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BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Symbol: EMBDL

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Mumbai – 400 051

Sub: Press Release – “Embassy Developments Reimagines Real Estate Marketing with ‘Natural Intelligence’”

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015, kindly find enclosed herewith Press Release dated September 18, 2026, titled “**Embassy Developments Reimagines Real Estate Marketing with ‘Natural Intelligence’**”.

The said Press Release is also being made available on the Company’s website at www.embassyindia.com.

We request you to kindly take the same on record.

Yours truly,

for Embassy Developments Limited

(formerly Equinox India Developments Limited)

Vikas Khandelwal

Company Secretary

EMBASSY DEVELOPMENTS LIMITED

(Formerly Equinox India Developments Limited)

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Embassy Developments Reimagines Real Estate Marketing with 'Natural Intelligence'

- **Unveils new brand campaign for Embassy Origins putting nature, not home, at the centre of the story**

Bengaluru, September 18, 2026: At a time when Artificial Intelligence is increasingly shaping our future, Embassy Developments Limited (EDL) is exploring a different direction – towards '**Natural Intelligence**' that has existed long before technology. This idea forms the foundation of Embassy Origins, an approximately 85-acre, nature-led development in North Bengaluru, and a campaign that challenges conventional real-estate advertising.

Instead of starting with homes, specifications or amenities, the campaign begins with a question: ***How do we live a life engineered by the highest forms of intelligence – Nature and human imagination?***

The campaign contrasts Artificial Intelligence with Natural Intelligence – two distinct forces shaping our experience of the world. It transitions from humans immersed in an AI-driven world of technology and stimulation to an open environment where people reconnect with nature's intelligence. Here, nature becomes a playground for exploration, discovery, and meaningful human connection.

At the heart of the campaign is a belief that nature is not just to be preserved or added to urban development but is a system of intelligence – constantly adapting, balancing, and responding – shaping community design and human experience. Embassy Origins integrates nature, technology, and design, with green cover, biodiversity, natural cooling, water systems, and biophilic design becoming central to the community rather than peripheral features.

The campaign shifts the traditional real-estate narrative, introducing the philosophy behind the place before the place itself.

"Real estate advertising has traditionally been very product-led – the home, the amenities, the views, the specifications. With Embassy Origins, we wanted to turn that model around. We wanted people to experience the thinking behind a place before we showed them the place itself. Natural Intelligence became our way of expressing that shift – the idea that nature isn't something we simply add to a development, but something we can learn from and design around. Technology then becomes the medium through which we make that idea tangible," said **Emanda Vaz, Chief Marketing Officer, Embassy Developments Limited.**

This philosophy extends beyond the campaign into the **Embassy Origins Discovery Centre**, conceived as an immersive brand experience rather than a conventional sales gallery.

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Designed by in-house teams and executed by Next Level Experiences, it offers a multi-sensory journey inspired by the riparian corridor, forest surroundings, and biodiversity. Immersive simulations, native plant fragrances, and sensory installations bring the sights, sounds, scents, and textures of the development to life, with a lounge, coffee bar, and library providing spaces to pause, explore, and engage with the community's ideas.

"The Discovery Centre takes the campaign philosophy one step further. Before we show people a floor plan, we wanted them to understand the forces of nature that have shaped the place. The experience allows people to see, hear, smell and feel the thinking behind Embassy Origins – making Natural Intelligence something they can experience, rather than simply something we tell them about," added Vaz.

The campaign will roll out across outdoor, social, digital and OTT platforms, moving from the initial teasers into the larger vision, walkthrough and lifestyle films. Together, the campaign and the Discovery Centre seek to establish Natural Intelligence not simply as a campaign thought, but as a new way of looking at urban living – and at the role a real-estate brand can play in shaping it.

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About Embassy Developments Limited

Embassy Developments Limited (formerly known as Equinox India Developments Limited) (EDL) is one of India's largest listed real estate developers, specialising in the development of residential and commercial projects across key urban markets. With a strategic focus on Bengaluru, the Mumbai Metropolitan Region (MMR), and the National Capital Region (NCR), the Company also has a presence in Chennai and Indore. EDL has a diversified residential portfolio with a well-balanced mix of developments across mid-income, premium, and luxury segments. Its portfolio of ready, ongoing, and future residential projects includes branded residences, uber-luxury apartments and villas, exclusive town homes, condominiums, integrated townships, senior living communities, and contemporary homes. The Company is listed on BSE Limited (BSE) and the National Stock Exchange of India Limited (NSE) and holds a long-term debt rating of IVR A- (Stable) from Infomerics. EDL benefits from the strong institutional foundation of its promotor, the Embassy Group, which brings over three decades of experience and a proven track record of delivering and

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managing more than 100 million sq. ft. across commercial, residential, hospitality, services, and education sectors in India. Further information is available at embassyindia.com

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