

## Press Note

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### **Bhartiya City introduces New York Style Lofts and launches Release III of Nikoo Homes**

**Bangalore, 18<sup>th</sup> July, 2013:** After the successful launch of Nikoo Homes, Bhartiya City has introduced yet another innovative residential space in the form of New York style loft apartments.

Each loft is located in the same tower as the Black Swan club and comes with three large bedrooms. The bedroom on the lower floor can be used as a workplace while the large bedroom on the upper floor can also transform into a multi-use family lounge. All lofts have a double-height private garden alongside the living area. A variety of amenities including a rooftop pool and al fresco restaurant, and all other facilities of the Black Swan club are within easy access of these lofts. The Black Swan tower on its part houses 80,000 sq.ft of innovative club space. A gym, music studios, a library, a business centre, a spa, health and fitness studios, indoor courts, cafes, event areas, guest accommodation, the list of its features goes on.

The loft apartments at the Black Swan display a sophisticated and contemporary refinement, with sleek interiors and mindful architectural details, designed keeping in mind young achievers and people who seek a certain life style. Following its belief that good design creates happiness, these homes are designed by Bhartiya City to suit the desire of the increasing number of families seeking live/work homes.

Following the unprecedented response to the Release I of Nikoo Homes in November 2012 and Release II early this year, Bhartiya City is all set for the Release III of Nikoo Homes along with the launch of Loft. "Nikoo Homes" is a residential development project in Bhartiya City offering studio and 1, 2 and 3 bed homes, including duplex and penthouses priced between Rs 34 lakhs to Rs 1.6 crores. Planned by global architects, these homes seek to present new standards in exteriors and interiors.

#### **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 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 (Real estate development). Bhartiya Urban is developing Bhartiya City in Bangalore, a 125 acre integrated urban township within the municipal limit of Bangalore 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, trade mart, a school, a hospital and other amenities serving the community.

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