

For a better quality of life

# BRIGADE INSIGHT

The Newsletter of the Brigade Group



An ISO 9001-2000 Property Developer

Vol. 9 No. 2

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Released in October '05

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# The meaning of a Lifestyle Enclave

Urban development within rapidly growing cities like Bangalore is often haphazard, inconsistent and unpredictable. Civic authorities, urban planners and concerned citizens alike wonder what we can do to make our city more liveable—taking into consideration not just the problems and issues that we face today, but those that are likely to manifest in the future.

One possible solution may be the development of Lifestyle Enclaves.

#### What is a Lifestyle Enclave?

A Lifestyle Enclave is the perfect, mixed use, integrated and self-contained urban neighbourhood, servicing residential, commercial, business and entertainment needs. Forming a pocket of orderly development, a Lifestyle Enclave offers an escape from a world of chaos into an organised and well-managed world that has been created based on the best practices of modern town planning. Brigade Gateway, covering 40 acres that stretch from Malleswaram to Rajajinagar, is the first such enclave in Bangalore, or perhaps in the entire country.

#### A world in itself

Typically, a Lifestyle Enclave contains all the infrastructure and facilities that are required to make it truly self-contained, with everything set in a well-planned environment. Users of the enclave are insulated from the inconvenience, confusion, aggravation and messiness of



Model apartment at Bangalore's first lifestyle enclave: Brigade Gateway

normal public life. So they can enjoy the luxury of exceedingly comfortable everyday living.

Brigade Gateway will form a refreshingly self-contained world, complete with well designed apartments, a mall (with stores, food court, multiplex), a 30-storey office building crowned by an observation deck and helipad, a star hotel, a full-fledged hospital, a central lake surrounded by gardens, promenades and restaurants, and a school. Everyone who lives or works within the enclave will be able to enjoy the facilities it offers with effortless ease. Residents who have offices within the enclave can walk to work.

Contd on pg 6..

# 24th Main extension: work commenced



The ground-breaking ceremony, to mark the commencement of work on 24th Main

Brigade Group commenced work on the extension of 24th Main, J.P. Nagar, on 21 September.

R. Ashok, MLA, Uttarahalli Constituency, performed the ground-breaking

ceremony to mark the occasion. He announced that the road will be called Brigade Avenue. A decision to this effect had earlier been taken at a meeting in the office of the DC (Urban).

The entire length of the road is 1.5 km. Of this, Brigade Group had already developed 600 metres. The remaining 900 metres, which is being developed now, is expected to be completed in the next six months.

Brigade Group has taken complete responsibility to develop the road, towards providing better living conditions to the residents of the locality. This is another initiative in our continuing efforts to contribute to society as responsible corporate citizens.

# Trade launch of our two landmark projects

Brigade Gateway and Brigade Metropolis were presented to the trade on 2 September at the Taj West End, Bangalore. Well attended by international property consultants, realtors and associates, the evening began with a welcome address by M.R. Jaishankar and an



Indira Sharma presenting the two projects



nvitees who were present during the evening

audio-visual presentation of the projects by Indira Sharma (Vice-president—Marketing). A questionand-answer session with M.R. Jaishankar was followed by informal discussions over cocktails and dinner. We have received an overwhelming response from the industry.

More on pages 3, 5, 6 & 7

## Yeshwantapura Police Station re-developed by Brigade Group



(L to R) M.R. Jaishankar and Mr Mariswamy, IPS, then Commissioner of Police, Bangalore City, at the inauguration ceremony of the re-developed Yeshwantapura Police Station

In an earlier issue of *Brigade Insight*, we wrote about redeveloping the Yeswantapura Police Station.

The re-developed police station was inaugurated by Mr Mariswamy, IPS, then Commissioner of Police, Bangalore City, on 17 May. The re-development included strengthening of the existing building, which has a heritage look. A new building was constructed behind the existing building to cater to the needs of both the traffic and crime police.

Speaking at the inauguration function, Mr Mariswamy thanked Brigade Group and expressed the need for more corporates to take the initiative to provide better facilities and infrastructure to the city's growing police force.

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#### Editor's Note

Much has been happening since we published our last issue of *Brigade Insight*. The period can best be described as a time of satisfying fruition.

Many projects have moved from being in the final stages of conceptual thinking to entering the initial stages of actual execution. Other projects have been completed. Sports facilities at The Woodrose, at Brigade Millennium, have been opened to members. Our landmark enclaves—Brigade Metropolis and Brigade Gateway—need no introduction to regular readers of *Brigade Insight*. Now formally launched, both projects have generated an unprecedented response. You can read more about these enclaves in this issue.

The Brigade School has moved into its second year of existence. In this very short time, it has acquired a character and spirit that belies its age. Apart from its continuing emphasis on excellence in academic areas, the school has developed and nurtured its focus on co-curricular activities. A wonderful school spirit and identity have emerged as a natural outcome of this, as the articles on page 9 will show.

This issue's Snippets will take you on a quick trip to the Malleswaram-Rajajinagar area and give you a glimpse of the historical evolution of these muchloved 'Bangalore extensions'.

Happy reading!

#### Realty 2005: Brigade stall has a new look



The Brigade stall at Realty 2005

Realty 2005, a real estate exhibition organised by KOAPA, the Karnataka Ownership Apartments Promoters'

Association, was held at Hotel Grand Ashok, on April 31 and May 1. Visitors to the exhibition could meet all the leading property developers and Housing Finance Institutions in the city under one roof.

Brigade Group's stall, sporting a new look, was well received and much appreciated.

## Landscaping award for Brigade Metropolis



Sri Vasant Kumar, Director, Mysore Horticulture Society (extreme left) and R. Srinivas, Horticulture Minister, handling over the award for the First Prize in the Gardens Competition to Horace Machado, Antony Lawrence and Sanjay Kumar Sinha of Brigade Group.

We would like to congratulate Future Landscapes, who won the first prize for landscaping at Brigade Metropolis. The Gardens Competition was organised by the Department of Horticulture and the Mysore Horticultural Society, on the occasion of the Independence Day Horticultural Shows at Lalbagh.



A few thoughts...

TOWN planning is an important function for the development of any city. Till 1984, the city had just an outline document to take care of its growth, resulting in indiscriminate constructions, which continue, particularly in the peripheral Bangalore—coming under City Municipal Councils' jurisdiction.

IHE draft Comprehensive Development Plan, 2015, has certain welcome features—one of them being its attempts to ensure that buildings and other types of construction are not allowed in 'Valley' zone, which serves to help discharge excess rainwater and avoid flooding of low lying areas. But the document is very complicated and difficult to enforce as it could be interpreted differently. I am sure there are ways to simplify the draft CDP.

In my opinion, any amount of statements by authorities / politicians to improve Bangalore's infrastructure will not give results until and unless the government decides to have one mega body or an umbrella organisation with sufficient teeth and funds to implement plans to improve the infrastructure.

The bulk of developmental activity in Bangalore is not happening in Bangalore City Corporation and Bangalore Development Authority limits—but under the limits of the 6 City Municipal Councils and 2 Town Municipal Councils. The CMCs and TMCs are not adequately staffed in quality and quantity to handle the tasks before them, resulting in the pathetic conditions of roads and basic facilities.

BRIGADE

Tech Park

Block B ready for occupation

Block B of Brigade TechPark, next to ITPL, Whitefield, is now ready for occupation.

Offering 430,000 sft of built-up space, Brigade TechPark is a state-of-the-art facility, ideal for software development, corporate offices, BPO and bio-tech enterprises. The facility also has a central plaza, cafeteria, gym and provisions for ATMs.

Block B of Brigade TechPark offers a choice of floor plates—5,000 sft, 12,000 sft, 17,000 sft, 34,000 sft and 47,000 sft—for a range of office space options. Block A, which is nearing completion, offers a choice of 11,800 sft, 22,250 sft and 127,100 sft of built-up space.

# Design submitted for club at Brigade Millennium wins Architectural Award

Brigade Group had organised a competition, open to young architectural firms in Bangalore, in order to select a design for the club—later named The Woodrose—at Brigade Millennium. A jury, which included leading architects, evaluated the 28 submissions and selected Ochre Architects as the winner. Architecture Paradigm was another firm who had submitted an excellent design for the club.

We are very happy to know that Architecture Paradigm has received a Special Commendation for this design from Cityscape Architectural Review Awards. We extend our hearty congratulations to the team at Architecture Paradigm.

It requires great willpower and courage by the political leaders to take the step of forming a single organisation to answer the city's infrastructural issues. For the sake of Bangalore, it has to be done.

T is heartening to note the country's GDP growth has touched the 8% mark and is racing towards a double-digit figure, reached only by our neighbour China. Given the right policy initiatives, there is no reason why India cannot emulate China's success story, which has maintained an uninterrupted high growth of 10%+ in the past 25 years! India has the potential and the opportunity.

AFTER months of effort, our two new large mixed-use projects—Brigade Gateway in Malleswaram-Rajajinagar and Brigade Metropolis, Mahadevapura, Whitefield Road—are ready to take off. This issue of Brigade Insight talks more about the concept of lifestyle enclaves. Projects like them are certainly the answer to some of the infrastructure issues facing Bangaloreans.

Happy festival season!

—M.R. Jaishankar MANAGING DIRECTOR, BRIGADE GROUP

# Brigade Parkway completed

Brigade Parkway, Mysore, has been fully booked and completed. The project is located in the heart of the royal city, just a



stones throw away from Cheluvamba Park, and has just sixteen luxury apartments of 3-bedrooms each.

## Brigade Splendour, Mysore: Construction in rapid progress



Construction is in rapid progress at Brigade Splendour, our project on Lalitha Mahal Road, Mysore.

Built to premium luxury specifications, the 3- and 4-bedroom apartments project has a host of facilities that include a swimming pool, clubhouse, landscaped gardens and abundant basement parking. Brigade Splendour is the first project of its class in Mysore. The Mysore sports club, golf club, race course and Karanji lake are all within walking distance of Brigade Splendour.

#### Bhoomi Pooja of Brigade Vintage



The Bhoomi Pooja of Brigade Vintage, Basavanagudi, was performed on 17 March.

Brigade Vintage has just 16 exclusive,

spacious 3- and 4-bedroom apartments with large, airy rooms and balconies. Designed to premium luxury specifications, construction of the project has started.

# Brigade Millennium: Cassia Block completed

Brigade Millennium, our 22-acre integrated enclave in J.P. Nagar, is fast developing into a lively community. Over the past issues of *Brigade Insight*, you would have read of the progress of the project.

Cassia, the third of the apartment blocks, is now completed. Mayflower and Magnolia blocks are also completed and occupied. Jacaranda and Laburnum blocks, with just a few 4-bedroom apartments available, are also at an advanced stage of construction.

With three of the five blocks completed, the enclave is brimming with life and vitality: residents stroll in Millennium Park, children are at play on swings and see-saws, cricket matches are played in the mini-stadium...And with The Woodrose having opened its sports facilities, life at Brigade Millennium just gets better and better, adding new dimensions to the lives of all its residents.

#### Brigade Hallmark completed

Brigade Hallmark, located in Richard's Town, has been completed. The project, with 3-BHK apartments designed to luxury specifications, is fully booked.

#### Brigade Paramount work commenced



The construction work at Brigade Paramount, our luxury apartments project on Old Madras Road, has commenced. With 3- and 4-BHK luxury apartments,

swimming pool, clubhouse, gym and party areas, Brigade Paramount is ideal for those living or working in Indiranagar, Whitefield, EPIP Zone and surrounding areas.

## Brigade Gardenia: Nearing completion



Construction at Brigade Gardenia, our 15-acre enclave in J.P. Nagar 8th phase, is now nearing completion. All the five residential blocks are at an

advanced stage of construction and work is progressing rapidly on the Augusta Club. Serenity, our apartments for senior citizens, is also nearing completion. The handing over of apartments to the residents will commence over the coming months.

# Brigade Mayfair completed



Brigade Mayfair, our luxury apartments project on Cambridge Road, has been completed and handed over to residents. Brigade Mayfair is

designed to luxury specifications and has a swimming pool and clubhouse. All apartments at Brigade Mayfair are booked.

## Brigade Gateway Bhoomi Pooja



The Bhoomi Pooja of Brigade Gateway, our 40-acre lifestyle enclave in the Malleswaram-Rajajinagar region, was performed on 27 August. The enclave is the first of its kind in Bangalore and offers a blend of apartments, office space, a mall and multiplex, The Brigade School, a club, a star hotel, a multi-level car park, a treegrove and a 2 ½ acre man-made lake. More about Brigade Gateway on pg 1, 6 & 7

# Brigade Harmony, Whitefield: Bookings Open



Bookings are open at Brigade Harmony, Whitefield. The project offers sixty 3-bedroom luxury apartments with a rooftop swimming pool, gym, indoor games room and terrace party area. The Bhoomi Pooja of the project was performed on 15 May.

Located on Whitefield Main Road, near Varthur Lake, Brigade Harmony is the ideal residential option for those working in the growing IT industry at Whitefield and the EPIP Zone.

## Serenity Apartments for Active Senior Citizens opening soon

In earlier issues of *Brigade Insight*, we have written about Serenity, our apartments for active senior citizens. The first venture of Serenity will be starting operations shortly at Brigade Gardenia, our 15-acre enclave in J.P. Nagar. Bookings are now open and the fully furnished model apartment, that is nearing completion, will give visitors an idea of the quality of life in Serenity.

Each of the 72 fully furnished 1-bedroom apartments is specially designed with the needs of senior citizens in mind. Wide doors, large lifts, furniture layout to facilitate easy mobility and a garden and deck, are just some of the facilities at Serenity. The ground floor lobby has a host of amenities, including a lounge, TV room, library and reception.

Serenity also offers its residents basic facilities like laundry services, round-the-clock security, on-call assistance and 100% power back-up. The residents have the option of availing other services that include catered food, professional housekeeping and professional nursing services.

If you're a Senior Citizen looking for a modern apartment that provides the facilities and security to let you enjoy an active, fulfilling life,

reading this could Change your life.

In today's globalised world, children and parents are often separated by vast distances. In such a scenario, the dream of every senior citizen is to own a modern residence that offers privacy, independence, comfort and security. To be part of an interesting and stimulating community. To be surrounded by well-maintained gardens and greenery. To lead an active and fulfilling life. Apartments at Serenity will make it possible for you to enjoy all this...and more.

If you are 58 years or older (as on 31 December 2005), you can live in an apartment at Serenity...and enjoy the many happy times that go with it.

Serenity at Brigade Gardenia



So the golden years of your life become the best years of your life.

Register now for an allotment\* Please visit:

www.brigadegroup.com or email us at serenity@brigadegroup.com You can also register by visiting the site office at Brigade Gardenia.

\* If you have already registered, you need not do so again. We have the information you submitted

# The Woodrose: Soft Opening

An informal get-together and high-tea on 6 August marked the soft opening of the sports facilities at The Woodrose. Swimming, squash, billiards, table tennis, badminton and gym facilities are now available to the members of the club, located in the Brigade Millennium campus in J.P. Nagar. Besides the sports facilities, the bakery at The Woodrose is now open. There is 'Tambola' and dinner on week-ends.

The rest of the facilities, including the tennis courts, spa, library, coffee shop, guestrooms and restaurant, will become progressively operational over the coming months. The club will be affiliated to other clubs across the country. Selective membership to The Woodrose is now open.









## Selective Memberships Open

(Corporate/Individual)

The Woodrose, located in Brigade Millenium, 7th Phase, J.P. Nagar, is scheduled for a complete launch in the last quarter of 2005. The club will offer its members a host of facilities including:

Member's Lounge • Open-air Deck Lounge Restaurant • Coffee Shop • Bakery • Swimming Pool Indoor Badminton Courts • Squash • Table Tennis Billiards • Cards Room • Boardroom • Conference Hall (capacity 30-80) • Banquet Hall • 27 Guest Rooms Lawns • Open-air Stage • Gym • Steam Room • Sauna Jacuzzi • Salon

For membership information and application, contact:

+91-80-5199 5999, 98804 05401 or write to memberships@woodroseclub.com

# home stead Koramangala and Jayanagar



Artist's Impression

Homestead, Bangalore's first professionally managed Serviced Apartments, will soon be starting operations in Koramangala and Jayanagar.

Homestead first opened off Lavelle Road in 2001 and provided visitors to Bangalore with a unique combination of a home, an excellent hotel and an exclusive company questhouse.

After the success of our serviced apartments at Lavelle Road, Cambridge Road and Indiranagar,

our new branches at Jayanagar and Koramangala will continue the tradition of offering a high quality of service and pleasurable living experience to our guests.

The Bhoomi Pooja of Homestead-III, at Koramangala, was held on 2 May and the Bhoomi Pooja of Homestead-IV, at Jayanagar, was held on 22 June.

#### Homestead offers

# **Corporate Residences/Executive Apartments**

Homestead is happy to announce our Corporate Residences (executive apartments) on Cambridge Road. The Corporate Residences feature large and airy 3- and 4-bedroom fully furnished apartments—offering all the comforts of luxurious residential accommodation.

Our apartments come equipped with all the modern amenities needed for day-to-day living—right from hi-tech electronic safe lockers for valuables

and broadband internet access, to a host of kitchen utilities, conveniences like a television and refrigerator, and comfortable airconditioned bedrooms. Our Corporate Residences have basic services like laundry, housekeeping and professional security. We also have Corporate Residences at Indiranagar and Lavelle Road.



Swimming pool at our Corporate Residences on Cambridge Road

SERVICED APARTMENTS | EXECUTIVE APARTMENTS | CORPORATE RESIDENCES

# It's like living in your own luxurious home, instead of staying in a hotel



Homestead is Bangalore's first professional serviced apartments facility. Whether you're in the city on business or on a family holiday, you'll find Homestead an ideal home-away-from-home.

Homestead offers fully furnished apartments on corporate lease in prime locations of the city.

We will soon be increasing our capacity several-fold, with the setting up of serviced

apartment complexes in other parts of the city, starting with Jayanagar and Koramangala.



For info and online booking, please visit: www.homesteadbangalore.com

# "You'd love to live in Metropolis"

Pioneering the development of integrated enclaves in Bangalore, we have designed and developed three enclaves to date—each of which raised existing benchmarks of excellence, to become landmark projects on Bangalore's cityscape.

Our upcoming 36-acre self-contained enclave, Brigade Metropolis, is no exception. Designed by Thomas Associates, one of Bangalore's leading architectural firms, Brigade Metropolis is now coming to life.

Located on Whitefield Road, an area that is developing into a vibrant extension of the city—with malls, multiplexes and a growing community of young professionals—Brigade Metropolis will be a quiet, clean, green world to call your own. The Whitefield region is a cosmopolitan city suburb with well-developed infrastructure and is a much sought-after residential and business location in Bangalore.



Artist's Impression of Brigade Metropolis



A close-up view of the club from the scale model of Brigade Metropolis

Imagine the life of your children growing up in Brigade Metropolis. Not for them the world of creaky swings and sports-on-the-street. Their memories of childhood will be of large, cheerful playgrounds and walks amidst greenery. Of fresh air and pretty flowers. Of fascinating things made even more fascinating when seen through a child's eyes. Like a floral clock. Or a fountain that rains water in sheets. And, as they skate and cycle, run and swim, all in the security of their own private neighbourhood, they'll also be creating lasting friendships with children who live just around the corner...instead of halfway across town.

Master Plan: Each of the enclaves' three zones—residential, office facilities and retail—is set apart from the other for maximum convenience and privacy.



- A 36-acre self-contained enclave
- Architecture by Thomas Associates
- 2-, 3- and 4-BHK apartments
- Multi-level parking
- · Beautiful landscaping
- Several theme gardens—Reflexology, Maze, Spice and Fragrant
- Floral walk
- Amphitheatre
- Club with swimming pool, sports facilities and gym
- · Party lawns
- Skate park
- Dance plaza
- Band stand
- Shopping complex to accommodate supermarket, restaurant, laundromat, beauty parlour, travel counter, pharmacy, clinics, ATM, offices for professionals and business centre



Part of the landscaping at the project office

Residential: The residential area will contain twelve residential towers, the club and a host of other features and facilities. Access will be through a 80-feet wide, 600-feet long road—The Promenade—that leads to the Apartments' Entry Plaza, with its beautiful feature fountain.

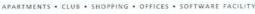
Regent Club: Members of the club at Brigade Metropolis will have access to a variety of sports, social and business facilities, including: swimming pool, health club, gym, sauna, steam rooms, jacuzzi, beauty parlour, badminton, squash, table tennis, billiards, card room, auditorium, party hall, restaurant, members' lounge, lawns and a coffee shop.

Summit 1 and 2: The two ultra modern buildings located to the right of The Promenade, will provide 800,000 sft of space for software facilities and corporate offices. Work spaces in Summit 1 will cover 9 floors and 14 floors in Summit 2. The two towers will be connected through sky bridges at different levels

Arcade: Located opposite the office buildings, the Arcade will accommodate everyday utilities like a shopping complex, supermarket, fruit and vegetable stalls, cold storage, pharmacy, clinics, beauty parlour, ATM, business centre, cafeterias and restaurants.

Parking: The entire residential area will be constructed on an elevated podium providing two levels of covered parking. Summit 1 and 2 will have work spaces built on two levels of basement and three upper levels of covered car parking. In addition, there will be a dedicated multi-level car park, providing ample parking for the entire enclave.







Adadal announce



The club with landscaping in foreground and apartments in background

# Pre-launch bookings allotment completed

After an overwhelming response to our pre-launch offers, the allotment of apartments to those who had reserved during the pre-launch period is now complete. In Phase 1, we will be commencing construction of six of the twelve apartment towers shortly. Bookings and construction of the remaining six apartment towers will commence in phase 2.

The marketing and engineering offices are ready and functional. The fully furnished model apartment, set amidst lush landscaping, is also ready. For more details about Brigade Metropolis, please visit: www.brigadegroup.com

To know more about Brigade Metropolis, Call: Corp. HQ (weekdays): +91-80-5137 9200 Maya Jacob: 98804 05255 Ramesh: 98804 05239 email: metropolis@brigadegroup.com

## Meet H.O.K, New York

In previous issues of Brigade Insight, you have read about Hellmuth, Obata + Kassabaum, Inc., (H.O.K.), New York, as the architects who have designed the master plan for Brigade Gateway. H.O.K. is a 50-year-old architectural firm with 22 offices across four continents. We interviewed Kenneth Drucker and Jeff Davis from H.O.K, when they visited Bangalore to finalise the details of the master plan. Here are excerpts from the interview:

#### Brigade Gateway is a landmark project for Bangalore and for Brigade Group. How would you rate the project as an assignment?

We think this is a terrific assignment because of the visionary approach that Brigade has: trying to raise the bar for development, to bring it 3-5 years ahead of the state-of-the-art in Bangalore today.

# Could you sum up the master plan for Brigade Gateway in a few sentences?

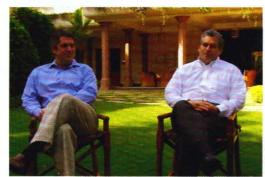
We would say that this is a sustainable development. In our trips to Bangalore, the congestion because of the exponential growth has become very obvious. Brigade Gateway provides for a compact, dense environment. Yet there is plenty of open space so that there is relief for the users of the enclave.

#### What are the special challenges you faced while the concept and design were being developed for Brigade Gateway?

We think the biggest challenge was to deal with the number of automobiles that we have to actually park on the site and still retain an open space. We've handled this with a multi-storey parking structure behind the office building, 2 levels of parking below the retail, 3 or 4 levels of parking for the hotel and a very large parking plinth for the residential areas. The other challenge was to try and create a new Lifestyle Centre that was more like a series of pavilions and less like an enclosed mall.

The concept of a Lifestyle Centre, a separate Residential Zone and a Commercial Block in an integrated enclave is still quite new to Bangalore. Could you briefly elaborate on the special features of each zone?

The Lifestyle Centre has a hyper mart, potential for smaller zoned areas for smaller retailers as well as indoor and outdoor dining. The idea is that you can actually feel like you're walking more through an open space than through an enclosed shopping mall. The office building will be iconic and state-of-the-art. The project also includes a hospital, a school and a club, as well as residential units. The whole project is focused around a lake that becomes the focal point for the enclave. And we see this lake being a feature which is used 24 hours a day. It's animated on all three sides, yet the use is different on all three sides.



Jeff Davis (left) and Kenneth Drucker, HOK, New York, during an interview at Bangalore

#### What do you feel are the strongest features of the office building, apart from the fact that it will be the tallest building in Bangalore?

The ground floor includes a 3-storey lobby with secure access to three different elevatoring cores. On the third floor will be a cafeteria, an executive center and a fitness center. Additionally, the top of the building will have an observation deck with retail and restaurant space.

The building's floor-to-floor heights are 4.2 metres which allows for state-of-the-art IT and electrical distribution within each of the floor plates. It includes modern air-conditioning systems, toilets close to the core, as well as solar control on

the southern facade of the building and wonderful views to the north.

Parking is available immediately adjacent to the building. The building also has on-site water treatment facilities. In fact the whole distribution system will be provided for by a co-generation plant so that the power on the site will be clean power and be backed up by generators.

So any company looking for office space in Bangalore will know that if they lease space in this project, it conforms to all of the standards one could find either in New York or Tokyo.

# How have you handled issues of retaining the privacy and identity of each zone?

The retail is facing a public street, which allows for a lot of visibility. The office building is the vertical element so it becomes the fulcrum for the entire project. And the residential is tucked away so as one enters from Dr. Rajkumar Road, through the side, it becomes, from a very public experience to a very private experience.

# What are the salient features of the landscaping of the project and how is this going to be implemented in each zone?

We want to use materials that are grown locally. There will be places for repose and contemplation within the site, especially in the lake environment and the islands within the lake. Also the landscaping can be used as architecture. For instance, large trees can create shade over sidewalks.

# H.O.K's philosophy is to create simple, effective spaces that enrich people's lives. How does your philosophy come through at Brigade Gateway? Well it's made possible by having aspirational clients. We hope to create a very rich ground plane filled with texture and plant materials and a quality of life that actually knits all uses together. It's important to us as a firm that we do sustainable work and creating a dense mixed-use environment, reinforces what we think is the appropriate direction for urbanism in Bangalore.

The meaning of a Lifestyle Enclave ... Contd from page 1

#### An aesthetically uplifting environment

From the big to the small, every aspect of a Lifestyle Enclave is designed to be aesthetically appealing—which in turn leads to a sense of upliftment in just being a part of the surroundings. At Brigade Gateway, you will feel the sense of a better life wherever you are, wherever you look: within the residential gardens and courtyards, at the mall or office building, walking along the lakeside esplanade...

The sense of being in a better world will be palpable: elegant signage, carefully nurtured gardens, tree-lined avenues, swathes of parkland, the welcome sprinkling of outdoor seating areas and much more.

Further, the design, ambience and infrastructure of a Lifestyle Enclave create a sense of being in a rarefied, exclusive atmosphere. Common social and recreational areas facilitate a lifestyle few citizens of a busy city are privileged to enjoy. Imagine, for instance, the life of someone working at an office in North Star, Brigade Gateway. Lunch break could mean walking across to the lake and enjoying a peaceful meal on a bench under the trees or



crossing the sky bridge to entertain a client at the star hotel on the other end. Life after office could include a coffee at a lakeside café, some leisurely shopping, a movie at the mall, and dinner after. Certainly not the lifestyle most office-goers are privileged to enjoy! Actually living at Brigade Gateway would multiply these pleasures many fold.

#### High standards of maintenance and security

Aesthetics is just one aspect of the enhanced environment experience in a Lifestyle Enclave. Equally important is other tangible evidence of better living: excellent security and high quality civic maintenance. Brigade

Gateway will set the benchmark in these areas—a refreshing change from the conditions usually encountered in the city.

#### Smooth roads, well-regulated traffic

Those who live or work within Lifestyle Enclaves are sheltered from the chaos of city traffic. Roads within the enclave are wide, clearly illuminated and well-maintained. Medians facilitate the smooth flow of two-way traffic. Parking is available in abundance. All this will be the reality at Brigade Gateway. Additionally, sky bridges will facilitate easy access between the hotel and office building, as well as the hotel and mall.

A Lifestyle Enclave could be summed up as being a place that offers a life of security, peace and privileged ease. As for Brigade Gateway, the enclave has evolved in keeping with Brigade Group's vision of providing a better quality of life and the philosophy of H.O.K., New York. A philosophy that aims at "creating places that enrich how people work, play, heal, discover, learn, and travel—places that improve how people live".

# This is Brigade Gateway.

APARTMENTS | SOFTWARE FACILITY | CORPORATE OFFICES | MALL & MULTIPLEX | STAR HOTEL | HOSPITAL | SCHOOL | CLUB | PARK | PLAYGROUND | THE LAKE

#### A world-class enclave, master plan by H.O.K, New York

In pursuing our vision to create an interna-



tional class 40-acre enclave, we chose to partner with the best architects, designers and urban planners in the world. This meant creating a unique

synergy between the Brigade Group engineering team; Venkataramanan Associates, one of Bangalore's leading architectural firms and H.O.K, New York, a firm recognised the world over for their path-breaking approach to urban architectural design.

H.O.K, New York, has created the master plan for Brigade Gateway. They have also designed the 30-storey office tower and the mall and multiplex at Brigade Gateway.

#### The meaning of a Lifestyle Enclave

Brigade Gateway gave us the perfect opportunity to create an ideal urban environment, by incorporating the best practices of modern town planning. Envisioned as a lifestyle enclave, Brigade Gateway will be the first of its kind in Bangalore, and perhaps a first in the country. The enclave will be a large, planned 'neighbourhood'—one that forms a safe, self-contained environment for all those who are a part of it.

(for more on this, read pages 1 & 6)

#### Possibly the best location in Bangalore

An enclave of the size and stature of Brigade Gateway, located within the city, is like an impossible dream come true! These 40 acres of prime real estate, stretching from Malleswaram to Rajajinagar, will cater to the residential, commercial, business, leisure and entertainment needs of North Bangalore. The Malleswaram-Rajajinagar region provides 30% of the personnel to the city's IT and corporate world. Brigade Gateway presents an opportunity of a lifetime to those who wish to live, work or do business in the comfort of a central location.

# Apartments around landscaped courtyards The residential



section of the enclave will be a private, exclusive space, with its own entry and exit points, one from Malleswaram and the

other from Rajajinagar.

Brigade Gateway will contain more then 1500 apartments in 16- to 19-storey high buildings. The apartments will be built around landscaped courtyards, which will range from 70' to 180' in width and run the entire length of the residential area.

#### 6000+ car parking

The enclave has the equivalent of about 60 acres of covered parking capacity, distributed

among different sections of the enclave—in basements, ground level and multi-level parking areas. The 9-level parking facility, adjacent to North Star, can by itself accommodate 2,000+cars. In all, the enclave provides parking for over 6,000 cars.

#### The Gates of Gateway

Brigade Gateway will have 8 different gates or entry/exit points on the Malleswaram, Rajajinagar and Yeshwantapur sides. Dedicated entrance/exit gates will be provided for each section of the enclave. The internal avenues within the enclave will be designed for smooth traffic. The Brigade Gateway entrance avenue will be 150-feet wide; one-and-a-half times the width of M.G. Road.

#### The Lake

Water enhances the environment as little else can. Which is one of the reasons we decided to create a lake at the heart of Brigade Gateway. The lake will cover an area of over 2 acres and will facilitate rain-water harvesting. The lake will also effectively and naturally separate the three different sections of the enclave: residential, commercial and business. Surrounded by landscaped seating areas, treelined promenades and open-air cafés, the lake and its environs will delight all who live and work at the enclave, as well as its visitors.

#### The Brigade School



Following on the success of The Brigade School at Brigade Millenium, J.P. Nagar, The Brigade School at Brigade Gateway will be a co-

education school, following the CBSE curriculum. With a flood-lit playground next door, the school will offer education to 2,000 students. The school will be managed by Brigade Foundation, a not-for-profit trust.

#### The Club

The 40,000 sft club at Brigade Gateway will offer a range of leisure, fitness and recreational facilities: swimming pool, gym, steam, sauna, Jacuzzi, badminton, tennis, squash, billiards, TT, and a coffee shop.

#### A full-fledged hospital

Having a full-fledged hospital just a few minutes from your home is comforting. A separate entrance for external



access ensures the privacy of the enclave. The 200-bed hospital at Brigade Gateway will be professionally managed by a leading chain of international hospitals.

#### The Orion Mall @ Brigade Gateway

Covering 600,000 sft spread over 4 levels, the Orion Mall's many attractions will include its innovative design, boutiques and cafés, stores,

restaurants, food court and a multiplex. In short, a place for high quality shopping, dining and entertainment. The Orion Mall will have



separate entrance and exit points and exclusive parking facilities. The sprawling mall will offer retail spaces ranging from 1,000 sft to 100,000 sft. The Orion Mall will be a great retail opportunity to tap the business potential of this region.

#### A star hotel

The 250-room hotel at Brigade Gateway, to be managed by an international hospitality



chain, will offer facilities and services on par with those of its counterparts anywhere in the world. Its unique design includes a sky lobby, a

convention centre, banqueting facilities and multi-level parking. The hotel will be connected to North Star and the Orion Mall by sky bridges.

#### North Star, Bangalore's tallest building

Built to international Grade A specifications, North Star will raise all existing benchmarks, redefine the workplace and create a new city landmark. The 30-storey-high building—with a 35,000 sft floor plate and over 1 million sft of built-up area—will be a marvel of modern architecture. This state-of-the-art workplace, crowned by a helipad and an observation deck, will be connected to the adjacent star hotel alongside it through a sky bridge.

North Star will be the first building of significance in the north and west of Bangalore. It will offer software companies and corporates a unique opportunity to tap the human resources potential in the region. It will reduce commuting time, increase staff productivity and reduce attrition of personnel hailing from this region.





To know more about Brigade Gateway, or to visit the location, please call:

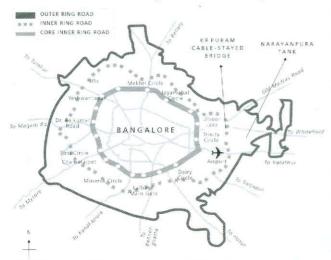
Corporate HQ (Weekdays): +91-80-5137 9200

Site office: +91-80-2297 3512 Manjunath: +91-98804 05362 email: gateway@brigadegroup.com

## Core inner ring road for Bangalore CBD

With an ever-growing demand for infrastructure and over 23 lakh vehicles on the roads as of March 2005, there is an urgent need to decongest roads. Private vehicles alone account for about

75 per cent of total vehicles.



The Central Business District (CBD) area has become arterial for everybody. People moving from East to West (Indiranagar to Malleswaram) and South to North (Jayanagar to Yeshwanthaur) are depending on the roads in the CBD—Hudson Circle, M.G. Road, GPO junction—to reach their destination.

The Core Inner Ring Road (CIRR) around the CBD, which is expected to be completed in two years, will ease this pressure on these roads. Private vehicles coming to the CBD will be allowed, but those without any business there can skirt it to reach their destination. Distance on the

proposed system may be a little longer, but faster.

This four-lane ring road with mini flyovers of steel structures will negate the requirement of vehicles passing through the CBD area.

—Times News Network, 30 Aug 2005

We are continuously faced by great opportunities brilliantly disguised as insoluble problems.

Lee lacocca

## **Bangalore Comprehensive Development Plan**

According to the revised draft of the Comprehensive Development Plan (CDP) 2015 for the Bangalore Metropolitan Area, Bangalore will grow only in zones—right from the Central Business District (CBD) to green belt or agricultural zones in the peripheral areas.

The main aim of zoning the city is to preserve nature (green belt, natural valleys for water flow, which recharges ground water) and allow development in patches around the city. As part of the plan, interlinking of lakes, dedicated development zones, industrial areas, green belts and restoration of good old traditional bazzar (petta) areas have been given preference.

As per the draft CDP, the Bangalore Metropolitan Area (BMA) will be 1,306 sq kms, of which the area for development (conurbation area) will be 786 sq kms, green belt and agricultural areas 455 sq kms and projected population for 2015 within BMA, 8.84 million. As per the draft plan, an area of 248 sq km of the green belt is being unlocked for Bangalore's growth.

However, according to the government, the green belt areas in question have been extensively encroached and are 'green' only on paper. The green belt has also been cut into in the north and south to accommodate the Bangalore International Airport Project Area (BIAPA) at Devanahalli and Bangalore-Mysore Infrastructure Corridor (BMIC).

In addition, the CDP also plans to increase floor area ratio (FAR) in a few zones. This will increase the supply of real estate, thereby bringing down prices in the zones where they are already overheated.

When the CDP is enforced, the area stretching from Hosur Road to Doddaballapur Road is likely to witness hectic development.

—Business Standard, 21 July 2005

# Housing Loan Schemes

Indicative Equated Monthly Installment for every Rs 1 lakh of loan*				
Period up to (in years)	5	10	15	20
Floating Rate of Interest	8%	8%	8%	8%
EMI	2028	1213	956	836
Fixed Rate of Interest	9%	9%	9%	9%
EMI	2076	1267	1014	900

Loan amounts that can be availed depend on the housing finance institution
 Loan amount limit depends on the income of the applicant
 Security of the loan is the first mortgage of the property to be financed
 Loans can be availed from leading financial institutions
 Interest rates and EMIs are subject to change without notice, check with the financial institutions for prevailing interest rates
 Calculations are based on loan amount of Rs 10 lakh onwards

Bangalore International Airport turning into a reality

The Bangalore
International Airport
Limited (BIAL) site at
Devanahalli is a picture of
pocketed, yet focused
activity. The men and

machines are in place, setting base for what would be the realisation of a long-due project. Work on the runway, planned on around 4,000 metres in the east-west direction, has already gained momentum. The project implementing agencies are confident of meeting the deadline and say that the first flight will take off from this airport by 2 April, 2008

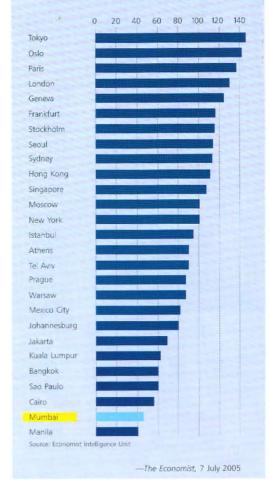
The terminal buildings, an apron area, taxiways, control towers and access roads are covered in the Phase I plan. Crushers, precasting yards and concrete plants are also operational. BIAL's brief also requires it to do phased landscaping of the airport. The company has slotted the project in broad phases of building, operation, commerce and beautification.

-Deccan Herald, 18 August 2005

#### **Cost-of-Living Index**

With Tokyo topping the list of the most expensive cities to live in, in a survey of 127 cities in the world, Mumbai ranks 26th. The redeeming factor being that the cost of living in Mumbai is 69% less than Tokyo and 55% less than New York.

#### New York=100, spring 2005



As on 23 Sept 2005 \* 0

# The Brigade School celebrates its first Sports Day



Weeks of dark skies and threatening clouds made way for gentle sunshine, as if in honour of The Brigade School's first Sports Day on Saturday, 27th August. The sports stadium at the Brigade Millennium campus was a riot of colour: children in bright uniforms, house flags, elegant shade-giving canopies in pastel hues, green THE BRIGADE SCHOOL grass against black synthetic track.

The day marked the culmination of two months of practice, heats and sporting events. Every child, from Std 1 to 9 participated. Members of the four houses-Chalukya, Vijayanagara, Ganga and Hoysala, names representing the four dynasties that shaped the history and heritage of Karnataka—had worked hard and well. A few select events—mass drill, aerobics, relay races and march past—had been reserved for the final, ceremonial conclusion.

And with parents in the stands, teachers and students in place near

the amphitheatre and guests in the pavilion—everyone cocooned in a contagiously festive atmosphere—the muchawaited programme began.

Events moved with clockwork precision and a rare



M.R. Jaishankar, receiving the salute from Shashank, the Band Leader



Mass PT display by the middle-school

combination of high spirits was tempered with discipline. Mr M.R. Jaishankar, Lifetime Trustee of the Brigade Foundation and Managing Director of Brigade Group, received the salute. The march past, to the accompaniment of the excellent school band, proved that practice really does make perfect: feet moved in perfect synchronisation, flags dipped just right.

Then came the moment to focus on the winners. The array of distinctive cups and medals were distributed by Mr P.V. Maiya and Mr P.M. Thampi, both Trustees of the Brigade Foundation. Vijayanagara House was declared the overall champion. The trophy for Best Sportsperson was awarded to Sanjana V. Mada (Chalukya House). Mr H. Jayadeva, Trustee of the Brigade Foundation, made the closing address.

Parents participated enthusiastically and in large numbers, in a special

As all Sports Days do, this one ended with a feeling of euphoria and a

sense of loss that it was over. Of the many achievements to celebrate was the fact that the school's first Sports Day had taken place with such seemingly practiced ease.



The Vijayanagara House, with their trophies



Long jump competition in progress



Parents participating in a special Parents' Event



Ms Githa Shankar, Chairperson Brigade Foundation, congratulating Sneha Ravikumar, Headgirl, on hei



Mr P.M. Thampi, Trustee Brigade Foundation, gives away the prize to Saniana Mada Standard 8, for the Best Student-Sports



Mr P.V. Maiya, Trustee, Brigade Foundation, presents the Winner's Cup for Football to Udit Kumar, Captain of the Vijayanagara Football Team and Vice-captain of the Vijayanagara House

# Students organise a very special Teacher's Day

The central quadrangle at The Brigade School is the gathering place for daily morning assemblies and special occasions of all kinds. And in a school, few occasions are more special than 5 September—Teacher's Day.

The day began with a special assembly at which Mrs Meera Rao, Principal, instituted a rolling trophy for Best Student-Academic and Mr R. Thomas, Mr I. Monappa and Mr Kareppa instituted the Outstanding Student of the Year Rolling Trophy.

The students had spent days planning their own surprises and programmes. As a token of their appreciation, they presented a large cake to the teachers and staff of the school. The cake was ceremonially cut by Ms Githa Shankar, Chairperson of the Brigade Foundation. Every member of the staff was given a thoughtfully selected gift.

Amongst the events that unfolded were a lively cultural programme; riotously funny rounds of dumb charades and antakshari and a throwball match that pitted two teams of teachers against each other, with students playing the role of umpires. (Students were delighted to report that it was very hard maintaining player discipline during the last event!)

Students of Standard 9 gave all teachers a break from the routine by taking classes for the duration of the day. Varshini Sushma won the distinction of being judged the best pupil-teacher.

# The Brigade School winners at inter-school competitions

Jyothi Kendriya Vidyalaya conducted Science Talk, an inter-school competition on 25 August. The Brigade School, represented by Annapurna Ayyappan and Bhavana Kayyar of Standard 8, competed with students of higher standards to win the first and second prizes respectively.

The Foundation for Unity of Religious and Enlightened Citizenship organised an All-India Essay Writing competition on "Morality in Daily Life". Essays by Srirangini Prabhu and Hitha Chandrashekar of Standard 9, were chosen to be presented to the President of India. The children have been invited to meet the President and pose questions.

As part of CBSE's inter-school games and competitions, Mansoul Deep Singh of Standard 4 has been selected for south-zone roller-skating and will go on to the national level next.

We extend our hearty congratulations to our students.

www.brigadeschools.org

#### SNIPPETS:

# Malleswaram-Rajajinagar

Conversation between strangers, on discovering they both grew up in Malleswaram, is usually replete with excited references to Mains and Crosses. "That family on 12th Cross 6th Main" and the "shop on 5th Main 8th Cross" define the geography, history, sociology, culture and spirit of one of Bangalore's oldest and best-loved 'extensions'.

The grid of arterial main roads and cross roads—many named after trees like the sampige and margosa—embraces an area that extends from Yeshwantapur in the north (bordering the campus of the Indian Institute of Science) to the now defunct KR Mills, and from Vyalikaval extension to the 'Milk Colony'.



Kadu Malleswara Temple with the main structure in the background

#### How Malleswaram got its name

The early history of Malleswaram dates back to the Marathas. Malleswaram is believed to have got its name from the Kaadu (Forest) Malleswara Temple in Mallapura village—just as Basavanagudi got its name from the Basaveshwara or Bull Temple in Sunkenahalli—built in 1644 by Chatrapathi Shivaji's stepbrother, Ekoji, then the Maratha governor of Bangalore. (Incidentally, Bangalore was ruled successively by the Bijapur Sultans, the Marathas, the Mughals and finally, the Wodeyars of Mysore.)

#### Malleswaram becomes an 'extension'

All residential areas outside old Bangalore city are called extensions. Malleswaram was built as a city extension in 1901, as was Basavanagudi. Both were formed to relieve congestion in the inner city following the plague epidemic that devastated Bangalore in 1898. While the plague outbreak took a terrible toll on human life, it may have accelerated the modernising of Bangalore, for many improvements in health, sanitation and communication facilities were implemented during this period.

In the course of time, many localities grew around Malleswaram, some of them being Yeshwantapur, Rajamahalvilas, Sadashivnagar, Srirampuram and Subramanyanagar. Why Rajajinagar was created

Till 1956, the erstwhile State of Mysore comprised only 9 districts. However, with the reunification of the Kannada speaking areas in 1956, the erstwhile State of Mysore became Greater Mysore State (Mysore was renamed Karnataka in 1972).

This resulted in an influx of government officials at all levels—from all parts of Karnataka—in to Bangalore, the state capital. The Vidhana Soudha was built to house the Legislature and Secretariat of Greater Mysore State. And the rural area west of Malleswaram was set aside to provide housing and civic infrastructure for the city's new citizens. The extension so formed was called Rajajinagar, named after the great statesman and the first Governor General of India, C. Rajagopalachari, popularly known as Rajaji.

#### Malleswaram's luminaries

Malleswaram has had its share of famous residents. Nobel laureate Sir C.V. Raman once lived at *Panchavati*, a large house set in a sprawling compound on 8th Main, 15th Cross. (He donated *Panchavati* to a children's trust when he shifted to his new home at the Raman Research Institute.) Other 'Malleswaram luminaries' include veena maestro Dr V. Doraiswamy lyengar; the great humourist Dr M. Shivaram (RaaSi) and G.P. Rajaratnam, a titan of Kannada literature.

#### An educational and cultural centre

Some of the city's most respected educational institutions are located in Malleswaram. The most famous of these is undoubtedly the Indian Institute of Science. Set up in 1909, the IISc is an internationally renowned centre of excellence for higher studies and research in science and technology. The 300 acres of prime land that form the Institute's campus were donated by the Mysore Maharaja's government.

The Raman Research Institute, whose campus runs contiguous to Malleswaram's borders, was set up by Sir C.V. Raman and is another internationally respected centre for astrophysics and liquid crystals research.

Other well-known educational/research institutions in Malleswaram include Central Power Research Institute, Forest Research Institute, MES College (15th Cross, 8th Main), Cluny Convent (14th Cross, 13th Main) and Malleswaram Government High School (18th Cross, Margosa Road).

The Gandhi Sahitya Sangha (8th Cross, near Margosa Road) has been a major centre of culture and literature for over fifty years. And St.

Peter's Pontifical Seminary and St Peter's Pontifical Institute, set in a green and serene campus on the 8th Main Road, are other important institutions in Malleswaram.

#### A quick look at some local landmarks

Sankey Lake: Named after Colonel Sankey, a Chief Engineer of Mysore State in the mid-19th century. Located between Malleswaram and Sadashivnagar, this beautiful lake was earlier known as Gandhadakoti Kere and Dodda Kere. The eastern banks of the lake, once covered by orchards belonging to the Bangalore Palace, were later developed into the area we now know as Sadashivnagar.

Malleswaram or K.C. General Hospital: Established in 1910, named after Kempu Cheluvajamanni, a Wodeyar princess.

Malleswaram Railway Station: A quaint and charming railway station set up around 1906, when the Bangalore-Chikballapur narrowgauge railway line was started.

Chowdiah Hall: The violin-shaped auditorium named after the legendary violinist T. Chowdiah.



Chowdiah Memorial Ha

ISKCON Temple: A sprawling temple built in 20th century architectural style by the International Society of Krishna Consciousness. Located atop a hillock on West Chord Road.

Famous industries in the area: Mysore Lamps, Mysore Sandalwood Factory, Govt Porcelain Factory, GKW Ltd and Krishnarajendra Mills.

Bangalore is one of the fastest growing cities in the world. Quite naturally, the changes that are seen and felt all over the city are echoed in Malleswaram. Restaurants selling pizzas and pastas exist cheek by jowl with south Indian darshinis and gulkhand stalls. Glitzy stores stocking international brands stand next to saree 'matching centres'. Women in nine-yard sarees rub shoulders with girls in jeans and tee shirts. Like much of India, Malleswaram is a place in transition, rich in contradictions and paradoxes. And is all the more charming for it.

# BRIGADE INSIGHT



For a better quality of life

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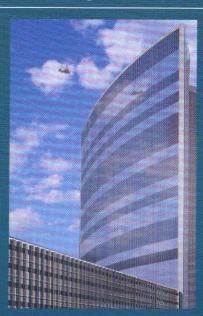
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Interiors of an office at Hulkul-Brigade Centre, Lavelle Road



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A conference room at Brigade Software Park, Banashankari



Interiors of Brigade Court, Koramangala

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