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## OUR HOMAGE

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### The Brigade International School Near Metropolis



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### Bhoomi Poojas...



1. Premium retail space @  
Residency Road, Bangalore.
2. Brigade Crescent,  
high end apartments,  
Nandidurg Road, Bangalore.
3. IT SEZ in Kochi Infopark.



M.R. Jaishankar, an outgoing director of the Public Affairs Centre, was felicitated by former Chief Justice of India M.N. Venkatachalaiah.

# BRIGADE INSIGHT

Vol. 12 No. 3

The Newsletter of the Brigade Group

Released in December '08

## Brigade in Forbes' "Best Under a Billion"



Brigade Enterprises has made it to this year's Forbes "200 Best Under A Billion" list for the Asia-Pacific region. This prestigious list selects 200 of Asia-Pacific's best small and medium sized companies with sales under \$ one billion. Of the 15,000 companies listed this year, 200

were selected for the "Best Under A Billion" list. Brigade is one of 22 Indian companies selected, contributing to India's 4th rank. Brigade is the only real estate company from India (the only Bangalore company in any field) to find a place in the Forbes list.

Totally, 15,000 companies from the Asia-Pacific region were studied for their growth in sales, profitability, soundness of financials, and the strength to survive and thrive in present times.

In the words of Forbes magazine, "Judging from its performance relative to the regional benchmark, our list



CMD M.R. Jaishankar received the award on 3 December at a ceremony in Singapore. (l to r) Albert Teo, CEO, Amara Holdings; Christopher Forbes, Vice-Chairman, Forbes; Mike Barclay, CEO, Sentosa Dev. Corp.

has historically been a good place for investors to get ideas about Asian investments. That could prove particularly true this year. Members of our 2008 list have proven themselves capable of navigating stormy economies thus far—a good sign should global growth continue to sag."

The study covered the entire Asia-Pacific region. Apart from India, it included: Japan, Australia, New Zealand, Taiwan, Philippines, Indonesia, Thailand, Malaysia, Hong Kong, Singapore, China and other South Asian countries.

## Brigade in Dubai



Celebrating the inauguration of Dubai Office.

We are proud to announce the opening of Brigade's first international marketing office in Dubai on 19 October. Our offices are located at 708, Atrium Centre, Bank Street, Bur Dubai. The inauguration was celebrated with a dinner party held at the Sheraton Dubai Creek Hotel and Towers.

For more details, see page 2

## Brigade presents Affordable Housing at Build Up '08



M.R. Jaishankar addressing the gathering. (l to r) Ms Smarinita Shetty, Monitor Group; Mr Anurag Mathur, Cushman & Wakefield and Mr Prakash Chella, President, CREDAI Tamil Nadu.

Brigade participated in "Build Up 2008"—an international real estate exhibition and conference. Held on 21 and 22 October, the conference focused on "Indian Realty Gearing Ahead". CMD M.R. Jaishankar made a presentation on "Affordable Housing" for the session on Propelling Residential Developments in India.

## Felicitations at the Public Affairs Centre

Brigade Group's CMD M. R. Jaishankar has served on the board of the PAC (Public Affairs Centre) from 1998 to 2008. He, along with Dr Samuel Paul, the outgoing Chairman, was felicitated on the occasion. Former Chief Justice of India Venkatachalaiah assumed charge as Chairman of the PAC.

For more details, see page 2



## EDITOR'S NOTE

This issue of *Brigade Insight* covers—as always—events and developments in the company. But it also goes beyond our immediate world...

"Today, the American economy may be entering a downturn that is best described as L-shaped. It is in a very low place indeed, and likely to remain there for some time to come," said Joseph E. Stiglitz, the Nobel prize winning economist. The meltdown in the USA has turned global and we hope this will not go down in history as 'The Great Recession of 2008'. The world seemed bleak enough with concerns about the economy.

Then came November 26 and three days that shook the nation. Photographs of these dark days will haunt us for years to come: young, well-dressed terrorists prowling corridors in search of victims; the empty, suitcase-scattered, blood-stained hall of the Chhatrapati Shivaji Terminus; black smoke spewing from the Taj; the wounded being pulled out of the line of fire on strangely silent streets; shadowy figures of hotel residents gazing helplessly out of windows; security forces arriving at sites and commandos being lowered from helicopters; ambulances racing to hospitals; fearful people dreading confirmation of death...and shattered families coping with knowledge of it.

We look forward to brighter days ahead.

## A few thoughts...

The most significant happening in the last quarter is the manner in which Barack Obama was elected as the President of the world's biggest economy, on the plank of promise of CHANGE. For me it was a moving experience to watch the final stages of the US election process and to listen to the high quality speeches. If one reads Obama's *Audacity of Hope*, one can realise what a clear thinking person he is. It certainly brings hope of a better tomorrow for the world as his views are full of sense.

\*\*\*\*\*

By and large, the last quarter has seen the stock markets world over getting battered, India not being an exception. Once the December quarter results start pouring in, the mood is unlikely to become better. The spectre of falling rates, increasing unemployment and tougher visa conditions in the western economies is not the fodder stock markets like.

\*\*\*\*\*

Unlike the bold 'bail out' packages of the US and European economies, the stimulus package/s announced by the Indian Government are at best knee-jerk reactions which are unlikely to have a significant positive impact. What is required is an extraordinary response to an extraordinary situation. Also required is a major initiative to spend US \$50 to \$100 billion on infrastructural projects like building highways—completing the golden quadrilateral and networking other roads that will generate large employment and improve the core sectors. Why not a 'Great Wall of India' bordering our problematic neighbours, which will also help in reducing infiltration? The three most important

sectors of the old economy are agriculture, automobiles and construction. In the new economy unquestionably it is the IT sector. All these sectors require great support if the government is even half serious about improving the state of the economy.

\*\*\*\*\*

The November terrorist attack in Mumbai is the most heinous and boldest ever, exposing all the chinks in our armour. It has made the citizens angry, dumbfounded and helpless. Many political leaders were behaving like Nero when Mumbai was under attack.

\*\*\*\*\*

If the government does not ACT now by taking measures similar to what United States took post 9/11, I do not know what will make them move. The time has come to stop barking and start biting when driven to do so.

\*\*\*\*\*

In an otherwise gloomy quarter, the highlight event for Brigade Group is the recognition from Forbes Asia as one of the 200 *Best Under a Billion* companies in the Asia Pacific region. It is a recognition of the hard and result-oriented work of the entire Brigade team for the past two decades. My sincere thanks to the valuable contribution by our Board Members, the entire staff of Brigade Group and our associates.

\*\*\*\*\*

As the curtain comes down on what can be called as the most forgettable year in the recent times (from the economic stand-point), let me sincerely wish all the readers a brighter, happier and peaceful 2009.



Contd from page 1

The PAC is a not-for-profit organisation, founded by Dr Samuel Paul in 1994. The focus of PAC is primarily in areas where citizens and civil society organisations can play a role in improving governance. The PAC is globally known for its pioneering Citizen Report Cards, benchmarking studies used to improve public services, and for its work on electoral transparency, public works quality monitoring tools and approaches and the audits of the Right to Information Act and the National Rural Employment Guarantee Act.

### HDFC opens branch at K.R. Puram Hobli



CMD M.R. Jaishankar with Renu Sud Karnad (Managing Director, HDFC Ltd.) and S.N. Nagendra (Sr General Manager)

### Brigade launches IT SEZ at Kochi

A ground breaking ceremony for a 600,000 sft IT space in Kochi was held on 10 September. It was followed by a press conference.

Press conference at Kochi, on the launch of Brigade IT SEZ. (l to r) Branch Incharge, Lalu Isaac; CMD, M.R. Jaishankar and COO, Roshin Mathew.

Contd from page 1

### New Brigade Offices inaugurated

The **Brigade Kochi office** at No 39/5993, Plot No 213, Panampilly Nagar, Kochi, was inaugurated on 10 September.

Our **Chikmagalur office** at Kadur Nivas, Opp. Mountain View School, Vidyanagar, Chikmagalur, was inaugurated on 21 September.

### Our New Mysore office:

Brigade moved into modern and spacious offices at the recently completed Brigade Point in Mysore. Marking the inauguration of the office and the completion of 5 projects, Brigade hosted a celebratory dinner. The **Brigade Mysore office** is located at *Brigade Point, Gokulam Road, VV Mohalla, Mysore*.



M.R. Jaishankar lighting the lamp at Mysore office opening along with staff and well-wishers.

### Highlights from Brigade Cup '08 at Mysore



The Brigade Cup 2008 was held at the Jayachamarajendra Wodeyar Golf Club in Mysore, on 22 and 23 November. With 120 golfers from Mysore and surrounding cities participating, the Brigade Cup was a memorable success. Participants competed against each other for the 4 trophies to be won. The four winners were: Prakash V. (Strokeplay Gross), Lingaraju K.B. (Strokeplay Net), Anantha A. (Stableford Net) and Thimmaiah B.A. (Stableford Net, Seniors).

### Brigade Scholarships at RVCE



Civil Engineering students of the RV College of Engineering were honoured for their academic achievements. 1st and 2nd Rank holders, Aditya Pai and Indrajit Basu were awarded a gold medal and silver plate respectively. 6th semester top-scorers Rashmi L. and Shilpa Bhaskar received scholarships for the next academic year.



### Travel the world with our 2009 calendar

The theme of the annual Brigade calendar has always revolved around Karnataka: its arts, culture, heritage, flora and fauna. But the 2009 calendar travels further afield, visiting "Twelve Great Cities of the World".

The 2009 calendar offers twelve breathtaking cityscapes, along with interesting information about their history, culture and relevance in the world today. So join us as we journey to twelve of the world's most memorable cities.



Brigade Group & Rotary Bangalore Midtown

## Young Achiever 2008

Rohan Bopanna and Team Garuda—Joint Winners



On 29 November, Chief Guest Mr Mohandas Pai (Member of the Board and Director—Human Resources, Infosys Technologies) and Rtn U.B. Bhatt, District Governor, Rotary Bangalore Midtown, presented the Young Achiever 2008 award to joint winners Rohan Bopanna and Team Garuda. The winners were honoured with trophies, citations and a cash prize of Rs 50,000 each.

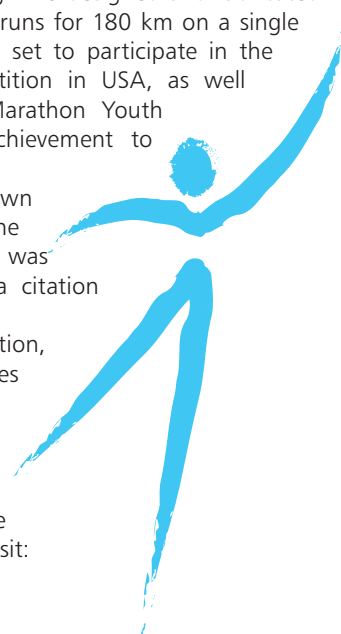
Tennis player Rohan Bopanna has several impressive achievements to his credit, including his career high doubles ranking of 43. Known for his big first serve, Bopanna has represented India in the Davis Cup for 5 rewarding years. His biggest dream come true was when he played against Roger Federer at the Gerry Weber Open in Halle, Germany. ★

Sharing the award with him was Team Garuda, a team of young students from RV College of Engineering who designed and fabricated India's first ever super mileage car that runs for 180 km on a single litre of petrol. Team Garuda is now all set to participate in the prestigious SAE super mileage competition in USA, as well as competing at the UK Shell Eco-Marathon Youth Challenge—taking this tremendous achievement to international levels of recognition.

Anup Sridhar, one of the best known badminton players and one of the most consistent sportsmen in India, was presented a Special Mention Award, a citation and a cash prize, of Rs 25,000.

In the third year since its institution, the Young Achiever Award continues to recognise and encourage the achievements of young people in professional, cultural, social or other specific areas of endeavour.

For more information on the Young Achiever Award, please visit: [youngachiever.in](http://youngachiever.in)




**Music from Brigade**

For the last two years, Brigade has brought out an annual collection of vintage Hindi film songs, in association with HMV. Our CDs have been greatly appreciated by thousands of recipients.

This year, we will be releasing a double album of 22 unforgettable songs in English and Kannada (11 each).

### Diwali Nite @ KGA



Members of the Karnataka Golf Association and invited guests had a thoroughly entertaining evening on 25 October. Brigade Group sponsored the evening of music and festivity on the occasion of Diwali. Called "Diwali Nite", the event featured performances by the group Infra Red led by Rodney Fernandes, who entertained the crowd with some wonderful music. Swinging to his up-beat tunes, the audience became livelier and livelier as the evening progressed.

Members of the Karnataka Golf Association and invited guests had a thoroughly entertaining evening on 25 October. Brigade Group sponsored the evening of music and festivity on the occasion of Diwali. Called "Diwali Nite", the event featured performances by the



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Call now to make Mysore's new landmark your home.



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## ALTAIR CONTEMPORARY FURNISHED RESIDENCES



1 LIFT LOBBY  
2 COMMON CORRIDOR

3 COMMON LOUNGE  
4 DINING AREA

5 BEDROOM  
6 BEDROOM

### LAUNCHING!

## Altair Block

@ Brigade Gateway

- FULLY FURNISHED APTS
- WITH CONTEMPORARY THEMES IN VARIED MATERIALS AND COLOURS
- FULLY EQUIPPED KITCHEN WITH REFRIGERATOR AND MICROWAVE
- BUILT-IN WARDROBES, AIR-CONDITIONERS AND MORE
- A TOTAL OF 132 APARTMENTS
- 1-BHK: 540 SFT  
2-BHK: 1430-1490 SFT  
3-BHK: 1640-1790 SFT  
3-BHK: 2420 SFT

## Progress of Brigade Gateway

Malleswaram-Rajajinagar

- The progress on the residential section is going on briskly.
- Currently, Cygnus, Leo, Sirius and Polaris Wings are nearing completion, with service lifts under installation.
- Work on other residential wings and common areas is also in progress.
- The casting of slabs of North Star—the office tower—has been completed and external structural glazing is in progress.
- 7 levels of the 9-level car park have been completed.
- Construction of the terrace floor slab and structural bridge (connecting both rows of stores) of Orion Mall is in progress.
- Work is also in steady progress on the Sheraton Hotel and Galaxy Club.
- The Columbia Asia Hospital within the enclave is now fully operational.

When you live at **Brigade Gateway**,

all this will be within walking distance:



1200+ luxury apartments • A man-made lake, fringed by a tree-lined promenade • Orion Mall, the first lifestyle mall with a range of stores, restaurants and 11-screen PVR multiplex • Galaxy Club • The Brigade School • North Star, a 30-storey office and software facility with a helipad and observation deck • Sheraton Bangalore Hotel, with rooms, restaurants and business and conference facilities • Columbia Asia Hospital, a 200-bed referral hospital.

Brigade Gateway, the 40-acre lifestyle enclave in Malleswaram-Rajajinagar, North Bangalore. Spaciously laid out residential and commercial zones. Multiple gates to the enclave, with exclusive entry/exits for the residential section. All this, for a better quality of life.

Site office: +91-80-4180 8800/97400 13022/98804 05254 sms: Brigade to 56767  
Corporate office: +91-80-4137 9200 Fax: +91-80-4137 9320 enquiry@brigadegroup.com

[brigadegroup.com](http://brigadegroup.com)

## Progress of Brigade Metropolis

Mahadevapura, Whitefield

- The Brigade Metropolis project is now in the advanced stages of completion.
- Handing over formalities for Coventry, Dartmouth, Earls Court and Finsbury wings is scheduled to commence from mid-January 2009; Acton, Brixton, Greenwich and Inverness wings, by March 2009; Hampstead and Jackson blocks by June 2009.
- Work has commenced for Kensington and Liverpool wings.
- The Mall and office towers—Summit I and II—are scheduled to be completed by June 2009.
- Construction of the Regent Club has commenced.
- Development of The Promenade and landscaping of the Podium is in brisk progress, while work on the internal approach roads is nearing completion.
- Preliminary construction of car parking (ground and basement levels) is underway.

## LAUNCHING! Jackson Block @ Brigade Metropolis

- FULLY FURNISHED APTS IN J BLOCK (10TH-19TH FLOORS)
- DESIGNED WITH CONTEMPORARY THEMES AND A VARIETY OF COLOURS
- FULLY EQUIPPED KITCHEN WITH REFRIGERATOR AND MICROWAVE
- BUILT-IN WARDROBES, AIR-CONDITIONERS AND MORE
- A TOTAL OF 116 APARTMENTS
- 1-BHK: 800 SFT AND 830 SFT  
2-BHK: 1290 SFT

## JACKSON CONTEMPORARY FURNISHED RESIDENCES



1



2



3



4



5

1 KITCHEN  
2 DINING AREA

3 BEDROOM  
4 LIVING ROOM

5 BATH ROOM

**PORCH** ←  
**DRIVEWAY** ←  
**SPA** ↓  
**GARDEN** →  
**GATE** ←  
**POOL** ↑  
**GYM** →  
**CLUB** ↓  
**TENNIS COURT** ↑  
**PARK** →

**HOMES SO SPACIOUS, YOU MIGHT NEED A LITTLE HELP FINDING YOUR WAY AROUND.**

One of Brigade's largest properties, Metropolis is 40 acres with landscaped gardens, surrounding 1500 luxury apartments; laid out over 12 blocks, separated by a distance of 100 feet each. This enclave offers you tennis and basketball courts, a swimming pool, clubhouse, shopping centre and two large office blocks equipped with a helipad and connecting sky-bridge. Now, never leave home again, even to work.

**Brigade Metropolis**  
WHITEFIELD ROAD

Site: 40214666, 9880405253/9740013046 | Mktg. Office: 40467600 | Corp. Office: 41379200  
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# Learning how to counter the new species

## Our homage

*On November 26th, terrorists stormed multiple sites in Mumbai in a series of coordinated attacks, the likes of which have not been seen before. As Mumbai endured its state of siege, the police, army and special commando units stepped in to deal with an unprecedented situation. The attack ended on November 29, with 195 innocent people dead and over 300 injured. Nine terrorists were killed and one is in custody.*

*This nightmare left many families smaller...and shattered. Out of this chaos there emerged amazing accounts of survival and acts of courage.*

*Brigade Group offer our heart-felt condolences to all whose family members were felled by the terrorists' bullets and grenades. And our grateful appreciation and tribute to the brave martyrs among whom were the members of Mumbai police, NSG commandos and staff of the targeted hotels.*

Terrorism's genes have mutated, to create a monster worse than any that came before. Gone is the cold anonymity of the past, where bombs were silently left in crowded trains or public places to do their job... Armed with grenades and machine guns, this new breed of terrorist—in predatory fashion—selects his prey deliberately and dispatches them mercilessly. And the fact that terrorists have just done this across several locations simultaneously speaks of sophisticated planning and organisation...and unshakable intent.

The fact is that international terrorism knows no boundaries and every nation is vulnerable and every public place is a soft target.

This is a virulent new form of terrorism and no government or agency—worldwide—has dealt with the likes of it before. In the wake of this event, the government is gearing up to meet the challenges ahead. As a first step, four hubs of NSG are being set

up. The coastguard and intelligence agencies are being strengthened. State governments (including Karnataka) are strengthening anti-terrorist cells and setting up special commando groups in different parts of the state.

An Inland Defence Force dedicated to handle threats to national internal security—quite independent of the Armed Forces that guard our borders and police forces that defend law and order of a different kind—is another initiative to be considered.

**"Ask not what your country can do for you; ask what *you* can do for your country."**\*

We must realise that it is not possible for even the most committed politician/bureaucrat/authority to address the multitude of issues that confront and challenge us.

Citizens have to take affirmative action and get involved. We must acknowledge that if we are **not part** of the solution, we are part of the problem.

\* From John F. Kennedy's Inaugural Address, January 20 1961.

## What can each of us do?

*In a mail that he sent to the Brigade team and associates, Brigade Group's CMD M.R. Jaishankar posed this question: **So what do we do as citizens?** Here is a compilation of the responses received:*

### What citizens should do:

#### Get engaged in the political process

- Do not criticise politicians without understanding the system and its reach/limitations. Learn to work with the politicians/civic authorities, voluntarily.
- Do not be passive observers: take an interest in understanding local politics in your part of town.

#### Exercise your franchise

- Vote responsibly and ensure that your family and friends also vote.
- Make sure elected leaders move beyond political rhetoric and implement their promises.

#### Be tolerant

- We live in a multi-ethnic/cosmopolitan society, where differences in religious practices and outlooks are bound to arise. Without being intrusive/affecting another's privacy, we must learn to practice what we believe in, without compromising the rights of others to do the same. Tolerance to the words and actions of others can diffuse tensions.

#### Be cooperative with security measures

- When security measures are upped for our safety, we are the first to crib about inconvenience. We have to cooperate without cribbing: wait in queues, follow the rules and

do whatever else is required for the greater common good.

#### Get involved and report

- Take the initiative—individually and collectively—whenever you see something going wrong. Talk about it, spread awareness, look for and implement solutions in consultation with authorities and other citizens.
- Report any unusual and suspicious activities to the authorities concerned. An all-India toll-free "Terror Helpline"—1090—has been set up for the purpose.
- Store all emergency numbers on your cell phones.

## What the associations of residential and commercial buildings should do:

#### Look after security

- Ensure the authenticity of documentation and verify the background of anyone buying space within their premises.
- If possible get a risk assessment done by a competent security agency to understand what needs to be done to enhance the security of the residents.
- Strengthen security arrangements around the complex.
- Keep a rigorous check on incoming and outgoing visitors.
- Ensure that only residents' cars are parked in the complex.
- Ensure unauthorised visitors do not enter the premises.
- Ensure Access Control systems and BMS

systems are functioning properly.

- Register all security personnel, maids, drivers and other helpers with the local police station.
- Don't allow drivers/servants to stay in the complex beyond their working hours.
- Form a Neighbourhood Watch Body in each complex, who could act as informants of suspicious persons in the locality.
- Especially in public places:
  - ✓ The sensitivity of the electronic sensors/scanners should be increased to detect anything potentially dangerous.
  - ✓ There should be limited entry and exit points on each floor, to restrict unauthorised/unsupervised movement of people.

#### Anticipate emergencies

- Conduct a mock drill in buildings—in association with local authorities—so all parties/agencies involved are aware of what to do in case of an emergency.
- Also conduct regular evacuation/fire drills.
- Display emergency contact numbers at all strategic points. In fact, these should be given out to all citizens as a handbook/pamphlet.

#### Facilitate responsible citizenship

- Arrange for the voter ID card authorities to set up a camp in the building premises, so that un-registered voters can take the first step towards enlightened citizenship.

What the associations should do (Contd...)

- It is desirable that a cluster of building associations work together in designated areas as a Federation. This will assist greatly in building a common platform for airing grievances in a cohesive and collective manner; interacting with local Government and Police authorities and equipping member associations to maintain the necessary infrastructure to fight disasters.

What the media should do:

Give actionable guidelines. Promote positive thinking.

- Constant criticism is not an answer. A more positive approach, and appreciation when deserved, may motivate officials to work hard and achieve more.

Encourage awareness campaigns and activities

- Give discounts/rebates to any advertiser promoting social awareness/public service messages.
- Create understanding of, and interest in, the political process through a series of interviews/educational pieces about basic civics (the organisational structure from grassroot levels, how things work, how election campaigns are conducted, the various ministries).
- Most students despise civics as a subject because they are conditioned to believe that politics is a dirty profession to be in. Media must work hard to do away with that attitude and mindset by interviewing young and passionate politicians and reporting on their plans for the country, their message to the audience, etc.
- Like the awards held for corporates, have a neutral agency also giving out awards to the politicians based on the amount of visible work they have done in a year/the quantum of change they have been able to bring about in their department or area of functioning.

What the civic authorities and state government should do:

Create better identity-verification systems

- Keep tighter tabs on the activities of non-resident Indians.
- Make voter ID cards compulsory.
- Introduce a compulsory formal identification card based on locality. This will enable a comprehensive residents' database, by area/suburb/district/city/state.
- Establish a system by which landlords have to provide clear details of their tenants' backgrounds. (Terror operatives often rent houses in or around the area they want to target. Since owners are reluctant to rent to newcomers, terrorists use local contacts as fronts.)

“Eternal vigilance is the price of Liberty”

—John Philpot Curran

(Compiled from contributions by Balaram Menon, Bhavna Purandare, P.V. Maiya, Narayanan C. Chidambaran, Romi, Roshin Mathew, Shan Re, Shyam Bala, Suresh Shankar and K. Thangaraj)

For full text of responses, please visit [brigadegroup.com](http://brigadegroup.com)

Road to airport gets better

BBMP and the National Highways Authority of India have come up with projects for an easy drive to the international airport.

- Work has begun on the underpass at Sanjaynagar junction on the left side. The pedestrian subway at CBI junction is underway.
- NHAI has come out with proposals for a 4-km elevated highway from Hebbal to the start of the Yelahanka bypass.
- There will be two flyovers at the start of the Yelahanka bypass and at

Vidyanagar. Also, there will be 4 underpasses. A wide service road will be provided on both sides from Hebbal. The entire stretch will be signal-free.

- NHAI Proposes to take up widening of the Hebbal flyover from 2-lanes to 3-lanes on both sides.

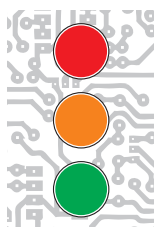


Hebbal Flyover

Intelligent signals reduce congestion

The Bangalore City Traffic Police will introduce a vehicle actuation system and centrally controlled signals.

The city has 500 main junctions and 40,000 junctions totally, including crossroads. Presently, 256 signals have already come up in the city, and there will be another 150 signals by the end of this



year. From January, all signal lights will be centrally controlled from the Traffic Management Centre. CCTV cameras will be installed in phases. In each phase, 40 junctions will be taken up. The second phase is almost complete with 80 signals also having CCTV cameras. The third phase will begin next month.

New Self Assessment Scheme of Property Tax

- Property tax shall be paid in 2 equal instalments (before 30th May and by 29th November). Or in one instalment.
- The property tax shall be liable for revision once in 3 years by enhancing 15% from 2008-09.
- Valuation under the new SAS has been revised by 20% compared to previous rates.



The new SAS of property tax, has been promulgated as ordinance and comes into effect from 28/10/2008. The SAS has replaced Capital Value System (CVS). This is envisaged to bring uniformity in tax administration.

- The property tax shall be levied by BBMP at not less than 20% and not more than 25% of the taxable annual value of a building, vacant land or both. This value shall be calculated by multiplying the corresponding

“Unit Area Value” with the total built-up area for 10 months, minus depreciation at a rate depending on the age of a building.

“Unit Area Value” is an average rate of expected returns from the property per sq.ft., per month determined by the Commissioner, on the basis of the average market rate determined through mass appraisal method of real estate market.

- The BBMP may levy and collect the property tax from all buildings, vacant land or both (including a building constructed in violation of the provisions of building byelaw or in any unauthorized layout or in a revenue land or from a building occupied without issuance of occupancy or completion certificate) except the building constructed illegally in Government land, local body or any statutory body.
- The property tax payable shall be reduced by 50% in respect of a self-occupied building used for residential purpose and of self-occupied non-residential building as notified by the State Government on the recommendation of the BBMP.

LOAN SCHEMES

HOUSING

Indicative Equated Monthly Installment for every Rs 1 lakh of loan\*

Period up to (in years)	5	10	15	20
Floating Rate of Interest	10%	10.25%	10.25%	10.5%
EMI	2125	1336	1090	999
Fixed Rate of Interest	11%	11.25%	11.5%	-
EMI	2175	1392	1169	-

\* 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 Rs 30 to 50 lakhs • Precession fee will be 0.35% to 0.5% of loan amount + 5% service tax + Education Cess • Interest rates are subject to change  
Source: Bank of Baroda

*Launching soon*

## Mercure Homestead Residences @ Koramangala



In collaboration with Accor, the French Hospitality giant, Brigade Hospitality will soon be launching Bangalore's first-ever co-branded serviced residences project.

- Located in the up-market area of Koramangala, within 5 km distance from major businesses and IT parks. Close to the city centre.
- 126 spacious, well equipped apartments.
- First class amenities including Wi-Fi Internet, restaurants, a gym, pool and spa with treatment rooms. Ideal for mid to long stays and perfectly placed for business and leisure.
- Speciality all-day dining restaurant called '12th Main' that will showcase Mediterranean, Asian and regional cuisines and will emphasise freshness and unique creative plate presentations.

For more details about Mercure Homestead Residences, please visit: [mercurehomestead.com](http://mercurehomestead.com)



## Guest Comments

"We engaged the venue for my daughter's wedding. I must commend Brigade Hospitality for the very contemporary and world-class facility. The rooms compare well with 5-star hotels.

The ambience is excellent and all our guests spoke appreciatively of the facility. Many were not aware of the existence of such a facility.

The assistance provided by the management and the staff is indeed commendable."

—Guest, MLR Convention Centre

"Our stay at Brigade Homestead was very pleasant and comfortable. We returned to Sweden with great satisfaction. I strongly believe that this cannot be just a happening. It requires good management and dedicated efforts.

What impressed us most was the service-mindedness of your personnel. They were always there ready to help us.

We also got excellent help from the marketing team in making the reservations and planning our stay."

—Guest, Brigade Homestead

# Celebrate!

with Brigade Hospitality

In Bangalore, we bring you two lovely locations with multiple venues.

### MLR Convention Centre:

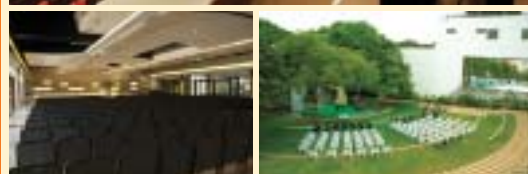
- Banquet Hall • Buffet Hall
- Auditorium • State-of-the-art kitchen
- Guest rooms and suites

### The Woodrose Club:

- The Blue Room • Open-air stage
- Terraced courtyard • Guest rooms

We also offer a variety of related services—everything from bridal make-up at our beauty salon and relaxing treatments at our spa to a complete wedding planning package.

Ph: +91-80-4199 5900/5999 sms: Brigade MLR to 56767  
enquiries@woodroseclub.com woodroseclub.com



## Children's Day @ The Woodrose



Children's Day was celebrated with a puppet show, games and yummy food. Thoroughly enjoyed by all, this event was

made really special by the wonderful gesture of sharing gifts with under-privileged children. The warmth and affection was indeed noteworthy.

The Woodrose team is proud to note the generosity shown by all, displayed not only in sharing gifts, but also in making our special guests feel cared for!

## Inter-school quiz competition at MLR Convention Centre

In 2007, Brigade Hospitality initiated an Inter-School Quiz Competition. The award, a rolling trophy,



The committee with the participants from The Brigade School.

was won by The Brigade School last year. This year, of the 5 teams, the Delhi Public School, Koramangala, came out victorious. Other schools that participated in this event were The Brigade School, Jyoti Kendriya Vidyalaya and the National Public School.

Our sincere thanks to Mrs Jyoti Venkatesh, Mrs Veena Bhat and Mrs Anjali Ramanna for their tireless efforts to make this event a grand success.

Brigade Hospitality congratulates the winners and thanks all the participating schools for their support and enthusiasm.

## Augusta Club celebrates Onam!



First prize winning rangoli

Onam was celebrated at Augusta Club, with a rangoli competition organised on 10 September. Enthusiastic participants

carefully arranged delicate, colourful petals, magically transforming them into beautiful intricate designs. The judges had a hard time choosing the best of the lot! Brigade Hospitality congratulates the winners.

—Team Brigade Hospitality

Happy New Year 2009!

[brigadehospitality.com](http://brigadehospitality.com)

## The Brigade International School Near Metropolis



The Brigade Foundation announces the opening of The Brigade International School, for the academic year 2009-10. Located at Mahadevapura, Whitefield Road, near Brigade Metropolis, the school will open with classes extending from Nursery to Standard 7. The School will offer a choice of the International General Certificate of Secondary Education (IGCSE) or the Indian Certificate of Secondary Education (ICSE) programmes.

The non-residential, co-educational school will offer the academic environment and infrastructure needed to ensure that student life is a truly international experience.

### New offices for the Brigade Foundation

The Brigade Foundation moved to its new offices at 34, Cunningham Road on 17 November. These premises will also house KNIB (Knowledge & Information Bank)—the Foundation's Resource Centre and the central repository of its education-related resources and information.

### Eco-pond at Brigade School



Students of The Brigade School have built an eco-pond within their school campus. They were ably guided through this project by Prakash Alvares. The completed pond is now home to many aquatic plants and fish.

After five weeks of digging, discovering and getting dirty, the students described the experience as "beautiful". They felt it was a great way to learn many things through a single project—mathematical concepts, biology, ecological and environment concerns, marine life and also the importance of hard work and team spirit.

Principal Meera Rao believes that this hands-on method of teaching is enriching for students. Some other environment-friendly activities taken up by the school include a functional vegetable patch, compost pit and a kitchen waste pit.

—Source: Bangalore Mirror, 20 November '08

## Announcing the opening of



THE BRIGADE  
INTERNATIONAL  
SCHOOL

Near METROPOLIS

2009-10

IGCSE/ICSE | Nursery to Std 7

For complete information, please visit

**brigadeschools.org**

## An Annual Day to remember...

The Primary Annual Day was celebrated on 26 and 27 November, with a theme to showcase the various facets and colours of the state of Delhi. The choir opened the evening with *Swagatham*, *Shubha Swagatham*, the anthem of the 1982 Asiad held in Delhi. The evening progressed with a variety of entertaining and colourful displays including a representation of the Republic Day parade. Students showcased the armed forces and distinct cultures of the states of India, in a mélange of dance and music. Thereafter, students of Standards 4 and 5 presented Rudyard Kipling's *Jungle Book*, transporting the audience back to the jungles where Mowgli, Baloo and Bagheera roamed. The spectacular evening ended with a participation of a total of 450 students!



Bamboo dance of Nagaland.

### The senior school showcases their talent

Reputed film maker Padmashri M.S. Sathyu graced the High School Annual Day as Chief Guest. The cultural programme began with an invocation dance *Vishwa Vinayaka*, followed by a rendition of *Krishna Nee Begane Baaro* and *You Raise Me Up*, by the choir. Students of Standard 12 then presented a visual collage of different figures from history, including Bahadur Shah Zafar, Shah Jahan, Noor Jahan, Indira Gandhi, Bheeshma Pitamah and Lord Mountbatten, as they would be if guided by typical Delhi youth. Standards 9, 10 and 11 presented a skit on Mohd. Bin Tughlaq, bringing to life the grandeur of the Mughal era, Tughlaq's foresight, and Qawwali and Kathak—art forms that developed through the Sufi movements.

A Carnatic musical rendition followed, transporting the audience to the epic city of Hastinapur. A demonstration of the *Mahabharath* was performed in Sanskrit by Stds 8 and 9. The high school Annual Day ended with a segment on the great Mughal Emperor, Akbar.



M.S. Sathyu gives away the Best Student Award (Art & Performing Art) to Apoorva of Std IV. She won competing with much older students.

A scene from Mahabharath.



### SPORTS MEET—2008

Ms Githa Shankar and Mr Cherian  
at the Sports Day

Sports Day drill



2001

- US interest rates rise.
- Housing market begins to suffer.

to

2002

- To counter recession, US government lowers interest rate 11 times.
- House buying on the rise.
- Demand pushes prices up.

2004

**House-buying peaks**

- Freddie Mac and Fannie Mae, large corporations dealing in the secondary mortgage market, go overboard in buying subprime-loan-backed mortgages.
- Net capital rule for investment banks suspended.

**House prices peak and start falling**

2006

to

2007

**Subprime Mortgage Crisis:**

- Housing loans given without down payments to borrowers with no capacity to pay.
- Borrowers intend to refinance when terms are favourable.

- Defaults increase.
- Banks repossess homes at lower prices.

- Rise in interest rates.
- Drop in house prices.
- Refinancing not possible.

Debt products built on mortgages become worthless.

\$1.4 trillion world-wide losses on debts originating in the USA.

2008

**Independent investment banks go down:**

- Lehman Brothers collapses.
- Bear Stearns and Merrill Lynch taken over by commercial banks.
- Goldman Sachs and Morgan Stanley convert to commercial banks (subject to greater regulation).
- Collapse of Financial Derivatives market.

- Stocks of Freddie Mac and Fannie Mae become almost worthless.
- The two are taken under US government conservatorship.

In less than a month, US government expanded its gross liabilities by more than \$1 trillion—almost twice the cost of the Iraq war.

A full-blown economic crisis affects the USA and most of the world.

**World-wide recession?**

Global recession is when global growth rate moves below 3%. Presently it is 4%. In a country, it is defined as 2 successive quarterly declines of GDP (developed economies are supposed to be moving into recession).

- Flight of foreign capital from India.
- Stockmarket crashes.
- Currency value goes down.

- Investors shift their funds into commodities like food and raw materials.

- World food crisis.
- Oil price increase.

- Declining household wealth.
- Reduced consumption.

- Unemployment at its worst in 34 years in the US.

“...But it could instead be that the patient is suffering from a decade of serious (self) abuse... and that it has not only taken a catastrophic toll but also left him open to opportunistic infections of every kind. In other words, a buildup of micro problems has led to a macro problem, and no cure is possible without addressing the underlying issues. The American economy today is a patient of [that] kind.”

—Joseph Stiglitz,  
Nobel prize-winning economist

“The housing bubble was merely the trigger that detonated a much larger bubble. That super-bubble, created by the ever-increasing use of credit and debt leverage, combined with the conviction that markets are self-correcting, took more than 25 years to grow.”

—George Soros,  
Investor, philanthropist and political activist

“The reality is that the economic crisis we face is no longer just an American crisis, it is a global crisis—and we will need to reach out to countries around the world to craft a global response.”

—Barack Obama, US President-elect

“India is weathering the crisis better than most.”

—The Economist

“Global recession's impact on our economy has been muted as economic growth in India has been driven by domestic demand.”

—P. Chidambaram,  
Former Union Finance Minister, India



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# BRIGADE INSIGHT

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@ Brigade Metropolis, Mahadevapura, Whitefield Rd

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#### Mall

@ Brigade Metropolis, Bangalore

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#### Large Format Stores

@ Hunsur Road, Mysore

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**Brigade Metropolis**, Whitefield Road  
40-acre integrated enclave  
with landscaping around the  
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1290 sft to 1960 sft



**Brigade Gateway**, Malleswaram-Rajajinagar  
40-acre lifestyle enclave with a host  
of facilities, all within walking distance.  
2-, 3- and 4-bedroom apartments  
1310 sft to 3310 sft



ARTIST'S IMPRESSION  
OF BRIGADE ODYSSEY

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**Brigade Lakeview**, BTM Layout  
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### LAUNCHED



**Brigade Horizon**  
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