

# BRIGADE INSIGHT

BRIGADE GROUP CORPORATE HQ

For private circulation only

VOL. 13 NO. 3

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN DECEMBER '09

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## Launched

IN BANGALORE

### Brigade Rubix

HMT Township, IT/Corporate Offices

**Brigade Sonata**, Palace Rd  
Next to Mount Carmel College  
3-bedroom luxury apartments

IN MYSORE



**Brigade Vantage**, Vinobha Road  
Large Format Retail

**Brigade Sparkle**, J.P. Nagar  
2- and 3-bedroom apartments

### Brigade Showcase @ Mysore



At the inauguration: Mrs A.M. Prathibha and Mr M. R. Jaishankar of the Brigade Group; Mr Dinesh, Branch Manager, HDFC Bank; Mr Harsha, Marketing Officer, SBM; Mr Sandeep, Executive, HDFC Bank.

## Affordable housing with Brigade's quality standards

### BRIGADE VALUE HOMES

Brigade is happy to announce the launch of its new range of affordable value homes at Devanahalli, Kanakapura Road, Mysore Road and Whitefield-K.R. Puram—in short, in North, East, West and South Bangalore. An invitation to register for these value homes, from Nov. 20 to Dec. 6, received an overwhelming response.

Brigade Value Homes incorporate the concept of enclave living—which, incidentally, was pioneered in Bangalore by the Brigade Group. Apartments will range from 1-bedroom to 3-bedroom (500 sft to 1100 sft) and are expected to be in the price range of 10 lakh to 26 lakh (basic cost, exclusive of additional expenses). All projects will offer amenities like a swimming pool, gymnasium, landscaped outdoor areas, games rooms and security.

## Brigade Metropolis: Phase 1 completed



An inauguration ceremony on 30 August marked the successful completion of Phase 1 (comprising residential blocks C, D, E and F) of the Brigade Metropolis enclave on Whitefield Road.

## Opening in 2010: The Brigade School @ Gateway

The Brigade School @ Gateway will open in June 2010, with classes extending from Nursery to Std 5 (new standards will be added every year). The co-educational school offers the ICSE syllabus.

The school is located in the world-class Brigade Gateway enclave in the Malleswaram-Rajajinagar-Yeshwanthpur region, close to the heart of the city. The Brigade School will have a dedicated entrance from Malleswaram, as well as the Yeshwanthpur side.

For more details, turn to pg 7

## Estate South 2009

A conference on future directions  
for South India's real estate industry



From (L to R) Prakash Challa, Co-Chairman, Estate South 2009; Vikram Kapur, Member Secretary, CDMA; M. R. Jaishankar, Chairman, Estate South 2009; R. Sellamuthu, Additional Chief Secretary, DCP & D, Government of Tamil Nadu; and Kumar Gera, Chairman, CREDAI.

M.R. Jaishankar, CMD, Brigade Group, was the Chairman of *Estate South 2009*, a two-day conference conducted at the Taj Coromandel in Chennai on 14 and 15 Nov. The conference was organised by the *Confederation of Indian Industry (CII)* and conducted in association with the *Confederation of Real Estate Developers' Association of India (CREDAI)*.

The theme of the conference was *South India Real Estate—The Way Ahead*. Various issues affecting the industry as it emerged from a year of slow market conditions were discussed. These included spatial expansion of Tier 2 cities, extending the boundaries of metropolitan areas, inducting farmers as partners in proposed joint ventures, housing policy for low-cost homes, the creation of Special Residential Zones (SRZs) and the proposed real estate regulatory bill.

For more details, turn to pg 4

Brigade Group  
wishes you  
a happy

2010



## A few thoughts...

The most heartening and noticeable development in the last four months is the resilience of the Indian economy. When most of the world was suffering from the ill effects of their country in recession, India's GDP (along with that of its big brother, China) was quickly and comfortably gaining. A 7% + GDP growth in these difficult times is nothing short of a miracle. One is forced to wonder whether it is the same people and the same country whose 1-2% economic growth was dubbed as 'Hindu rate of growth' a couple of decades back. It only shows what wonders sound policies and unshackling of restrictive policies can make to the growth of a country on the rise!

It also shows what a few well meaning people can do for the good of a country—Prime Ministers Rajiv Gandhi, P.V. Narasimha Rao and Manmohan Singh; technocrats/bureaucrats like Sam Pitroda, Montek Singh Ahluwalia and a few others. May their tribe increase!

Acting as a dampener to the country's economic growth is the turmoil faced by two south Indian states—Karnataka and Andhra Pradesh.

The recent political tamasha is too much to bear and an opportunity lost for giving good governance to these two states known for their brain power.

The two weeks of KPL cricket extravaganza in September '09 were a welcome breather from the day-to-day tensions of business. Our young team of Bangalore Brigadiers did exceptionally well in the league format by topping the table. But they unfortunately missed entering the finals by a narrow margin. The Brigade Cup Golf Tournament sponsored by Brigade Group and held in the beautiful environs of Chikmagalur, has entered its fourth year...and gains more and more popularity by the year.

The Indian real estate business has bounced back from its most trying times. The residential sector has been the first to recover. With the US economy also beginning to look up, it is just a matter of time before the commercial office sector improves, which should then be followed by demand for retail space.

In the residential space, the new segment of 'Affordable Housing' is witnessing a lot of activity. Brigade Group's efforts to register prospective customers received an encouraging response. The threat could come from the herd mentality of Indian businessmen, thereby creating, once again, a problem of plenty.



In an otherwise buoyant outlook, there are a few dark clouds in the form of a rising inflation rate; rising budget deficit; real estate crisis in Dubai (why? greed, of course) and unexpected political developments. The government with a decent majority has the opportunity to present a path-breaking, growth-oriented budget in February 2010.

I hope they will not disappoint their citizens.

As we enter one more new year, the mood is definitely better than what it was last year. I am signing off by wishing all the readers Season's Greetings and Best Wishes for a Happy & Prosperous New Year.

—M.R. Jaishankar, CMD



Traditionally, our calendar themes have covered different aspects of Karnataka: its land, flora, fauna, arts and culture. Last year, we travelled beyond state borders with a calendar on "Twelve Great Cities of the World".

The subject for this year's calendar seemed to suggest itself. The countdown for the Commonwealth Games has begun; FIFA and the Olympics will follow. Different tournaments dominate the headlines.

Closer to home, we have made an entry into the 'professional league' with the acquisition of a state-level cricket team, appropriately named the *Bangalore Brigadiers*.

As we said, the choice seemed natural. This year's Brigade calendar—titled *Play the game!*—includes a selection of both team and individual sports; games played on boards, tables, courts, fields and pools, in India and abroad. We hope its graphic imagery will enliven your spirit (and table) everyday of the coming year.



## 23 soulful melodies

Our 23rd anniversary-special compilation

Continuing the annual tradition for the fourth year, Brigade has brought out a musical souvenir containing a collection of 23 memorable and vintage Hindi film songs.



## Brigade Millennium Elders' Forum Directory

The senior citizens who are residents of Brigade Millennium and Brigade Gardenia in J.P. Nagar celebrated the third Annual Day of their Forum recently. Millennium Elders' Forum is a voluntary organisation and functions in the style of *choupal* sessions and its motto is "share-and-care". Its members believe that "the empty nest is not an end but a beginning of new possibilities for everyone". One of the aims of Millennium Elders' Forum is to facilitate availability of senior citizen benefits and concessions to its members.

Mr S.K. Banerjee, IPS and DG Police (Retd), is the president of Millennium Elders' Forum management committee.



## Brigade Petunia Premium Residences

JAYANAGAR-BANASHANKARI  
Premium 3- & 4-BHK/Penthouses  
3150 sft to 4500 sft

Eight wings, just two residences to a floor. A combination of open spaces. Sit-outs leading into private gardens. Open-to-sky terraces. Duplex residences with large family rooms with terraces. Multi-level clubhouse. Swimming pool. Gym. Indoor games. Party hall. Terrace party area. Two to three car parks for each residence.

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## Documenting the Journey

**Starting point**

On 5 August 2009, Brigade Group won the most sought-after franchise in the Karnataka Premier League—the Bangalore Urban team. The winning bid was a sum of Rs 7.2 crore for a five-year period and the team was aptly named “Bangalore Brigadiers”—to capture the spirit and energy of the game, the city and Brigade Group.

At a players’ auction on 14 August, Brigade went on to build up a well-balanced team, combining young and upcoming cricket talent with experienced veterans of the game. (India one-day player Robin Uthappa was inducted; he became the costliest player of the tournament.)

**Next step**

At a grand launch event held at the Hotel Lalit Ashok on Sept. 3, the team, team logo, team colours and official website ([www.BangaloreBrigadiers.com](http://www.BangaloreBrigadiers.com)) were unveiled. The Chief Guest was Shri R. Ashok, Hon. Minister for Transport, Govt. of Karnataka, and the event



was presided over by Shri Goolihatti D. Shekar, Hon. Minister for Sports, Govt. of Karnataka. The specially invited audience included KSCA office bearers and many of Bangalore’s high-profile citizens.

**First stretch: Bangalore to Mysore**

The tournament was held in Bangalore and Mysore, between 9—23 Sept. and was telecast live on Kannada channel Udaya Varthegalu.

**The momentum builds up**

The KPL proved to be a major success among local audiences, who were treated to some high-quality cricket during the two weeks of the tournament. Bangalore Brigadiers, in particular, garnered a loyal and extensive fan base through the extensive and effective use of media, social networks, website engagements and promotional initiatives. Bangalore Brigadiers, being one of the more high-profile teams of the tournament, attracted key sponsors and partners. Our team was managed by GoSports—a professional sports management company.

Our main sponsors were Simplex, Sprite and Radio One.

**The journey ahead**

“The KPL has taken everyone by surprise, including its harshest critics, by being a very well-received property”, says Anil Thomas. “The Bangalore Brigadiers’ matches have been played in front of a 8,000-10,000 strong crowd every time. The game between our team and Bangalore Rural had a tremendous crowd!” And, as for future plans, he adds, “At this point, our only plan is to enjoy and leverage our newest investment”.

*We wish to thank all our fans and supporters.*

**A dream run—almost**

Bangalore Brigadiers played seven league matches, winning all but one, narrowly missing an entry into the finals.

Robin Uthappa was the highest scorer for the Brigadiers with an aggregate of 207 runs. N. Vinu Prasad was the highest wicket taker for the team with a total of 11 wickets (with a best performance of 4 wickets for 14 runs).

“Our team’s performance has brought to the fore many rising young stars like David Mathias, Steve Lazarus and captain Deepak Chougale.”

—Anil Thomas, Deputy CEO,  
Bangalore Brigadiers



## BRIGADE VALUE HOMES

**HERE'S A RANGE OF NO-COMPROMISE VALUE HOMES.**

If you've always dreamt of owning a home, it's time to stop dreaming! You can now own a Brigade Value Home, in different parts of Bangalore. These smart new-age homes will come to you with the assurance of Brigade quality.

They will be located at Devanahalli—North Bangalore; Kanakapura Road (near Art of Living)—South Bangalore; Mysore Road (near Kengeri)—West Bangalore and Whitefield-K.R. Puram—East Bangalore.

These will be perfect homes, in an ideal setting, with great amenities, at unbelievable prices!

**Amenities:** Swimming Pool, Club House with Gymnasium, Indoor Games Room, Party Area, Landscaped Garden, TV connection etc.

The initial registration process is now closed. If you are interested in Brigade Value Homes, please fill in your details on our website.



## Pavitra Chalam and Aaron D'Souza share Young Achiever 2009 award

At a function held on 23 Oct., at the MLR Convention Centre in J.P. Nagar, documentary film maker Pavitra Chalam and champion swimmer Aaron D'Souza were declared joint winners of the fourth Brigade Group and Rotary Bangalore Midtown Young Achiever award. Chief Guest Pankaj Advani (World Champion in Snooker and Billiards) and M.R. Jaishankar, CMD, Brigade Group, presented trophies and citations and a cheque of Rs 50,000 each to the joint-winners.

Special prizes were also awarded to: Ashwin Karthik, who has not let severe cerebral palsy limit his spirit or achievements; Ashwin's friend Bharat, whose involvement and sacrifices have made Ashwin's achievements possible; and Team Endeavour (Suresh Ugare, Sagar Karur, Sagar Medikere and Ajay Bhat) for developing an affordable training tool to treat gait disorders.



Addressing the gathering, M.R. Jaishankar expressed satisfaction at the success of the fourth year of the state-wide search for a Young Achiever. "The purpose behind the institution of this award is to identify inspiring personalities amongst the youth today, and to encourage their achievements. The applications received covered a wide and diverse variety of domains, making the selection process a challenging one"

Chief Guest Pankaj Advani, a Young Achiever himself, was full of praise for the winners, and stressed the importance of passion and perseverance in order to succeed in one's respective field.

For more on our winners, please visit [www.YoungAchiever.in](http://www.YoungAchiever.in)



Pavitra Chalam (documentary film maker) receives the Young Achiever Award 2009 from M.R. Jaishankar, CMD, Brigade Group. Chief Guest Pankaj Advani looks on.



Champion swimmer Aaron D'Souza receives the Young Achiever Award 2009 from M.R. Jaishankar. President Gopal Bhatia, Rotary Bangalore Midtown and Chief Guest Pankaj Advani are also seen.

“Yesterday's [Young Achiever Awards ceremony] was one of the most 'touching' and 'rewarding' 'Award Nights' I have experienced.”

—Mr Sujit Kumar Banerjee  
Director General of Police (Retd) living in Jacaranda Blk, Brigade Millennium.

Contd from pg1...

### Estate South 2009

Speakers included Kumar Gera, Chairman, CREDAI; Prakash Chella, Co-Chairman (President, CREDAI TN and CMD, SSPDL Developers); R. Sellamuthu, Devt Commissioner, Chennai Metropolitan Development Authority (CMDA) and Vikram Kapur, Member-Sect, (CMDA). In his speech, M.R. Jaishankar said, "Due to the global recession, the real estate industry went through a difficult phase in the last 12-15 months. However, it has started showing progress for the last three months of improved economic growth...and this is not an aberration."

### Images Retail Forum



The Brigade stall at Images Retail Forum, Hotel Renaissance, Mumbai (September 16 and 17).

BRIGADE  
**Sparkle**  
J.P. NAGAR, MYSORE



## Add sparkle to your life

**Presenting Brigade Sparkle.** A sparkling new beauty now planned to be added to Mysore's impressive landscape. Set in 3 acres of luscious landscapes, Brigade Sparkle will be developed with 60% open space and an emphasis on greenery. Located in J.P. Nagar, this sparkling 4 storey, residential apartment complex is very well connected to the city. Bask in the glimmer of a sparkling new way of life.

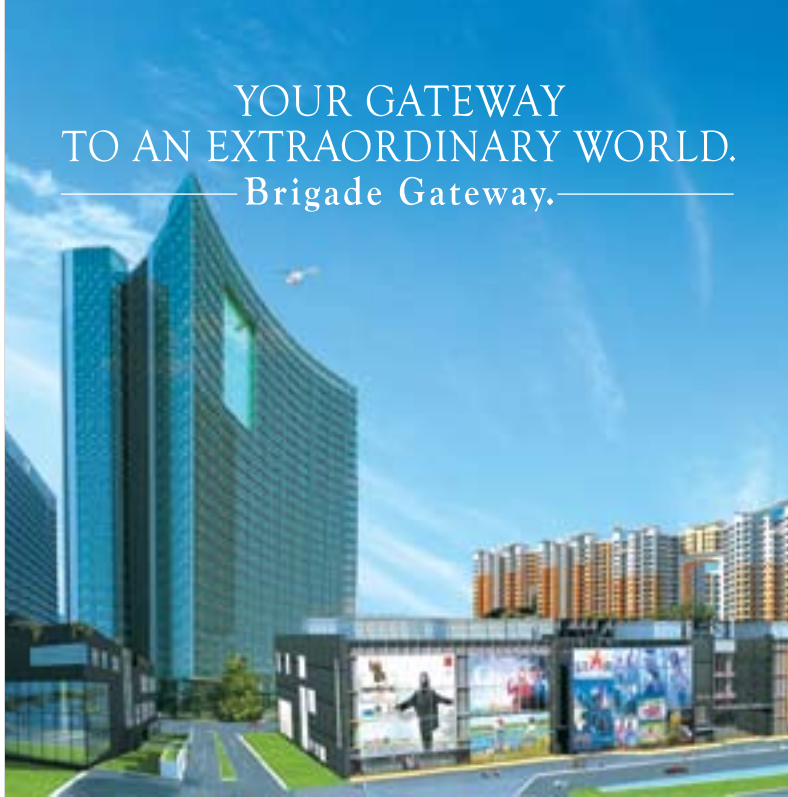
• 2 & 3 b/r apartments, with areas ranging from 860 sq.ft. to 1,290 sq.ft. • Clubhouse with Gym, Rooftop Swimming Pool, Children's Play Area & Multiple Party Areas • Breakfast Garden • The Night Garden • Little Wonders' Garden

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# TWO ENCLAVES NEARING COMPLETION...

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Brigade Gateway now offers luxury penthouses (2690 sq.ft. – 3350 sq.ft. + Terraces), fully and semi-furnished 1, 2 and 3 bedroom apartments (590, 1370, 1690 to 2420 sq.ft.) that are hassle-free and ideal for every Bangalorean's fast-paced lifestyle. These apartments are also best-suited for NRIs, and as corporate guesthouses. So, when are you booking your space in this extraordinary world?

**Limited number of unfurnished regular apts. available.**

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www.BrigadeGroup.com

UPGRADE TO BRIGADE

LIVE NEXT DOOR TO EVERYTHING.  
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Come home to a world where proximity is the new luxury. At Brigade Metropolis, located on Whitefield Road - the IT hub of Bangalore, all that you want is merely a step away from your luxurious home. You can unwind at the Regent Club, enjoy a game of tennis or basketball, take a dip in the pool, watch your kids play, or simply take a walk in the delightful gardens. The enclave is also in close proximity to The Brigade International School—a prestigious educational institute for your children.

Brigade Metropolis now offers fully and semi-furnished 1 and 2 bedroom apartments (800, 830 & 1290 sq.ft.) in the Jackson Block, ideal for new-age lifestyles, for NRIs and as corporate guesthouses. Unfurnished 3 bedroom apartments in the 'K' and 'L' Block are also now available. Go ahead, book your place in this self-contained enclave today.

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UPGRADE TO BRIGADE

*What our customers say...*

“I made the right decision six months back to buy an apartment at Brigade Metropolis. I am a delighted customer. We took possession of the apartment and performed the religious rituals. My well wishers complimented me on selection of the apartment/project.”

—Srinivas Raghavan  
Brixton Block, Brigade Metropolis





—by the Brigade Hospitality team

## Christmas cake-mixing ceremony at Mercure Homestead



The traditional Christmas cake-mixing ceremony made its debut at Mercure Homestead's new Indian restaurant *By the Blue*. This traditional event, which normally takes place a few weeks before Christmas, was ceremonially celebrated by us on 31 October. The cake-mixing ceremony was followed by a lovely high tea.

## New! Lounges at Brigade Homestead



In a constant endeavour to improve guest experience during a stay with us, we have recently refurbished our breakfast areas across locations and converted them into cozy lounges. With comfortable furnishing and great views of the neighbourhood, one can expect to find the much-needed peace and quiet. The lounge is ideal for small parties and business presentations with buffet dinner.

For reservations, please write to us at [info@homesteadbangalore.com](mailto:info@homesteadbangalore.com) or call 99723 05352.

## Night of the Stars at The Woodrose

Nothing brings people together like the New Year Eve celebrations! The countdown has begun and everyone has cocktails in hand ready to toast in the New Year! On this perfect occasion, let us help you choose the right party at the right place for the oldest and most awaited celebration! For tickets, call +91-80-4199 5999



## Musical evenings with Brigade Hospitality

We are happy to announce the introduction of regular musical evenings at The Woodrose Club and the MLR Convention Centre, in J.P. Nagar, starting in Jan 2010. For regular updates about such events and tickets, get in touch with us at +91-80-4018 2222/4199 5999.



## Now open... By the Blue

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

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

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Mercure Homestead Residences

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## Opening in 2010: The Brigade School @ Gateway

The third school to be established by Brigade Group's not-for-profit-trust—Brigade Foundation—The Brigade School @ Gateway offers excellent infrastructure and facilities, an outstanding academic environment and an enlightened approach to learning.

### Admissions open for 2010-11

Three Brigade schools to select from!

- 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: [www.BrigadeSchools.org](http://www.BrigadeSchools.org)



DECCAN  
HERALD

▶ The Brigade School's Jaya Nanthini J (right) en route to winning the 100m gold in the girls' under-12 category at the Deccan Athletic Club meet in December 2009.

Other results:

**U-12: 100m:** Jaya Nanthini J. (The Brigade School) 1; Gargi Shivaram (The Brigade School) 2.

**Long jump:** Gargi Shivaram (The Brigade School) 1.

**Shot put:** Jaya Nanthini J. (The Brigade School) 1.

## Activities & Achievements...apart from an excellent curriculum and 100% results every year

### ARTS AND PERFORMING ARTS

- The many activities of October and November culminated in a prize distribution ceremony on 13 Nov. This function also saw teachers showcasing their talents in a hilarious musical parody on 'Growing up in The Brigade School' and a percussion duet featuring Mr Ramesh and Mr Sunny Mohan.



Mrs Githa Shankar, Chairperson, Brigade Foundation, with children of Hoysala House (Best House in the Performing Arts) and Divya Sarangan (Std 4) and Sreenidhi Boopathi (Std 2), who shared the prize for Best Student in Arts and Performing Arts.

- The Kannada Department presented a musical drama—'Onake Obbavva'—on 26 Nov.
- At a cultural presentation for parents on 30 November, students enacted two scenes from the famous Shakespearean work, Julius Caesar, directed by Dr Zulfia Shaik of the Bangalore School of Speech and Drama. Music and dance performances added even more vitality to the show.



'Onake Obbavva' is the story about a heroic housewife who prevents Hyder Ali's army from entering the fort.

### SPORTS

#### ...at school

- A three-month marathon of intra-mural sports activities culminated in a three-day sports presentation (26-28 August) at Millennium Park. Prizes for individual and team events were distributed by Mrs Meera V. Rao, Principal, and Mrs Geetha Iyengar, Senior Co-ordinator. Results: Ganga House was declared the winner. Madhulika Chakravarthy (Std 11) won the *Sportsperson of the Year* award. The *Promising Sportsperson of the Year* award went to Shreyas Acharya (Std 4).
- The Pre-primary section had their sports presentation on 11 September, with activities that included a march past to the rhythm of Celtic music, drill and inter-class races.



Best House in Sports



School Band



Pre-primary Sports

#### ...and outside

- At the Inter-State Swimming Competitions for CBSE Schools on 19 Sept., Chirag Bipin Kundgol won two bronze medals
- At the Cathedral School-Sports Shop Competitions (18-20 Nov.), Chirag Bipin Kundgol won three gold medals, Kavya Tallapaka won two silver medals and Anisha G. Prabhu won a silver medal. The Relay Team—Chirag Bipin Kundgol, M.V. Kirthi Sanjay Swaroop, Manan J.P. and Bharath Kayyar—won the bronze medal.



Chirag B.K.

## Happy days at The Brigade International School, Whitefield Road



Celebrating Dussera, with songs and a lively Dandiya dance



Onam creativity—poo kollum



Patriotic spirit on 15 August



## Michael Foley and his 'magic' baton!

Images of President Prathibha Patil ceremonially receiving the baton of the 2010 Commonwealth Games from Queen Elizabeth were carried around the world. What few people may know is that the unique baton was designed in Bangalore—by a team led by Michael Foley of Foley Designs, an independent design studio specialising in industrial and graphic design.

Mathew Abraham and Mohan Ram of Brigade Group met Michael Foley on 11 Dec to find out more about the creation of this remarkable symbol of the Commonwealth Games...



Left to right: Mathew Abraham and Mohan Ram of Brigade Group in conversation with Michael Foley of Foley Designs.

### How did it all begin?

There was a bid in the papers for the creation of a baton. The bid was such that you had to create the baton concept to be representative of a symbol of India and then manufacture it. We also had to define our partners who would create the baton. So we tied up with two partners—Titan for manufacturing and Bharat Electronics Ltd for technology.

### How many countries would the baton travel to and when is it coming to India?

The baton would travel to 71 countries. It'll come to India in June 2010 and will be here till Oct. for the Commonwealth Games. It will be coming to Bangalore but they haven't detailed out the schedule for India as yet.

### What is the technology used in this baton?

The concept was for the baton to represent India and the material used had to be indigenous. India has so many cultures, architecture styles and art styles and we found that there is no one particular culture that represents India. We took soil from different parts of the country because it is the most base binding element and therefore it represents the whole diverse nature of India. I think the committee was really sold on the whole symbolic concept; the shape is very generic. We used laser technology to inscribe the Queen's message on the patras/petal. The 300-350 word message actually fits on the small leaf which is 3 cm by half a cm.

The baton has a very interesting technology. It has a microphone and camera embedded in it. What the baton does is, it allows the athlete who is holding it to record his voice through a microphone and also take pictures—which are relayed wirelessly on to the laptop which acts like a base station and is linked to the Commonwealth website [www.cwgdelhi2010.org](http://www.cwgdelhi2010.org). The whole baton lights up in the country colours that it is in. You can also message the baton from anywhere in the globe and your message is relayed on the website.

### Could you describe your meeting with the Queen?

Actually, I was part of the ceremony and in a sense you don't get a completely one on one meeting.

### Where do you think Indian design stands in the international arena?

I think our benchmarks are pretty much international. Its just that opportunities vary..... our opportunities are not as large. Many organizations still believe that international design holds more value. That's more inhibition of people and less on our capability.

### What is your biggest challenge as a designer?

People here don't understand product design... they always think it's fashion design... clothes, consumers have one picture of what designers are. One of

the challenges is to make people understand product design.

### Is there any assignment that stands out in terms of complexity?

I think the baton was the most complex, because we worked across companies and we managed to create not just a design but the end product. We have been hired to maintain the baton till it reaches the opening ceremony. So we are called once in a while if something needs to be done for correction in the software or updating it as it travels the globe.

### What is your opinion on building designs?

I think for public designs there is a lot of room for improvement. I wouldn't say we have done complete justice to public design in India. So if you are driving into any city and you see these small shops, there's no beauty to it. And that's the area that needs a lot of design, probably public design, and not just the facilities. I think we are very passionate about public design because most people believe design is in your house, your mantelpiece, your vase, your furniture—you step out of the house and see common property and common facilities, there's not much you can call in terms of design. So that's a big area with huge opportunity. I think it's largely untapped right now.

### Where do you get your inspiration from?

Nature.....There is a purity to everything that has been created. It's always an endless inspiration actually because you always try to create something, which is perfect; so I think that Nature becomes a strong inspiration.

### An authentic representation of old and new India

Foley wanted the baton to be representative of Indian design values, carry a tangible piece of India with it and incorporate modern technology. The baton lives up to the brief, as these baton facts show:

- Shape: Helical
- Composition: 18-carat gold and aluminium
- Height: 664 mm
- Weight: 1,900 grams
- Encloses soil from all Indian states
- Has gold leaf patras (leaf shapes) engraved on its body
- Bluetooth enabled
- Embedded GPS system
- Can light up in the flag colours of 71 countries through which it will transit
- Athletes carrying the baton can record sound, images and messages on it
- Will travel from Buckingham Palace to Delhi
- Carries the Queen's message



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## 'Big Circle' buses on Outer Ring Roads



As part of the BMC's 'Big Circle' initiative, about 200 new buses (similar to the Big 10 series and equipped with GPS systems) will soon replace buses currently plying on Outer Ring Roads. Apart from 'Big Circle', BMC's other brands include: Atal Sarige for the working class, plying between semi-urban areas and the city; over 100 Vayu Vajra Volvo buses, plying between various parts of the city and Bengaluru International Airport.

## Soon: GPS on Buses

The BMC hopes to introduce GPS (Global Positioning Systems) on its fleet soon. As a first step, a pilot project is being run by Keonics, in association with Siemens Information Systems, across 200 buses and 20 bus shelters.

A GPS hardware device, which comes with powerful receiver, speaker, memory chip, GSM phone and GPRS technology, will be set on the windshield of a bus. The nearest telecom tower will locate the GPS device (the location of the bus), record the time and other details and in turn beam the information to a data centre situated on the BMC office premises. The digital panel will flash route number, vehicle number, expected time of arrival, service type (ordinary or premium) and destination.

—TOI, 12 Nov.

## Brigade Regency residents show the way!

The residents of Brigade Regency in Malleswaram, under the leadership of Sandya Narayanan, have set up an 'Aerobic Digester'. Sahaas, an NGO, have provided the technical support. They have a waste management system running at 90% participation from the residents to deal with 90% of waste being generated. Wet waste is composted in-house; dry waste is sold to the recyclers (*raddivalas*) on a weekly basis and e-waste is being collected separately and given to recyclers.

'Brigade Regency' is now not only a swank address...it is also an eco address!

For full article, visit [www.BrigadeGroup.com](http://www.BrigadeGroup.com)

## Technology for a better life in Bangalore!

<http://spandana.kar.nic>

A new BBMP initiative: an online grievance cell that allows you to post complaints—written and photographic—that are forwarded to the concerned departments/executives for speedy action. The action being taken subsequently can also be tracked online. "The web interface will enable better administration as well as

citizen participation," says BBMP administrator K.M. Shivkumar.

Also in the offing: Katha online

- Birth and death certificates online
- Online building plan approval
- Citizen information and ATP kiosks
- Online trade license system
- Court case management system
- Market management
- Video conferencing

—TOI, 18 Nov.



## BBMP begins work on Rajajinagar corridor



With the aim of facilitating uninterrupted flow of traffic through the Rajajinagar corridor, the Bruhat Bangalore Mahanagara Palike (BBMP) has proposed to improve the status of six of the eight junctions between Yeshwanthpur and Okalipuram

Junction, along the Dr Rajkumar Road. The first phase would include the improvement of three junctions with underpasses at the Vivekananda College Junction, the Dr Rajkumar Road 10th Cross Junction and the Okalipuram Junction and the whole corridor, would cover 7.12 km and be completed in eight months at a cost of Rs 10.52 crore.

—The Hindu, 22 Oct.

## Wake up to climate change

*Excerpts from an interview (DNA, 12 Dec) with Dr T.V. Ramachandra, Energy and Wetlands Research Group Centre for Ecological Sciences, IISc.*

### Where does Bangalore stand?

Holistic planning is missing. We need to have an integrated planning system at disaggregated levels.

### Tackling climate change

The government should think of cutting down emissions and ensure that at least 33% green cover is maintained in the city...It should also encourage solar devices for water heating, lighting, etc...Lakes should not be encroached upon and the city's solid waste should

be converted into ethanol, biogas and electricity.

### Immediate steps required

The government should improve the public transport system, discourage private modes of transport through appropriate taxation and restrictions, wipe out corruption, encourage energy conservation techniques, focus on renewable sources of energy, recycle waste, ban mining in the Western Ghats and arrest deforestation...We need to adopt the Gandhian philosophy of achieving good governance by equipping local bodies to the fullest.

### TWO POSITIVE STEPS FORWARD

- Bangalore's first biogas power plant has been set up in K.R. Puram. The technology used for power generation is a first of its kind in India and will cost 4.5 crore. The 1.2 MW plant will require four tonnes of water hyacinth each day. The government will buy power from this plant.
- The KSRTC has plans to increase the number of biofuel powered buses.



Sankey Lake, Malleswaram, Bangalore [2009]

## 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	836	772
2nd and 3rd years	8.5%	2052	1240	985	863	805
For rest of the period						
Floating Interest	9%	2076	1267	1014	900	836
Fixed interest	11.75%	2212	1420	1184	1084	—

\* 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

**metro stations near Brigade projects**



The Government Soap Factory station (pic above) is just across the road from Brigade Gateway on the west. Another Metro station, being built at Puttenahalli, is less than a km from Brigade Millennium.



# New Year Day through the ages



"Each age has deemed  
the new born year,  
The fittest time for festal cheer."\*

Through the ages, New Year has been celebrated on different days and in different ways by people of different cultures. Today, most people celebrate New Year on 1 January, in accordance with the Gregorian calendar, which came into observance in 1582. It soon became the calendar followed by the west and, with the expansion of western culture to the rest of the world, it is the calendar followed by most of the world today. As a result, 1 January has become the universally accepted date of New Year.

## When did it begin?

The celebration of New Year is believed to date back 4000 years, to ancient Babylon. The Babylonian New Year was calculated based on the first sighting of the moon's crescent after the vernal equinox. Since the vernal equinox marked the first day of spring—a time of renewal and rebirth—this was the perfect time to declare the New Year.

## Julius, Janus and January

So when did the New Year shift from the springtime warmth of March to cold January? It is believed to have happened around 153 BC, when the Roman Senate chose 1st January as the start of the year.



This was firmly established in 47 BC, when the Roman Emperor Julius Caesar elected to follow the Julian calendar, which began on the first day of January. (Incidentally, January is named after Janus, the Roman god of doors and gates. He is portrayed as having two faces, one looking ahead and one behind. Caesar felt that the month naming after Janus would symbolise the "door" to the coming year.)

## Bringing in the New Year

History records that Caesar celebrated the first Julian calendar New Year by ordering the violent

routing of revolutionary Jewish forces in the Galilee. In later years, Roman pagans observed the New Year by engaging in drunken orgies—a ritual they believed constituted a personal re-enacting of the chaotic world that existed before the cosmos was ordered by the gods. (Traces of that spirit may be seen in modern celebrations too.) The defining factor of today's New Year celebrations may be hope, spirit and vitality, with celebrations that include public and private get-togethers and parties, fireworks, parades, cultural programmes and religious observances.

## Lunar, solar and other calendars

There are over forty calendars currently in use, and many less known ones with their own followers. India itself uses 30 different calendars (including *panchangams* or *panchangas*), based on different regional and religious factors. And, as the table indicates, New Year in India is celebrated on different days in different regions. For instance, the Gujarati community celebrates New Year the day after Deepavali; it marks the beginning of a new fiscal year.



Calendars are generally designed based on solar or lunar cycles, but can broadly be divided

into six types: purely lunar, purely solar, lunisolar, solilunar, solar-count lunar and a category that conforms to neither. Calendars may also be categorised by whether or not they use the time of astronomical events as a reference and, if so, whether those times are observed or calculated.

## New Year across different time zones

With the world being divided into invisible time zones, New Year 'travels' around the globe. The first time zone to usher in the New Year is just west of the International Date Line—at which time, zones to the east are 23 hours behind...in another day and year. The central Pacific Ocean island nation of Kiribati claims that its easternmost landmass, the uninhabited Caroline Island, is the first to welcome the New Year.



## A look at New Year in...

**Islamic countries:** The Islamic New Year occurs on the first day of Muharram, the first month in the Islamic calendar. Being a lunar calendar, days are considered to begin at sunset and months shift with respect to the seasons (each month beginning about 11 days earlier in each successive solar year). The Muslim New Year occurs about eleven days earlier each year than in the western calendar. There were two Muslim New Years in 2008.



**The Jewish faith:** According to the traditional Jewish calendar, New Year or *Rosh Hashanah* falls on the first day of Tishrei in the seventh month of the Hebrew calendar. The computations involved in maintaining this calendar are intricate and complicated: alignments have to be simultaneously maintained between the months and the seasons and synchronised with the Moon. Further, there are constraints on which days of the week a year can begin.

**China:** The Chinese New Year is celebrated on the first day of the first moon of the lunar calendar which, on the western calendar, can vary from 21 Jan-19 Feb. The Chinese zodiac has a 12-year cycle of animals corresponding to the Chinese calendar. This is the Year of the Tiger.



	PLACE	NAME FOR NEW YEAR	DATE AS PER WESTERN CALENDAR
A I N D I A	Assam	Rongali Bihu or Bohag Bihu	14-15 April
	Bengal	Pôhela Boishakh	14-15 April
	Andhra Pradesh	Ugadi	March/April
	Karnataka	Ugadi	March/April
	Maharashtra	Gudi Padwa	March/April
	Tamil Nadu	Puthandu	April 13 or 14 (traditional date) January 14 (as per new Bill)
	Kerala	Vishu	April 14 (traditional date) Aug-Sept (official)
	Punjab	Baisakhi Cheti Chand (for Sindhis)	April 13 or 14
	Orissa	Vishuva Sankranti	April 14
	Gujarat	Bestu Varas	Oct or Nov (the day after Deepavali)



—An article by Team Insight

\*Sir Walter Scott, Scottish novelist, poet, historian and biographer, 1771-1832



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