



## THE PRESTIGE GROUP SIGNS LICENSING AGREEMENT FOR DISNEY THEMED INTERIORS & EXTERIORS FOR BANGALORE

**Bangalore, January 17, 2014:** The Prestige Group, one of India's leading developers, announced a licensing deal with Disney Consumer Products (India) to offer Disney and Marvel inspired interiors and exteriors at the *Prestige Lakeside Habitat*, in the heart of Bangalore's IT hub, *Whitefield*.

**Mr. Irfan Razack - CMD, Prestige Group** said, "As developers, we have the privilege of building a relationship with people around their most precious assets - a home. Every parent wants their child to grow up in a happy and holistic environment as the memories created there will last for life. Keeping this in mind, we present Prestige Lakeside Habitat located at Varthur, Whitefield, Bangalore - Disney-themed rooms, designed to create a memorable childhood for every child residing there. We hope to create yet another benchmark in the residential market with this landmark project."

"Disney stories and characters resonate well with our fans in India. By providing this holistic experience, we hope to make Disney part of our fans day to day life," said **Ms. Roshini Bakshi, VP and Head of Consumer Products, Retail, Publishing & Franchise Marketing, Disney UTV**. "Disney home products span across total home solutions including furniture, bedding, rugs, tableware, kitchenware, fans, paints and bath accessories," she added

Located in Varthur, Whitefield and spread over a sprawling 102 acres, Prestige Lakeside Habitat will feature 3428 apartments and 271 villas. The family friendly development offers one of the best environments for community living. The highlight of the property will be a Disney-themed landscape that will create an ethereal, fairy tale-like aura for all residing there. Disney-inspired rooms will consist of Disney-branded furnishing, home décor products, colour palettes and more, bringing alive the complete Disney experience for families.

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### Notes to Editor:

#### About the Property - *Prestige Lakeside Habitat*:

- Largest Residential development by the Prestige Group till date, spanning 102 acres & consisting of 3,428 apartments and 271 villas
  - Prestige Lakeside Habitat is a huge milestone for the Prestige Group as it is the largest residential development by the company till date, in terms of acreage and the total number of residences, apart from being the biggest upcoming residential township development in the country today
- The 8 million-sq. ft. development, which is located right at the heart of the city's biggest IT hub, will comprise of 2, 2.5, 3 and 4 bedroom residences. Overlooking Varthur Lake, the development is ideally located in close proximity to all prominent international schools, colleges and hospitals in the vicinity of Sarjapur. Like every Prestige property, Prestige Lakeside Habitat will feature extensive greenery and 80% open spaces in the Development.
- This Prestige Group development in Joint venture with MRG Group promises a bewitching environment not just for children but for adults as well. Comprising of 4 Club Houses, 4 swimming pools, a cricket

pitch, a mini golf course, tennis, badminton and basketball courts, apart from a skating rink, an amphitheatre and ample play areas for children

- The residences are priced at **Rs.61L onwards** and the project will be completed in **2018**.

#### **About Prestige Group:**

Over the last decade, the Prestige Group has firmly established itself as one of the leading and most successful developers of real estate in India by imprinting its indelible mark across all asset classes. Founded in 1986, the group's turnover has today crossed **Rs.2000 crores**. A leap that has been inspired by **CMD Irfan Razack** and marshaled by his brothers Mr Rezwan Razack and Mr Noaman Razack. Having completed more than **168 projects spanning 51 million sq ft.**, today they have **55 ongoing projects covering 54.45 million sq ft** and **28 upcoming projects covering 33.94 million sq ft** of world-class real estate space across asset classes. In October 2010, the Prestige Group also successfully entered the Capital Market with an Initial Public Offering of Rs 1200cr.

The company has diversified over time into a number of related / non-related services, each of them spearheaded by individuals with adroit capacity. Services are as varied as the interior designing done by **Morph Design Company (MDC)** and the redefinition of elegance and suave in men's formal dressing by **Prestige Fashions (P) Ltd**. They are also the only developers in South India to boast of such a widely diverse portfolio covering the **residential, commercial, retail, leisure and hospitality** segments.

Now with over 150 landmark developments across the city, the company has extended its expertise to major cities across South India including **Chennai, Hyderabad, Kochi, Mysore, Mangalore and Goa**. Giving each city an unparalleled experience with landmark malls on the lines of 'The Forum', large townships, tech parks, hotels, luxury villas, and SEZs.

The Prestige Group today has become a name that is synonymous with innovation. The company has pioneered many landmark developments and introduced many firsts to South India including **Prestige Acropolis, Prestige Ozone, Prestige Shantiniketan, Prestige Golfshire, The Forum mall, Forum Value Mall and The Collection – UB City**.

The Prestige Group is the only developer from Bangalore to receive the reputed FIABCI award for their software and residential facilities. Keeping up their winning spree, the Prestige Group, once again, were the recipients of a plethora of prestigious awards last year, including **10 Asia Pacific Property Awards 2013-14** across the *residential, commercial and leisure segments* and **4 Asia Pacific Hotel Awards 2013-14**, apart from **5 Indian Realty Awards 2013 including 'Developer of the year'**. **The Forum mall, Koramangala – Bangalore's first mall** was awarded the **'IMAGES Most Admired Shopping Centre of the Year'**.

#### **About Disney Consumer Products:**

Disney is the largest retail character licensor in the world with US\$37 billion in character merchandising retail sales globally in 2012. Disney's Consumer business include: Toys; Fashion & Home; Food, Health & Beauty (FHB); Consumer Electronics; Stationery; Publishing and Retail Sales and Marketing the Consumer business plays a critical role in providing Indian consumers a chance to bring a piece of the Disney magic home through a wide range of creative and locally-appealing merchandise.

Today, Disney products are available across over 100,000 retail touch points in India. Disney Consumer Products (India) continues to focus on broadening its distribution by expanding product reach beyond large cities through existing licensees and retail relationships. Working with over 140 licensees across categories, Disney's retail presence, such as the unique "store-in-store" concepts in prominent retail outlets such as Lifestyle and Hamleys in Mumbai, Sapphire in Bangalore, Landmark Stores, deliver a broad range of products and continue to reach more and more consumers across the country.

In an endeavour to provide consumers with the best choice, the greatest convenience and flexibility, Disney and Net Distribution Services launched [www.shopatdisney.in](http://www.shopatdisney.in), extending Disney's reach beyond large cities and making Disney merchandise collection available online and just a few clicks away. Disney Consumer

Products has also leveraged the growing e-commerce market in India, by making Disney branded products available across all the key online portals such as Flipkart, Snapdeal, First Cry etc.

**About Marvel Entertainment:**

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit [www.marvel.com](http://www.marvel.com). Super Hero(es) is a co-owned registered trademark.

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