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**MARKETING OF ONE OF INDIA'S TALLEST BUILDING AWARDED  
TO HOUSTON-BASED RICHARDS/CARLBERG**  
*Agency to Promote Three Projects in Mumbai's New Central Business District*

HOUSTON (August 30, 2007) — Central Mumbai in India is emerging as the new financial business centre of the fifth most populous metropolitan area in the world and will soon be home to one of the tallest building in the country – a luxury condominium. The builder and one of India's leading real estate companies, Indiabulls Real Estate Limited (IBREL), has selected Houston-based Richards/Carlberg as its agency of record to promote the structure along with two other construction projects in the area. The agency's responsibilities include the worldwide advertising and marketing of the complex.

"We chose Richards/Carlberg because of its experience in the real estate development industry and its history with understanding and working with Indian-based companies," said Vipul Bansal, Chief Executive Officer for Indiabulls Real Estate Limited. "We also recognized the agency's strong creative capability to assist us in attracting world-wide clients who need headquarter offices in the new financial centre of Mumbai."

Richards/Carlberg's first assignment included the naming of the initial project – One Indiabulls Centre, which will offer more than 2 million square feet of office and retail space. The agency currently is developing one of the first marketing materials which is 20-page fold out color brochure that outlines the key features of the Centre including its LEED (Leadership in Energy Environmental Design) gold rating certification; its ease of accessibility by bus,

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taxi, rail and proximity to the airport; its state-of-the-art security with smart card readers, a monitoring room, alarm systems, fire detection and more; and a host of amenities like a fitness centre, concierge service and several eateries. Similar marketing materials will be created for the 60-story commercial office building and the 75-story condominium, both of which will be certified Platinum Green Buildings. Creative development for advertising to follow.

“Indiabulls Real Estate Limited is a powerhouse in the Indian real estate market and one of the top 25 business houses in their country,” said Chuck Carlberg, Principal of Richards/Carlberg. “We are thrilled to be in on the ground floor of building an identity for this new financial business center project for Indiabulls and having the opportunity to introduce it to corporations and executives throughout the globe. Plus I also really appreciate India’s global entrepreneurial spirit and wonderful culture.”

### ***About Indiabulls Real Estate Limited***

Indiabulls Real Estate Limited (IBREL) is one of India’s leading real estate companies. IBREL is part of Indiabulls Group, one of the top 25 business houses in India with a combined market capitalization of US\$ 4.8 billion. IBREL is a public company listed on the National Stock Exchange, Bombay Stock Exchange and Luxembourg Stock Exchange. They are focused on developing high-end commercial complexes, premium residential developments, large integrated townships and SEZs. Its existing projects are valued at over US\$ 5 billion. Currently, IBREL is developing nearly 18,000 acres of real estate across India.

### ***About Richards/Carlberg***

Richards/Carlberg is a Houston-based affiliate of The Richards Group, the largest independent branding agency in the nation. Agency clients include the *Houston Chronicle*, Texmati Rice, Mahindra Tractors, the Houston Airport System and Tarkett flooring. Richards/Carlberg can be found at [www.richardscarlberg.com](http://www.richardscarlberg.com).

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