

## Tata Realty launches Trilium

### *Trilium - Punjab's largest and finest retail destination*

- Invests Rs. 510 crore in the project
- Amritsar to experience the largest and finest retail destination in Punjab
- Spread over 5.54 acres with 700,000 square feet of shopping area, this All-Under-One-Roof (AUOR) mall is also earthquake-resistant

**Punjab, 4<sup>th</sup> October, 2013:** Tata Realty And Infrastructure Ltd, a 100% subsidiary of Tata Sons Ltd, one of India's largest and most respected conglomerates, today announced the launch of Punjab's largest and finest retail destination, **Trilium**, in Amritsar. With an overall investment of Rs. 510 crore, Tata Realty's Trilium is set to redefine the retail landscape of Amritsar.

Strategically located in the heart of Amritsar at Circular Road, Trilium will be the magnum opus in the proposed International City Centre, which will house a 5 star hospitality property – 'Vivanta' by Taj, and upscale commercial and residential complexes besides the retail mall. Trilium, with its iconic design and the All Under One Roof (AUOR) concept, will be the one stop shop for Amritsar's residents and its grandeur will add to the inimitable Punjabi spirit of celebrating life.

Designed by the renowned international architectural firm – RTKL, USA, 'Trilium' will offer best-in-class technology and design which will create an exclusive feel and convenience for shoppers. The mall is one of the few Indian malls that are compliant with LEED guidelines and is earthquake resistant. The mall is strategically located in the Golden city of Amritsar and is spread over 5.54 acres with 700,000 square feet of shopping area which will cater to multiple needs, all under one roof.

Commenting on Tata Realty's foray into Punjab, **Mr. Sanjay Ubale, Managing Director & CEO, Tata Realty And Infrastructure Ltd, said**, "It was Tata Realty And Infrastructure's vision to serve the city of Amritsar and its surrounding areas and create the experience of grand shopping, entertainment and socializing. We also would like to thank the government of Punjab for

extending their support to commission the project within the stipulated time frame and a special word of thank to investors including financial institutions.”

Trilium will offer a diverse blend of retail and entertainment arenas that include a Food Court with over 800 seating capacity, a 6-screen Multiplex, Hypermarket, Departmental stores, family entertainment centre, 800 pax Banquet facility, Marriage specific retail theme, Wellness centres, Home concepts, Micro-brewery, Gym and spa, Fine Dining, Landscaped central civic space, and 2-level basement Parking for over 1200 cars.

Tata Realty found inspiration in the three-petal flower - Trilium, and thus evolved the brand, integrating within its three prime attributes – joy, happiness and prosperity. Trilium’s customers will soon have access to over 150 prominent brands such as Lifestyle, Satyam Cineplex, Pantaloon, Reliance Trendz and Digital, Tommy Hilfiger, Gant, Nautica, Jack & Jones, Veromoda, Mc Donalds, Pizza Hut, Diadora, to name a few. Trilium’s launch will change the course of Amritsar’s shopping history and offer its customers a one stop shop to cater to all their needs and desires.

#### **About Tata Realty and Infrastructure Limited**

Keeping with the Tata philosophy of leadership in sectors of national economic significance, Tata Realty and Infrastructure Ltd was set up to identify the most promising opportunities for growth in the Indian real estate and infrastructure arena. TRIL is currently focused on long term infrastructure projects of national significance, as well as mixed use projects in the real estate sector. As is with all Tata companies, selection of projects is a specialized process, with the eventual selection list scoring high not only on business objectives, but also on the guiding Tata values and policies.

Tata’s is one of India's largest conglomerates, with a total market capitalization of nearly \$100 billion, and 107 operating companies in seven business sectors, employing over 365,000 people worldwide.