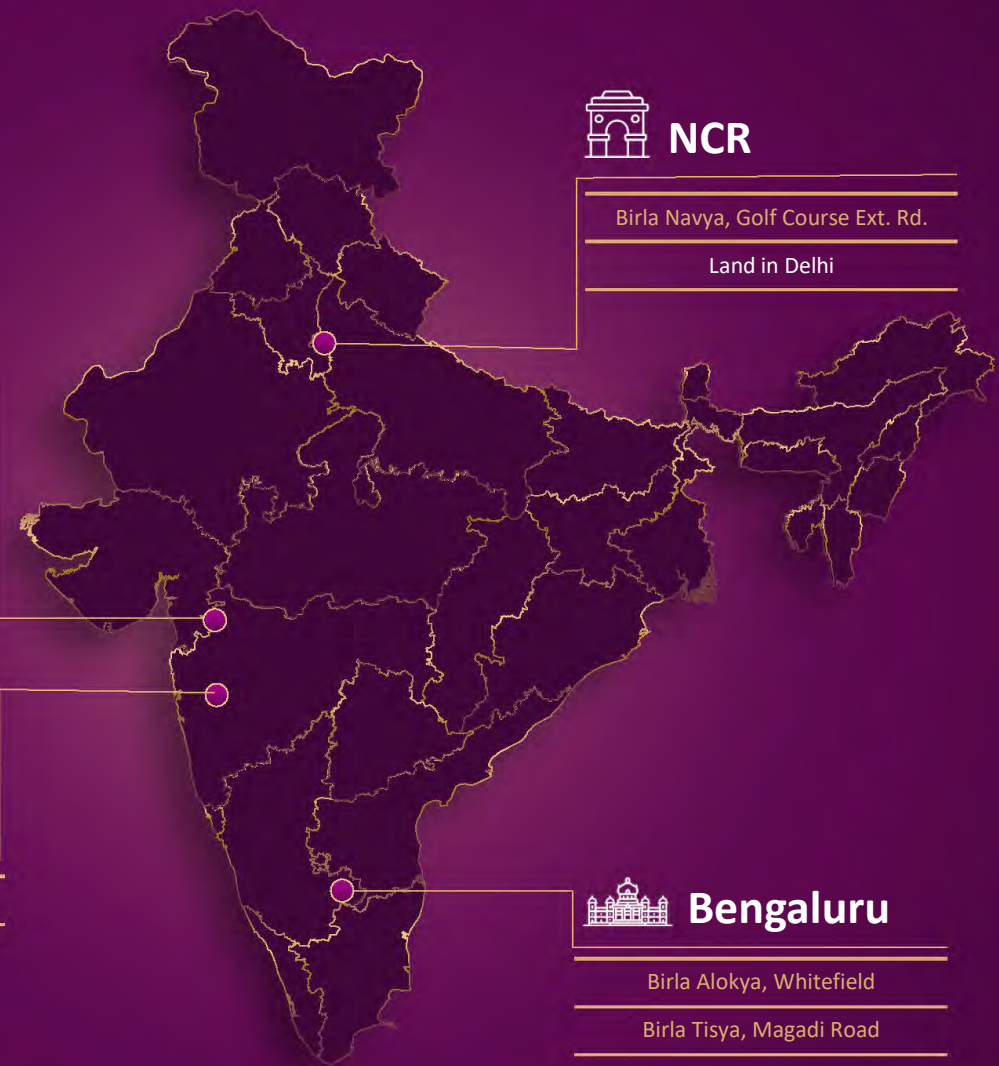
Pan India Footprint

Projects with a revenue potential of more than INR 45,000 Crs



Mumbai Metropolitan Region

- Birla Vanya, Kalyan
- Birla Niyaara, Worli
- Birla Centurion, Worli (C)
- Birla Aurora, Worli (C)
- Walkeshwar, Mumbai
- Thane, MMR




NCR

- Birla Navya, Golf Course Ext. Rd.
- Land in Delhi

Pune

- Wellesley Road



Bengaluru

- Birla Alokya, Whitefield
- Birla Tisya, Magadi Road
- Birla Trimaya, Devanahalli, RR Nagar
- Sarjapur

- Launched Projects
- Unlaunched Projects



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AWARDS & CERTIFICATIONS



BIRLA ESTATES



Green Project of the Year
National Infrastructure & Construction Awards



Green Building Project of the Year
Times Network Presents National Awards for Marketing Excellence - For excellence in real estate & infrastructure



Commercial Property of the Year
DNA Presents Real Estate & Infrastructure Round Table & Awards



Commercial Property of the Year
ET Now Presents Real Estate Awards



Green Building Project of the Year
ET Now Presents Real Estate Awards



Project Launch of the Year
The 11th Realty+ Excellence Awards 2019 West Zone



Innovative Marketing Campaign of the Year
DNA Presents Real Estate & Infrastructure Round Table & Awards



Iconic Marketing Campaign of the Year
Times Realty Icons Awards



ACE Alliance Award 2019 by SAP
For customer excellence and delivery in SAP Product Support



Iconic Emerging Developer, India
Mid-Day Real Estate & Infrastructure Icons



Best Real Estate Company
Global Real Estate Congress Real Estate Awards



Best Brand Marketing
Global Real Estate Congress Real Estate Awards



Emerging Developer of the Year (North) – Birla Estates
RE/MAX Presents Estate Awards



Luxury Project of the Year (North) – Birla Navya
RE/MAX Presents Estate Awards



Iconic Project of the Year - Birla Alokya
Realty+ Conclave & Excellence Awards 2020 (South)



Residential Project of the Year - Birla Navya
Realty+ Conclave & Excellence Awards 2020 (North)



Birla Vanya
Greentech Effective Safety Culture Award - 2021



Birla Alokya
National Safety Council of India



Birla Estates
CIDC Partners in Progress Trophy - 2022



Birla Vanya
13th CIDC Vishwakarma Awards - 2022



Birla Alokya
National Safety Council of India - Safety Awards 2021



Birla Vanya
National Safety Council of India - Safety Awards 2021



Commercial Birla Birla Vanya
RoSPA - Health and Safety Awards 2022

LAUNCHED PROJECTS



BIRLA ESTATES

Project	Birla Vanya, (Kalyan)	Birla Alokya, (Whitefield, Bengaluru)	Birla Navya, (Golf Course Extension, Gurugram)	Birla Niyaara, (Worli, Mumbai)	Birla Tisya, (Rajajinagar, Bengaluru)	Birla Trimaya, (Devanahalli, Bengaluru)
Project Photo						
Launch Period	Q1 FY20	Q3 FY20	Q3 FY21	Q4 FY22	Q3 FY22	Q2 FY24
Land Area	22 acres (Own)	8 acres (Own)	48 acres (JV - Anant Raj)	14 acres (Own)	5 acres (JV - Subhadra Textiles)	52 acres (JV- Ramaiah Realty)
Total Saleable Area	13.3 lakh SFT	5.5 lakh SFT	17.8 lakh SFT (Ph 1+2+3 – 11.66)	24 lakh SFT (Residential) (Ph- 1 : 9.1)	6.5 lakh SFT	36.2 lakh SFT
Total Units Launched	1,205 units	218 units	556 units	414 units	392 units	556 units
Cum. Booking Value	Rs. 742 Crs (915 units)	Rs. 377 Crs (209 units)	Rs. 1,493 Crs (537 units)	Rs. 2,467 Crs (352 units)	Rs. 550 Crs (352 units)	Rs. 467 Crs (536 units)
Architect	Hafeez Contractor	Synergy	ARCOP	Foster & Partners	RSP	Broadway Malyan
Construction Status	Handover starting from Q4 FY24	Handover started from Q3 FY 24	Handover of Phase - 1 will start in Q4 FY 24	Podium 2 slab in progress	Tower 1 - 9 th Floor slab work in progress Tower 2 - 7 th Floor slab work in progress	Pre-construction activities ongoing

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Project	Birla Aurora	Birla Centurion
Project Photo		
Land Area Leasable (in Sqft)	2.4 lakh	3.2 lakh
Location	Dr. Annie Besant Road, Century Bazaar, Mumbai	Pandurang Budhkar Marg, Century Mills Compound, Mumbai
H1 FY 24 Lease Rental (Rs. Crs)	31.6 Crs	32.8 Crs

PLANNED NEW PROJECTS (1/2)



BIRLA ESTATES

Project	RR Nagar, Bangalore	Walkeshwar, Mumbai	Wellesley Road, Pune	Sarjapur, Bangalore
Project Photo				
Land Area	10 acres (Own)	0.21 acres (Own)	6 acres (Own)	29 acres (Own)
Total Saleable Area	10.1 lakh Sqft	0.6 lakh Sqft	15.4 lakh Sqft	28.7 lakh Sqft
Estimated Gross Development Value (GDV, Rs.)	983 Crs	573 Crs	2,420 Crs	2,726 Crs



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PLANNED NEW PROJECTS (2/2)



BIRLA ESTATES

Project	Thane, Mumbai	Delhi
Project Photo		
Land Area	30.5 acres (Own)	6.8 acres (JV – India Hume Pipes)
Gross Development Value (GDV, Rs.)	7,648 Crs	2,718 Crs
Total saleable area	53.9 lakh Sqft	14.2 lakh Sqft



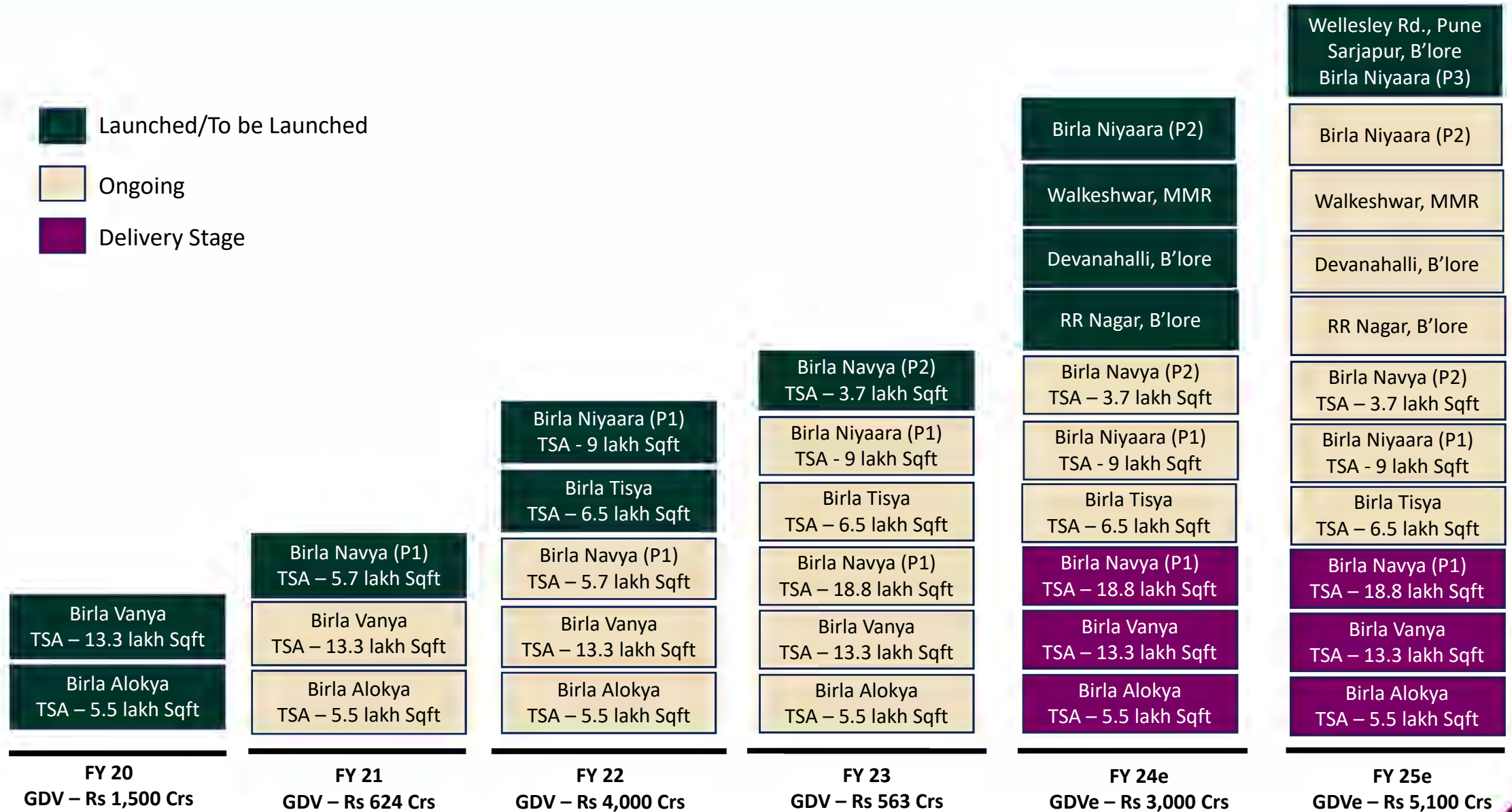
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SUMMARY – LAUNCHES AND DELIVERIES



BIRLA ESTATES

- Launched/To be Launched
- Ongoing
- Delivery Stage

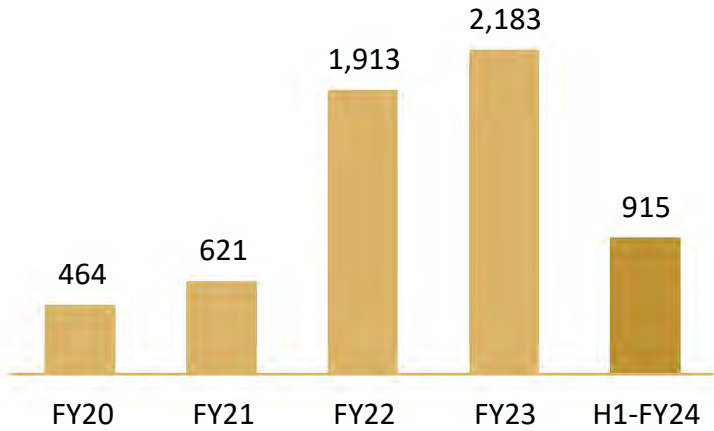


KEY QUARTERLY PERFORMANCE INDICATORS

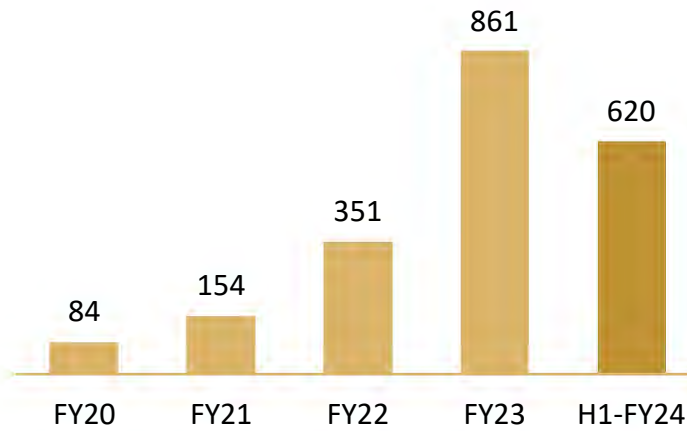


BIRLA ESTATES

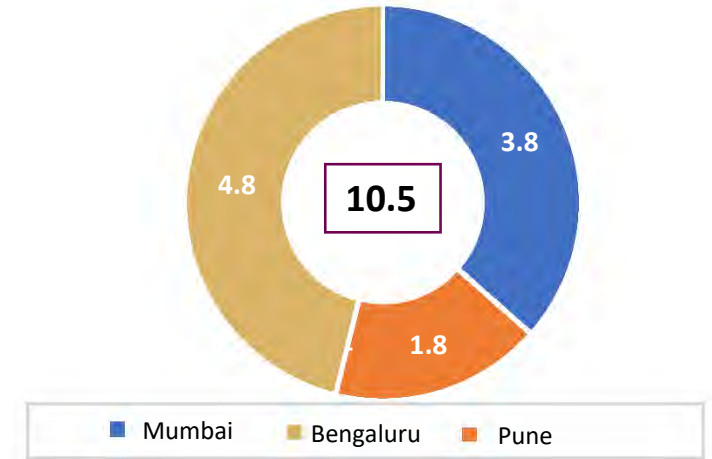
Booking Value (Rs. Cr)



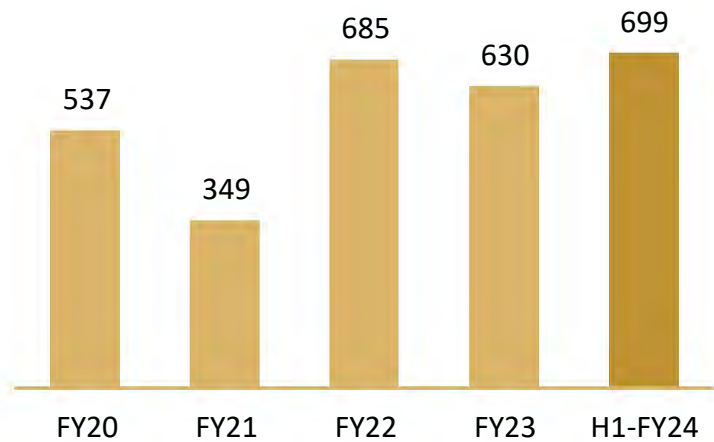
Collection Value (Rs. Cr)



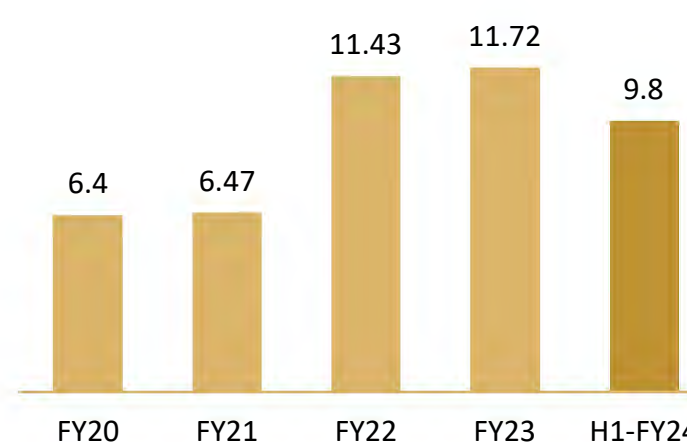
Ongoing Projects (MSF)



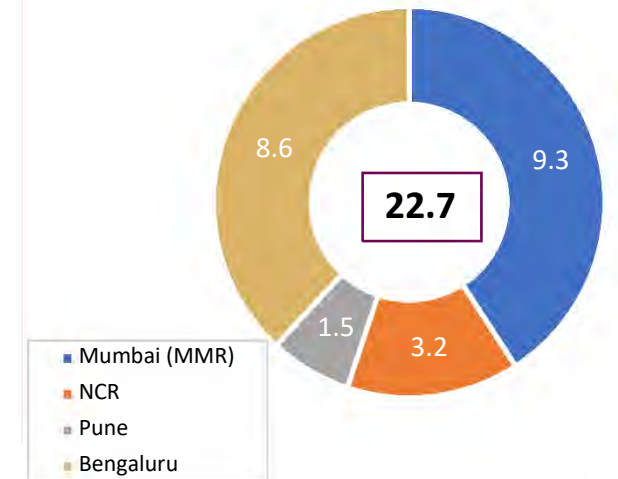
Units Sold (No.)



Area Sold (Lakh sq.ft)



Ongoing & upcoming Projects (MSF)



ADITYA BIRLA



CENTURY



BIRLA ESTATES

THANK YOU