

BRIGADE INSIGHT

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THE NEWSLETTER OF THE BRIGADE GROUP

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For private circulation only

Festivals' greetings from all of us at Brigade

Brigade bags Bangalore Urban at KPL Auction



At an exciting closed-bid franchise auction at the Chinnaswamy Stadium on 5 August, Brigade Group walked away with the most sought-after franchise: Bangalore Urban. Brigade's winning bid of Rs 7.2 crore (for a five-year period) was described as "leaving the field behind". At the subsequent players' auction on 14 August, Brigade went on to sign up India's one-day player Robin Uthappa, the costliest player of the tournament. Reflecting the spirit and drive of the game, the city and Brigade Group, the team has been named **Bangalore Brigadiers**.

"Cricket has been an extension of our interests. Over the past few years, the group has sponsored golf tournaments in the State," said Arun Kumar, CEO, Bangalore Brigadiers. Besides promoting cricket, he added, the association would result in "a good brand recall value" for Brigade.



KSCA President Srikantadatta Wodeyar presents the team ownership documents to Arun Kumar and Anil Thomas of Brigade Group who bagged the Bangalore Urban franchise in KPL. KSCA Secretary Brijesh Patel looks on.

Karnataka Premier League (KPL), which is promoted by the Karnataka State Cricket Association (KSCA), will be held in Bangalore and Mysore between 9-23 September, with eight teams taking part in the tournament.

Incidentally, the franchise auction saw 22 bidders vie for eight teams in a lengthy bid process that involved both a technical and financial round. The zones that won the right to be represented in the inaugural tournament were Bangalore Urban, Belgaum, Gulbarga, Hubli-Dharwad, Mangalore, Mysore, Shimoga and Bangalore Rural. Speaking at a press conference after the bidding, KSCA Secretary Brijesh Patel said, "We have a good group of people on board and we can now work together to develop the game in all parts of the state."

Become a fan of the Bangalore Brigadiers on [facebook](#)

For more, visit: [BangaloreBrigadiers.com](#)

Brigade Group in India's 'Top Ten Builders' for the third consecutive year



Pratap V. Padode, Editor-in-Chief, Construction World; Sougata Roy, Union Minister of State for Urban Development; M.R. Jaishankar, CMD, Brigade Group; Richard Marshall, Director of Urban Design, Woods Bagot; and Atul Tandon, Chairman, ASAPP Media.

Brigade Group was voted one of the top ten builders in the country in a survey conducted by Construction World, India's largest selling magazine in the construction sector. This is the third time in a row that Brigade Group has received this award.

The national survey was conducted, over a four-month period, amongst a handpicked audience of professionals from the industry. They shortlisted 17 finalists based on criteria that included: **best business practices, quality, brand/image, size, quality of construction, innovative product offerings, social obligations, goodwill and use of technology.** Performance during these difficult economic conditions was also a criterion for the vote.

The results were placed before an eminent panel—comprising respected names from the finance and banking sectors, developers, architects, consultants and manufacturers—who made the final selection.

★ You could be this year's...

Are you between 16 to 28 years, with a significant achievement to your credit? Or do you know such a person? Brigade Group and Rotary Bangalore Midtown would like to appreciate and encourage young people who have made significant achievements in different areas of endeavour. Which is why we instituted the Young Achiever Award in 2006. The award carries a cash prize of Rs 100,000, plus a trophy and citation. We welcome both individual and team (4 members or less) entries.



Last date for entries: **Saturday, 12 September**

To know more: [youngachiever.in](#)

A few thoughts...

THE good news is that economies world over—and India in particular—have started showing signs of improvement across many sectors. The credit should definitely go to US President Barak Obama and his team, and to his peers in other western economies, for taking quick policy initiatives and for pumping huge amounts of money into the system to prevent another great depression.

As regards India, a stable government at the centre, beating the prediction of all psephologists, did the trick. The mood and confidence of both the general public and businessmen changed dramatically overnight. Any amount of appreciation of the collective wisdom of the Indian electorate is insufficient. They have shown maturity of the highest order in their thinking. The Congress government at the centre has received the opportunity of their lifetime to show they mean business and to fulfill the dreams of the common man to get basic necessities in life. If they are sincere and result-oriented, they are bound to get re-elected for the second term. If they are not, the Indian electorate knows how to show them the door.

The 'barometer of mood in the country', Sensex, has gone up 100% from its lowest, a few

months back. Whether it is due to exuberance or merit will be known in the next few months. One of the reasons for this is a lot of FII money chasing Indian stocks. However, the worrying factor is the impending drought in many parts of the country, affecting the lives of more than 50% of the population. In spite of this, our policy makers expect to have a decent 6-7% GDP growth in 2009-10. It is probably because about 50% of GDP is contributed by the service sector, which is fairly healthy.

Residential real estate across the country is looking up quite a bit. The time for fence sitters is over. It is now or never for them. We have reported a 200% jump in apartment bookings in the April-June '09 quarter compared to Oct-Dec '08. But office and retail business is yet to improve substantially, although enquiries are much better, showing positive signs of a turn around soon.

Banks, particularly PSU banks with their huge liquidity, have brought down the home loan rates to a reasonable level, which has helped in improving the demand for real estate. The Central Government has done its bit and has given further incentives to affordable (budget) apartment buyers, which seems to be the flavour of the season. We are also joining the

bandwagon by planning Affordable Housing projects in Bangalore South, Bangalore North and Mysore. I wonder when the 'problems of plenty' (in affordable housing) will hit the developers. But with a shortage of 20 million homes in the country, the bottom of the pyramid should offer enough opportunities to developers.

Our eminent independent director and space scientist, Dr Kasturirangan, resigned from the Board in July '09, consequent to his appointment as full-time member of the National Planning Commission by the Prime Minister. In his place, we are delighted to have the well-known academician, Dr K.R.S. Murthy, former Director of IIM, Bangalore.

It is a great feeling to record that the first phase of our large integrated enclave, Brigade Metropolis, is completed. Now that four blocks are ready, the other eight blocks and the commercial buildings should follow suit. I thank all our customers for reposing their faith in us.

Wishing all the readers a Happy Eid, a Happy Dusshera and a wonderful Diwali.

—M.R. Jaishankar, CMD



Brigade showcased its entire panorama of ongoing and upcoming projects at an 'exclusively Brigade Group' event at The Lalit Ashok, Bangalore, on 4 and 5 July. Teams were assigned for each project across all domains—residential, commercial, retail, hospitality, schools and allied services. This

is the first time Brigade has organised an exclusive, all-project event of this nature and scope. The Brigade Showcase drew a large number of seriously interested visitors.



Chief Guest C.G. Pinto, GM, Corporation Bank, inaugurated The Brigade Showcase.

14th Annual General Meeting



The 14th AGM was held on Thursday, 30 July 2009, 4 p.m., at the MLR Convention Centre, J.P. Nagar, Bangalore. The share-holders of the company approved a dividend of 12% for the financial year 2008-09.

Brigade participates in CREDAI Realty Expo, 15 and 16 August @ The Lalit Ashok, Bangalore



Visitors at the Brigade stall.

For a feel of the tee...



From L to R: Indur Hirani, Andrew Hendrian, M.R. Jaishankar and Rishi Narain.

Brigade Group, in association with the Leela Palace, Bangalore, presented an exclusive evening of golf at the hotel's Grand Ballroom on 18 July. The evening featured the British Open, brought alive on giant screens, and presented a golf simulator, which gave

guests a sense of the game through use of real clubs and golf balls. Beginners had an opportunity to learn putting within minutes from helpful instructors. A putting contest was conducted, with exciting prizes for winners. The event was followed by cocktails and dinner.

Felicitation at Arya Vysya Mandali

M.R. Jaishankar, CMD, Brigade Group, was felicitated at the celebrations of Shree Vasavi Jayanti and Kumbhabhisheka held in Chikmagalur town from 4 to 13 August. He was the Chief Guest at the function. The pontiff of the Shree Vasavi Peetha was present and gave his blessings.



My Realty exhibition @ Mysore



Brigade Group won the 'Best Stall' award at the My Realty exhibition, Mysore, organised by BAI and CREDAI Karnataka, from 23 to 25 May.

In search of Brigade's treasures...



M.R. Jaishankar flagging off the contest

July 11 saw enthusiastic Brigadiers racing across the city—and against time—as they took part in a mind-teasing Treasure Hunt. The event had several objectives: 13 checkpoints had to be identified; numerous items (a 10 paisa coin and franked envelope are just two examples) had to be collected; and some brain-tickling questions had to be answered.

The Treasure Hunt was flagged off by M.R. Jaishankar at an appropriate starting point: the organisation's corporate offices at Lavelle Road. In the course of the Treasure Hunt, the 23 participating teams covered an area of over 80 km in cars. In the process, not only did they get even better acquainted with Brigade projects, they also tasted the excitement of competition and the value of team spirit and work. A hard day's play ended with refreshing drinks and a delicious lunch at The Woodrose club. The efforts of Arun Kumar and his team at Tandem Allied Services—organisers of the Treasure Hunt—were much appreciated. It was unanimously decided the event would become an annual feature.



From L to R: Jagan Mohan, Manjunath, Mathew Abraham and Mohan Ram (the winning team).

Winners: Jagan Mohan, Mathew Abraham, Manjunath and Mohan Ram.
First Runners-up: Santosh Cyriac, Manisha Deb, Shanti Prakash and Sudheesh Nair. **Second Runners-up:** Anil Thomas, Rahul Lal Daswani and Raghu Nandan.

Brigade Fest 2009

A showcase of in-house talent



From L to R: P.V. Maiya with the Chief Guest, Subroto Bagchi; A scene from the Kannada play 'Bandavaalavillada Badaayi'.



A section of the audience enjoying the evening.

Weeks of excited planning and rehearsal culminated in an evening of benchmark-setting entertainment, as Brigade Group celebrated its Annual Day at the MLR Convention Centre on Saturday, 25 July. Chief Guest Subroto Bagchi, co-founder and Vice-Chairman of MindTree Ltd, gave an inspiring talk to the Brigadiers.

Enthusiasm, energy and talent underscored the evening. It was apparent that Brigade's performers were becoming more and more skilled and professional with each passing year. "It's getting so good, we can think of ticketed public performances soon!" a suitably wowed audience-member was heard to comment.

Variety was the order of the evening, which featured songs, dances and skits. There were also two plays: a Kannada play, *Bandavaalavillada Badaayi*, a satire by T.P. Kailasam and a dramatisation of *Magic Drums—A collection of Short Stories* by Sudha Murthy, produced in association with the well-known Bangalore Little Theatre group.



Top to bottom: A performance of the plays from Sudha Murthy's book, *Magic Drums—A collection of Short Stories*; The Brigade School teachers performing at the fest.

The entire programme had been lovingly and painstakingly choreographed to the last detail and ran right on schedule. The high levels of performances, professionalism and perfect planning were highly appreciated. The rich and rewarding evening ended with a palate-delighting dinner.

For more photographs, please visit our website: www.brigadegroup.com

Dr Kasturirangan invited to be NPC member

Brigade Group is proud to announce that Dr K. Kasturirangan, member of the Rajya Sabha, has been invited by Prime Minister Dr Manmohan Singh, to be a member of the National Planning Commission (NPC). Dr Kasturirangan has been a valued member of Brigade's Board of Directors, but has resigned consequent to his appointment to the NPC. Members of the NPC hold the rank of Minister of State in the Central Government. Incidentally, Dr Kasturirangan is the only non-economist in the NPC. The NPC has nine members, the Chairman being the Prime Minister himself and the Dy Chairman, Mr Montek Singh Ahluwalia.



My dream home!



30 March 2008—the day Mr Dileep gave us our dream home—is still fresh in our memories...and till date, in spite of certain delays, I do not regret investing in Brigade.

We're extremely happy at the way Mr Umashanker, Ms Harini and the rest of you co-operated during our house warming (Flat M 606 @ Brigade Gateway) on 24 August 2009. It was fantastic and I am proud to own a home from Brigade Group. In fact, I would like to place on record my special appreciation to Mr Umashanker who micromanaged our hospitality and safety issues, and ensured that everything was under control. We are truly impressed! Right from Mr Ajay (who operated the lift) to Ms Sudha and Ms Geetha, we felt a family-like bonding while conducting the pooja.

Thanks to one and all at Brigade!

—J. Sundharesan (resident of Brigade Gateway)

lenovo Golf Invitational Tournament 2009



L to R: George Santacrose, Madura Garments; M.R. Jaishankar, Brigade Group; Jawahar Gopal, Featherlite; and David, CISCO at the Lenovo Golf Invitational Tournament 2009.

ISO 9001:2008

Brigade has constantly upgraded its standards and scope of activities to have the widest coverage in the industry—from ISO 9001:1994 to ISO 9001:2008. Brigade is one of the first to be upgraded to 2008 criteria and to have the largest scope in the industry.



A LANDMARK THAT WILL TRANSFORM MYSORE CITY'S SKYLINE.

Centrally located in Mysore, with easy access to Bangalore-Mysore highway, the luxurious 2 and 3 bedroom apartments at Brigade Horizon fulfill your need for a modern home. Indulge in the various amenities that make your living experience richer.

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- Party Area • Indoor Games

Other projects—Last few units left!
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Brigade Citadel, Yadavagiri

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Phone: +91-821-425 2239 Prathibha: +91-98804 05252
SMS BRIGADE to 56767 www.brigadegroup.com



Two enclaves nearing completion...

Brigade Gateway Enclave

Malleswaram-Rajajinagar

Brigade Gateway enclave is taking shape well and we are gearing up for its completion.

Altair Premium Apartments @ Brigade Gateway



Brigade Metropolis Enclave

Whitefield Road, Mahadevapura

We are ready for the get-together to mark the completion of the 1st phase of Brigade Metropolis residential blocks, on 30 August.



C, D, E and F Blocks:
(Coventry, Dartmouth, Earl's Court and Finsbury) Completed.

B, G, I and J Blocks:
(Brixton, Greenwich, Inverness and Jackson) In an advanced stage of completion.

A and H Blocks:
(Acton and Hampstead) Nearing completion.

K and L Blocks:
(Kensington and Liverpool) Under construction.

Clubhouse: Under construction.

“Thanks to Manisha Deb and Brigade Metropolis team, we could take possession of our apartment for interiors.

The entire process of handing over was smooth, once started. As we stepped into our finished apartment we were truly impressed by the overall finish and it made us forget all the delays and long wait. We are looking forward to the day we would move in, as the enclave is slowly but surely coming up well with lots of amenities for Brigade Metropolitans.”

—Gopi, (resident of Brigade Metropolis)

For updated status information on both our enclaves, check our website from time to time: brigadegroup.com

FURNISHED LUXURY APARTMENTS @ BRIGADE GATEWAY



The Altair Wing offers fully-furnished 1, 2 and 3 bedroom homes that need no setting up, only need some settling in. With a home here, you are just a doorstep away from the best entertainment, fine dining, leisure retreats, new-age offices, a school and a state-of-the-art healthcare facility.

It's not just a home on offer here; it's a whole new way of life waiting for you. Call 4180 8800 for further details.

Features: • 1 b/r apts. - 590 sq.ft. • 2 b/r apts. - 1370 sq.ft. to 1470 sq.ft. • 3 b/r apts. - 1690 sq.ft. to 2420 sq.ft. • Orion Mall & Multiplex • North Star Office Tower • Columbia Asia Hospital • Sheraton Bangalore Hotel • Galaxy Club • The Brigade School • Man-made lake

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UPGRADE TO BRIGADE



Brigade Metropolis

WHITEFIELD ROAD



HOW ABOUT A 1BHK WITH A TENNIS COURT & POOL?

Presenting the Jackson Block at Brigade Metropolis, a 40 acre integrated enclave with landscaped expanses around its residential towers. Jackson Block offers you a choice of 1 and 2 bedroom apartments surrounded by all the luxuries of the integrated enclave. Interior and furnishing options available.

PRICES STARTING AT 25.52 LAKHS*

*Statutory & misc. expenses extra.

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Brigade Hospitality

We cater to your tastes...and taste-buds!



Kitchen at The Woodrose.



Augusta Café.

98804 05402 / tirthankar@woodroseclub.com or Priya Fernandes (12th Main) 9008761325 / 080-45121212 / h7155-gm1@accor.com

Brigade Hospitality is delighted to announce that we now offer outdoor catering services for functions right across the city. Our clubs—The Woodrose and Augusta—and our latest addition, 12th Main (an all-day restaurant at Mercure Homestead Residences) will offer a range of menus covering traditional, barbecue, tandoor or continental cuisines.

For details, please contact Tirthankar Banerjee (The Woodrose and Augusta Clubs)

Club Memberships



Brigade Hospitality offers memberships by invitation to its exclusive family clubs—The Woodrose and Augusta, both in J.P. Nagar. Our clubs combine the graciousness of a classic club with contemporary design and décor. These clubs offer a host of superlative sports, health and business facilities; formal and informal restaurants; guest rooms; landscaped gardens; and much more.

We also have two brand new clubs in our upcoming enclaves: Galaxy Club @ Brigade Gateway in Malleswaram-Rajajinagar and Regent Club @ Brigade Metropolis in Mahadevapura.

For details, please write to us at memberships@woodroseclub.com



Guest rooms at THE WOODROSE refurbished and refurnished

It's getting better and better... The guest rooms at The Woodrose—the exclusive club in the Brigade Millennium enclave managed by Brigade Hospitality—are being upgraded. New and improved features in all the 26 guest rooms include LCD TVs, mini-bars, premium bedding and contemporary décor and aesthetics.

For bookings,
please write to us at:
enquiry@woodroseclub.com
+91-80-4199 5999



Guest rooms at The Woodrose.

What our guests had to say

About Homestead:

"Their service-with-a-smile touches our hearts. We wish you and your staff members all the very best. Viva Brigade Homestead!"

About The Woodrose:

"Simply an awesome place to stay. The staff is very courteous! Keep it up."

About MLR-CC:

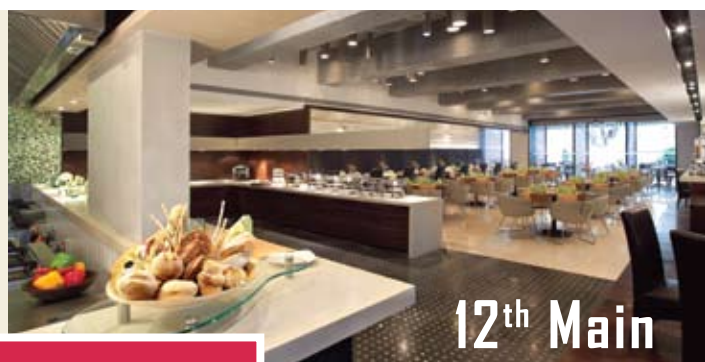
"Very co-operative, professional and courteous staff. The facilities and overall ambience is excellent. We had about 250 guests and not one of them had anything negative to say!"

Crowning the May Queen



Ms Manasa, Winner, Woodrose May Queen '09, with Manjari Bhatnagar.

The MLR Convention Centre, in the Brigade Millennium enclave, played host to the much-awaited May Queen pageant on 31 May. The well-choreographed programme culminated in the crowning of Ms Manasa as Woodrose May Queen '09. This annual event has become a regular part of Brigade Hospitality's social calendar and is jointly hosted by The Woodrose Club and MLR Convention Centre.



12th Main

Get a taste of French Chic, right here in Koramangala.

Whip up your appetite with a refreshing dip in the pool, then surrender to our Chef Gaurav as he whips up culinary delights at 12th Main, the multi-cuisine all-day Diner. Linger over an exotic Omelette, fall in love with a perfect Risotto or sample an authentic Greek Entrée.



Opening soon... By the Blue

By the Blue offers a rich and wide selection of North West Frontier, Awadhi Goan, Hyderabad and Mangalorean cuisine, emphasizing the diverse flavours in each of these cuisines.

The live Weber grills will create a personalized touch, where the food will be cooked as per the guest preference in front of you !!

Mercure

Welcome back! The academic year 2009-2010 began on 1 June, with eager, cheerful students streaming into school. The vibrance and vitality were palpable!

Co-curricular activities

- The Student Council 2009-10 was instated at an **Investiture Ceremony** on 31 March, in a solemn function presided over by Principal Ms Meera Rao. The newly appointed Council Members were sworn in by Ms Githa Shankar, Chairperson, Brigade Foundation.
- The third edition of our **school magazine**, *The Soaring Seagull*, was released on 31 March by Ms Githa Shankar.
- In celebration of **Environment Day** on 5 June, students of Std 9 presented a play on the ill-effects of pollution.
- The opening ceremony for the **Annual Intra-Mural Sports** was held on 12 June, after which the inaugural Intra-Mural match was played. Ms Githa Shankar declared the 3-month sport season open.



1) Investiture Ceremony – students' council for the academic year 2009–10. 2) Inaugural Intra-Mural Basketball match. 3) Environment Day – Special assembly programme.

A Special Assembly



Vayyasi Kavya of Std 12 speaks.

Ms Manorama Prasad (Team Leader, Upper Primary) spoke on the Spirit of Freedom—in our national language. "Freedom does not mean doing as one pleases. It means working towards the unity, sanctity and honour of one's nation. The need of the hour is to be open-minded and tolerant towards our fellow human beings", she said.

The school's very first annual intra-mural cultural competitions—for Stds 9 to 12—were inaugurated on the same day, with the Senior Cultural Club's Group Music Competition. Students of the four houses enthusiastically vied with each other on the theme of patriotism. The judges were Mr Ramesh B.N. (Team Leader—Primary, also a percussionist) and Mr Shreedhar A.R. (a senior teacher and singer in an orchestra).

The Prize Distribution ceremony of the Annual Athletic Meet (held on 3 July for students of Stds 1 to 3) was also conducted at the assembly. Ms Githa Shankar distributed prizes and medals to the very excited and exuberant winners.

The Brigade School @ Millennium held a very special assembly on 14 August, the eve of our 62nd Independence Day. Celebrating the spirit of sacrifice and patriotism, Vayyasi Kavya (Std 12) said, "Yesterday meant giving one's life for the country and today means realising the value of the freedom we enjoy, with responsibility".

100% first class results—again!

The young 'Brigadiers' have done it again! They brought home splendid results from the Std 10 and 12 exams, with both classes bagging 100% First Class results.

Std 12	No. of students appeared:	7
<i>School topper:</i>	• Distinction:	1
Arunabh Bhattacharjee (93%)	• First class:	6
Std 10	No. of students appeared:	43
<i>School toppers:</i>	• 90% and above:	14
Deepashree G. (96%)	• Between 80 and 90%:	18
R. Arjun Raj: (94%)	• Between 70 and 80%:	8
Shilpa Shenoy: (93.8%)	• Between 60 and 70%:	3

Our congratulations to all our students!

Achievements

Inter-school

Shreyas Acharya K.R. (Std 4B) won gold medals for the 50m and 200m races in the Under-9 category in the Sunfeast World Athletic Meet held in May.

Nikitha A.J. (Std 2B) won the first prize in the Junior Colour Belt in the Below-20kg category in the All India Invitational and Shitoryo Karate Championship held in Mysore, in June.

Intra-school



Deepak D. (Std 10): Best Student in Academics, 2008-09.

Flash @ brigade 2009

Excited and enthusiastic students—representing 12 schools and several colleges—participated in **Flash @ Brigade**, the inter-school fest conducted at The Brigade School @ Millennium on 31 July. The task of organising the fest—from designing the brochures to running the show—was done by the students themselves. Designer Mr Michael Foley was the Chief Guest. He gave an impressive talk on ideas that could make an impact, citing temporary shelter and lighting systems for rural areas as examples.



Christ Junior College performing in "Octave".



Cooking without fire.

The theme of the fest was 'virtual world'. "In the virtual world, one can do what they want... That's how we selected this theme", said the school captain Venkatesh Prathik. The 'virtual world' theme was the subject of the contemporary dance competition, with students imaginatively interpreting the concept on the dance floor.

Flash @ Brigade comprised about 16 events, all held on the school campus. While events like **Cerebral Combat** and **Brain Drain** exercised the brain cells, **Zapataedo** and **Octave** seemed to lift the audience into a rhythmic trance. **Cooking without fire** tapped the culinary talents of students and resulted in a variety of delicacies made with ingredients like Lays potato chips, Nutella, dates, bread and more. Masked cheerleaders, colourfully dressed, added even more zest to the fest.

2010—three Brigade schools to select from!

THREE
BY
2010!

- The Brigade School @ Millennium, J.P. Nagar
- The Brigade International School near Metropolis, Whitefield Road
- The Brigade School @ Gateway, Malleswaram-Rajajinagar

For more info, visit: brigadeschools.org

“For large comparable complexes in Bangalore, we are the single largest residential association, have our own website, forum, blogs...”



Brigade Gardenia enclave at J.P. Nagar.

Since when have you been the President of the association?

I was the President of the association during the adhoc phase from June 2006-July 2007 and then formally elected for the period July 2007-July 2009.

As President of this association of about 1,000 apartments, what is your typical work-day like?

I am professionally an astrophysicist working at the Indian Institute of Astrophysics. This being voluntary work, one needs discipline to devote time for such work. We are usually online 24x7 and manage to do most of our association tasks remotely. This, coupled with a few hours late at night with my managing committee mates and the dedicated staff that we have at our association office, makes the smooth functioning of the campus possible. Formal MC meetings, contractual/statutory work/signing documents, etc. are usually reserved for the weekends.

Mr Dipankar Banerjee

Founder President,
Brigade Gardenia Apartment
Owners' Association, Bangalore

*Mr Dipankar Banerjee in conversation with
Mathew Abraham of Brigade Group.*



What are the challenges one faces being in your position and how do you address them?

Administration of a campus as big as Brigade Gardenia is like running a medium-size enterprise. The credit should actually go to the amazing staff and the extremely qualified and dedicated managing committee members. Expertise drawn from various professions helps us in tiding over the challenges we face, whether it is administrative, technical, legal or contractual/statutory. Actual tasks apart, it is the man-management skills that are required all the time.

What changes have you brought about in the management of the association since you took over as the president?

We at Brigade Gardenia first mooted the idea of a single association

for the entire campus. This also resulted in huge challenges: merging of accounts, fixing maintenance charges, administration of plant and equipment in the campus, and of course, collection of maintenance charges from all the owners of Brigade Gardenia. Laying down the principles of administration and drawing up comprehensive by-laws, were some of our first challenges. Today, we can be justifiably proud of what the campus represents—as one of the most sought-after addresses in south Bangalore—and also of our financial health.

How different is the Brigade Gardenia Association from other residential associations? In what ways?

For large comparable complexes in Bangalore, we are the single largest residential association, have our own website, forum, blogs, newsletters and on-line service portal. More than anything else, the level of maintenance, transparency in operations, social and cultural initiatives, addition of facilities/infrastructure for the benefit of the members and the sheer camaraderie that all residents enjoy, is something that we see as a worthwhile example to our younger generation.

What kind of activities do you plan for the members of Brigade Gardenia, in a typical month/year?

We have a cultural and sports wing, which organises regular activities, apart from co-ordinating classes, camps, etc. Brigade Gardenia is a multi-cultural and multi-lingual society; it promotes and supports lots of different social and community activities. All national and regional festivals are celebrated with gusto, in addition to yearly events such as carnival, sports day, etc.

Tell us more about the pioneering software solutions that Brigade Gardenia uses to manage its day-to-day activities effectively and efficiently.

We have our own website: <http://www.brigadegardenia.org>* In consultation and collaboration with Onesolution, we are the first

association of India to provide web-based software solutions for the management of apartment complexes. The solution enables associations to manage their property efficiently and provides many online services to owners/tenants. All the data pertaining to

the operation/maintenance of the campus is available to the managing committee members on real-time basis, which makes everyone's life a lot simpler.

How do you describe Brigade Gardenia and your thoughts on Brigade Group?

Brigade Gardenia represents a vibrant and cohesive society in South Bangalore. Unlike other builders, Brigade Enterprises Limited has shown their interests in building other social structures including Schools, Convention Centre, etc. in the neighbourhood. These ventures help in binding the society together, apart from convenience. With Brigade Group, the residents' association continues to have a very friendly and cordial relationship and we must thank their senior management for that.

*DESIGNED BY www.onesolution.in



Brigade Odyssey

CENTRAL BANGALORE

A home in the heart of the city.

- Ready-to-occupy 3 b/r luxury apts.
- 2090 sq.ft. and 2200 sq.ft.
- Schools, malls, clubs & offices within reach

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Public transport is now so much better!



For as long as one can remember, Bangalore's bus services have been the subject of chronic complaints. But in a change that seems to have crept up on us—and been widely noticed, if not widely spoken about—public

transport in the city has become better and better. To the extent that many people are opting to leave their vehicles at home and...

... **just hop onto a bus:** Taking a bus has become a lot more comfortable. Not only are there more buses; there are different classes of buses (many of them air-conditioned). They offer user-friendly schedules and ply more routes, to the greater convenience of Bangalore's commuters.

The facts of the matter: The Bangalore Metropolitan Transport Corporation (BMT) currently operates over 5400 schedules and services more than 40 lakh passengers every day. In an initiative that will improve transport services to all commuters in the city, the BMT is expanding its existing fleet with the addition of 1,000 new buses this year. The new fleet, which would include 150 Volvo buses, will be in service by this December. Under the Atal Saarige meant for poor people, 25 buses more will also be added shortly.



"Traffic flow has improved"

People returning to Bangalore bring in a fresh perspective on the state of the city. A recent viewpoint, commonly voiced, is that despite the increase in vehicular traffic, flow seems smoother. Widening of roads—Race Course, Palace and Nrupatunga roads are just three examples—seems to be the main reasons for the happy improvement.

A uniquely Bangalore experience

What Bangalore has going for it—unlike any other city (in India or overseas) I know—is excellent walking weather round the year. Smart Bangaloreans make the most of it. So, where does one walk in Bangalore? I know of no other city in India (save parts of Delhi) where so many people can access a public park within walking distance of their homes. Most of the 400-plus BBMP parks and lakefronts, almost all of them lovingly maintained and beautifully laid out—hats off to the BBMP—come alive with walkers and joggers at 6 a.m. every day.

But, you don't have to walk only in the parks. To really get under the city's skin, hit the streets! Carry your camera if you have to, but leave your map at home. Go early in the morning, ideally pre-breakfast, with no expectations. Choose a neighbourhood you are not familiar with, and stay off the main roads. Set off from a known starting point and get to your destination by wandering around (or asking) till you find it.

—Excerpted from an article by Arun Pai (founder of Bangalore Walks), *Tol*, 25 July



FINANCE UPDATES

Jawaharlal Nehru National Urban Renewal Mission—a noble initiative

The Jawaharlal Nehru National Urban Renewal Mission (JNNURM) aims to create economically productive, efficient, equitable and responsive cities. In terms of the investment size, population coverage and the broad-spectrum reforms that it seeks to put in place, JNNURM is the single-largest Government initiative in the sphere of urban development.

Since inception, JNNURM has created a profound impact on urban landscapes nationwide through several reforms in infrastructure, urban services and governance. It has also augmented the revenue stream of municipalities to encourage the suppliers of capital to change their ways of financing urban infrastructure and basic services to urban poor.

JNNURM focuses on 65 cities through two components: Urban Infrastructure & Governance and Basic Services to the Urban Poor. Its objectives are: • Integrated and sustainable development of infrastructural services • Planned development of cities, urban spatial planning • Urban renewal (especially of old city centres) • Services for the urban poor.

The Government had committed to provide Rs 50,000 crore for JNNURM's investments over the seven-year period. In terms of physical and financial achievements, under Urban Infrastructure & Governance, the Mission has approved 463 projects amounting to Rs 49,743 crore, with an Additional Central Assistance commitment of Rs 23,543 crore, till June 2009. By the end of March '09, over Rs 9,100 crore worth of physical works have been implemented. Of 463, 32 projects have been completed and 68 are in advanced stages of implementation.

—Source: PIB, 12 August

The receding bottom line...



According to Forbes India magazine, the answer to queries about the current economic situation seems to lie 'beneath'. An article featured in its July issue figured

most of Alan Greenspan's (former Fed Chairman) assumptions on the world economy off target: the latest addition being underwear-sales forecast!

According to him, men consider underwear as utility; they were expected to make do with what they already had, during bleak times; for women, on the other hand, underwear is a 'feel-good' factor, urging them to hoard them up for (and during) tough times. Yet, in total contradiction to Greenspan's theory, even in the current buzz of 'green shoots', not only has there been a steady drop in sales of men's underwear since 2008, there's a 20% drop in women's underwear as well. Apparently, times are so bad, not even feel-good purchases are worth anymore!

Source: Forbes India Magazine, 17 July

HOUSING LOAN SCHEMES

Indicative Equated Monthly Instalment for every Rs 1 lakh of loan*

Loan Tenures	Interest Rates	EMI				
		5 years	10 years	15 years	20 years	25 years
1st year	8%	2028	1214	956	837	772
2nd and 3rd years	8.5%	2048	1238	984	867	805
For rest of the period						
Floating Interest	9%	2057	1257	1008	896	836
Fixed interest	10.5%	2088	1318	1084	984	933

* 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 50 lakhs

Source: SBI Housing Loan Schemes

Cricket is very much in the air among Brigadiers! Brigade Group has bought the highest valued Bangalore Urban T-20 cricket team (**Bangalore Brigadiers**) in the first-ever KPL league, to be played in September 2009. So we at Insight thought that a piece on the phenomenon of cricket would be timely!

“Cricket is an Indian game discovered accidentally by the English.”*

Ashis Nandy's famous statement is not to be taken literally. He is talking about the essential Indianness of the game. Well, why has cricket become such a big thing in our country? Just as there are millions of passionate cricket fans to whom cricket is almost a religion, there are critics of the game who question the kind of importance it is given by our society and media. Cricket's critics typically level certain charges against the game.

This article is an effort to find answers for these charges and understand if there is something inherent in the nature of cricket to have made it become what it is.

It's not our national game. Hockey is, but it gets no importance.

First of all, hockey is an English game from early 19th century that came to India in 1885. India won 6 gold medals in Olympic Hockey from 1928 to 1956 due to the wizardry of legendary players like Dhyan Chand, Balbir Singh and Leslie Claudius. As it was the only sport in which India became world beaters, this English game was adopted as our national game. But hockey has never been played in India at the grassroots level as widely by all classes of people as cricket, probably due to its expensive requirements of sticks, and a spacious, smooth and level field. Indian hockey's decline started in 1960, long before the advent of cricket as a media phenomenon and a national pastime.

Rather than this colonial game, our own native games should be encouraged.

Some of our nationalist-minded people want our native games like gilli-danda (or danda) to be given prominence. Maybe because of the simple and mostly passive nature of the game, lacking the dynamism and movement of cricket, it has failed to capture

the imagination of the people. Kabaddi and Kho-kho, not being bat-and-ball games, less intricate, and played in smaller arenas, have failed to come up fully, unfortunately. Cricket came to

India in 1721, 287 years ago, which should make it our 'native' game as well.

It hogs all the mind and media space. Other sports too should be encouraged.

All other games are for the relatively well-to-do, as compared to cricket which is accessible to the poorest of the poor—all you need is a broad wooden stick, a wall or stones or 3 sticks to serve as wickets, a rubber ball or an old tennis ball and a passageway or a narrow street or a patch of fallow land to play a fulfilling game. In the case of other games, you need courts, nets, fields of good quality, as the case may be.



What else makes cricket so fascinating? It is a bat-and-ball team sport and perhaps has the greatest multiplicity of variables. Tennis and badminton are individual sports, with a fewer set of variables than cricket. Football, volleyball and basketball are just ball team games and are played in a frenzy and continuously (except for half-time). Cricket is a ball-and-bat team game in which teams take turns to bat or bowl and field. With the play broken into innings and overs, cricket offers measured, organised movement and a rhythmic flow. In the other games, strategy is all formed before a game and maybe modified during half time. In cricket, every delivery, over, inning and match is based on strategy and tactics.

Cricket is perhaps the only game in which spectators and TV audiences are continually



discussing strategies throughout the game. This ability to engage the audiences deeply is one of the major reasons for cricket's phenomenal popularity. With a wealth of variables*, cricket is naturally known for its rich complexity and 'glorious uncertainties.'

Cricket is a lazy game, and requires no real sporting or athletic ability.

This impression is a hangover from the past when paunchy players lazily ambled around the field. Today, even at school and college

*Cricket's multiplicity of variables include the age and ageing of the ball, pitch condition and its changing nature, weather conditions which can affect swing, eleven players each per team with various specialisations, bowling and batting styles and techniques, the order of a batsman, and run rates affecting the players psychologically throughout, so on and so forth.

levels, the strength, fitness, flexibility and agility required of players can match that of any so-called energetic game. Expert TV coverage of the game has educated millions of youngsters about the techniques and fitness requirements. For example, the way a right-hand fielder should move towards the ball, bend, use the 'correct' hand to pick up the ball while on the run, swivel around and throw at a low trajectory accurately, all in one motion—involves sprinting ability, kinesthetic intelligence, strength, agility, flexibility and tremendous balance of a high order. Rigorous workouts are quite commonly gone through in almost all levels of the game, including in small village schools. In fact, a good football player may not automatically be able to bowl, bat, field or throw as well as a cricket player. His kinesthetic intelligence would have developed in a different way. Similarly, while baseball is played in an area of 120,000 sq ft, cricket's coverage is 207,000 sq ft.

Even in junior level of cricket, a batsman has to sometimes face the ball that's coming to him at 120-130 kmph. His hand-eye-feet coordination has to develop to a level to enable him to bat and score runs. Further, running between the wickets requires speed, flexibility, anticipation and spatial intelligence.

Of course, when a cricket side is batting, nine of the players are idle. But their minds are engaged with the game and a close study of bowling and fielding. (Even in football, about five players, including the goalkeeper, are relatively passive for a considerable part of the game. Only in basketball does every player actively be engaged all the time.)

To conclude, cricket is one of the very few fields where India is recognised as a major power. For all its maladies of low and high performance cycles, politicking, match-fixing and commercialisation, cricket is one of those rare domains where India and Indian cricketers are treated as world leaders. A Sachin is admired and respected like a hero by opponents around the world, who consider it a privilege to play against him. How many Indians have attained that kind of status in modern Indian history, across all domains?

"I don't care to belong to a club that accepts people like me as members", comedian Groucho Marx remarked famously. Could it be that many Indians, who carry the burden of a self-deprecating colonial complex, might be feeling that "if we are good in cricket, then the game must not be all that good"?

For a complete article, covering "It's played in just a few countries, and not a world game.", "Cricket is a media creation. There is too much hype and commercialisation.", "Mob mentality or wisdom of the masses?", "Test/ODI/T-20—which is better?" go to www.brigadegroup.com

Come, join the debate and post your comments on our website!

—An article by Team Insight

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