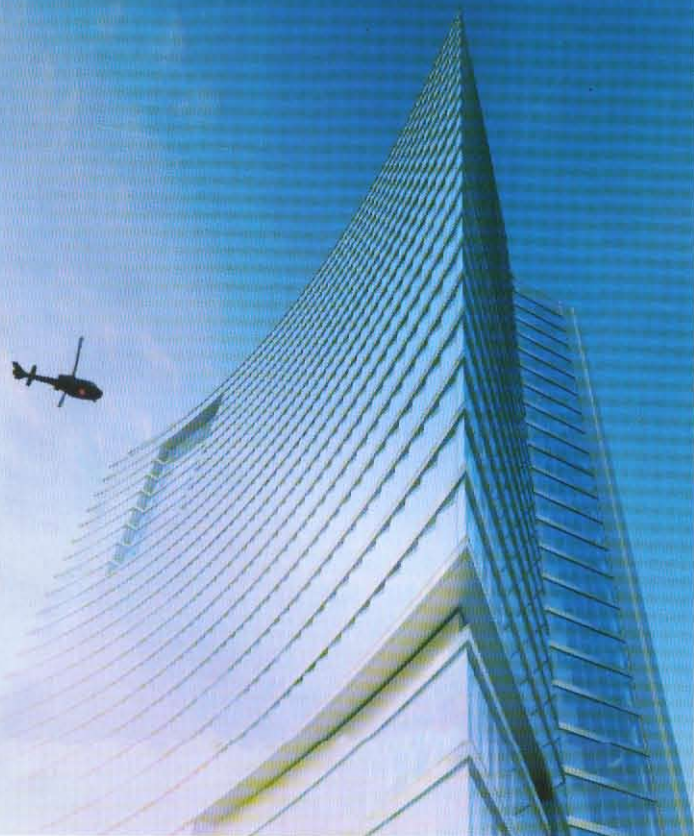


## New state-of-the-art buildings to meet demands for commercial space



North Star @ Brigade Gateway: 30 storeys high, the tallest building in Bangalore; 1 million sq ft with state-of-the-art facilities; architecture by H.O.K., New York.

A survey regarding office space absorption in 2005, conducted by the real estate consultancy firm DTZ, ranked the top three cities as London, Tokyo...and Bangalore.

One of the fastest growing cities in the world, Bangalore has begun to enjoy near-iconic status ever since its potential to become an international technological centre was first recognised. Today the city is home to countless high technology organisations—ranging from 'home-grown' ones like Infosys, Wipro and Biocon to international giants like Accenture, Motorola, Cisco, HP, IBM, GE and Texas Instruments. There is a huge and continuing demand for commercial space from the IT, biotechnology, off-shoring / outsourcing, financial service and banking sectors. To cope with present and anticipated needs, the city is expanding and developing in all directions—particularly in Whitefield, Electronic City and North Bangalore.

Brigade Group is set to meet these needs with several state-of-the-art buildings in different parts of the city:

**North Star:** set in Brigade Gateway, a landscaped 40-acre enclave in Malleswaram-Rajajinagar • Modular design with 35,000 sq ft floor plates, 4.2 m floor-to-floor height • 3-storey high atrium • High performance, low-E glass on all sides to minimise heat, reduce power loss and maximise visibility • Helipad and observation deck • Nine-level parking annexe • 21 destination-controlled high-speed elevators • A two-acre landscaped banqueting area and cafeteria on the 6th floor • Cafés and fully equipped gyms • Sky-bridges to the luxury hotel, mall and multiplex in the enclave.

The Brigade Gateway enclave also includes: • Apartments • Corporate residences • 5-star hotel • Orion Mall • PVR multiplex • Columbia Asia hospital • School • Club • Lake • Promenade • Parks, gardens and more.

For more on our commercial spaces, see pg 3

### Brigade Cup tees off



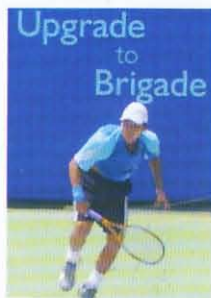
Sheshank (L) receives The Brigade Cup from Mr B.S. Sial (R), DG & IGP, Karnataka State Police. Also in the picture (L to R): G.B. Chandrashekar, Treasurer-CGC; Mr A.B. Ravishankar, Captain-CGC and Jaishankar

Chikmagalur is a town with which Brigade Group shares a relationship of over a hundred years.

The Brigade Cup, an annual golf tournament of the Chikmagalur Golf Club, was instituted this year. Sponsored by Brigade Group, the tournament was held on 6 and 7 May. The event was a great success, with 110 participants vying for the coveted cup.

### Brigade co-sponsors ATP tournament

Brigade Group co-sponsored the Coffee Cup ATP Challenger Tournament at Chikmagalur from 16 April. 32 players and 16 teams from all over the world contested in the singles and doubles tournaments. Appreciation is due to the Deputy Commissioner, Harsh Gupta, IAS, for the success of the tournament.



The ATP Tennis Tournament

**Winners**  
Singles Cup (THAILAND)  
DANAI UDOMCHOKE  
Doubles Cup (THAILAND)  
SANCHAI & SONCHAT RATIWATANA

### 5 new projects at Mysore



Guests study project details at the launch function

A get-together on the evening of 19 March marked the launch of five new projects in Mysore. The evening began with a brief presentation of Brigade Group's projects by Indira Sharma, VP—Marketing. M.R. Jaishankar then addressed the gathering. This was followed by cocktails and dinner.

For more information on our Mysore projects, see pg 8



## Editor's Note

*Brigade Insight* is now 26 issues old, which is both an exciting and intimidating thought. We have created a tradition that not only must endure, but must improve with age!

The new "brand Bangalore", created and fuelled by the city's Silicon Valley tag and outsourcing boom, can be seen in the growing need for intelligent, space-efficient commercial buildings. North Star, our iconic new office building in the Brigade Gateway enclave, Summit I and II in Brigade Metropolis and Brigade TechPark in the Whitefield area, will be welcome additions to the city's landscape.

Pressure is being felt not only for office space, but niche residential accommodation as well. Senior Citizens are a case in point. They have very specific needs that are often just not met in standard apartment complexes. *Insight* will tell you how Serenity addresses their problems—security, special features and lifestyle-enhancing facilities—so they can lead an independent, comfortable life as members of the community at the Brigade Gardenia enclave.

This issue of *Insight* also announces the opening of a versatile, state-of-the-art venue for concerts, exhibitions, conferences, conventions, ceremonies and receptions. The MLR Convention Centre, in the Brigade Millennium enclave, will be a valuable benefit for corporate, cultural and social events of all types and sizes.

And finally, there's Snippets. This issue looks back and forward at the same time, connecting the past and present in a very relevant fashion! Read on, enjoy the insights and get back to us with your thoughts.



## A few thoughts...

A lot has happened since the release of our previous issue of *Brigade Insight* in Feb '06—Central and state budgets were pronounced and passed; the stock market sensex rose sharply to 12,000 and settled down to saner levels of around 10,000; interest rates have risen sharply; many property developers are contemplating going for IPOs and raising private equity funds.

During this period, Brigade has commenced the construction of the residential, hospital, shopping mall and office portions in Brigade Gateway. So also the residential and software facility buildings in Brigade Metropolis.

\*\*\*\*\*

While the Indian economy is buoyant and the general mood of the Indian public is positive, the recent stand-off between the State Govt and NICE was a dampener. With a new and dynamic Commissioner at the helm of Bangalore Mahanagara Palike, citizens' hopes of getting better roads and pavements have gone up. Laying of foundation stones for Bangalore Metro and the 6-lane expressway to Electronic City will certainly pave the way for a better Bangalore!

Our civic authorities' efforts to widen roads in Bangalore needs to be reciprocated by the citizens. The Government's policy of awarding TDR (Transferable Development Right) Certificates is very progressive and a win-win proposal to both the person/s giving up the

land and the civic authority. It is like having your cake and eating it too!

\*\*\*\*\*

I fail to understand the psyche of our policy makers who want the economy to grow fast (cross 10% rate) and at the same time try to curb growth by imposing new taxes, introducing confusing laws and increasing interest rates and making availability of money more difficult for developmental purposes. This is the enigma of India.

\*\*\*\*\*

After a sharp upswing in real estate prices, due to a stock market correction, increase in home loan rates, tighter scrutiny of loan applications and monetary controls, speculators seem to be going slow on fresh investments leading towards a plateau situation.

But due to substantial price hikes of raw material like cement, diesel and overhead costs escalation, there may not be any possibility of reduction in real estate prices barring a few exceptions. It may still be a good time for the 'actual user' and genuine investor to make fresh buys on a selective basis—based on the location, the project, permissions, and the credibility of the developer.

—M.R. Jaishankar  
MANAGING DIRECTOR, BRIGADE GROUP



## Brigade Exhibition at Chennai

An exhibition of Brigade Group's projects in Bangalore and Mysore was held at The Residency Towers, Chennai, on 15 and 16 April. The exhibition was received enthusiastically, especially by those looking to invest and / or relocate to Bangalore or Mysore.

## Realty 2006

Realty, the annual property exhibition organised by the Karnataka Ownership Apartments Promoters Association (KOAPA), was held on 12 and 13 February. Our range of projects on offer received an overwhelming response. The brightly lit Brigade Group stall was also much appreciated by visitors at the exhibition.



Brigade Group's stall at Realty 2006

24th Main Extension  
in progress

The 24th Main Extension in J.P. Nagar, being developed by Brigade Group as a part of its corporate citizenship initiatives, is now almost ready. Finishing work on a remaining short stretch of road is in progress. The 24th Main Extension, when ready, will provide a much faster and better access to J.P. Nagar 7th and 8th Phases.

## Brigade Parkway inaugurated



Brigade Parkway, our luxury apartments project near Cheluvamba Park, Mysore, was inaugurated on 19 March. Apartments at Brigade Parkway are fully booked and residents have moved in.

## Brigade Gateway meets the press

Brigade Group held a press conference on 3 March, at Hotel Windsor Manor, to announce its proposed plan for Brigade Gateway, the 40-acre lifestyle enclave in Malleswaram-Rajajinagar. The conference was well-attended, beginning with a presentation followed by a question and answer session and lunch.

Focusing on Brigade Gateway's status as a lifestyle enclave, the presentation touched upon the residential, commercial and retail components of the enclave. Brigade Group also announced its association with PVR Cinemas for a 11-screen multiplex and Columbia Asia for a 150-bed hospital at Brigade Gateway.

In addition, the press conference also highlighted Brigade Metropolis—the 36-acre integrated enclave, located just 6 km from

Indiranagar enroute to whitefield. Proposed investment plans for other real estate projects in Bangalore and Mysore were also announced.



An artist's impression of the residential section of Brigade Gateway by night



## Brigade Millennium Update: Jacaranda and Laburnum Blocks completed

Finishing work on the final two apartment blocks at Brigade Millennium—Jacaranda and Laburnum—is now complete. Residents will soon begin to move in. Mayflower, Magnolia and Cassia, the other three apartment blocks in the 22-acre enclave, have been fully booked, completed and occupied.



Jacaranda Block

## Brigade Paramount construction commenced

The construction of Brigade Paramount, our 2- and 3-bedroom luxury apartments project on Old Madras Road, has commenced. Brigade Paramount is located near NGEF, just a 5-minute drive from Indiranagar. The location of the apartment complex provides its occupants with the best of both worlds—proximity to the workplace and to the heart of the city.

## Construction commences at Brigade Gateway and Brigade Metropolis

In the last issue of *Brigade Insight*, we talked of Brigade Gateway and Brigade Metropolis, our two integrated enclaves, having received environmental clearance. Construction at the two enclaves have now started in full swing.

Customer feedback

“The model apartment complex and site office at Brigade Gateway were both impressive. I left feeling I was in safe hands. As for the apartment itself: it was everything I could have hoped for and more. It feels so spacious. The layout is wonderfully sensible, almost as if we had designed it to meet our specific needs. I think the challenge for us will be to keep the interiors as elegant and minimalistic as they look now!

I cannot tell you how much I am looking forward to living at Brigade Gateway.”

—Meena

## Meet your celebrity neighbours at Brigade Gateway



Many prominent personalities are making Brigade Gateway their home. The picture shows Viswa Prathap Desu, GM—Marketing, Brigade Group, with Shankar Mahadevan (singer and music director) and his wife, Sangeeta, at our marketing office at Brigade Gateway.

## Helipads turn a must in B'lore realtors' plans

“With the international airport coming up at Devanahalli, commuting to Electronic City will take more than an hour and a half if the traffic retains its current levels. Visiting top brass of global companies and political VVIPs would certainly not like to waste time in traffic snarls. Therefore, the time is right to provide for helipads in upcoming buildings that are likely to host high-level delegations. Brigade's upcoming township—Brigade Gateway—will house a helipad in its North Star building. So will Brigade Metropolis' Summit buildings. In fact, we had finalised plans to construct a helipad in the Brigade Software Park in Banashankari more than a decade back as per client requirements. However, the client later chose to forego the decision.”

—M.R. Jaishankar

As quoted in *The Economic Times*, 25 May

Continued from Pg 1...

## Ultra-modern offices: Summit I and II

Summit I and II are two ultra-modern office buildings located in Brigade Metropolis, on Whitefield Road. Spread over 800,000 sft, Summit I will have 12 floors and Summit II, 15 floors. The two buildings will be interconnected through sky-bridges. Each building will have five levels of parking, including two basements.



With sensitively-designed interiors, excellent grids, flexible floor plates and landscaping, the offices will offer its occupants an efficient and smartly equipped working environment. One that is also well located to service the needs of both the city centre and the growing Whitefield region.

## Brigade TechPark ready for fit-outs



Block B of Brigade TechPark, our software facility next to ITPL in Whitefield, is now ready for fit-outs. Finishing and interiors of Block A are in progress and will be completed shortly.

Brigade TechPark offers over 430,000 sft of quality office space. Spread across two buildings, it is built to international standards,

using post-tension construction technology. Efficient column grid spans facilitate better interiors and utilisation of floor area. The state-of-the-art facility is ideally suited for software facilities, BPOs, biotech enterprises and corporate offices. It also has a swimming pool and provision for a gym and cafeteria. Brigade TechPark is strategically located next to the Information Technology Park and EPIP Zone.



## Orion Mall @ Brigade Gateway

700,000 sft • PVR Multiplex • Lakeside Café and Food Courts  
Hypermart • Dept. Stores • Showrooms  
4 Floors + 2-level basement car parking  
Entrance from Dr Rajkumar Road

Set in a 40-acre lifestyle enclave.  
Designed by H.O.K., New York.



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## Orion Mall and The Arcade: Meeting the city's growing retail needs

"The final frontier for global retailing is beginning to open", read a headline in *The Economist* this April. Though not as high profile as the IT/ITES, BPO and Biotech sectors, there is no mistaking the fact that retailing is one of the fastest growing sectors in India. The new face of Indian retailing is sprawling shopping centres and multi-storeyed malls offering shopping, entertainment and food conveniently under one roof. Brigade Group is geared to meet the needs of the city's retail sector with two major malls:

The Orion Mall, our 700,000 sft shopping

and entertainment complex, is situated in the Brigade Gateway enclave at Malleswaram-Rajajinagar. Designed as the major retail component of Bangalore's first lifestyle enclave, the master plan of Orion Mall is well conceived—allowing for multiple shopping and leisure facilities. Orion Mall will also have several distinguishing features: The largest mall in Bangalore • State-of-the-art 11-screen PVR multiplex • National chain retail stores • Speciality shops • Pharmacies, ATMs, Salons • Food courts • Quality entertainment

The Arcade, a neighbourhood shopping

centre, forms a part of the Brigade Metropolis enclave at Mahadevapura, enroute to Whitefield. Spread over 100,000 sft, The Arcade is designed to cater to both the needs of the occupants of Brigade Metropolis and the surrounding area. The Arcade is also strategically located: at the entrance to the Whitefield zone, a region that is fast expanding in its retail capabilities. Facilities at The Arcade will provide for: Supermarket • Convenience stores • 24-hour pharmacy and clinics • Beauty parlours, ATMs • Food courts • Small offices and business centres.

## Brigade project sets benchmarks for terrace gardens

A patch of greenery has always been a feast to the eyes. What comes as a pleasant surprise however, is greenery at the workplace.

The concept of a terrace garden at offices is slowly catching on in Bangalore.

A number of corporates believe terrace gardens provide relief to their employees and enhance their productivity. One such garden is situated atop the corporate office of MetLife India Insurance Company housed in the four-storeyed Brigade Seshmahal on Vani Vilas Road in Basavanagudi.



As you enter the terrace, you see small trees surrounded by beautifully laid lawns and flowering plants. The terrace garden covers around 4,000 sq. ft. The rest of the terrace houses a shelter with a cafeteria and a gazebo.

Developing a terrace garden like the one in Brigade Seshmahal needs meticulous preparation right from the planning stage of the building itself. The pillars and beams have to be designed so as to take the weight of the proposed terrace garden. Brigade Group, the builders of Brigade Seshmahal, had taken into

account the dead weight (weight of soil, plants, grass and so on) when the building was being constructed. Also, proper waterproofing has to be done for the terrace before laying the garden. The Brigade Seshmahal terrace has a drainage system beneath the garden to drain out excess water.

—The Hindu Property Plus, 18 Feb

"Connection with gardens, even small ones, even potted plants, can become windows to the inner life. The simple act of stopping and looking at the beauty around us can be prayer."

—Patricia R. Barrett, *The Sacred Garden*

## Choose your location. Upgrade to Brigade.



Brigade Paramount, Old Madras Rd  
5 km from M.G. Rd.



Close to the heart of the city.  
Close to your workplace.

2- AND 3-BHK APARTMENTS | CLUBHOUSE  
SWIMMING POOL

Brigade Metropolis, Mahadevapura,  
enroute to Whitefield  
10 km from M.G. Rd, 4 km before ITPL.



You'll love to live in Brigade Metropolis.  
Bookings now open for apartments in Finsbury Block.  
3-BHK APARTMENTS | SOFTWARE / OFFICES  
RETAIL | CLUB | AMPHITHEATRE | PARK & PLAY

Brigade Harmony, Whitefield Main Road,  
Near Sigma Techpark



Blending the old-world charm of Whitefield  
with a modern, luxurious lifestyle.  
3-BHK APARTMENTS | CLUBHOUSE  
SWIMMING POOL

For more details please contact

4021 4666



## News and events at The Woodrose



A meeting in progress at the Boardroom

2006 began as a busy year, with much to achieve in the months ahead. We are happy to say that it has been a most eventful and memorable one so far.

### New Facilities...

On the facilities front, we are proud to announce that The Woodrose spa is now open. With separate sections for men and women, our spa offers steam, sauna and jacuzzi treatments along with invigorating aromatherapy and ayurvedic massages.

Our conference and convention facilities, open to the public a few months ago, are now being used by a large number of corporates. The Blue Room—conference and banquet hall, the boardroom and the open-air stage are all well-equipped



The Woodrose spa

In past issues of *Brigade Insight*, you would have read all about our first steps into the competitive and challenging, world of hospitality, with The Woodrose. We began with a soft launch in August last year, followed by an official launch in October and our very first Christmas and New Year's Eve

to host business functions, seminars and workshops.

The 26 guest rooms at the club are also being used by business delegates and guests of club members.

### And Events...

The past two summer months have seen a surge in member activity with schools closed and everyone trying innovative and



It's prize distribution time!



The Woodrose May Queens & Princesses

creative ways to beat the heat. The May Queen Ball was a grand affair with our pretty Woodrose members winning the much coveted titles. A swimming competition was also organised for the little Woodrose-ians, followed by a quiz competition to tickle everybody's grey cells. Hindi

and English movies are being screened every Saturday. The club has also seen several delightful musical performances by members and guests along with house-warming parties and private get-togethers on a regular basis.

## Serenity Retirement Residences now ready

The first venture of Serenity Retirement Residences, our apartments for active Senior Citizens, is located in the serene, green environs of Brigade Gardenia, our 15-acre enclave in J.P. Nagar 8th Phase.

Serenity has 72 one-bedroom apartments. Each apartment is designed keeping in mind the needs of the active senior citizen. Standard fixtures at the residences include wardrobes, kitchen cabinets, fans, water heaters and exhaust fans. Built-in furniture is optional. Larger apartments come equipped with a study.

Serenity offers residents a host of facilities

and services like a recreation room, dining room, lounge, 24-hour help desk and doctor-on-call. In addition, residents have the option of availing services like catered food and professional nursing. They also have access to the Augusta Club with its sports, recreation and dining facilities. Offering scenic views, Serenity adjoins the park at Brigade Gardenia.

Serenity is now ready with construction having been completed and interiors also nearing completion. To know more about Serenity, write to us or visit our website at [www.brigadegroup.com](http://www.brigadegroup.com)

## Memberships at The Woodrose

### INDIVIDUAL MEMBERSHIPS

Early April saw the launch of The Woodrose individual membership drive. The club received an overwhelming response.

### CORPORATE MEMBERSHIPS OPEN

Corporate memberships to The Woodrose are now open. Companies can nominate their employees for membership to the club.

All memberships by invitation only.

+91-80-4147 5003-7 | [woodroseclub.com](http://woodroseclub.com)

## Retirement Residences that let the golden years of your life become the best years of your life



72 compact deluxe 1-bedroom apartments • Furnished with kitchen cabinets, wardrobes, fans, exhaust fans and water heater • Option of built-in furniture • Telephone, Cable TV and Internet connectivity • Modern electronic building monitoring and maintenance systems • Round-the clock security • Access to common facilities like visitor's lounge, pantry and dining hall • Ample parking space • Access to the Augusta Club

### Optional facilities include:

Food and Catering services • Transportation  
Health and Medical Care • General Support Services

**Serenity**  
at Brigade Gardenia, J.P. Nagar

Call us on: 98840 05237 or email us at: [serenity@brigadegroup.com](mailto:serenity@brigadegroup.com)

## MLR Convention Centre is now ready



The MLR Convention Centre is located in Brigade Millennium. Its top-of-the line facilities include an air-conditioned auditorium that seats 450 people and a banquet hall that can accommodate 500. In addition, the Convention Centre also has 10 luxury guest rooms, a conference room, cafeteria and media room. Large conferences and conventions can be conducted with ease at this state-of-the-art facility. The venue is also well-equipped to hold events, business functions, theatrical performances, weddings and receptions. The Convention Centre will be ready for use from August 2006.



# Meet the architects of the Brigade Metropolis enclave

Thomas Architects, one of the city's leading architects, have conceptualised and designed Brigade Metropolis—our integrated enclave, at Mahadevapura, enroute to Whitefield. In a free-flowing interview, Mr T.M. Thomas takes us through the mind and sensitivities of an urban architect: touching upon issues as diverse as the city's growing development needs to the inspiration behind designing a project like Brigade Metropolis.



Jaishankar in conversation with Mr T.M. Thomas (R)

## What do you feel about integrated townships and enclaves?

I think the approach towards these integrated housing facilities combined with shopping, clubs, offices which are close to home, serviced apartments etc., is the way to go. Since larger tracts of land are becoming available, this may be setting the trend for the future.

## Do you feel Whitefield is going the Gurgaon way? Does it have the potential to become a satellite town?

There's a lot more to the area called Whitefield than meets the eye. Whitefield is now coming up with 6 hotels, an entertainment complex and shopping malls, so I think ultimately it will be more solid than Gurgaon. It will develop slower but more solidly than Gurgaon. Those who have come to stay here have made this decision based on their need to work in this area.

## How is Brigade Metropolis different from other developments and projects that you have worked on?

It is a Thomas design! 25% land has been forfeited to offer a better quality of life. There are 85% open spaces. Wider gaps between blocks make for better housing. IT requires efficient floor plates that are large, easily serviced and accessible. Summit is a nice looking workaholic kind of building. It is efficient, functional, well lit and open on all 4 sides. It also has excellent grids and flexible floor plates in addition to huge car parking, lots of elevators and better safety.

## What was your design philosophy behind planning Brigade Metropolis?

The first was the excitement of working on a large project like Brigade Metropolis. Secondly, we did an informal survey of what the market in the present condition would be. With 7,500-8,000 people living here, what would it be like if you were one of them? The kind of standards, privacy, safety and security issues...all these tend to collect in the mind when you design.

There are the all important aspects of FSI's. When considering Metropolis, at that time we had a height limit of 60 metres. That works its way into how many blocks, the best arrangement, distance, access, etc.

But fundamentally because of this huge population we wanted to make sure that life could be at a level where people do not interact with vehicles. So we came up with the idea of situating the enclave on a podium which at that time was a new concept. It elevates the populace above the vehicular traffic. Next was to decide the basic unit sizes. Brigade knows best what the market needs are. They know their customers best. And we get a lot of feedback from them.

With the market being so full of projects, one has to fine tune every aspect including the yield that the customer gets if he buys.

## What do you think is the key to improving Bangalore's infrastructure?

I think the key is in doing the roads. Power can be generated, water can be transported. Time is valuable and it should be easy to commute from your place of stay to your place of work, entertainment, prayer, etc.

## Our philosophy is to provide for a better quality of life. In your opinion, what else do we need to look at?

One important thing is maintenance. Quality of life comes from peace and security...a well maintained home, beautiful surroundings, a secure investment. There should be some methodology by which people are compelled to maintain. I think we're on the verge of this becoming a serious industry. It's in the nascent stage. With this come other issues as well. We need to come up with a package for everything: gas, garbage collection, maintenance and a thick skin to take all the complaints.



Jaishankar (L), Mr T.M. Thomas and Mr Tilak Thomas (R) with the scale model of Brigade Metropolis

## With the arrival of foreign architects, what are your views on current architectural trends?

You need to be more responsible in your approach. To make sure that you are as capable (as them), if not more. You need to provide good designs and service, as their coming in has created international benchmarks.

## Where do you want to take Thomas Associates?

A profession is different from business. There's a fine line that separates the two, and we like to stay on the professional side. I'm keen that we run our profession, and would like to remain an ethical, design-oriented, solution-providing and problem-solving firm. The goodwill of all my clients is central.

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## CTC SANJEEVANI Dial 1062 in an emergency

Comprehensive Trauma Consortium (CTC) is a voluntary non-profit organisation established in March 2000. It specialises in providing round-the-clock ambulance service (pre-hospital care) to accident victims in and around Bangalore.

The consortium includes more than 30 CTC accredited hospitals (standard / corporate), police control room, fire brigade and radio channels.



## The Brigade School grows from strength to strength

The Brigade School, a co-educational institution, began its first academic year in 2004.

Affiliated to the CBSE Board, the school currently covers classes Nursery to Standard X. Young in years and spirit, yet rich in academic experience, it has already earned the reputation of being an institution of excellence.

The school is now planning to expand its academic reach to include Standards XI and XII and has applied to the CBSE board for the requisite upgradation. To accommodate the additional classes and facilities, a new wing

is being added to the existing school building. This building will be designed by Praxis Inc.



An artist's impression of the extension of The Brigade School

The Brigade School is managed by Brigade Foundation, a not-for-profit trust set up by Brigade Group. The school is located within the campus of Brigade Millennium, a beautiful, 22-acre residential enclave in J.P. Nagar, South Bangalore.

Initial planning is underway to set up a branch of the school at Brigade Gateway, a 40-acre lifestyle enclave in Malleswaram-Rajajinagar. In addition, Brigade Foundation also plans to set up a school for rural education in Devanahalli.

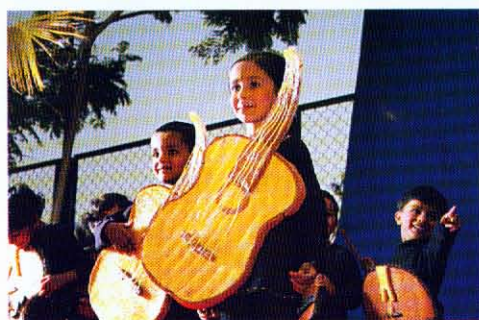
### Pre-primary Cultural Day

The much-anticipated Pre-primary Cultural Day took place on February 3. Mrs Githa Shankar, Chairperson, The Brigade School, was the Chief Guest. Mrs Meera Rao, School Principal and Mrs Phyllis Farias, Counselor, were special guests. The function was hosted by Mrs Geetha Iyenqar, Co-ordinator—Junior School.

The quadrangle of the school, the venue of the event, wore an extra-festive look, leaving the audience of proud parents in no doubt that wonderful things were to come!

And come they did. Every single student from six classes (Nursery, LKG and UKG levels) took part in the imaginative, lively and entertaining shows that followed.

Students from Nursery A performed *Festivals in Dance*, a dance ballet based on lesser-known festivals like Halloween, Huthri and Rakshabandhan. Nursery B delighted the audience with welcome and farewell dances. LKG students had important messages and advice to impart: LKG A enacted *Balanced Diet*, which dealt with the importance of vitamins, proteins, carbohydrates and other nutrients. *Symphony Saga*, featuring LKG B students dressed as musical instruments, focused on the value of working together in harmony. The 'seniors' of the Pre-



primary Section—children of the UKG—concentrated on more grown up topics. UKG A presented a rousing musical on the role service professionals like teachers, doctors, policemen and bakers play in our lives. UKG B brought Greek mythology to life by depicting famous Greek gods, goddesses and heroes on one stage.

It was an evening of enthusiastic participation and patient effort that will be remembered fondly for many years to come!

### AWARDS CEREMONY

Awards for excellence in Academics and Mindspace (co-curricular events) were presented on 13 March.

**MINDSPACE COMPETITIONS HELD BETWEEN OCT & DEC**

**Best Student:** Arjun Raj R, Standard 7 A, Ganga House

**Best House:** Chalukya

**ACADEMICS ACROSS THREE TERMS**

**Best Student:** Annapurna A, Standard 8, Chalukya House

**Best House:** Ganga

**ART AND PERFORMING ARTS COMPETITIONS HELD BETWEEN AUG & OCT**

**Best Student:** Hitha C, Standard 9, Ganga House

**Best House:** Vijayanagara

**SPORTS COMPETITIONS HELD IN JULY AND AUGUST**

**Best Student:** Sanjana Madha, Standard 8, Vijayanagara House

**Best House:** Vijayanagara House

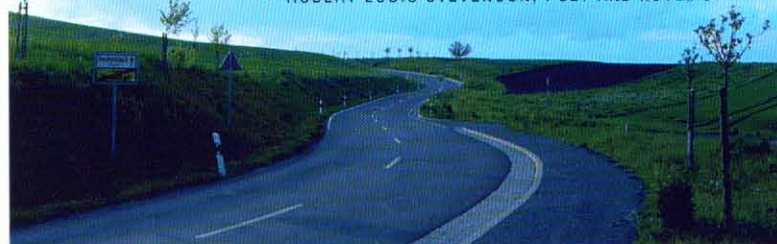
After taking into account all round participation and excellence in all of the above, the following awards were declared:

**Outstanding Student of the Year:** Annapurna A, Standard 8, Chalukya House

**Outstanding House of the Year:** Ganga

“Wherever we are, it is but a stage on the way to somewhere else, and whatever we do, however well we do it, it is only a preparation to do something else that shall be different.”

—ROBERT LOUIS STEVENSON, POET AND NOVELIST



O nanna chetana,  
aagu nee aniketana

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## Bangalore-Mysore Infrastructure Corridor (BMIC) inaugurated

The first phase of the Bangalore-Mysore Infrastructure Corridor (BMIC) project was inaugurated on Friday, 16 June. A section of the peripheral ring road connecting Mysore Road to Kanakapura Road, measuring 9.8 kilometres, was thrown open to vehicular traffic.

Nandi Infrastructure Corridor Enterprises (NICE), the company behind the project, is hopeful that required land will be allotted to them by December 2007. The expressway project has received support from the private sector. The project aims to de-congest Bangalore and improve the travelling conditions.

The city authorities are planning an elevated inner core ring road of 30 km length.

"A proposal for the construction of this road at a cost of Rs 1,800 crore is on the anvil," Chief Minister Kumaraswamy said at the foundation-laying ceremony for the 10-lane mixed corridor to Electronic City. "This is to be taken up on the public-private partnership model", he added.

The idea of an inner core ring road was mooted in the latest Comprehensive Development Plan (CDP) proposed for Bangalore. The government now appears keen to make this too into an elevated road,

## Elevated roads for Bangalore

considering the constraints in making any meaningful difference on the surface roads.

Mr Kumaraswamy said all major roads leading to the IT Park (in Whitefield) are being upgraded to national highway standards with an investment of Rs 80 crore. Bangalore Mahanagara Palike, he said, has prepared a plan for the widening of 90 major arterial roads to 30 metres to accommodate six-lane traffic. "In the first stage, 45 roads have been taken up for a detailed survey and 11 will be taken up at a cost of Rs 100 crore and completed within three months." He said it is his "earnest desire" to develop Bangalore into a 'Model City'.

—Times of India, 25 June

## Bangalore International Airport Update

The Air India-Singapore Airport Terminal Services consortium and the Menzies Aviation-Bobba Group joint venture are set to win separate contracts to provide cargo operations at the upcoming Bangalore International Airport at Devanahalli.

BIAL has selected these two independent operators to design, build, finance, operate and maintain all facilities of cargo terminal operation. Expansion will be gradual based on growth in cargo volumes. The aim is to develop the new airport as a regional hub for cargo.

The Board also thrashed out all outstanding issues pertaining to the re-designing of the airport to accommodate higher traffic flows than



originally estimated, which will raise the project cost by an additional Rs 450 crore over the initial cost of Rs 1,411.79 crore.

The first phase of the airport is now being re-designed to handle about 11 million passengers annually, up from the original estimate of four million passengers.

—The Hindu, 10 March

## Foundation stone laid for the Bangalore Metro rail project

The foundation stone for the Bangalore Metro (popularly called Namma Metro), was laid by

Prime Minister Manmohan Singh. This could make India's Silicon Valley the 106th city globally to sport a comfortable and hassle-free means of public transport. Complimenting Bangalore for its technological skills, Mr Singh said that both the Union and State governments needed to start planning for further expansion of Bangalore

with an eye on the future needs of the vibrant city. Mr Singh said that besides focusing on providing the necessary impetus to grow Bangalore's infrastructure, there was a need to work for Karnataka's development. "I do not see any contradiction between the two. India cannot develop if only a few benefit from that process. We want both urban and rural areas to develop. It is only through such an inclusive growth process that we can build a prosperous, equitable and humane nation", he said.

The Karnataka Chief Minister H.D. Kumaraswamy in his address also endorsed Mr Singh's view (on developing rural/semi-urban

centres), noting that developing tier-II towns and cities was a high priority issue for his administration. Mr Kumaraswamy said that RITES had been commissioned for a comprehensive traffic and transportation study.

To complement the Metro Rail, Mr Kumaraswamy said, the state government has announced its intent to have a monorail system on at least three routes. Mr V. Madhu, MD of Bangalore Metro added that the 'Namma Metro' would carry 16.1 lakh persons in 2021 and was designed to carry 40,000 persons PHPDT (peak hour peak direction trips).

—The Economic Times, 25 June

## Seven new ways to upgrade to Brigade in Mysore



K.R.S. ROAD

Brigade Elite 1  
2 & 3 BHK Luxury Apts

K.R.S. ROAD

Brigade Elite 2  
3 BHK Luxury Apts

LAKSHMIPURAM

Brigade Habitat  
2 & 3 BHK Designer Apts

JAYALAKSHMIPURAM

Brigade Elegance  
3 BHK Luxury Apts

GOKULAM ROAD

Brigade Point  
State-of-the-art Office Space

Also: Brigade Splendour, Lalitha Mahal Road (Completed. Last few 4 BHK apts available)  
And Brigade Tiara, Yadavagiri (Launching soon)

## Bangalore is a global brand

Hailing Bangalore as a global brand, Prime Minister Manmohan Singh said that people across the world know more about this city than they do about India, and the rest of the state should emulate its success.

Speaking after laying the foundation stone of a ten-lane mixed corridor to Electronic City here, he said: "You (Kannada people) have become the symbol of a new India, an India on the move, rising to fulfill its destiny on the world map." The success of the IT revolution in Karnataka had placed the city on the world map, he added.

Stating that what Bangalore has done over the past decade, the rest of Karnataka should do over the next decade, he said: "Become home to enterprise, to talent, to creativity and the spirit of adventure."

—Times of India, 24 June



# "I'd choose India"



Not so long ago, there was no surer way to get rich in a hurry than to bet on Indian stocks. Millions of Indians were finally clawing their way into the middle class, creating a new domestic consumer market, while companies in

Bombay and Bangalore emerged as global players in everything from outsourcing to pharmaceuticals. Investors went crazy. India's main stock index, the Sensex, has more than tripled in the past three years.

How hot has India been? Foreign institutional investors poured \$30 billion into the Indian market in three years—double the

amount they had invested in the previous decade. An Indian student at Harvard Business School told TIME that one of the U.S.'s best-known hedge funds had given him \$5 million to invest in Indian stocks—never mind that he hadn't yet graduated.

But, after peaking in early May, the Sensex plunged 30% in a matter of weeks. With stock prices down, is this the moment to invest in what many believe will be the world's fastest-growing economy over the next 50 years?

The long-term picture remains sunny. "It's like China maybe 15 or 20 years ago," says Marc Faber, a renowned emerging-markets investor based in Hong Kong and Thailand. And gaps in development provide opportunities for growth. India's infrastructure and housing are ripe for improvement, says Faber, and there's enormous scope for the building of malls and supermarkets.

India also has a younger population than

any other major country. According to Ridham Desai, Morgan Stanley's head of Indian equities research, about 125 million Indians will join the workforce in the next decade, and they will be key to the country's growth. Foreign firms will hire legions of them to drive down costs, and their prosperity will fuel demand for stylish clothes, cars and other baubles. Thanks to this demographic advantage, "India will grow faster than the rest of the world", says Desai.

"Now is the time," says Jon Thorn, a portfolio manager at India Capital Fund. "You need to buy when there are moments of panic." Savvy investors, he says, should stash some of their assets in Indian stocks or funds for the long haul. Faber is even more bullish. "If someone put a gun to my head and said, 'You have to put all your money in India or all of it in the U.S.', he says, "I'd choose India."

—Time Magazine, 24 June

## Tightening norms on property loans

The BDA, banks and stamps and registration department have stepped in to curb increasing speculation in the property market and the resultant mushrooming of illegal layouts.

The BDA has identified 108 illegal layouts, predominantly coming under the city municipal councils and town municipal council. BDA has written Demi-Official (DO) letters to major banks cautioning them against sanctioning property loans in unapproved layouts.

Banks have also tightened lending norms and are now focusing on documentation. They say an approved building plan is a must now. Property documents are being scrutinised more vigorously.

A mandatory clearance from the Union Ministry of Environment for projects worth more than Rs 50 crore or which have more than 5,000 occupancies or discharge more than 50,000 litres of sewage is needed for layout approval.

Sources said the runaway increase in property prices has also put builders on guard and many have turned cautious when it comes to bulk booking.

—The Times of India, 26 June

## Real estate boom in India

According to a Pricewaterhouse Coopers' report on global real estate, in India's fast-growing economy, real estate has emerged as one of the most appealing investment areas for domestic as well as foreign investors.

Apart from a young crowd of well-earning Indians, the real estate sector will continue to derive its growth from the booming IT sector, since an estimated 70% of the new construction is for the IT sector, the report reveals.

Property development has surged in India since 2002, helped by an annual doubling in demand for office space as foreign firms invested into the country's information technology sector and call-centres in Mumbai, Delhi and satellite towns, Bangalore and Hyderabad. Other than the big cities, as the IT sector expands to second and third tier cities across India, the real estate boom will follow close on heels.

—DNA, Mumbai, 7 February

## New stamp duty and registration fees

1. For property situated within the limits of Bangalore Corporation and Bangalore Development Authority

a) Stamp Duty 7.50% + Surcharge 0.90%	8.40%
b) Registration Fee	1%

**Total 9.40%**

2. For the property situated within the City Municipal Corporation limits

a) Stamp Duty 7.50% + Surcharge 0.98%	8.40%
b) Registration Fee	1%

**Total 9.98%**

## 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	9.5%	9.5%	9.5%	9.5%
EMI	2,101	1,294	1,045	933
Fixed Rate of Interest	10.75%	10.75%	10.75%	10.75%
EMI	2,162	1,364	1,121	1016

As on 1 July 2006

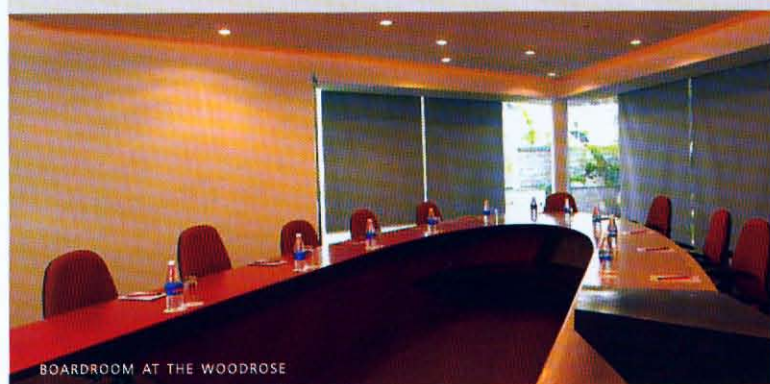
\* Conditions apply

• 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 up to Rs 10 lakh.

Factual information contained in this newsletter is subject to reconfirmation where required and relevant E & OE.

## Conferences and Conventions

IN SOUTH BANGALORE



The Woodrose and the MLR Convention Centre, located at J.P. Nagar, 7th Phase, are both excellent venues to organise large conventions and corporate events. The Woodrose, with its gracious ambience, provides superlative business and banqueting facilities to host conferences, seminars and workshops. Facilities include The Blue Room—conference and banquet hall, the boardroom, guest rooms and the open-air stage. The MLR Convention Centre is a state-of-the-art facility. With plushly designed interiors, the Convention Centre has an air-conditioned auditorium, banquet hall, guest rooms, media room and more.

For more information on conferences and convention facilities, please call The Woodrose at +91-80-4199 5999.

woodroseclub.com



## SNIPPETS: Connecting Bangalore

Recorded history tells us that Bangalore was founded in 1537 AD by Kempegowda I, a Chieftain belonging to the Yelahanka Prabhu dynasty.

### An excellent location

Probably Kempegowda—like many after him—recognised the region's strategic and commercial value. The area was well protected by Savandurga towards the east, the little fortress of Huliurdurga towards the west and the castle of Hutridurga (with its seven encircling walls) to the north. It was a central, secure location and it straddled overland trade routes.

### A township begins to take shape

Kempegowda obtained permission from Achyuthadevaraya, emperor of Vijayanagar to develop a settlement in this area. In due course, permission was granted to build a mud fort. (The Vijayanagar rulers never allowed their vassals to build stone walls, for fear of their becoming comfortably entrenched and thereby a threat.)

Having selected the site for his new township, Kempegowda had the exact centre of the settlement identified. The land was first purified and consecrated by the royal priests. Then, in a simple ceremony that took place in what is now known as Doddapet Square, the foundations of modern Bangalore were laid. Four pairs of white bullocks were harnessed to four decorated ploughs. On the royal command, young men led the bullocks in four different directions, furrowing a path that prescribed the new township's limits.

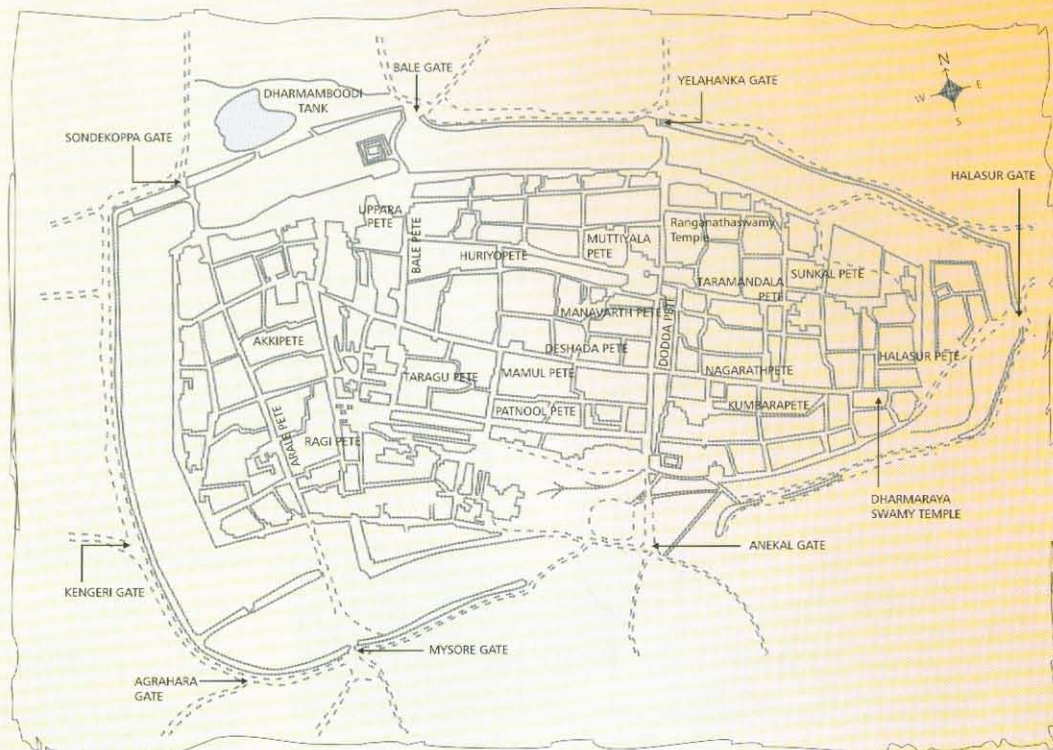
### Master plan: Gates and Gateways

The town was surrounded by an elliptical mud fort, which in turn was surrounded by a deep moat, spanned by drawbridges, and a thick, thorny soap nut hedge.

Entry to the town was through eight different gates, placed to correspond with the eight cardinal points. The principal gates were: Yelahanka Gate to the north, Halasur Gate to the east, Anekal and Mysore Gates to the south, Agrahara, Sondekoppa and Kengeri Gates to the west and Bale Gate to the north-west.

The four furrowed paths became the main streets of the town. Today, they are familiar to us as Avenue Road and Chikpet Main Road, running east to west from Halasur Gate to Sondekoppa Gate and north to south from Yelahanka Gate to Anekal Gate.

Kempegowda's township stood in what we



now consider 'Old Bangalore': the area that includes Balepete and Chikpet, to name just two *pétés*. The entire fort and its fortifications were demolished in the days of the British Commission, over a century ago, to allow for city expansion. Halasur Gate, behind the present Halasur Gate Police Station near Corporation Offices, was in existence till 1992.

### Admirable urban planning

The settlement was divided into different sections or *pétés*. People were grouped according to caste or occupation, and lived in proximity to their place of work and worship.

The location of each *pété* was carefully planned. For instance, lime kilns (which gave off strong fumes) of Sunkalpete, were located on the fringes of the town.

### Gates and Gateways once again

They say time and events run in a cyclical pattern...

The Brigade Gateway enclave, in the Malleswaram-Rajajinagar area, is a gateway to Bangalore, located as it is on NH 7. And it shares some points of similarity with Kempegowda's township: it enjoys a strategic location; is well-planned, well organised and self-contained, with different sections for different activities. And, coincidentally, it too has eight gates.

### *Pétés* and their specialisation in Old Bangalore

Akkipete	Rice market
Anchepete	Postal communication
Aralapete	Cotton market
Balepete	Bangle makers
Chikkapete	Gold and silver shops, Residential locality for wealthy merchants
Doddapete	Jewellery and craft items in gold
Ganigarapete	Oil pressers
Huriopete	Yarn twisting
Halasurpete	General
Komatipete	Trading
Kumbarapete	Pottery
Mamanavarthapete	Daily provisions
Mutyalapete	Pearl trading, Cowherding
Nagartapete	Weaving
Patnoolpet	Weaving
Ragipete	Ragi market
Sunkalpete	Limestone manufacture
Taragupete	Grocery trading
Tigalarapete	Horticulture
Upparapete	Making and selling salt, bricks, etc. Labourers

Sources: *Bengaluru to Bangalore*, T.V. Annaswamy, Vengadam Publications. *Bangalore Through the Centuries*, M. Fazlul Hasan, Historical Publications.



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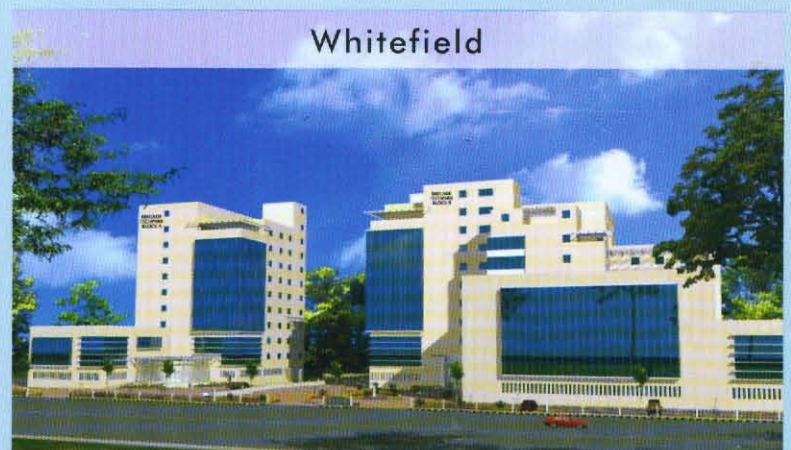
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# For a better quality of life, upgrade to Brigade

## UNDER CONSTRUCTION



A view of the residential area overlooking the lake

### BRIGADE GATEWAY

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A 40-acre lifestyle enclave

2, 3 and 4 BHK Apartments | North Star: Office Facility  
Orion Mall and Multiplex | 5-Star Hotel | Columbia Asia Hospital  
The Brigade School | Galaxy Club | Multi-level Car Park  
Lake, Park, Playground



A view of the amphitheatre and Regent Club

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B T M Layout

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## UNDER CONSTRUCTION

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LAKSHMIPURAM

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*Launching soon*

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