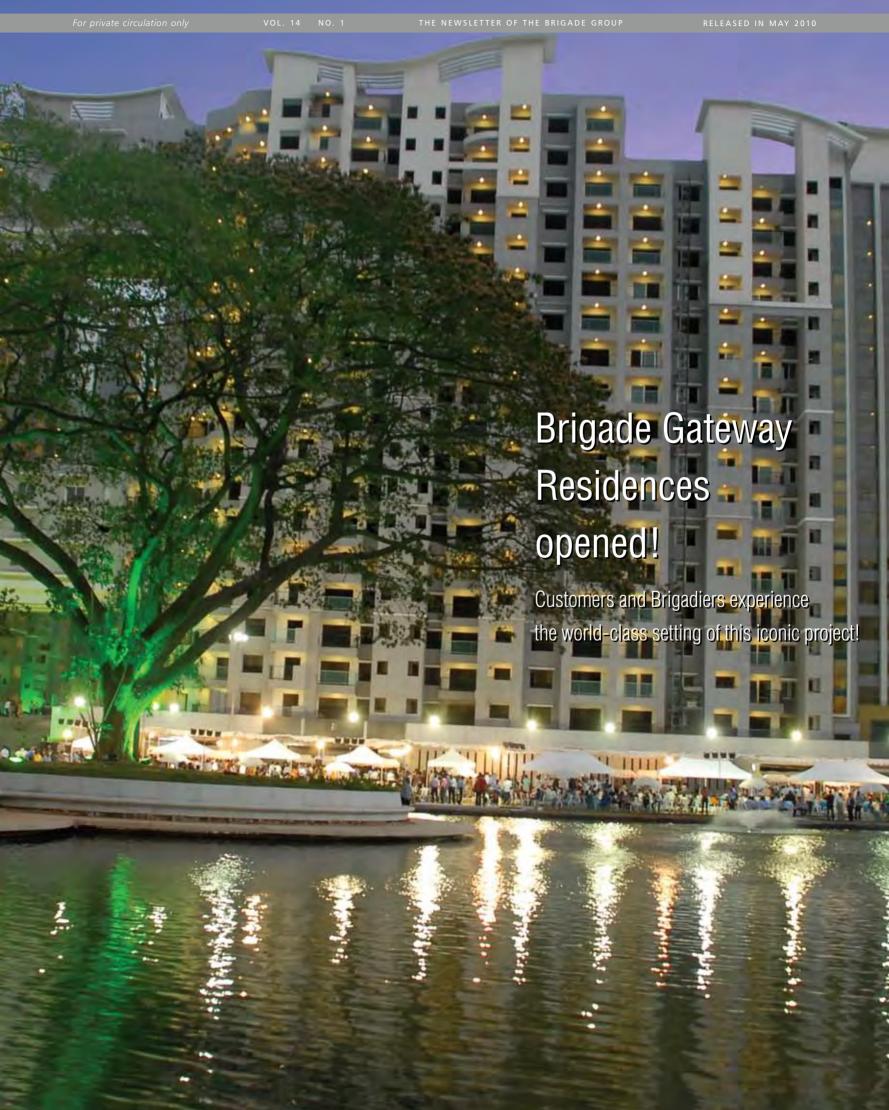
BRIGADE INSIGHT



FULLY FURNISHED RESIDENCES

AT ASHOKA PILLAR, JAYANAGAR



Presenting **Brigade Transit**, the epitome of effortless luxury living located at Ashoka Pillar, Jayanagar, a prime residential area in South Bangalore.

34 fully-fitted, air-conditioned and furnished luxurious homes feature caramelised wooden flooring, fitted closets with electronic safes, premium branded LCD TVs, DVD players, and modern furniture with silk drapery, all designed to suit the most discerning buyer.

Contemporary open kitchenettes come fitted with premium white goods and other electrical appliances.

Amenities:

- Rooftop gymnasium
- Meeting room
- 100% power backup
- Café Coffee Day

Ideal for frequent travellers to Bangalore, NRI's and as corporate guest houses.

BRIGADE INSIGHT

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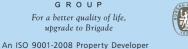
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Front cover photograph:

A view across the lake on the evening of the Brigade Gateway Residences opening. The guests came in large numbers, experienced the setting and enjoyed warm hospitality at the food kiosks.

A few thoughts...

THE COMPLETION of Brigade Gateway Residential Block is a major milestone achieved. While significant completion has happened, the snag rectification of individual apartments and overall fine tuning is a challenging process, requiring great care and patience. The Brigade Gateway campus is looking better and better as it moves towards total completion. The Brigade School will open in June 2010. The Galaxy Club should open in a couple of months. North Star, Orion Mall and Sheraton Bangalore Hotel are also getting ready. As far as I know, Brigade Gateway is the most integrated enclave in an urban centre anywhere in the world! The total integration of residential with offices, retail, hotel, medical, educational and recreational facilities within the city, is unprecedented. The convenience of living in such an environment will truly be a great experience.

WHILE the Indian economy has shown stability, it is getting affected by the shaky European economy. Mounting debt in Greece, Portugal, Spain and even Italy has started creating a ripple effect. I hope the governments in EU countries won't let another 2008 kind of situation happen.

CENTRAL and State Budgets of 2010 have come and gone without giving any relief on applicability of multiple taxes to the same real estate transaction. India could be the only country with the dubious distinction of treating purchase of a property under construction from a developer as: firstly, 'transfer of property' attracting stamp duty; secondly, as Sale of Goods under VAT rules; and, to make matters worse, as a Service under the Central Government Service Tax Rules. The desire to get revenue has made the authorities/law makers blind, with the result, citizens have to live with this unfair tax treatment.



BRIGADE Group is trying to launch a number of new projects in all segments and categories—residential, office, retail and hospitality. But the procedures and the need to meet more and more rules and get permissions is making the process very cumbersome and time consuming...resulting in an increase in overhead costs, which negatively impacts on the product price.

OUR Mercure Homestead Residences will soon be rebranded as 'Grand Mercure' (a higher rated brand of Accor Hotels worldwide). Our Mercure property recently received an award—from the globally recognised Hospitality Consultants, HVS—for Best New Hotel in South Asia in the Serviced Apartment category! To cap this, the Ministry of Tourism has also given a 5-star rating for Mercure Homestead Residences.

IT is heartening to get recognized again by the well-known *Realty Plus* magazine as the **Best Regional Developer (Residential)** in 2010 for the Southern Region. So also by *Construction Source India* as the **Best Developer in Residential Infrastructure.**

IN the next few months, Brigade will concentrate on total completion of its many projects which are in final stages and sale / lease of balance stock of residential, office and retail units—apart from making persistent efforts to create new stock quickly. I look forward to continued support and patronage from our clients for our new launches.

-M. R. Jaishankar, CMD

EDITOR'S NOTE

We are especially delighted to release this issue of *Brigade Insight*. You might be wondering why we decided to change a format that has served us well for nearly 13 years of uninterrupted publication. (And was widely appreciated; in fact, considered the best in its class amongst newsletters from corporate India.)

Insight was born in 1997, when Brigade's sole focus was property development.

Since then, Brigade Group has expanded in every way: more domains, more projects, and more people. Our presence is felt in more cities. And we are engaged in a range of initiatives and activities that transcend our immediate area of business.

Brigade Hospitality spans a spectrum of areas: serviced residences, clubs, convention centre, hotels, resorts and spas. With the committed involvement of Brigade Foundation, the schools we manage will rise to three institutions this academic year.

In keeping with our growth, our team is ever-growing too; as are the training, development and mentoring programmes we adopt.

And then, there are the many new initiatives we have undertaken. These cover everything from unique, first-of-its-kind-in-India efforts like the Indian Music Experience; to our association with Bangalore's oldest theatre group, the much loved and respected Bangalore Little Theatre; to the multitude of special programmes we organise at our MLR Convention Centre.

The old Insight was beginning to burst at the seams and left us no choice but to cut down or leave out much of what we wanted to share with you. The new Insight lets us pack in more. It is larger than before and double its original page strength. It allows us the luxury of feature articles (like this issue's IME and Small Infinities pieces).

Our newsletter now wears a new look... and reflects a new ethos. We hope you enjoy our latest offering. And, even more than usual, we eagerly await your feedback.



http://brigadegroup.com/corporate/ newsletter_feedback.html

Brigade's Enclaves: Well-planned mixed-use communities

As pioneers of the integrated enclave concept in Bangalore, we have been creating neighbourhoods and communities with insight and sensitivity for some time now. Our very first enclave was **Brigade Residency** in Banashankari, South Bangalore. It gave Bangaloreans a taste of what living in a well-planned and secure environment could be like.

This was followed by two enclaves—Brigade Gardenia and Brigade Millennium, both in J. P. Nagar—that set the benchmarks for enclave living in Bangalore. They incorporated features and facilities that brought new dimensions to everyday life and living. (The designs for both the club and convention centre in the Brigade Millennium enclave, for instance, are the result of an architectural contest.)

Benchmarks, however, are created to be surpassed. So then came **Brigade Metropolis** and **Brigade Gateway**—which combined many pathbreaking elements to create environments that

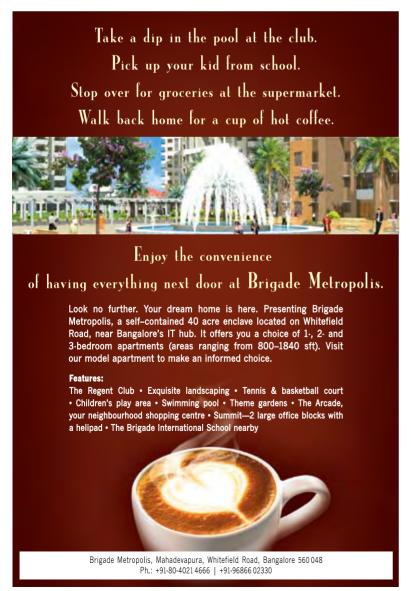
were satisfyingly larger than the sum of their parts.

Brigade Metropolis is a 40 acre enclave in Whitefield that includes a residential section with 1600+ apartments; landscaped theme gardens; The Regent Cub with sports, recreation and health facilities; Summit office tower with 800,000 sft of state-of-the-art space and a helipad connected by sky-bridges; and Arcade, the 100,000 sft neighbourhood shopping centre which also contains office space. The Brigade International School is nearby. With many blocks of the residential section open (in completion of Phase I of the enclave), a community of Metropolitans will soon benefit from a very empowering and enjoyable enclave life.

Also in the process of being occupied is **Brigade Gateway**, in the Malleswaram-Rajajinagar-Yeshwantpur region of Bangalore. See the opposite page for details.

Communities can be shaped by choice or they can be shaped by chance. We can keep on accepting the kind of communities we get or we can start creating the kind of communities we want.

—Richard Moe, President, National Trust for Historic Preservation, USA



Possession of apartments in progress at Brigade Metropolis



The landscaping in front of Coventry Block

C, F, Pc from A, J, Pc is

C, D, E and F Blocks—Occupied: Possession commenced from June 2009

A, B, G, H, I and J Blocks:

Possession formality is in progress

K and L Blocks: Construction in progress

The 1250+ premium residences that make up the residential section encircle a series of landscaped, fountain-filled courtyards. The residential section is in the process of being occupied...giving life to a living, working and recreational environment that will set new standards in urban lifestyles.

The evening of Saturday, 27 February marked the opening of the residences of the 40-acre Brigade Gateway enclave...and the beginning of a new style of urban living in Bangalore.

"The scale is just incredible"

Future residents, with families and friends, and proud Brigadiers were present in large numbers. "The scale is just incredible", said an overwhelmed guest, looking around in wonder. He seemed to be echoing the feelings of the majority. It was a sight to inspire.

The man-made lake, the heart and soul of the enclave, looked beautiful. North Star stood in all its iconic glory on one side, while the upcoming Orion Mall presented a shadowed presence on another. The club and school, both nearing completion, were further

proof of the lifestyle-enhancing conveniences awaiting the residents.

All great architecture is...

The magnificence of the Brigade Gateway enclave also lies in the quality of life it offers its users. And this can best be summed up in the words of the renowned architect Philip Johnson, who once said, "All architecture is shelter. All *great* architecture is the design of space that contains cuddles, exalts, or stimulates the persons in that space".

A world-class neighbourhood

Brigade Gateway has been designed to do just that. Its environs, sheltered from cluttered urban bustle, will be secure, green and well-maintained.



A view of North Star, seen through Brigade Gateway



Gateway is looking quite magnificent. Congratulations to Brigade for bringing such a classy enclave to Bangalore. Many others will follow now I am sure.

—Arun Nalapat, Nalapat Associates



Is Brigade Gateway the most integrated enclave in the world?

It could be...especially when you factor in its proximity to the centre of a city that is of the size and complexity of Bangalore. Judged on its own merits, the Brigade Gateway enclave features many 'biggests, tallests and bests'. The iconic North Star office tower in the enclave, built to Grade A++ specifications (with a helipad) is arguably Bangalore's tallest building and the multiplex at the Orion Mall is likely to be the biggest in the country. The enclave also features a 170-bed Columbia Asia hospital; Sheraton Bangalore hotel, connected to North Star and Orion Mall by sky bridges; a 9-level car park, the Galaxy Club and The Brigade School. All this is set around a man-made lake.

STAYING AT THE TOP IS AS IMPORTANT AS GETTING THERE

LUXURY PENTHOUSES FROM BRIGADE GROUP

It's not an easy ride up. And now that you have got there, you might as well enjoy the stay. Brigade Group brings you exclusive 3- & 4-bedroom penthouses with private terraces, ranging from 2,690 sft to 3,360 sft, at Malleswaram-Rajajinagar, in **Brigade Gateway**, to match your superior lifestyle.

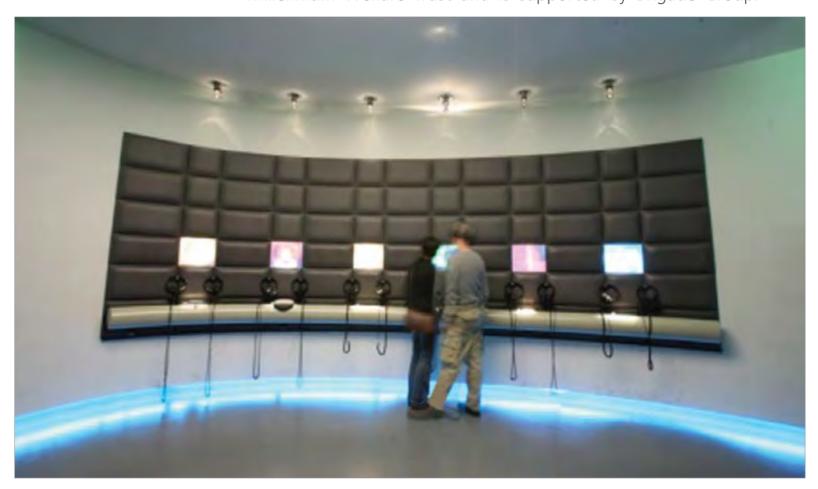
Couched in the comforts of a 40-acre lifestyle enclave, these nearing-completion

homes, are surrounded by state-of-the-art amenities like Galaxy Club, Orion Mall & Multiplex, the Sheraton Bangalore Hotel, the Columbia Asia Hospital, the North Star office tower, The Brigade School and a man made lake.

Get ready to experience a new high. Visit our site today. Furnished apartments also available at Brigade Gateway.

Brigade will bring you India's first

The *Indian Music Experience* or IME—a first-of-its-kind experiential museum of music in India—is slated to open in 2012 in Bangalore. The IME is a non-profit initiative of the Brigade Millennium Welfare Trust and is supported by Brigade Group.





WELCOME to the beginning of a fascinating journey—a journey that will culminate in the birth of the *Indian Music Experience*. In 2012, get ready to experience a transformation in the way you experience music. This Indian Music Experience will bring music closer to YOU!

You may be wondering what the IME will be. While a traditional 'collection based' museum encapsulates the idea that the soul of a museum is its collection and therein lies its identity, an experiential museum represents the idea that the visitor is central, and the museum's function is that of a catalyst in an intensely personal and transformational experience.

IME—India's first experiential music museum—will be dedicated to showcasing India's rich music culture. The IME will feature multimedia galleries, performance and learning spaces, and interactive exhibits. This unique museum intends to encourage a rediscovery of various genres of Indian music, from the traditional to the contemporary.

Located within the Brigade Millennium enclave, this space will be a blend of inspiring architecture and aesthetic design, enhancing the overall experience.





Concept images: Seattle Music Experience

Experiential Music Museum

Architecture design competition

An architecture design competition was the first step in the exciting journey.

The jury makes its selection

The resulting submissions were judged by an eminent jury comprising Sharukh Mistry, Director, Mistry Architects; Prem Chandavarkar, Director, CnT Architects; Michael Foley, Managing Director, Foley Designs; M. R. Jaishankar, CMD, Brigade Group; and Vyjayanthi Kashi, Kuchapudi danseuse and Artistic Director, Shambhavi School of Dance.

After intense deliberation, Architecture Paradigm was declared the winner. The jury commented on the winning submission: "The sinuous curved façade creates a striking and memorable form, which at the same time facilitates an easy movement path through the exhibits. One can traverse all the galleries in a continuous path, without the need to backtrack"

The entries from **Hundredhands Design** and **Arun Nalapat Architects** won the jury's commendations.

The results were announced at a ceremony held at the MLR Convention Centre on 26 April.

I. M. Vittal Murthy, IAS, Secretary to Govt of Karnataka, Dept of Youth Services, was the Chief Guest. P. V. Maiya, President of the Brigade Millennium Welfare Trust and Director, Brigade Group, addressed the gathering. The awards ceremony was preceded by a music concert by the Pandit Prakash Sontakke Ensemble.



Manasi Prasad, Head—Music Project, Brigade Group, speaking at the architecture

Femina Rehman and Sandeep J. of Architecture Paradigm collect the award for their winning design, from the Chief Guest I. M. Vittal Murthy.



The miniature model of the award winning design by Architecture Paradiam.



From left to right: Sharukh Mistry, P. V. Maiya, M. R. Jaishankar and I. M. Vittal Murthy.

A typical visitor experience at IME

See the multitude of displays at the galleries

ear the soul stirring music of your favourite artists

 $\mathcal{S}_{\text{mell}}$ the clean air in the music park, with its wind chimes and bells

Taste the tantalizing treats at the café

Touch the interactive multimedia installations

Feel the music!





The music concert by Pandit Prakash Sontakke Ensemble.

"Regional Developer of the Year South 2010"



Vinod Behl, Editor, Realty Plus, presents the award to Ajay Koshy of Brigade Group.

Brigade Group received the "Regional Developer of the Year—South" award for 2010 at the Realty Plus Excellence Awards ceremony held at Hotel Taj Palace, New Delhi on April 23, 2010. The winning developer is one "who has demonstrated excellence in developing and delivering real estate properties (residential, commercial and retail) in the northern/southern/eastern/western regions of India within the last two years". The developer must have delivered at least one completed project from any segment between January and December 2009.



A tradition of winning awards

Brigade Group's excellence has been recognised through a number of major awards. Some significant ones are:

- Forbes' "200 Best Under a Billion" 2008
 15,000 companies in the Asia-Pacific region
 were considered. Brigade was the only Bangalore
 company—and the only company in the real estate
 domain—among the 22 Indian companies that made
 the 'List of 200'.
- Construction World India's Top Builder Award, 2007, 2008 and 2009. Construction World is India's largest selling magazine in the construction sector.
- "Regional Developer of the Year-South" 2009 and 2010. Awarded by *Realty Plus*, India's leading real estate magazine.
- The Best Developer in Residential Infrastructure (2010). Awarded by Construction Source India.
- *Economic Times* ACETECH 2007 Awards
 M. R. Jaishankar, CMD, Brigade Group, was recognised as one among the top 15 outstanding professionals in the field of construction in the country.
- ICI (KBC)-Birla Plus Endowment Award 2006

Swami Sukhabodhananda addresses Brigadiers

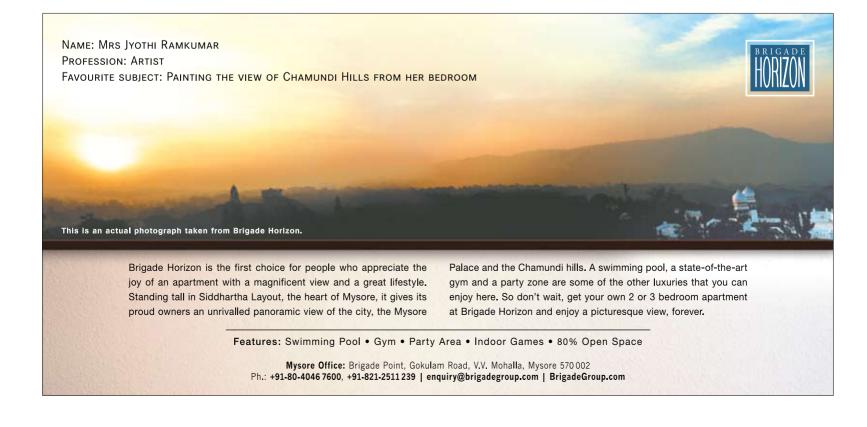
Brigade Group arranged a talk by international management and spiritual guru Swami Sukhabodhananda at the MLR Convention Centre, in the Brigade Millennium enclave, on 27 March. This lecture is part of the ongoing initiative to forge effective employee engagement. Eminent speakers at previous lectures include Dr Kasturirangan and Mr Subroto Bagchi.

Swami Sukhabodhananda is the Founder-

Chairman of Prasanna Trust; the Founder of the research wing of Prasanna Foundation, which focuses on the scientific aspects of meditation and psychology. He has organised inspiring workshops, is a regular speaker at national and international forums and is the author of several best-selling books.

The lecture focused on issues of critical relevance, including leadership during recession and adherence to ethics and values in this corrupt age. The talk was deeply appreciated and concluded with an illuminating questionand-answer session.





What are transit residences?



 $\mathcal{T}_{\mathsf{here}}$ is more to apartments transit than hotels or serviced residences. can own transit apartment and make it your own home. Or your home away from home.

Transit apartments, in any city, are ideal for frequent travellers

to that city or students studying away from home. Or they can be used as corporate quest houses.

Typically transit apartments are compact, comfortable and easy to maintain. Owners usually keep them fully furnished, air-conditioned, and equipped with entertainment electronics and kitchen gadgets, crockery and cutlery. The better class of transit apartments have a 100% power back-up and access to a gymnasium, conference room and a café within the premises.

Are you looking to own a transit apartment? The best thing you could do is to look for one that is ready to move into-fully furnished and equipped!

See also page 2

Brigade Scholarship and Merit Awards



In 2007, as part of our CSR initiative, we instituted annual scholarships for 6th semester and Merit Award for 8th semester Civil Engineering students at R.V. College of Engineering, Bangalore. The third awards' function was held on 5th February at R.V. College of Engineering.

The award winners:

Winners of Scholarship award (Semester 1 to 6): Pranay Prakash (3rd from left), Saloni Aggarwal (4th from right)

Merit Award winners:

(Toppers in examination from semester 1 to 8) Rashmi L (4th from left) Prajwala P (3rd from right)

Brigadiers in the photograph:

(1st and 2nd from left): Priya S. and Kailash Advani (1st and 2nd from right): Sreenivasa Reddy and Jagan Mohan

Bhoomi Pujas

Brigade Meadows at Kanakapura



across 65 acres, Brigade Meadows will approximately 3400 apartments—in 1-, 2- and 3-bedroom categories. Some single bedroom units come with a study. Facilities at Brigade Meadows include a clubhouse, park, play area, school, shopping complex and medical centre.

Orchards at Devanahalli



The seeds of our proposed landmark project—Orchardswere planted with a bhoomi puja on 5 March. This 120acre mixed-use project is at Devagiri Farms, near Devanahalli town. Orchards is a joint venture between Brigade and Classic Vallmark.

Brigade Sonata

next to Mount Carmel College, Palace Road, 3-BHK premium apts Launched in Dec'09

Mall

at Banaswadi 140,000 sft Launched in Feb'10

International Business Hotel

at OMR, Chennai Launched in March'10

Brigade's SEZs



⟨□ Kochi

(Co-developed with Kochi Infopark, Kakanad)
• 2 Blocks—G+11 floors each

- Floor plate area: 35,000 sft
- Scalability of up to 700,000 sft

Key facilities:Single and Multiple Tenancy options. Cafeteria, Swimming Pool, Gym, ATMs and more. Built to suit option.

Mangalore, Ganjimutt

- 2.5 mn sft Processing zone: 2.1 mn sft
- Non-processing zone: 400.000 sft

Key facilities:

Single and Multiple Tenancy options. Food Court, Hotel, Serviced Apts, Auditorium, Health Club, Swimming Pool and Conference Rooms.

Built to suit option



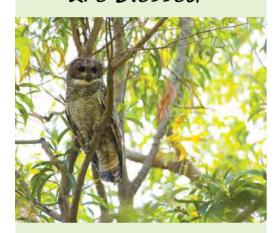
The Brigade Cup, an annual golf tournament played at the Chikmagalur Golf Club, teed off on 19 December. As always, the two-day tournament saw enthusiastic participation.

Brigade Cup



Winner Parthasarathi Hubli received the Rolling Trophy from M. R. Jaishankar, CMD, Brigade Group.

"Your properties are blessed"



"It is heartening to know that Brigade Group is sensitive towards all denizens to live and let live...", wrote bird watcher and photographer Prasanna Vynatheya. Mr Vynatheya had been delighted by the number and variety of birds in the Brigade Millennium campus at J.P. Nagar. Millennium Park, in particular, is a veritable sanctuary for birds, including Mottled Owls and Parakeets.

He contacted Brigade Group, requesting permission to put up nesting boxes, and received an enthusiastic response. "Thanks for retaining as many trees as possible, you are setting the right example", he wrote.

Brigade adopts wildlife



Brigade Group is proud to be associated with the Animal Adoption Scheme of Bangalore's Bannerghatta Biological Park. This year, we are adoptive parents to two birds (a peacock and Khalija pheasant) and three animals (an elephant, hippopotamus and lion cub)!









Built to suit options in Whitefield



Brigade IRV Centre,

near GE Campus

- 4-acre plotB+G+10 level structure
- Floor plate area: 19,400 sft to 43,300 sft
- Scalability of up to 350,000 sft
- Designed for multi-occupant offices ranging from 2,600 sft to 6,600 sft

Key facilities:

Cafeteria, Serviced Office, Conference Hall, Banquet Hall and more.

Ideal for Corporate offices, IT/ITES, Software Development companies and R&D Centres.

Brigade Bhuwalka Icon

- 3B+G+11 level structure
- Floor plate area: 30,000 sft and 42,000 sft
- 42,000 sft
 Scalability of up to 360,000 sft
- Designed for multi-occupants

Key facilities:

Cafeteria and Food Court.

Ideal for Corporate offices, IT/ITES, Software Development companies and R&D Centres.

ON FIRE SAFETY:

First and foremost, builders need to have the commitment to go by the National Building Code and not cut corners. You should have all the four critical fire-fighting equipment: The smoke detector, alarm and 2-way public address system, wet riser and sprinklers. In addition, the staircases, fire stairway and the set backs.

I would also like to give one small message but with a huge impact: During alterations and modifications, use fire retardant and fire resistant material for partitions and wiring and cabling. The interior decorators should be told that "while aesthetics is important, safety is more important—do not cover or remove the smoke detectors and sprinklers."

We are re-visiting all our acts and regulations. We need to have a multidisciplinary approach, and we have to evolve a winwin situation. The builders have to take the responsibility to ensure that their clients are safe. That is the commitment, the promise, that is the oath, *pratignya* for all the builders. Good builders are doing it.

Safety measures add to the cost of the project. Builders' association must come forward and identify the people who are not following safety measures and refer them to the corporation.

Fire Safety Week:

On the 14th of April 1944 there was a huge explosion in the docks of Mumbai, 66 firemen perished in the fire. To commemorate that incident, 14th to 20th April is the fire safety week throughout the country.

ON TRAINING SCHOOL CHILDREN:

I remember, when I was in the kindergarten, the first things we were taught was how to cross the road ... in a nursery rhyme. And then about fire: if your dress catches fire drop down and roll. In a school in Kumbakonam



In conversation with

Jija Hari Singh, IPS,

Director General of Police; Commandant General, Home Guards; Director, Civil Defence; and Director, Fire & Emergency Services, Karnataka.



In recognition of her outstanding work, the Government of India awarded Jija Hari Singh the coveted President's Police Medal for Distinguished Services in 2002.

"I like my life to be like a rainbow, encompassing and containing all the colours of the spectrum", Jija Hari Singh once said. To this end, she has made the time and space to balance her work as a senior bureaucrat with the responsibilities and pleasures of family life, her love for creative expression (she is a painter, specialising in the traditional Tanjore style, and writer) and her commitment to social causes.

She also makes time to talk to people—like Team Brigade!—on subjects like fire safety and civil defence. Here are some excerpts from the conversation she had with M. R. Jaishankar and Mathew Abraham of Brigade Group.

because the teacher asked the children to be inside the classroom and not move out of the place during a fire, they all perished.

We have to start training the children. We have 5 lakh schools in Karnataka. So we have created a mascot for fire safety awareness, a nation-wide programme ... This **booklet** will be translated into Kannada and sold.

ON CIVIL DEFENCE:

Bangalore being the nerve centre of economic activity, knowledge centre, Silicon Valley, ITBT centre—we have reached a stage where all of us must know how to protect ourselves. The best way to do this is join the civil defence force. Anyone can volunteer to be a **civil defence warden.** It is a spare time activity. All you need is a police verification.

The Civil Defence organisation was conceived by Winston Churchill in Bangalore during 1940, when London was bombed. Even our Governor was a civil defence warden. He has helped in the 1965 war.

I would like to know—can Brigade Group help us spread the civil defence message to the public? With 6000 people in each of your enclaves, we can have 2 sectors in each of Brigade's enclaves. We will designate a sector warden who will train 10% of the residents in civil defence, in evacuation and things like that.

We will conduct **civil defence drills.** The fire force, the traffic police, the law and order police, bomb disposal squad, dog squad, hospital, ambulance 108—all of them will be involved. So all residents will know which is the nearest hospital, which is the nearest police station ...

We have already had civil defence drills in hundreds of places—all the malls in Bangalore, in Sri Sri Ravishankar's Ashram, in the railway station, in Subhashnagara bus stand, in Vidhana Soudha. If there is a bomb blast, how do you respond—that is one of the things this drill teaches.

We give the civil defence wardens yellow jackets, an arm band and an identity card. So they keep these in their cars or scooters. If there is an accident, they can just put on the jacket, show their identity card and help people. There is an induction training of half-a-day. They are trained in first-aid, watermanship and internal security.

People ask—if I join what do I get? What do you get if you have a bath everyday?

Brigade Group will be happy if its enclaves—Millennium, Gardenia, Gateway and Metropolis—have their own Civil Defence Wardens.

—M. R. Jaishankar

WHAT TO DO IF A FIRE BREAKS OUT

DON'T PANIC

- 1. Call Fire and Ambulance services
- 2. Alert everyone in the building
- 3. If your clothes catch fire, roll on the ground

IF YOU ARE:

- 1. Stuck in a room: seal crevices through which smoke can enter with wet cloths
- 2. Surrounded by smoke: Crawl low, under smoke

DO NOT

- 1. Use a lift
- 2. Jump out from a height
- 3. Open unnecessary doors
- 4. Use a fire extinguisher unless you know how to operate it and the fire is small

Safety Week at Brigade



Safety Week (1-7 March, with Safety Day observed on 4 March) was celebrated across Brigade offices and sites with a series of awareness-raising, mind-bending and thought-provoking contests. All contests were designed and conducted by Brigadiers.



N 9 January, the MLR Convention Centre, in the Brigade Millennium enclave in J. P. Nagar, was the venue of the Asian premier of *Small Infinities*, a play exploring the life of Sir Isaac Newton. In all, eight performances of the play were staged between 7-10 January.

This is part of the fourth instalment in the Bibliographical Play series—under the History of Ideas Programme—a joint initiative of Brigade Hospitality and Bangalore Little Theatre (BLT).

Small Infinities was written by Alan Brody, professor of Theatre Arts at the Massachusetts Institute of Technology. Professor Brody, who was fascinated by the duality of Newton, says, "Newton is considered the father of modern science and yet his mind was entirely medieval. The play traces Newton's obsession with finding the unity of God's design through science, alchemy and the Bible." The play was directed by Prakash Belwadi and performed by Bangalore Little Theatre.

Narayana Murthy and Mrs Sudha Murthy were guests of honour. Other guests included Subroto Bagchi of Mindtree and Mohandas Pai of Infosys.

History of Ideas programme:
a joint initiative of the Bangalore
Little Theatre,
the city's premier
English theatre
group, and Brigade
Hospitality

66

The [MLR] theatre is fabulous! Acting was fantastic. Hospitality was unsurpassed. Best wishes.

—Narayana Murthy, Infosys

The play offers a first hand experience of Newton's life and the brilliant performance by the young and enthusiastic artists of Bangalore Little Theatre made it a fascinating journey into the dark side of the great genius. The set was realistic, stark and smooth.

—Deccan Herald

The theatre at the MLR Convention Centre is a great expression of the commitment of your company to performing arts.

—**Alicia Adams,** The Kennedy Centre, Washington DC

Excellent ambience and a guest friendly and helpful staff. An awesome experience. Will personally refer as many people as I can to come here.

—ICFAI Business School

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● The entire cast taking a bow. ● Rukmini Vijayakumar as Catherine Bart, Newton's cousin. ● (From L to R) Vineet Verma with Guests of Honour—Sudha and Narayana Murthy, Vijay Padaki of BLT and M. R. Jaishankar. ④ Alan Brody (author of the play) and Vijay Padaki (Chairman, BLT Foundation). ● (From L to R) Subroto Bagchi with Vineet Verma, M. R. Jaishankar and Mrs Bagchi.











Mercure Homestead Residences:

Best New Hotel of the Year in South Asia!

Mercure Homestead Residences—our 5-star rated serviced residences in Koramangala, Bangalore—has won the *Best New Hotel of the Year* award in **the Serviced Apartment Segment-2010 in South Asia.** Mercure Homestead Residences is managed by Accor Group under the Mercure brand.

The award was given by HVS India, a global consulting and services organisation. The award was presented at the Hotel Investment Conference-South Asia 2010 (HICSA) held on 8 April at the Grand Hyatt, Mumbai.

Criteria for judging covered areas that included location; design aesthetics and functionality; interior decoration; amenities; the range, novelty and excellence of both cuisine and dining experience; and awards and recognitions received. Also considered were factors like construction tenure, development cost, trend-setting role in a virgin market and average rates and occupancies. Properties were also judged on 'softer' issues like social responsibility and eco-sensitivity.

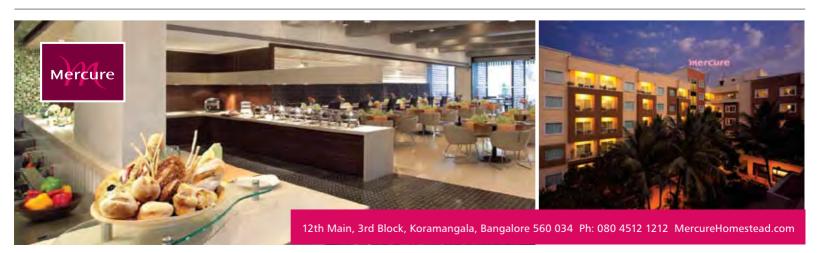
The Jury

The award was based on an online voting system by registered delegates. An independent panel of judges comprising key industry leaders participated in the short-listing process. They included: Nikhil Nath, Chief Executive Officer, Knowcross Solutions; Ritu Bhatia Kler, Managing Director, Total Integrated Design; Homi Aibara, Partner, Mahajan and Aibara; Manav Thadani, Managing Director, HVS, India; Navneet Bali, Chief Investment Officer, Duet India Hotels Limited and Akshay Kulkarni, Executive Director, South Asia Cushman & Wakefield Hospitality.





Brigade and Accor corporate teams join together to celebrate Mercure's first year of completion at the Mercure Homestead Residences, Koramangala, Bangalore, on 30 April.



now affiliated to the prestigious Madras Gymkhana Club

We are proud to announce that The Woodrose, our club in the Brigade Millennium enclave, is now affiliated to the prestigious Madras Gymkhana Club. The Woodrose is already affiliated to eleven other clubs in the country and to one club in Malaysia.

Members of The Woodrose can enjoy the excellent facilities offered by affiliate clubs on presentation of their Woodrose membership cards. Details about the facilities available and usage charges for the affiliate members are available at The Woodrose club office.

In profile: The Madras Gymkhana Club

The Madras Gymkhana Club was founded in 1884 by a "select gathering of distinguished colonial gentleman" and its history is intertwined with that of colonial rule in India.



View of The Woodrose club at night

Initially, membership to the club was reserved for members of the British garrison, British executives and some blue-blooded members of the Indian gentry (generous donations from South Indian maharajas helped nurture the club).

Over time, polo and pig sticking made way for modern sports and sports facilities. Today, the Gymkhana Club offers its members recreational sports and games such as bridge, badminton, cricket, cards, football, golf (an 18-hole par 70 golf course), snooker, squash, tennis, and table tennis. It has a wellmaintained swimming pool and a modern gym. The club has an excellent library, several bars and restaurants and guest accommodation.

Madras Gymkhana Club,

The Island, Anna Salai, Chennai 600 002 mgcmail1884@gmail.com or mgcpost1884@gmail.com MadrasGymkhanaClub.com



The swimming pool at The Woodrose

The Woodrose and Brigade Homestead now on



Headquartered in the USA, TripAdvisor. com is a travel guide and research website that functions as a travel forum. It lets people gather and share information, ask questions and post opinions on travel related issues. Trip Advisor carries more than 25 million travellers' reviews and opinions and helps over 15 million travellers each week plan and enjoy the perfect trip!

TripAdvisor.com attracts nearly 45 million monthly visitors across its 14 popular international websites, all related to the travel industry.

Share your feedback on this site with us!

Club membership by invitation

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 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

The Woodrose is affiliated to the following clubs

- 1. Belgaum Club, Belgaum
- Chickabasappa Club, Kodagu District
- Chikamagalur Golf Club, Chikamagalur
- 4. Jayachamaraja Wadiyar Golf Club, Mysore
- Sri Kanteerava Narasimharaja Sports Club (Mysore Sports Club), Mysore
- Madras Gymkhana Club, Chennai
- Presidency Club, Ooty
- Royal Western India Turf Club, Mumbai
- Savaii Club, Indore
- 10. Trivandrum Club. Thiruvananthapuram
- 11. Turf Club House, Pune
- 12. Umed Club, Jodhpur
- 13. Sunway Lagoon Club Berhad, Malaysia

Guest Rooms at The Woodrose wear a new look!

The extensive six-month guest room renovation project at The Woodrose is now complete! The twenty-six air-conditioned guest rooms, spread across three levels, are now even better, functionally and aesthetically. Rooms are contemporary in design, décor and furnishings, including LCD TVs, mini bar and premium bedding. The Woodrose Club offers its in-room guests round-the-clock security, facilities and venues for conferences and informal gatherings.



Our new website!

Vibrant web pages with stunning images greet visitors to the brand new website of Brigade Hospitality Services Limited, a wholly owned subsidiary of Brigade Enterprises Limited. The website showcases the various verticals of the hospitality major: Hotels & Resorts, Serviced Residences, Clubs, Weddings & Banquets, Conferences and Mall Management.

It also serves as a portal to the verticals' respective websites and to the online booking for serviced residences.

Check out our new website at: BrigadeHospitality.com





(From I to r): Prakash Jha (screenplay and story writer), Ranbir Kapoor, Katrina Kaif, Manoj Bajpai and Prof Rajeev Gowda (extreme right).

The MLR Convention Centre, Brigade Millennium, served as an ideal setting for 'Aaj ki Raajneeti', on 10 May. The subject under debate was "Should a degree be a pre-requisite for an MP / MLA?"

The debate was organised by the producers of Raajneeti and Star News.



66Your MLR is such a boon for us residents of the Millennium! WOW! Proud to be a Magnolia resident!

—Vasanti, B1003, Brigade Millennium

66An excellent environment and an ideal place for weddings. Hope you maintain it at their high level.??

—Ashok Soota, Chairman, MindTree Ltd.

Wedding Packages

Brigade Hospitality
invites you to enjoy

our new wedding packages

for marriages conducted at

the MLR Convention Centre / The Woodrose club in the Brigade Millennium enclave, J.P. Nagar

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We offer you a range of options, from which you can select the specific facilities and services you require. We will be happy to customise a special package for you.

For more details on wedding packages, please write to us at banquets@brigadehospitality.com or visit

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MLR Convention Centre • The Woodrose Club • Augusta Club



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3-day pan-Indian musical extravaganza!



Music lovers enjoying the varied and innovative fare at the MLR Convention Centre, Brigade Millennium.

Brigade Bharat Sangeet Utsav 2010—a pan-Indian musical extravaganza—was conducted at the MLR Convention Centre and Woodrose Club between 26-28 February. The three-day programme was inaugurated by renowned danseuse Vani Ganapathy. Vineet Verma, CEO, Brigade Hospitality was the Special Guest, while Hon. Minister

Ramachandra Gowda graced the occasion. The Utsav concluded with a Valedictory Function at which Captain Gopinath was the Chief Guest.

The programme included innovative concepts

like a spiritualism concert by the well-known R. K. Padmanabha and Contemporary Carnatic music by Ganesh and Kumaresh. Other renowned artistes who performed included Sangita Kalanidhi

R. K. Srikantan, Pandit Vinayak Torvi, Vidya Bhushana and N. Ravikiran (Chitra Veena).

Manasi Prasad, Head, Brigade's Music Project, planned and organised the Sangeet Utsav. She also presented a music–dance feature 'Giridhara Meera'. The co-organiser of the event was Carnatica and cosponsors included SVN Music Academy, ETA Engg., Bangalore Pro-tech, Corporation Bank etc., with Shankara TV as the media partner.



Arati Anklalikar-Tikekar performing a Hindustani medley of abhangs and bhajans.



The famed Manganiyar troupe of Jameel Khan, Mansoor Khan and party (of the Nimbuda Nimbuda fame) performing Rajasthani folk music and Sufiyana.



Classic Harmony performance by the Madras String Quartet





Dr Balamuralikrishna at the MLR Convention Centre

Dr M. Balamuralikrishna performed to a mesmerized audience at the MLR Convention Centre on 13 February.

Dr Balamuralikrishna is a genius with many facets: he is an eminent Carnatic

music vocalist, multi-instrumentalist and playback singer; he is also a poet-composer and musicologist. Dr Balamuralikrishna has been the recipient of numerous awards amongst which are the Padma Vibhushan and the Chevaliers of the Ordre des Arts et des Lettres from the French government.



Music & dance reviews

Different faces of love

Brigade Millennium Welfare Trust presented a special programme on love, titled "Olave Jeevana Saakshaatkaara." It projected different facets of Love, through Carnatic classical music. Manasi



DECCAN HERALD

22 February 2010

Prasad, who presented it, is an exceptionally talented young musician, and is well-known to music connoisseurs. In the beginning Manasi explained her concept in a nutshell: different facets of love like vaatsalya (mother's love), sakhya bhava (friendship) and prema (sweetheart) were presented through compositions of different composers, in various languages. For this she quoted from Kumara Vyasa to Keats and sang different compositions.

Mysore V. Subramanya

A classical music concert celebrating the different facets of love was held, very appropriately, on 14 February (Valentine's Day) at the MLR Convention Centre. The concert, titled *Olave Jeevana Saakshaatkaara* (Love is life's fulfillment), was conceptualised and presented by Manasi Prasad, accompanied by Mattur Srinidhi on the violin, B. S. Anand on the mridangam and Chitra Lingam on the veena.

Captain Gopinath was the Chief Guest for the evening and M. R. Jaishankar presided over the occasion.





he MLR Convention Centre was the venue of yet another special event in the history of The Brigade Schools. On 12 February, the fourth batch of Std 10 students and second batch of Std 12 students from The Brigade School @ Millennium took part in a solemn graduation ceremony.

Value lifelong learning and all-round development

Mr M. R. Jaishankar, CMD of Brigade Group; Mrs Githa Shankar, Chairperson, Brigade Foundation; the members of the Foundation's Governing Council; and Mrs Meera Rao, school Principal, presided over the function. Mr Rajeev Gowda, Chairperson, Centre for Public Policy and Professor of Economics and Social Sciences, IIM Bangalore, graced the occasion as its Chief Guest.

In his address to the graduating students, Mr Gowda emphasised the importance of lifelong learning and the need to make education available to all. Mrs Githa Shankar spoke of the importance of all-round

development, which included becoming kind, considerate and responsible members of an increasingly multicultural society.

The valedictorians' viewpoint

Deepak Dilipkumar (Std 10) and Swaran Kumar (Std 12) were adjudged Best Outgoing Students of their respective standards. In their valedictory addresses both of them made a mention of what it took to be successful.

The ceremony, the Pledge and after

Students lit the 'lamp of knowledge' and took their positions on the dais, symbolically preparing to face the challenges of the future. Principal Meera V. Rao proudly administered the Pledge to the graduating students, while teachers looked on as another set of students took the first steps towards moving outside the portals of their Alma Mater. The graduation ceremony was followed by a High Tea, during which students, staff, parents and guests interacted in the warmth of an informal atmosphere.



Mr Rajeev Gowda presenting Best Outgoing Student award to Deepak Dilipkumar (Std 10)

How many times have we been thrilled to get a 90% in our exams, while our parents and teachers looked more at the 10% we lost. But now, as we stand here today, we can understand why they have done this. Remember, coal becomes a diamond only under pressure.

—from Deepak's valedictory speech



Mr Rajeev Gowda presenting Best Outgoing Student award to Swaran Kumar (Std 12)

...but for failure one would not know what success is. Think about the game we lost or the exam we did not do well enough When our team won the next game or when we did well in the next exam, we felt even better than we would have, had we not failed first.

—from Swaran's valedictory speech

Do not follow where the path may lead. Go, instead, where there is no path and leave a trail. —Ralph Waldo Emerson



Graduation: Std 10

Graduation: Std 12



Three co-educational schools. Three locations. One approach and vision.



J.P. Nagar Nursery to Std 12



THE BRIGADE INTERNATIONAL SCHOOL near METROPOLIS

Mahadevapura, Whitefield Rd Nursery to Std 5



Ma**ll**eswaram-Rajajinagar Nursery to Stď 5

Admissions open 2010-11

For more information on our schools and Application Forms, please visit:

BrigadeSchools.org





At the Pre-primary School...

The theme was "The British Isles" and children of the Pre-primary section did it full justice in presenting an extravaganza of nursery rhymes, fairytales and dances. Participation was uniformly enthusiastic: The 'Nursery babies' enacted the fairy tale of Sleeping Beauty; the L.K.G. presented the legendary stories of The Twelve Dancing Princesses, The Frog Prince and The Elves and the Shoemaker; and the U.K.G. enthralled with their graceful presentations of The Pied Piper of Hamelin, The Golden Goose and the Scottish Reel.

The audience was very appreciative of the high speaking and vocabulary skills displayed by the children

...and the Primary School

The Annual Cultural Presentation for the Primary School took place on 24 December, with a programme that included music, dance and theatre performed to professional standards by an enthusiastic and well-trained cast. The first standard students presented a fairy tale with a twist. The plot brilliantly wove together various fairy tales. Alice in Wonderland and The Sword in the Stone were the other theatre presentations. Also on the programme were a dazzling variety of dances. Students rocked the stage with the Jive, Rock 'n' Roll, the Twist and Tap... and then altered the pace with some graceful ballet!

Our first Student Council Elections!

This will go down as a landmark year for The Brigade Schools. We conducted our very first Student Council Elections on 21 January. The election process, which included serious campaigning and a grueling Question Hour, gave



Student voting

students a first-hand experience of democracy and its systems in relevant action.



The nominees for School and House Captains were from Std 11 and those for Vice-captains from Std 9. The voting body comprised students from Stds 6 to 12 and teachers. Election officials were drawn from Std 8.

Election Results!

School Captain: Madhulika C.

Chalukya House:

Captain: Mukul C., Vice-captain: Kumaresh K.

Ganga House:

Captain: Abhijit B., Vice-captain: Apoorva N. Pai

Hoysala House:

Captain: Teja Ram, Vice-captain: Shivangi S. Kanitkar

Vijayanagara House:

Captain: Rangesh V., Vice-captain: Nirupama A.

Annual Cultural Presentation: Talent on tap

Students of the Upper Primary (Stds 6, 7 and 8) lived up to their reputation of being the 'untapped power-house of bountiful talent' in the school with their performances at the Annual Cultural Presentation on 29 January. The programme began, very appropriately, with the school song 'O Nanna chetana, Annual page applications'. This was followed by a

with the school song 'O Nanna chetana, Aagu nee aniketana'. This was followed by a

Scottish Highland Dance

variety of dances, from the Scottish Highland Dance to the Morris Dance to Rock and Roll. The students of Std 6 enacted *The Tragedy of Macbeth*, by William Shakespeare, with young dramatists performing like thespians; giving the very appreciative audience a taste of what it must have been like to have attended a show at the Globe Theatre of yore!



A scene from Macbeth

NATIONAL SCIENCE DAY

Students of Stds 3, 4 and 5 presented a special Assembly on 26 February.

The occasion was National Science Day, commemorated to honour Nobel Laureate Sir C. V. Raman, who presented his prizewinning work on the Raman Effect on this day.

The Assembly featured an informative and entertaining skit, songs and presentations. The skit depicted an incident from Albert Einstein's childhood; songs dwelt on the use of science in modern day contexts and other presentations highlighted the scientific approach and honoured famous scientists.



The fourth issue of The Brigade School's student magazine—The Soaring Seagull—was released in April. The magazine is produced by a talented team of student writers, artists and photographers. (It goes without saying that, in true Brigade School style, advice and suggestions are always available for the asking.) The 132-page magazine forms a well brought out compendium of school activities and students' talents for the year 2009-10

Four rail services for commuters in Bangalore

METRO RAIL



On the ongoing Metro project, the government has decided on expanding Phase II, totalling around 45 km, connecting

centres like IIM-B, Nagawara, Byappanahalli, ITPL, Mysore Road, Kengeri and Hesarghatta.

HIGH SPEED RAIL



On the HSRL project, which will serve as a rail link from the centre of the city to the international airport, the state government is

expecting work to begin in February 2011.

HSRL is expected to have a travel time of 25 minutes to the airport and plans are to have 20 trains running daily.

MONORAIL



The Karnataka government will soon invite global tenders and also award contracts for some key transport infrastructure

projects in Bangalore, including the monorail and High Speed Rail Link (HSRL) to the international airport.

The first phase will connect the north and south of the city—Hebbal to J.P. Nagar—totalling 34 km. It will act as a feeder service to the Metro.

It would be implemented in two phases, with an estimated length of 60 km. The cost is estimated at Rs 140 crore per km, taking the total project cost to around Rs 8,400 crore

THE FOURTH RAIL LINK!

Many of Bangalore's commuters have already been using Indian Railway passenger



trains for suburban commuting. They use the passenger trains to reach their places of work like Whitefield, Byappanahalli, K.R. Puram, Kengeri, Bangarpet, Tumkur. Now the Railway authorities are planning to introduce two upand-down commuter services: One between Yeshwanthpur-Hosur via Hebbal, Banaswadi, Carmelaram, Heelalige and Anekal. The second one between Yeshwanthpur-Devanahalli via Yelahanka, Bettahalsoor and Dodjala. Each train will have five coaches with a total capacity of over 500 seats. Also being considered



A ballastless track with 1,435 mm gauge width is being welded. Very soon, it will be fitted with imported rails and fittings from Austria. This is Bangalore's first Metro rail track on Reach-1.

According to BMRC sources, track work along the entire MG Road stretch will be completed by July and operational by December 2010.

By mid-May, track work will begin at Old Madras Road and Indiranagar. The entire Reach-1 is expected to be covered by September. Preparatory work for the next step on Reach-1—traction and electrical signalling—has also started.

are commuter trains from Yeshwanthpur to Electronic City, via Hebbal, Lingarajapuram and Byappanahalli; Hosur-Bidadi-Jeevanahalli-Byappanahalli; and Devanahalli-Yeshwanthpur-Chandapur (via Electronic city).

These articles are excerpted from various sources

FINANCE UPDATES

Major Service Tax implications for the realty sector

1. Putting an end to the controversies related to the levy of service tax on 'Renting of Immovable Property' services, the Government is bringing a retrospective amendment holding that 'Renting' by itself is a service. This amendment is effective from June 1, 2007.

2. 'Construction of Complex' services and the 'Works Contractor's' services are now expanded to provide that all agreements entered by the Builder/Developers prior to the date of the Completion Certificate shall be treated as having been received

towards providing the taxable service. Developers/Builders who are not collecting service tax would be well advised to immediately collect service tax, based on this new amendment.

VAT Update:

One of the changes in the Karnataka Commercial Taxes Department is: VAT rate of 12.5% on good transferred in the execution of works contract is increased to 13.5%

[As per the amendments proposed to Finance Bill 2010, the abatement rate of 67% has been increased to 75% of the gross value, including the value of the land]

3. Notification 11/2010-ST dated February 27, 2010 exempts transmission of electricity from the service tax levy. This will help Developers and Builders who build industrial and commercial complexes and are required to provide back up power/electricity to their tenants.

Income tax slabs for individuals for the FY 2010-11

ahove	65 years
Senior Citizens above	Exempt
Senior Citizens above Up to Rs 2,40,000	10%
5,00,001 to 8,00,000	

For Others and Men Up to Rs 1,60,000 1,60,001 to 5,00,000 5,00,001 to 8,00,000 Above 8,00,000	20%
---	-----

HOUSING LOAN SCHEMES

Indicative Equated Monthly Instalment for every Rs 1 lakh of loan* EMI Loan Tenures Interest Rates 5 years 10 years 15 years 20 years 25 years 8% 2028 1214 772 1st year 956 836 2nd and 3rd years 9% 2076 1267 1014 900 838 For rest of the period Floating Interest 10% 2125 1332 1075 965 903 Fixed interest 11% 2174 1378 1137 1032

- 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

ions are based on loan amount of up to As 50 takits

Service Tax exemption on construction of low-cost housing



With a view to giving a thrust to the low-cost housing for the urban poor, Service Tax exemption would be provided for construction activity under Jawaharlal Nehru Urban Renewal Mission and the Rajiv Awas Yojana.

Source: SBI Housing Loan Schemes

RESIDENCES, INVEST WELL. INVEST IN BRIGADE. FOR A BETTER QUALITY OF LIFE



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3-bedroom luxury apts 1730 sft to 1850 sft

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MYSORE

Brigade Horizon Siddhartha Layout

IN PROGRESS



2- & 3-bedroom apts 1290 sft to 1870 sft

Brigade Sparkle

J.P. Nagar

JUST LAUNCHED!



2- & 3-bedroom apts 860 sft to 1290 sft

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IN PROGRESS

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Andromeda @ Brigade Gateway Malleswaram-Rajajinagar 3- & 4-bedroom apts 2020 sft to 3310 sft

Brigade Crescent

Nandidurg Road Premium 4-bedroom luxury apts 4190 sft to 4290 sft

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The Arcade @ Brigade Metropolis Mahadevapura, Whitefield Rd



80,000+ sft • An arcade with shops 360 sft to 900 sft and offices 360 sft to 900 sft

Brigade Bhuwalka Icon Whitefield Rd



- 3B+G+11 level structure
- 30,000 sft and 42,000 sft
- Scalability of up to 360,000 sft
- Designed for multi-occupants

Brigade Point Gokulam Road, Mysore



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FORTHCOMING RETAIL PROJECTS

Mall @ Banaswadi Bangalore (300,000 sft)

Brigade Solitaire @ Residency Road Bangalore (21,000 sft)

Brigade Vantage @ Vinobha Road Mysore (140,000 sft)

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66 What is the chief characteristic

of the tall office building? It is

lofty. It must be tall. The force

and power of altitude must be

in it, the glory and pride of

exaltation must be in it. It must

be every inch a proud and

soaring thing, rising in sheer

exaltation that from bottom to

top it is a unit without a single

The Tall Office Building, Artistically Considered (1896)

dissenting line. 99

We see evidence of architecture's preoccupation with height everywhere and in every age—from the pyramids of Egypt to the tall buildings that punctuate today's skylines. Geographer-philosopher Yi-Fu Tuan called it 'the vertical aspiration'; a representation of our basic desire to defy gravity. The preoccupation continues: driven by the need to make maximum use of limited real estate and powered by advances in science and technology.

CCORDING to the late Martin Pawley, an insightful and provocative commentator on contemporary architecture and design, today's tall buildings are vertical streets. "Typically their first ten storeys are given over to shopping and entertainment;

their towers incorporate not only huge office floors but hotels. restaurants and apartments. And, because they rise so high, all of this diverse accommodation stands, in urban planning terms, upon the head of a pin. A cluster of these towers would be a city above a city...Buildings like this can be plugged the existing into transport infrastructure of an old city as easily

as microprocessors can be added to the circuit boards of a computer. The new skyscraper is a miracle of power, technology and art.", he

Changing benchmarks

And, of course, technology has made it all easier. Tall buildings can be erected better and faster and can, according to Pawley,

"operate at half the energy cost and twice the thermal efficiency of a 20th century eightstorey office block". We have new engineering technology and techniques; ultra-high-strength materials (like concrete that can withstand enormous loads on very small sections); multispeed lift systems and a mind-boggling range of prefabricated units. And, with safety being an overarching concern, tall buildings are designed for expected structural loads, including earthquakes; fire resistance and sophisticated methods of emergency egress and access

The future is closer than you think

What next? How about a building that rotates, moves, changes shape, creates its own electricity...and never looks the same twice in

a lifetime? Sounds like science fiction? On the contrary. that's architect David Fisher's brainchild.

The Dynamic in Dubai Tower is already under construction. Standing 420 metres (1,378 feet) tall, the mixed-used building spans 80 floors and will spin a full 360 degrees, at voice command, around central column by means of 79

giant power-generating wind turbines located between each floor. It is estimated to cost about \$700 million.

Louis Sullivan

And what after this? The mind boggles.



HEIGHTS OF THE BUILDINGS ARE IN TERMS OF NUMBER OF FLOORS. WE HAVE NOT CONSIDERED SUPER STRUCTURES LIKE SPIRES AND ANTENNAE

THE WORLD'S TALLEST BUILDINGS

- 1 Burj Khalifa, Dubai (162 floors)
- 2 Willis Tower, Chicago (108)
- 3 Guangzhou West Tower, Guangzhou (103)
- 4 The Empire State Building, New York (101) [Built in 1931, it is much shorter than the modern buildings with similar number of
- **⑤** Taipei 101, Taipei (101)

The next five tallest buildings are: Shanghai World Financial Center, Shanghai (96); Trump International Hotel, Chicago (96); Petronas Towers, Financial Center, Hong Kong (88)



BANGALORE'S TALLEST BUILDINGS

- North Star @ Brigade Gateway (30 floors, 128 m)
- 2 Public Utility Building (25)
- S Visvesvaraya Towers (21)
- 4 UB Tower (20)
- 5 Vidhana Soudha, Bangalore's original and enduring landmark, with just four floors and an imposing central tower, is shown here for reference.

The tallest building in India is the Imperial Tower in Mumbai (60 floors)

THE DIAGRAMS SHOWN BELOW ARE NOT TO THE SCALE OF THE WORLD'S TALLEST BUILDINGS

AN ICONIC BUILDING ON A FAMILIAR SKYLINE

You don't have to look far to experience the magic of a great building. North Star is Bangalore's tallest and most sophisticated building (and one of India's tallest buildings). This iconic structure is located in the 40-acre Brigade Gateway lifestyle enclave, overlooking a tranquil man-made lake.



NORTH STAR @ BRIGADE GATEWAY. PHOTOGRAPHED IN MARCH 2010

Standing 30 stories high (plus two basement floors), 128 m tall, with a 3-storey atrium, North Star is crowned by a helipad. North Star is equipped with a veritable slew of destination-controlled elevators, which boast speeds ranging from 2.5 mps to 4 mps. They include 18 passenger elevators, for low-, mid- and high-rise sections and 2 service elevators. Adjacent to North Star is a 9-level parking facility, and Galaxy Club. Sky-bridges connect North Star to the Sheraton Bangalore Hotel and the Orion mall.

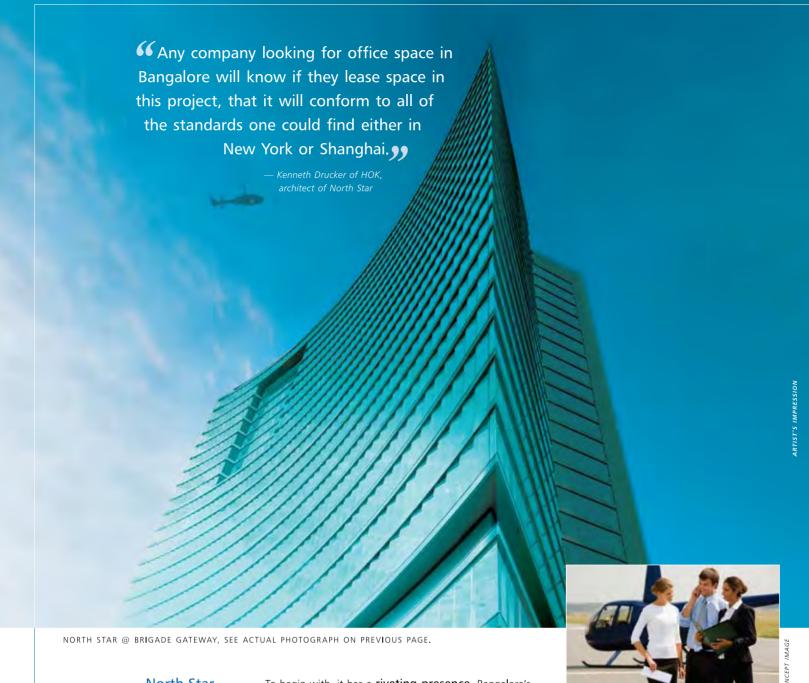
Highest standards of construction...

In accordance with the highest international protocols for tall buildings, North Star is built to Grade A++ specifications, which include low-e glass (to minimise heat and maximise visibility), double glazed panels, large floor plates and destination-controlled elevators. North Star has a dedicated water and sewerage treatment plant.

... and safety

North Star is designed, constructed and will be operated to meet the highest safety and security requirements. Fire systems include an array of multi-sensor smoke detectors, sprinklers and fire extinguishers; public address systems for through-building communication in emergencies, fire pumps and stand-by pumps (diesel, sprinkler, hydrant and jockey) and pressurised staircases and lift wells.

North Star stands out, quite literally, because of sheer height. It's worth mentioning that all our tall buildings—from the two office facilities, Summit I and II, at Brigade Metropolis to the residential blocks in both Brigade Metropolis and Brigade Gateway enclaves—have been designed and constructed to meet high standards in structural engineering and safety systems.



North Star, like any memorable piece of art, is designed to become iconic. To begin with, it has a **riveting presence**. Bangalore's tallest building stands 30 stories high with a triple height atrium and crowned by a helipad and observation deck, encompassing 1 million sft of state-of-the art office space.

Then, there's its **sophisticated functionality**. North Star is designed to be an excellent workplace, conforming to the highest international protocols for tall buildings. North Star is built to Grade A++ specifications, which include low-e glass (to minimise heat and maximise visibility), large floor plates, a slew of destination-controlled elevators, an adjacent 9-level parking facility and sky bridges connecting it to the Sheraton Bangalore hotel and Orion lifestyle mall.

And finally, North Star is set on a remarkable pedestal: the 40-acre, world-class Brigade Gateway lifestyle enclave. Home to Bangalore's largest mall, a Sheraton Bangalore hotel, Columbia Asia hospital, club, 1200-apartment residential section and school—all set around a tranquil man-made lake and interspersed with landscaped gardens. Surprisingly, this oasis is close to the centre of the city and comfortably accessible (in the Malleswaram-Rajajinagar region, with a Metro station coming up just a few minutes away).





For a better quality of life, upgrade to Brigade

BrigadeGroup.com