

March 18, 2024

National Stock Exchange of India Limited The Listing Department Exchange Plaza, 5 th Floor Plot C 1 – G Block Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 Scrip Code: SHRIRAMPPS	BSE Limited Dept of Corporate Services Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai 400 001 Scrip Code : 543419
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Dear Sirs

Sub: Press Release

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith the press release on Shriram Properties Sells 70% of Project Inventory in the Recently Launched “Codename Ultimate” in its Opening Weekend.

We request you to take the above information on record.

Thanking you.

Regards

For SHRIRAM PROPERTIES LIMITED

D. SRINIVASAN
COMPANY SECRETARY
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Shriram Properties Limited

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MEDIA RELEASE

Shriram Properties Sells 70% of Project Inventory in the Recently Launched “Codename Ultimate” in its Opening Weekend

BENGALURU, MARCH 18, 2024: Shriram Properties, a leading residential developer in South India, has received an excellent response for its recently launched project “**Codename Ultimate**” near Electronic City, Bengaluru.

In its opening weekend, the Company sold nearly 70% of its project inventory in “Codename Ultimate”, supported by excellent customer response to the compelling value proposition. This 400+ unit Balinese-themed project with an aggregate saleable area of ~5.0 lakh sqft is characterized by its tranquil and harmonious ambience that prioritizes open spaces.

Shriram Properties has a strong familiarity with this micro market, as the Company has already completed and delivered over 2,700 units across 3 projects (Shriram Summit, Shriram Signiaa and Shriram Smirithi) in this neighbourhood during the last 3-5 years. The Company is in the process of handing over another ~ 650 units in Shriram Liberty Square, completed recently and is targeting to hand-over another ~500 units in Phase-1 of Shriram 107 South East in the coming quarters. Apart from delivering quality homes with modern amenities, Shriram projects have also yielded significant value appreciation for its customers over the years.

Commenting on the early success, **Mr Vivek Venkateswar, Chief Sales & Marketing Officer, Shriram Properties** said, “*We were confident of offering a very strong product for our customers which has been well received. Customers were delighted with the concept that the Project showcased, and its excellent value proposition. We are thankful to the customers for the confidence reposed and we remain committed to delivering considerable value*”.

About Shriram Properties Limited

Shriram Properties Ltd (SPL) is one of South India's leading residential real estate development companies, primarily focused on the mid-market and affordable housing categories. SPL's key markets include Bangalore, Chennai and Kolkata, which together account for nearly 85% of its development activities. SPL has demonstrated track record having delivered 40 projects with a saleable area of 22.4 msf, mostly in the cities of Bengaluru and Chennai. SPL has a strong development pipeline comprising of 49 projects with an aggregate development potential of 52.7 msf, as of December 31, 2023.

SPL is part of the Shriram Group, a prominent business group with four decades of operating history in India, SPL made its initial public offering and became a publicly traded company in Dec'21.

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