

BRIGADE INSIGHT

For private circulation only

VOL. 15 NO. 1

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN APRIL 2011

Sheraton Bangalore

HOTEL
AT BRIGADE GATEWAY

In this issue:
Building Commercial Capital
Interview with Kofi A. Boateng
Centre for Indian Music Experience
Mysore's expanding horizon!
Going a good shade of green
Graduation time again!
The silent killer

Sheraton Bangalore Hotel at Brigade Gateway. WTC Bangalore is to the right. Sky-bridge leads to Orion Mall.

ARTIST'S IMPRESSION

The **eleventh** millionaire isn't destined for a brush with royalty.



We handcrafted 10 ultra luxury apartments.
And we stopped.

At Brigade Crescent, ownership is the privilege of only 10 millionaires. And what a privilege it is, to own an entire floor as one's abode.

Nestled in the regal environs of Nandidurg Road, Brigade Crescent is no less than a modern-day palace. Here, the air is indulgent, the aesthetic is avant garde, the tone is understated.

Sublime luxury, destined for only a few.
10 to be precise.

Toll free: 1800-102-9977

BRIGADE
Crescent


BRIGADE
GROUP
*For a better quality of life,
upgrade to Brigade*

Brigade Crescent, Nandidurg Road | Rs.5 Crore* onwards.
Visit the **model apartment** to experience luxury.

Upgrade to Brigade. For more information,
please call +91-80-4046 7666. **BrigadeGroup.com**

*Exclusive of car-park and statutory expenses.

BRIGADE INSIGHT

Vol. 15 No. 1 Released in April 2011

FOR PRIVATE
CIRCULATION ONLY

BRIGADE INSIGHT
is published by the
Corporate Communications
Dept of Brigade Group

CO-ORDINATING EDITOR:
Mathew Abraham

**EDITORIAL
CONSULTANCY & DESIGN:**
Resource Communications

BRIGADE ENTERPRISES LTD
Hulkul Brigade Centre
82, Lavelle Rd,
Bangalore 560 001

Ph: +91-80-4137 9200
Fax: +91-80-2221 0784

enquiry@brigadegroup.com
BrigadeGroup.com



**BRIGADE
GROUP**

For a better quality of life,
upgrade to Brigade

An ISO 9001-2008
Property Developer



IN THIS ISSUE:

Sheraton Bangalore at Brigade Gateway	4
Building Commercial Capital	6
Interview with Kofi A. Boateng	8
Centre for Indian Music Experience	9
Giving young minds a hand	10
Showcasing Brigade	11
Mysore's expanding horizon!	12
Going a good shade of green	13
The New MLR Convention Centre, Whitefield	14
Graduation time again!	17
The silent killer	18
Union Budget	22

HAVING entered our 25th year of operations, after a lot of internal deliberations, I am happy to release the organisation's Shared Vision and Mission statements and Core Values. This should stand in good stead for the decade ahead and give Brigadiers a clear sense of direction, enabling them to work with a unified sense of purpose and to achieve set goals and objectives. Every Brigadier has to remember and constantly remind oneself of Brigade Group's core values and ensure these shared values are not compromised in any way. ¶¶

Sheraton Bangalore Hotel at Brigade Gateway, which had its soft opening in mid-March, has received very encouraging feedback from guests and industry professionals. This well-appointed 230-room, 5-star deluxe hotel with six F&B outlets and a 1000-seater banquet hall, is bound to be amongst the best hotels in Bangalore, and will be the pre-eminent Sheraton Hotel in the country. General Manager Martin Wuethrich from Switzerland and Executive Chef Gustavo Maurelli from Italy will bring their international expertise to lead Sheraton Bangalore in the path of success. ¶¶

It is a fantastic achievement by the Indian Cricket Team to have won the ODI World Cup, after a gap of 28 years. It is very difficult to live up to expectations, having been the favourites to win the Cup. The credit undoubtedly goes to the players for their outstanding teamwork, superb leadership of Captain Dhoni and Coach Kirsten, and performing when it mattered most in the knock-out stage. Many analogies can be drawn to the corporate world from the strategies adopted in winning the Cup. ¶¶

India's 2011 provisional census figures, indicating a population of 1.2 billion+, is certainly a cause for worry, and not celebration. Speedy urbanisation is a matter of great concern to city planners. Meeting the infrastructural needs of the growing population will be a huge, daunting task. Our planners have to work overtime to ensure that

demand for space and services are met, if one has to stop proliferation of slums in urban centres. There is a great need to decentralise growth by ensuring development of each and every district and taluk centre. ¶¶

The Karnataka State and Central budgets for 2011 have been passed. Unfortunately, policies and tax rates are being tinkered with frequently, leading to confusion and a loss of direction to the business community. Real Estate hardly finds favour with the tax authorities. A few examples: in Karnataka, stamp duty rates on Joint Development Agreements have been increased by an unbelievable proportion and the VAT applicability principle in the construction industry has changed to compound the confusion. In the Centre, tax exemption to SEZ units is withdrawn by imposing MAT; Service Tax is imposed for hospitality business ... the list goes on and on. ¶¶

Anna Hazare's anti-corruption campaign was much needed and, hopefully, will serve as an eye opener to the government and corrupt people. The spontaneous response to Anna's fast from all sections of society was most encouraging and heartwarming. High corruption in society is what is coming in the way of India's planned and sustained growth, and stopping the country moving from good to great. If people's simmering discontent about corruption in every sphere of life is to be avoided, fast and inclusive development across the country is the only answer. Otherwise, Egypt's Tahrir Square kind of situation is not far off in our country. If one determined Narendra Modi and one determined Nitish Kumar can make so much of a difference in Gujarat and Bihar, imagine what a small battalion of such people could do to the growth of India. By showing honesty and progress, if Nitish Kumar can get 80%+ seats in the Assembly (highest ever by any party in any state in the country since elections came to be held), why don't other politicians realise good development will ensure re-election and continuance in power?

Let us hope for the best!

—M. R. Jaishankar, CMD

A few thoughts ...



OUR SHARED VISION

To be a
World Class
Organisation in
our Products,
Processes, People
and Performance

OUR SHARED MISSION

To constantly endeavour
to be the Preferred
Developer of Residential,
Commercial and
Hospitality spaces in
the markets in which
we operate, without
compromising on our
Core Values, for the benefit
of all our Stakeholders

OUR CORE VALUES

QC—FIRST

<p>Quality</p> <p>* Customer</p>	<p>Fair</p> <p>* Innovative</p> <p>* Responsible Socially</p> <p>* Trustworthy</p>
----------------------------------	--



Bene, the Italian restaurant

SHERATON BANGALORE AT BRIGADE GATEWAY

Sheraton Bangalore at Brigade Gateway,
the first newly built and managed Sheraton in India
by Starwood Hotels and Resorts, Inc.

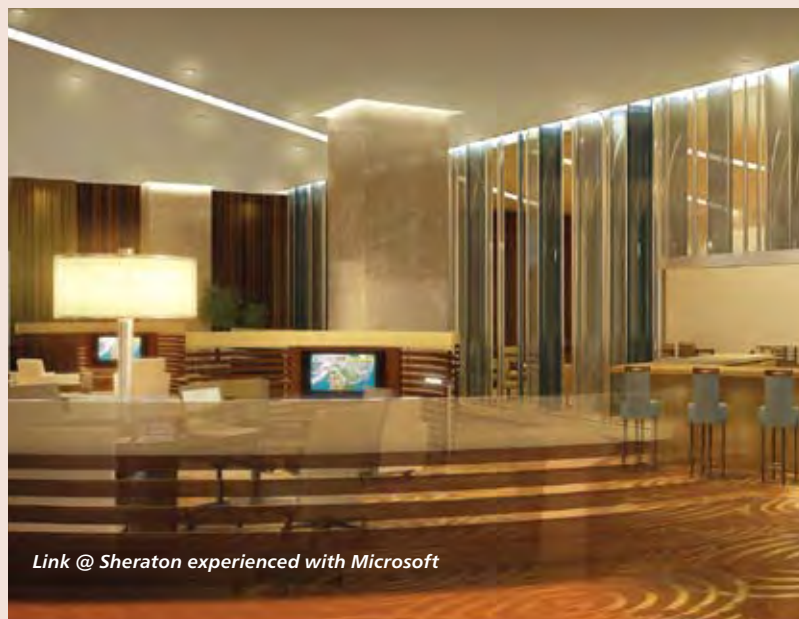


Feast, the show kitchen

Sheraton Bangalore is a perfect combination of warm Indian hospitality and international standards of service. With a strategic location, the hotel offers myriad activities guests can enjoy for business or pleasure. ▶



Persian Terrace, roof-top dining



Link @ Sheraton experienced with Microsoft



Durbar, unwind in royal style

Guest Rooms: The hotel has 230 spacious guest rooms and suites. With the largest entry size room in Bangalore, every room is designed with contemporary colour palettes of earthy tones and plush fabrics. Guests can experience the comforts of the Sheraton Sweet Sleeper™ beds, four fixture bathroom and thoughtful features like high-speed internet access, Teledapt panel—latest technology that offers plug and play connectivity and generous work spaces in every room.

Link @ Sheraton experienced with Microsoft is a signature Sheraton experience. Located in the lobby, guests can surf the web on the terminals or bring their laptop for complimentary wireless broadband.

Sheraton Fitness Programmed by Core Performance delivers state-of-the-art performance solutions. The fitness centre allows you to incorporate your exercise routine into your busy schedule, with access available 24 hours a day.

Angsana Spa: Feel totally pampered with a visit to the spa offering 10 treatment rooms and a range of personalised services.

Sheraton Club Lounge: Situated on the 16th floor, with an eye-catching view of the lake, the Club Lounge offers an exquisite spread of breakfast in the wee hours, while in the evening hot and cold hors d'oeuvres, cocktails, beer, wine and non-alcoholic beverages create an atmosphere to connect. The Club guests can also enjoy complimentary access to the meeting room for one hour everyday.

Conference Venues: 1750 sq. mts of event space devoted to 11 distinctive meeting rooms. The hotel boasts of having the largest pre-function area in the city, spread across 615 sq. mts. Every venue can be transformed into a truly unique setting for every occasion, backed by professional Sheraton Meeting Concierge.

Gather over a meal: With access to 6 restaurants and bars, there are plenty of cuisines to explore, ranging from casual to fine dining.

Bene is Sheraton's signature Italian restaurant with cheerful colours, natural wood and stone. A key point of interest here is the famous Pizzaiolo at work at the Pizza bar.

Feast represents a "one-of-its kind" culinary concept using fresh ingredients in creative and enticing show kitchens featuring Indian, South East Asian and Western cuisines.

Persian Terrace at dusk transforms into an outdoor Middle-Eastern wonderland. Delicious kebab grills, pitas and naans are served with delectable dips, chutneys and purees.

Durbar welcomes you to the land of maharajahs, where you groove to the lounge music while sipping your favourite martini and unwind in a royal style.

Pool Bar offers innovative and refreshing cocktails with scrumptious bar snacks.

The Lounge, located at the lobby level, serves a wide selection of international teas, coffees, cocktails, wines, snacks and a light à la carte menu in a comfortable modern setting with light background music.

MAKE YOURSELF AT HOME IN LUXURY
AT SHERATON BANGALORE

SHERATON BANGALORE @ BRIGADE GATEWAY

Ph: +91-80-4252 1000 Fax: +91-80-4252 0100
www.sheraton.com/bangalorebrigadegateway

The editorial team of *Brigade Insight* met up with Gustavo Maurelli, "Celebrity Chef" with Starwood Hotels and Resorts. Prior to joining Sheraton Bangalore, he was the Executive Chef at Le Meridien Chiang Mai in Thailand and has 28 years of experience at various hotels globally. Born to Italian and Canadian parents, he speaks English, Italian and Spanish proficiently. He has been instrumental in creating innovative and creative food and beverage concepts and has now earned the title "Celebrity Chef" with Starwood Hotels and Resorts.

INTERVIEW



Gustavo Maurelli

Executive Chef, Sheraton Bangalore

Born : In Uruguay of Italian parents, grew up in Toronto and Italy

Home : The World

School : Culinary College, Toronto, Canada

Inspiration : Family

Other Passions : Photography, Art, Classic Cars

Favourite Dish to Cook at Home : Argentinean BBQ

Most Inspirational Chefs : Susur Lee, Adrian Ferran

Most Used Cookbook : Art Culinar

Favourite Ingredients : Fresh herbs, Micro greens, Salts

Q. Can you share with us any memorable experiences during your career?

There are several memorable experiences during my career. One among them is a cake which was baked specially for American soldiers during the invasion of Iraq. The cake was 5 metres long by 1.5 metres height and 1.5 metres width. 7,000 eggs were used for baking this cake. The cake weighed 1,500 kilos and it took 6 days of baking around the clock to complete. It was a big challenge to bake this cake but the smiles on the faces of American soldiers was well worth the effort!

Q. Tiramisu is your specialty and I believe it actually triggered the romance between you and your wife. Can you share this anecdote with us?

The best way to a man's heart is through his stomach; it

is equally true for women.

I courted my wife Keiko Mori with tiramisu.

When I saw Keiko walk into

the restaurant in Toronto on her birthday I wanted to impress her. I missed making her main course, so I asked what she had ordered for dessert. When I was told it was tiramisu, I personally made it for her. Keiko loved the tiramisu so much that she insisted on meeting me. Soon it led to marriage. We have been married for 14 years and have two lovely children.

Q. You have been a member of the prestigious Chaine des Rotisseurs club where you have interacted with celebrities and royalty as well. Can you share with us some of your experiences and challenges of interacting with royalty.

I have interacted with several celebrities, from prominent political figures to film stars as well as royalty. I would describe

the interaction as interesting and fun. I particularly enjoyed cooking for US

President George Bush, Robert de Niro, famous Hollywood actor, and the Prime Minister of Japan. The tight security and the number of security checks involved makes cooking for prominent public figures very difficult.

Q. Bene, the Italian restaurant at Sheraton Bangalore, will be your pet project. Can you share with us how the experience at Bene will be different from other Italian restaurants in Bangalore city?

I think the first thing you will notice when you come to Bene for lunch or dinner will be the personalised service.

You will feel the passion that is Italian cooking, complemented by the best ingredients imported specially for Bene. I have developed a very special olive oil menu, we have imported Balsamic vinegars that are 100 years old, and we will have our own herb garden for the restaurant.

I pride myself in building relationships with my guests by personal service and with the philosophy that when you come to Bene you are not just coming to another Italian restaurant in Bangalore, but rather you are coming to my house.

Q. What made you decide you would become a professional chef?

My passion for food and the satisfaction that you get when you can create a memorable experience for a person.

"You will feel the passion that is Italian cooking, complemented by the best ingredients imported specially for Bene..."

Q. What is your philosophy for success?

I believe in keeping my mind open to

new ideas; consistently trying something new and trying to reinvent myself every day.

BUILDING COMMERCIAL CAPITAL

Remember the story of the five blind men describing an elephant? Each one touches a different part of the elephant and draws his own conclusions about what the object under study looks like. Well, Brigade Group seems to be much like the subject of this fable.

THIS ELEPHANT DANCES TO MANY MELODIES ...

We are different things to different people; different entities to different client bases. Our most well-known identity may be that of residential property developers; within which category we are especially known for our enclaves: Gardenia, Millennium, Gateway and Metropolis. To those who

are members of our clubs or stay at our Serviced Residences, we assume another identity. Adults and children connected with The Brigade Schools see us in yet another light. Our growing retail presence showcases a different facet of our 'appearance'. And then there's our 'commercial side'...

... INCLUDING VERY COMMERCIAL SUCCESSFUL ONES

Slowly and steadily, over the years, Brigade Group has emerged as a major developer of commercial properties. Incidentally, it may surprise you to know that our maiden project was a commercial building, Brigade Towers. In its time, it was the tallest building constructed by a private property developer in Bangalore. Since then, we've contributed many new build-

ings to Bangalore's business-scape and skyline.

As of today, Brigade Group's commercial projects under construction include an impressive portfolio of commercial premises, retail spaces, offices, SEZs and state-of-the-art software facilities, namely Brigade Business Suites, Brigade Court, Brigade Centre, Brigade Gardens, Brigade Links, Brigade Majestic, Brigade MLR Centre, Brigade MM, Brigade Plaza, Brigade Point, Brigade Seshamahal, Brigade Software Park, Brigade South Parade, Brigade Square, Summit, Brigade Terraces, Brigade TechPark, The Arcade and—most recently—the 32-level World Trade Center Bangalore. This iconic structure marks the company's entry into the privileged league of WTC buildings worldwide. Together, the developments add up to over 3 million sft of commercial space. Brigade Group offers both built-to-suit office spaces as well as ready-to-occupy options.

"You have to consider your client. Only out of that can you produce great architecture. You cannot work in the abstract."

—I. M. PEI, INTERNATIONALLY ACCLAIMED ARCHITECT

ments we provide our customers meet higher and higher standards. We have earned a range of quality certifications, including the ISO 14001:2004 (Environmental Management System) and OHSAS 18001:2007 (Occupational Health and Safety Assessment System) certifications.

EXCELLENT PROPERTIES DRAW EXCELLENT CLIENTS

We are fortunate to have a client portfolio that covers a range of categories. For instance, the client portfolio of World Trade Center Bangalore includes MNC's, IT companies and professional services firms like Amazon, UEC Technologies, H & M, QuadGen Wireless and Siemens. Clients at Summit, our commercial facility at Brigade Metropolis, include Capgemini Business Services (India) Ltd, Ernst & Young Pvt. Ltd (one of the largest professional services firms in the world), and Wipro GE Healthcare Pvt. Ltd.

CERTIFIED QUALITY

We have consistently upgraded our efforts and inputs to ensure the living and working environ-



Summit @ Brigade Metropolis



Brigade Towers

IN RECOGNITION OF HIGH STANDARDS

Our rewards come in the form of recognition from clients... and the industry we are a part of:

- Recognised as one of 'India's Top 10 Builders' for 4 consecutive years—2007-2010 by Construction World.
- The World Trade Center Bangalore at Brigade Gateway received the 'Best Commercial Project in India for 2010' award from Property World.
- Recognised as the 'Best Commercial Developer of the Year 2011 in South India' by Realty Plus.

"Best Commercial Developer 2011 in South India"



R. Ashoka, Honourable Minister for Home and Transport, Karnataka, presenting the award to M. R. Jaishankar, CMD, Brigade Group. Roshin Mathew, COO, Brigade Group, and Manjunath Prasad, VP, Brigade Gateway Project, are also seen.

Brigade Group won the 'Best Commercial Developer of the Year 2011 in South India' Award at the Realty Plus Excellence Awards 2011 (South) held at ITC Windsor Manor, Bangalore on 3 February. This is the third year that Brigade Group has received an award at the annual Realty Plus Awards. On the two earlier occasions, the awards were for 'Regional Developer of the Year—South'.

About the Award

The Realty Plus Awards acknowledge the extraordinary contribution made by real estate organisations in terms of quality, product innovation and customer satisfaction. A highly qualified jury, comprising the who's who of the real estate industry and other stakeholders, selects winners across categories.

"Best Commercial Project"

World Trade Center Bangalore @ Brigade Gateway has won the 'Best Commercial Project of the Year' in the prestigious Property World Awards for 2010 held at ITC Maratha, Mumbai on December 15, 2010.

The winners were chosen by a collegium of over 60 industry leaders from the real estate developer community, banking and finance industry, international and domestic property consultants and accessories and intermediaries industry.



(l to r) Subesh Ray, JMD, Lemongrass Advisors; Manjunath Prasad and M. N. Balasubramanian of Brigade Group.

Brigade Group and WTC Bangalore host networking meet



Murugesh R. Nirani, Honourable Minister for Large and Medium Scale Industries, Karnataka, addressing the gathering as Balaram Menon, MD, WTC Bangalore; Kofi Boateng, COO, WTCA, New York; and M. R. Jaishankar, CMD, Brigade Group; look on.

Brigade Group and World Trade Center Bangalore jointly hosted a dinner-reception in honour of Kofi Boateng, COO, World Trade Centers Association, New York, at the Taj West End on 31 January. Murugesh R. Nirani, the Honourable Minister for Large and Medium Scale Industries, was the Guest of Honour. The dinner was an opportunity for the WTC team to interact with industry leaders and discuss the synergy of them coming under one platform using the World Trade Center brand.



K. V. Raju, Economic Advisor to Government of Karnataka, addressing the gathering.



A cross-section of the audience.

CORENET GLOBAL SUMMIT, HONG KONG

The three-day CoreNet Global Summit, held between 22-24 March in Hong Kong, leveraged on the collective experience of members and participants to address shared concerns of critical importance to both the industry and the profession. Brigade Group was the Silver Sponsor of the well-received conference which drew over 400 delegates. It gave the Brigade team an opportunity to interact with industry leaders and showcase the World Trade Center Bangalore on an international platform.



DEFININGLY DIFFERENT



Office spaces ranging from 1,300 sft to 15,000 sft

BRIGADE RUBIX, HMT TOWNSHIP, NORTH BANGALORE

The name echoes the game: the design of Brigade Rubix is based on the geometric formation of the famous Rubik Cube—every 3 floors, blocks turn at an angle to create a unique façade.

Brigade Rubix is designed as a mixed-use tower, offering both retail and office spaces. The building comprises ground plus 11 floors and has two levels of basement parking. The building is designed with a central core, around which all services and office spaces are located. This gives every office unit an ‘outside’ view and plenty of natural light and ventilation. Office space starts from the third floor onwards. Typical office areas range between 1,300 sft to 15,000 sft, with certain offices having their own breakout space. Retail options are located on the lower floors, with a proposed cafeteria at the second floor level. Facilities include dedicated power and power back up.

Set at the junction of major roads in HMT Township, North Bangalore, Brigade Rubix is easily accessible and in proximity to Outer Ring Road and the proposed Metro station.





KOFI A. BOATENG
COO, WORLD TRADE CENTERS
ASSOCIATION (WTCA)
NEW YORK

Kofi Boateng has previously held several important positions: the COO of the Africa-America Institute (AAI), New York, and Executive Director of the National Puerto Rican Forum (NPRF), New York. A native of Ghana, he speaks English, French and Spanish, besides his native Twi.

Boateng was recently in Bangalore, visiting the World Trade Center Bangalore at Brigade Gateway. Here are excerpts from his conversation with Brigade Insight:

B. I. : Is this your first trip to India and how has the experience been?

K. B. : I've been very impressed by the energy in India. I've been impressed by entrepreneurship. I've been impressed by improvement in general; in people's standard of living. For example, in Dubai you would think that, obviously, since India has a huge population, that it's going to take a while to solve all the social problems. You would think people would be unhappy, but everybody seems to be comfortable, acceptable and accepted. And that's very hopeful. I have been watching TV and I am impressed by the level of discussion, debates on the national issues ... so generally very positive.

Coming down to Bangalore, I'm impressed by the integration of nature to the development of the city—that the city is not being developed at the expense of nature. It's been integrated with its soul. It's like Bangalore has been green long before any one heard of it.

B. I. : What were your first reactions on seeing World Trade Center Bangalore and the Brigade Gateway enclave?

K. B. : The first time I saw it was when I was coming from the airport. I saw the sign, a billboard (hoarding) about it on the road. I said wow! It was very impressive! It told me that WTC Bangalore is alive, WTC Bangalore wants to make its mark ... This is before I saw the facilities Actually I think that except in Belgium, where they have something like this, most of the WTCs—I would say 99 % of them—don't have anything like that. So it is very unique what you guys are doing. And then when I saw the facilities, it just blew me away!

"... Wow! ... very impressive! ... Most of the WTCs—I would say 99 % of them—don't have anything like [this]. So it is very unique ... when I saw the [WTC Bangalore] facilities, it just blew me away!"

B. I. : What are your expectations from the World Trade Center Bangalore?

K. B. : My number one expectation is that it will be very successful. It would not just have the facilities/services in terms of office space, but also enhance trade promotion as well—because that is our idea, that is our gold standard for the World Trade Center—to do both the facilities and the trade promotion services. Bangalore is the perfect place to do that. Because you have businesses coming from abroad and we have businesses growing internally that need signature, well-known quality addresses. You get that, so that's really not the problem. The challenge is going to be pooling them together so that they can see a common purpose.

B. I. : From your interaction with the industry leaders here ... do they see the synergy of them coming under one platform and using the World Trade Center?

K. B. : Some think they do ... most don't. In this place you have several Chambers of Commerce, there are business associations. I told all of them: "This is nothing more than putting up an umbrella when it's raining; there are many droplets and then everybody runs to be dry. If you put one umbrella—a big umbrella—then they can come under it. But they are still the same people. Think about it like the Olympics. There is only one Olympics in any year, but underneath that we have different sports going on. Don't stop doing what you are doing. You can all find a nicer place to meet ... a more prestigious place to meet. There is a lot to do together and that's what World Trade Center Bangalore brings in.

B. I. : Any advice to the industries here before you leave?

K. B. : Well, the Brigade Group is doing this in a manner that isn't normal among most World Trade Centers. WTCs, typically, start with the services while they are putting together their arrangements, their deals, and their construction. You are doing everything at the same time. I mean it is a very huge—a monumental—undertaking. Now the challenge: It is as if you decided to manufacture

a car when there was never one before. So you are thinking "okay, I want to do away with the horse, I want to do away with people walking, do away with people carrying things. Now I want to put it all in the car, so it means we have to plan to make sure there is space for the luggage, the space for people to sit and not be wet". So that is the challenge: to get all the pieces to come together and make sure one doesn't dominate the other and push them out.

**WORLD TRADE CENTER
BANGALORE**

**Giving your business
the global edge.**

It is for a reason that the **World Trade Center** is the most sought after business address in the world. An office at **World Trade Center Bangalore** not only brings you world-class convenience, but also introduces you to a global network, spread across 96 countries.

With access to over 750,000 businesses affiliated to the World Trade Centers Association, you are just a step away from taking your business global. Standing tall at Brigade Gateway, a 40-acre integrated enclave, **WTC Bangalore** gives your business the global edge.

1.1 million sft of world-class office space | 32 levels and 128 m high Modular design with 40,000 sq.ft. floor plate | Scalability—10,000 sft onwards 4.2 m floor-to-floor height | Uninterrupted power supply with 100% power back-up | 9-level parking | Cafeteria | Helipad and observation deck Highest levels of safety and security | State-of-the-art communication facilities | Premium residences, 5-star Sheraton Bangalore Hotel and Orion Mall within the enclave | In close proximity to the Metro station Well-connected to the international airport

Brigade Group
"Developer of the Year—Commercial
in South India"
—Realty Plus Awards 2011

WTC Bangalore
"Best Commercial Project
of the Year 2010 in India"
—Property World Awards



**WORLD TRADE CENTER
BANGALORE**
AT BRIGADE GATEWAY



For a better quality of life,
upgrade to Brigade

For business enquiries,
e-mail us at commercial@brigadegroup.com or call Santhosh at +91 98804 05380.

BrigadeGroup.com

CENTRE FOR INDIAN MUSIC EXPERIENCE: BREAKING NEW GROUND

indian music experience

The Bhoomi Pooja of the Centre for Indian Music Experience, held on 3 February at the Brigade Millennium campus in J. P. Nagar, marked the breaking of new ground—both literally and symbolically. On one hand, it was an auspicious precursor to the start of the construction of a museum building. On a more symbolic note, it signalled the exciting beginning of a first-of-its-kind experiential music experience within India.

In harmony with the creative spirit intrinsic to the IME, Manasi Prasad, Head, Music Project, and her Guru, R. K. Padmanabha, performed an impromptu jugalbandi of Carnatic music. Representatives from Brigade Millennium, musicians, members of the Brigade Millennium Welfare Trust and Brigade management were amongst the appreciative audience.

IME and MLR Convention Centre

Adjacent to the proposed site for the IME is the MLR Convention



Centre for Indian Music Experience, Brigade Millennium Campus, J. P. Nagar. CONCEPT IMAGE

Centre. It is a premier conference and performance venue in the city and is fast emerging as a cultural hub of South Bangalore, with a host of arts events organised regularly. It is expected that the Centre for IME, to be launched in 2012, in conjunction with the MLR Convention Centre as a supplementary performance venue, will become a unique cultural landmark in the city.



Gallery with interactive installations that provide immersive experience. CONCEPT IMAGE



Gallery of musical instruments. CONCEPT IMAGE

Bhoomi Poojas held during this quarter:

- **Brigade Exotica**
OLD MADRAS ROAD, BANGALORE
- **Brigade IRV Centre**
WHITEFIELD, BANGALORE
- **SEZ @ Mangalore**
GANJIMUT, MANGALORE
- **Brigade Pinnacle**
DEREBAIL, MANGALORE
- **Brigade Rhapsody**
PALACE CROSS ROAD, BANGALORE

In appreciation

I sincerely wanted to thank Willfred Dias in Brigade Metro-polis Team for all the interactions I have been having with him for the last six months. Some of the things which come to my mind immediately are:

- Consistent and prompt response for all the queries raised...
- Excellent guidance and details provided for any queries...
- Realistic in commitments and sticking to the same...
- Extremely responsive on any form on queries....

I am extremely happy with the services rendered by you [Viswa Prathap Desu] personally and the entire team at Brigade. It is very rare to find such a helpful and trustworthy builder in Chennai. Everyone was so helpful when I came to Bangalore for taking possession—Harini, Naveen, Geetha, Nadegowda, David, Umashanker and also the Tandem team who managed to fix up a tenant for me so quickly. Kudos to the entire team at Brigade. Keep up the good work!

SANTHOSH VANDYIL, BRIGADE METROPOLIS

Thank you for the MUSIC!


I received your wonderful collection of old Hindi melodies and the new calendar. Thank you. The audio collection is exceptionally good and nostalgic.

—MOHAN RANGARAO, MYSORE

Thank you very much for your desk calendar. which is lucky for me and regulates my whole year. My album of the melodies of golden era is getting richer every year because of you. Hearty congratulations on your past achievements and many more to happen in the coming years.

—RTN VINAY KUMAR PODDAR, BANGALORE





Who Owns the Malleswaram Mongrel? **Solution to the Puzzle in the last issue of Insight:** The Punjabi drinks the lassi. The Bengali owns the Malleswaram Mongrel. We received quite a few responses. The first off the block were: 1) Siddharth Sharma, A303, Mayflower, Brigade Millennium 2) Rukmini Menon, D-402 Brigade Regency 3) Naresh Sunkara 4) Vineeth Kowshik. We thank all those who sent in their solutions—right or wrong!



As part of its CSR initiative, Brigade Group remodeled and renovated the CFO's office building at Highgrounds Fire Station. A concrete roof was constructed to replace the existing temporary roof and an office for the CFO, work stations, rest rooms and toilets were constructed and fully furnished. The new premises were inaugurated on 8 March. Senior police and fire services officials expressed their appreciation to M. R. Jaishankar, CMD, Brigade Group, for the excellent building and amenities.



Exterior view of Highgrounds Fire Station.



Safety in Focus

Brigade Group observed Safety Week, between 28 Feb and 5 March, with a series of events designed to promote safety awareness. These included safety quiz competitions, the demonstration of 108 EMRI at sites, tool box talks on various topics at construction sites, fire-fighting demonstrations, distribution of safety badges and taking of the safety pledge on National Safety Day (4 March).



Visit to Mahindra World City, Jaipur



Sanjay Sinha, VP, Mahindra World City, Jaipur, greets M. R. Jaishankar.

M. R. Jaishankar, CMD, Brigade Group, recently visited Mahindra World City, the Integrated Business City and SEZ project in Jaipur.

Giving young minds a hand

The Brigade Merit Awards/Scholarships were presented at a function held on 24 Feb at the R.V. College of Engineering, Bangalore. The Brigade Scholarship—for two meritorious students of I and II Rank, who have scored the highest aggregate marks from 1st to 6th semester—was awarded to Prithvi Raj P. (I Rank) and Jayantip (II Rank). The Brigade Merit Award—for students who have scored the highest aggregate marks from 1st to 8th semester and top the merit list—was presented to Saloni Agarwal (I Rank) and Pranay Prakash (II Rank).



Priyaa Sathyamurthi, Jayantip, Prithvi Raj P., Pranay Prakash, Saloni Agarwal, Jagan Mohan, Arindam Mukherjee, Prof. B. S. Satvanaravana—Principal RVCE, Prof. B. L. Shivakumar—HOD of Civil Dept., RVCE, and Sreenivasa Reddy.

Showcasing choice properties from Brigade

CITIBANK DUBAI EVENT

HDFC PROPERTY SHOW



Brigade at the Citibank event at Dubai.

Brigade participated in a Citibank event held at Raffles Hotel, Wafi, Dubai, in Jan 2011. Brigade Homefest, the exclusive property show of a portfolio of Brigade projects in Bangalore and Mysore, was organised at Doha, Dubai and Abu Dhabi in first week of Dec 2010.



M. R. Jaishankar, CMD, Brigade Group, and Srikantadutta Wodeyar of the Mysore royal family, look at the exhibits.

Brigade participated in the HDFC event on March 26 and 27, at HDFC's office on Kasturba Road. It was a niche, invite based event, restricted to five developers only.



Brigade Omega, Thurahalli.



A view of forest cover from a city residence!

Thurahalli Forest Road.



nithinu.blogspot.com

Brigade Omega is a 6-acre residential development, located opposite the Thurahalli Forest Reserve, off Kanakapura Road, South Bangalore. Luxuriously designed 2-, 3- and 4-bedroom apartments are spread across three towers. Brigade Omega also houses a host of amenities, including a full-fledged clubhouse with swimming pool, gym, party area, indoor games room and recreation room. With a rare view of forest cover and a wide access road, Brigade Omega is an abode of calm, peaceful and luxurious living.



Team Brigade

Team Brigade won the Runners-up Trophy at the Cricket Tournament conducted by Bangalore Sports Club at the Infosys and NRA grounds. Twenty-four corporates vied for the grand prize—the ICICI trophy.

Time out on the Tee Brigade

Brigade Group was the Silver sponsor of the BCIC Corporate Golf Tournament, held at the Karnataka Golf Association (KGA) on 26 February. The event drew participation from over 100 enthusiastic golfers.



Mysore's expanding horizon!

Mysore has always been considered Karnataka's cultural capital. A centre of education, research and intellectual and cultural activity, Mysore is home to institutions and establishments that reflect both its history and urbanism. As the former seat of the Wodeyar dynasty, its royal past and traditions have made it a tourist destination that never failed to impress. And its salubrious climate and laid-back lifestyle further added to its appeal.

An emerging identity

Mysore has steadily moved out of Bangalore's shadow—it is now the second largest software exporter in the state—to forge an identity of its own. The ringing of the NASDAQ bell in the city, which coincided with the silver jubilee of Infosys, was symbolic in more ways than one.

Change: More people, more opportunities

Mysore's population, estimated at 7.10 lakh in Census 2001, is expected to register one-million in this year's census*. This growth is spurred on and reflected in areas that include education; business, commercial and industrial domains; infrastructure; retail and real estate.

Quicker and better access

Being just 140 km from the state capital is a



Mysore Palace



Vasanth Mahal

All photographs are actual shots from Brigade Horizon.

strategic advantage—one that is improving with new initiatives in transportation and infrastructure. 'Bridging the gap' is becoming a reality through upgradations in air, rail and road connectivity, including the construction of a national 164-km expressway (the NICE corridor) between the two cities.

* Based on the population growth index of 22.2 per cent for Mysore.

Mysore's Competitiveness

City Competitiveness Report 2010* used over 800 indicators to measure the competitiveness of 50 Indian cities. The top 10 cities were: Delhi, Chennai, Mumbai, Bengaluru, Kolkata, Hyderabad, Ahmedabad, Pune, Nagpur and Jaipur.

Mysore City's Rank	32
Overall competitiveness	51.04
Financial	53.49
Physical	46.43
Communication	53.37
Administrative	56.17
Human Capacity	49.13
Innovation	54.95
Score	51.81

*Released by the Institute for Competitiveness (IFC) <http://competitiveness.in/archives/2010/12/10/>

Brigade Homefest @ Mysore

Brigade Homefest was conducted in Mysore on January 22 and 23 to showcase the model flats of Brigade Horizon and Brigade Sparkle.

BRIGADE HORIZON SHOW FLAT



Living room at Brigade Horizon, Mysore

The City of Palaces
will now have
3 new landmarks.



BRIGADE SPARKLE



BRIGADE HORIZON



BRIGADE PALMGROVE

Mysore, a city that's adorned with regal architecture, is now home to 3 modern residential projects—Brigade Sparkle, Brigade Horizon and Brigade Palmgrove. Spread across this fast growing city, these projects are an impeccable blend of comfort, luxury and value for money. To upgrade to Brigade, call +91 98804 05252.

BRIGADE SPARKLE
J.P. NAGAR, MYSORE
2 & 3-bedroom residences
880 sq ft to 1290 sq ft

BRIGADE HORIZON
SIDDARATHA LAYOUT, MYSORE
2 & 3-bedroom luxury residences
1310 sq ft to 1930 sq ft

PRE-LAUNCH REGISTRATIONS OPEN:
BRIGADE PALMGROVE
VILLAS at BOGADI, MYSORE
4500 sq ft to 5000 sq ft

Sustainable Architecture & Green Habitat



Architects: CnT, Bangalore.

The project has been designed with a focus on open space and a landscape theme of dense forests—thereby living up to its name and the experience it wishes to offer future residents.

Easy flow between inside and out

The project will comprise 456 apartments spread over two 35-storey blocks. Each block will have a spacious, imaginatively landscaped internal atrium. Apartments have been designed on a courtyard/aangan concept: living rooms are planned around large patios, which infuse the entire unit with sunlight and fresh air. (Incidentally, the patios are large enough to accommodate really dense landscaping, including small woody trees.) The hierarchy of internal spaces allows for effortless flow between areas and a feeling of space and boundlessness. This is furthered by the large corner windows in the bedroom.

A unique floor plan

All units and buildings in the campus are designed to face outward. The unique floor plan has apartment spaces arranged around the patio, with only regular living spaces inside. This allows every apartment to have a different view and ensures no apartment will look into another.



Exotica Show flat—Dining and open kitchen

It's an idea that is gathering force across the world: sustainable or green architecture. The aim is to use environmentally-conscious design techniques to create structures that adhere to and promote sustainable living. It is hoped that this enlightened approach to the built environment will help minimise the negative environmental impact of development by enhancing efficiency and moderation in the use of materials, energy and space.

Concept in action

One example of this idea in action is currently underway at Brigade Exotica, our premium luxury apartment project on Old Madras Road.

Self-contained and quiet

Features and facilities will include a clubhouse with a range of sports facilities, indoor and outdoor (pool-side) party areas and a retail building with a restaurant. Careful layout and planning will ensure that vehicular interference is minimised.

Going a good shade of green

The idea of building Green is to apply new thinking to the way we build, refashion, renovate and develop our dwellings and societies. It calls for an understanding of the interactions between building site, building design, architectural and mechanical systems and other crucial aspects. Lastly, it mandates an attitude that enables healthy, mutually beneficial relationships between human, technological and natural systems.

How about a new way of living: intelligent living? A lifestyle wherein you practice energy conservation, water conservation, efficient solid waste management, energy efficient lighting system, rainwater harvesting, water recycling; not just to express your commitment to the environment, but also to accumulate on savings. How about a home which provides you enhanced daylight and ventilation; A home with low volatile organic compounds so that you can breathe easy; A home that provides protection from solar radiation to prevent heat gain in the premises during the day?

Brigade Exotica is a project that answers these questions affirmatively. It is designed not just to provide you with a luxurious lifestyle but ensures that you live in harmony with the environment. It is Gold Pre-certified from IGBC, based on the globally renowned LEED Rating System, and is built according to the parameters set by them. It has complied with all the features of making a world class Green Home. And this Green Home endows you with the greatest luxury—of saving energy and water up to 40% and 50% respectively.

Landscape design by Tropland Studio, Bali.



Set in a lush, green, ten-acre campus, Brigade Exotica will overlook serene lakes.



Playground area

K. R. Puram–Budigere stretch a good long-term investment

Sudhakar Mani, an IT professional, did a lot of due diligence before he booked his second villa. He factored in better connectivity and bare minimum travel time before he zeroed in on a property at Budigere, off Old Madras Road (OMR). "With roads being widened, this is the best bet in terms of connectivity. I can reach my office in ITPL in

15-20 minutes", he said. The KR Puram-Budigere stretch is emerging as a good long-term property investment option. The 8-lane highway developed by National Highway Authority of India (NHAI) is a big draw. Proximity to the IT hub of Whitefield and improved connectivity to the airport has generated interest among

prospective buyers. Byappanahalli, the Metro rail hub, is also on the OMR. S. Mohan, assistant VP, India Business in Pruksha Global, says this belt has a lot of potential.

—Source: Shilpa Phadnis | TNN

“Is Ethics in Business an Oxymoron?”



Bhaskar Bhat shares his thoughts with Brigadiers at the new MLR Convention Centre



One of the first events at the new MLR Convention Centre. Bhaskar Bhat (inset), MD, Titan Industries Ltd, and Manoj Chakravarti, COO, IIM Bangalore, and Senior Advisor—Corporate, Titan Industries Ltd, addressing Brigadiers.

BRIGADE GROUP's first town-hall quarterly meet, on 16 April, proved to be an inspiring 'opening act' for the new MLR Convention Centre, off Whitefield Road. Bhaskar Bhat, MD, Titan Industries, gave a thought-provoking lecture—*Is Ethics in Business an Oxymoron?*

The vision behind this convention centre is to establish it as a prominent destination for conducting cultural activities, corporate events, exhibitions and social functions. It is strategically located in Whitefield, which is a major hub for information technology companies.

This new and modern convention centre is spread over 55,000 sft and has several great venues with contemporary facilities. Some of the venues include:

- **Auditorium**—The spacious auditorium can seat 800 people. It has a large stage with a green room on either side. This high-end auditorium is equipped with state-of-the-art audio-visual infrastructure
- **Conference Rooms**—The convention centre has two well furnished conference rooms, suitable for meetings and training sessions. Both the conference rooms have a seating capacity of 100 people and can be used concurrently.
- **Banquet Hall**—This aesthetically designed space can accommodate around 600 people. It is ideal for banquets, conferences, seminars, brand launches and exhibitions. An added advantage is the large pre-function area located before the banquet hall.

Additional facilities include a well equipped kitchen, car parking, business centre facilities and a cafeteria.

The MLR Convention Centre at Whitefield has been created to cater to the corporate sector. Its flexible venues can be customised to suit varied business needs.



MLR CONVENTION CENTRE, The Brigade School campus, 4th Cross, Mahadevapura, Whitefield. Ph: 98804 05439

Brigade Hospitality to shortly open *Regent Club*: a premium club at Brigade Metropolis.



Multi-purpose area

REPRESENTATIVE IMAGE

Brigade Hospitality will be opening the exclusive Regent Club at Whitefield soon. The Regent Club will be tucked snugly amidst trees and landscaped gardens and will cover about 50,000 sft of built-up space. The club has been designed with sleek and contemporary architecture and is meant only for the select few. It has a wide range of facilities to dine, entertain, exercise and socialise in a luxurious ambience.

The range of facilities at the Regent Club include:

Food & Beverage:

- Restaurant—a multi-cuisine restaurant which overlooks the swimming pool
- Coffee shop • Bar with a separate smoking section

Sports Facilities:

- Swimming pool and change room with lockers • Billiards • Squash • Badminton
- Table Tennis • Play pen for children
- Sports lounge

Health Facilities:

- Gymnasium with separate cardio and weights section • Health club with a sauna and steam room • Multi-purpose area for conducting yoga / karate classes

Entertainment Spaces:

- Banquet hall • Party area on the terrace

Additional Facilities:

- Salon with separate sections for ladies and gents • Digital theatre

Banyan Tree Resort @ Chikmagalur

The Hon'ble High Court of Karnataka DISMISSED the public interest litigation filed by some busy bodies against the project. Unfortunately Brigade Group lost nearly 3 years' time in this litigation.



A new star in Galaxy Club!

Berries and Barrels, a coffee and wine lounge, opened at the Galaxy Club in the Brigade Gateway enclave, on 18 April. M. R. Jaishankar, CMD, Brigade Group, was Chief Guest at the opening function.



New Year celebrations at The Woodrose

The New Year was welcomed with great zest and excitement at The Woodrose club. A great ambience, enthusiastic crowd



Sword Dance performance by French Canadian dancer Essa Duhaime.



Fashion Show.



Audience participating in the celebrations.

and lots of free goodies for the guests contributed to make this New Year's party a grand success.

The highlight of the evening was the belly dance and sword performance by the acclaimed French Canadian dancer Essa Duhaime. Essa was born and raised in Quebec, Canada. She began her formal dance training at the age of five and

started performing and competing at the age of eight. She has studied a number of dance styles over the course of her dance career, including Ballet, Jazz and Hip Hop, but has been focusing on the Middle Eastern dance for the past 9 years.

Essa's performance at The Woodrose club was ethereal and completely mesmerised the audience. In addition to belly dancing, she also performed the sword dance. The sword dance focuses on balancing the sword on the head, hip or other parts of the dancer's body while the dancer performs slow and deliberate movements on the floor.



Meet Chef Moustapha—the new Chef at The Woodrose club

Hello everyone,

Meet Chef Moustapha.

Chef Moustapha has been recently hired as the new chef for The Woodrose club.

He has travelled across the world and has been trained in various cuisines.

He has introduced a variety of new dishes at the Melting Pot restaurant at The Woodrose club.

However Chef Moustapha's moustache has been the cause for great debate and discussion at The Woodrose.

Members were keen that he groom his moustache in the most creative way.

Chef Moustapha has agreed to don his moustache as decided by the members.

The winners for the Moustache of the Month contest are:

- 1) Anisha Prabhu
- 2) Beena Prabhu
- 3) Atharu Gudi
- 4) Sri Vidya



Anisha Prabhu



Beena Prabhu

How we saw the World Cup

India-Sri Lanka World Cup Final at The Woodrose club.

The India-Sri Lanka World Cup final was telecast live on a large screen at the amphitheatre in The Woodrose club. The telecast of the match on the large screen, combined with the tension-filled moments of the match, a delicious spread of food and beverages and an enthusiastic crowd, contributed to make this event an extremely memorable one.



India-Pakistan World Cup Semi-final at the Galaxy Club.

The India-Pakistan World Cup Semi-final was telecast live on a large screen at the Nebula restaurant at the Galaxy Club. A special menu was designed for cricket fans, which included delicacies such as Yuvi's fish fingers, Dhoni's Super Saute, Sachin's Special "Bombay Pav Bhaji" and Harbhajan's "Balle Balle" Aloo Tikki Sandwich. Complimentary tri-color cakes were also served to the club members.

Kudos to the team!

It's an excellent environment to be in, it's like a second home with service being excellent in all departments. Kudos to the team.



—H. Vishwanathan
Guest, Homestead Jayanagar, 8th Block



Mouth watering news for all foodies!



Augusta Club proudly announces the introduction of a new caterer for Augusta Café—Ashwin Caterers.

They have a rich experience in the catering field for the last 18 years. They presently do catering at the Bangalore Golf Club and Century Club as well.

Delicious Indian, Tandoori, Chinese & Coastal Cuisine are now available at the Augusta Café.



THE BRIGADE SCHOOL @ MALLESWARAM

Basketball Court Inaugurated



Our Basketball court was inaugurated by Ms Githa Shankar, Chairperson, Brigade Foundation. The court was inaugurated with a match between the 'Titans' (The Brigade Foundation staff) and 'The Soaring Seagulls' (The Brigade School staff). The 'Titans' emerged victorious!

Celebrating Festivals and Special Occasions

The spirit of Christmas was ushered in with a short musical play, 'A shepherd's story'. Students also sang carols and danced to the Christmas Polka.



Shankaranthi was celebrated with the song 'Til gul ghya, god god bola' ("Let us share sesame and jaggery, and talk and be good to each other"). Children also flew kites celebrating the 'Kite festival'.

Mindspace Activity Day



Mindspace Activity Day, on 18 December, saw an inspiring display of posters and models made by students based on lessons learnt in class. To give parents a better understanding of the school's integrated curriculum, each class gave a performance (through music, dance, drama, puppet show, art, yoga, and games) of all that was taught in class.

Our first Sports Meet

Our first Intermural Sports Meet was held on 8 February. Children, smartly dressed in school uniform, marched past dignitaries. After the oath—about playing in the true spirit of sportsmanship—was taken, torch bearers circled the field, torch held high. Students participated in performing pyramids, yogic postures and breathtaking aerobics. Teachers enjoyed the 'left and right' game.



And our first Annual Day

"Vignettes of the Sahyadris", our Annual Day cultural extravaganza held on 18 March, was a resounding success.



THE BRIGADE SCHOOL @ MAHADEVAPURA

Mindspace Activity Day: Imagination and artistic creativity

Mindspace Activity Day was held on 29 January with much excitement, fanfare and fun. On display was the curriculum-based, subject-oriented, art, craft and programmes of the talented students of Stds 1-5.

Rabindra Sangeet 'Ami Chini Go Chini' was beautifully rendered by students of Stds 4 and 5. The rendition of the French Song 'Quel temp faitil' brought the programme to a close.



Stds 1-3 displayed their singing powers and nimble footwork by blending song and dance with their subject-related topics.



The Hindi skit, Vishwas, put up by Stds 4 and 5, reiterated that belief in oneself is the most important mantra in today's times.

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



THE BRIGADE SCHOOL
@ J. P. Nagar

Nursery to Std 12



THE BRIGADE SCHOOL
@ Mahadevapura

Nursery to Std 6



THE BRIGADE SCHOOL
@ Malleswaram

Nursery to Std 6

Admissions open
in TBS @ Mahadevapura

For more information on our schools,
please visit our website:

BrigadeSchools.org



THE BRIGADE SCHOOL @ J. P. NAGAR

Intramural MSA Literary Competition Prize Distribution—23 Dec



Best House in MSA Literary Activities.

Kumaresh Krishnan of 10A won the award for Best Student in Mindspace Activities and Vijayana-gara House was declared the Best House in Mindspace Activities.

Pre-primary Annual Day



Mumbai Local.

The theme was Goa & Maharashtra. Children of the Nursery classes enthusiastically enacted the Goan Wedding and the three kings' feast; dressed up to resemble some famous personalities from different fields, and danced. The LKG children gracefully danced too: in celebration of Ganesh Chaturthi, Holi and the Kite festival. Finally, students of the UKG put up a show depicting life in the suburbs of Mumbai, danced energetically to a Marathi song and the famous 'Jai Ho'.



Navy and Armed Forces Day.

Navy and Armed Forces Day— 1 Dec

Tribute was paid to the tireless and selfless service of our Defense Personnel. Students of Std 10 described the different roles and responsibilities of the Army, Navy and the Air Force.

World Aids Day—1 Dec

Students of Std 11 made an informative presentation to those of Stds 9 and 12 on the prevention of AIDS and the rehabilitation of AIDS victims.

Christmas Special Assembly— 23 Dec

Students of Stds 6 and 7 presented the Christmas Special Assembly. They sang several much loved Christmas carols as a very athletic Santa Claus (Mr Jaijagadish, our PTI) dashed through the Assembly of students!!



Ashwini Akkunji, Gold Medalist in the CWG Games, addressed the students during the assembly.

How we fared in inter-school competitions

MI Odyssey—11 Dec

For the second year in a row, The Brigade School won the Overall Championship for the MI Odyssey held at the Gear Innovative International School.

Science Day—28 Feb

Students of Std 8 won first place in the Science Seminar and the play on Sir C. V. Raman at the Inter-school Science Competition conducted by the Visvesvaraya Technical Institute.



IIO

Gold Medalists:

Ujwal Nitin Nayak (Std 4B): Olympiad (Rank 25); Dhruv V. (Std 2C): Olympiad (Rank 323)

Uma Krishnan (Std 3C), Kartik Nair Variar (Std 5A), Shreya Subramanian (Std 6A), Kriti Rajesh Bapnad (Std 6B), Vineeth Ellore (Std 8B), Bharathb Kayyar (Std 9B), Kumaresh Krishnan (Std 10A), Niharika B. (Std 11A), Bhavana B. (Std 12A)

Sirigannada External Examination

Abhilash S. Rao (Std 10B): State Rank 4
Swasthi Visnavi (Std 4C): State Rank 5
Siddant S. (Std 6B): State Rank 6
Dhanush S. Bhargav (Std 7B): District Rank 3
Vibha Bhat (Std 8A): District Rank 4
Nitya Ravichandra (Std 5B): District Rank 5
Anish S. Mysore (Std 3B): District Rank 6

Winners of the MSA Day Exhibits

Category I (Stds 1 & 2)

Winner: Dragon Hand Print (Std 1),
Runner Up: People who help us (Std 1)

Category II (Stds 3 to 5)

Winner: Egyptian Civilization (Std 4),
Runner Up: Physical Features (Std 4)

Category III (Stds 6 to 8)

Winner: Jungle Book (Std 6)
Runner Up: Handicrafts (Std 7)

Category IV (Stds 9 & 10)

Winner: Reuben's Tube (Std 10B),
Runner Up: Radio show (Stds 9 & 10)

Category V (Stds 11 & 12)

DNA Extraction (Std 12),
Chlorophyll content in leaves (Std 12)

Special Visitors



Peter Järves'en, Headmaster, Swedish School Göteborgs Högre Samskola, and his colleague, Nicke Bäcklund, paid a visit to our school.

GRADUATION TIME AGAIN!

Pre-Graduation Day for the fifth batch of tenth and the third batch of twelfth standard students was held on 11 February at the MLR Convention Centre. Mr Harish Bijoor—Brand Expert, CEO of Harish Bijoor Inc., teacher and inspirational writer—graced the occasion as the Chief Guest. The dignitaries on the dais included Mr M. R. Jaishankar, CMD, Brigade Group; Ms Githa Shankar, Chairperson, Brigade Foundation; Ms Meera V. Rao, School Principal; and members of the Governing Council of the Brigade Foundation.

Prize winners announced!

The toppers in academics were honoured. Kumaresh Krishnan and Medapati Kartik were declared the Best Outgoing Students of Stds 10 and 12 respectively.

A solemn ceremony

The students of both the graduating classes walked up on stage to light their candles from "The Lamp of Knowledge". Principal Ms Meera V. Rao proudly administered the pledge to the students. The ceremony concluded with the screening of a video that showed a touching rendition of the National Anthem by students who are speech and hearing impaired. Guests, parents, teachers and students then shared some happy moments and memories over High Tea.



Graduating Students of Std 12



Graduating Students of Std 10

THE SILENT KILLER

It is as dangerous as hypertension, diabetes or cardiac disease. And it is on the rise across the world. In India this epidemic is spreading and growing from strength to strength.

The new "Big C" (with as much power to decimate as its much feared namesake) is corruption. And unfortunately, to continue the parallel, a cure doesn't seem in sight. Rather, like a self-fulfilling prophecy, we tell ourselves corruption is part of the Indian psyche ... and we allow the disease to perpetuate. The result is that 'an eco-system of corruption' has evolved, insidiously.

A SEASON OF SCAMS ...

As revealed recently, the range and depth of the 'ecosystem of corruption', includes thousands of crores of public money misappropriated, electoral fraud, land scams and diversion of funds to private trusts ... and this could merely be the first signs of worse to come.

... AND A MONSOON OF BRIBES

India is getting richer. In the next five-year plan period, \$1 trillion will be spent on roads, railways, ports, defence. Abundance, and the consumer culture, seems to be everywhere, for everyone to see, want ... and potentially enjoy. In this climate, as *The Economist* says, "a monsoon of bribes is forecast."

THE ROOT CAUSES

The basic causes of corruption generally fall into two categories: On the one hand—need, inequity, absence of a level playing field. On the other—greed, and an unrelentingly consumerist culture. Underpinning both motivators of corruption are a general decline in moral standards and an eroding code of ethics and contentment.

DIFFERENT MANIFESTATIONS OF THE DISEASE

Corruption appears in different shapes: Bribery in cash or kind. Speed money. Nepotism. "Gifts" and "junkets". Favours. Abuse of power. Extortion. Patronage or pressure that influences decisions. Insider trading, match-fixing, cash-for-votes. Money and power manipulating policy-making, even formation of a ministry. And more.

COMMON MAN'S TRAVAILS ...

Tragically, this is becoming a depressingly familiar aspect of everyday life for more and more people.

From access to basic necessities like water and electricity to educating children to building a house to getting a job ... almost every transaction seems to come with bribes attached. Nothing—from getting a driver's license to making a police complaint—seems to get done without an inducement.

A NEW STRAIN OF LICENSE AND PERMIT RAJ—CRIPPLING ENTREPRENEURSHIP

How can the prevailing conditions—in which bribery is the fuel of business—not kill enterprise, enthusiasm and entrepreneurial vision? We are supposed to be living in economically liberalised times, but how much has really changed since the post-independence License Raj?

THE BLAME ALSO GOES TO ...

It's not just the big players that are at fault. The *aam aadmi*—people who apply for a ration card they are not entitled to, whose constructions exceed sanctioned plans, who pay a policeman to avoid a ticket or drunken driving charge, anyone who gets preferential treatment because of *speed money*—all power the problem.

SYMPTOMS: HELPLESSNESS AND HOPELESSNESS

This sort of all-pervasive, blatant corruption brings with it the whammy of the Double H: helplessness and hopelessness. When it's a battle against 'The System', the results seem a foregone conclusion. Even more dispiriting is the thought that, for the average *aam aadmi* or for an industrialist, there is nowhere to turn for redressal. The odds seem so daunting that many of us find it easier to flow with the tide, to pay that bribe.

CORRUPTION AND HYPOCRISY OUGHT NOT TO BE INEVITABLE PRODUCTS OF DEMOCRACY, AS THEY UNDOUBTEDLY ARE TODAY.

—Mahatma Gandhi



TRANSPARENCY INTERNATIONAL:

Corruption is a problem worldwide
(Please see opposite page)

A coincidence!



Three weeks ago, M. R. Jaishankar, CMD, had suggested that we make corruption the subject of this issue's *Snippets*. As we go to print now, the fast-unto-death by Anna Hazare is inspiring people from all walks of life to join the peaceful protest against corruption.

The 72-year old crusader's campaign seems to be turning into a positive movement for change. This could be a defining moment for civil society in India.

FAR REACHING EFFECTS OF THE BIG C

- Retard national development.
(Corruption can slow down GDP growth. Businessmen rank graft as their biggest headache.)
- Kill entrepreneurship and innovation.
- Jeopardise ethics both in public and private sectors.
- Damage democracy and stable governance.
- Political, economic and social unrest and rebellion?
- Derail legal systems and procedures—and human rights.
- Laws framed to benefit the powerful.
- Affect the sustainability of natural resources.
- Affect the morale and morals of all citizens.

Rx Containment and cure to treat the symptoms ...

An effective cure can only be found through transparency, free information flow and accountability:

- The Right to Information (RTI) Act, 2005
- e-governance
- Effective ombudsman initiatives, like the Lokpal and Lokayukta
- Specialised fast-track courts to deal with corruption
- Stiffer punishment
- Electoral reforms
- Whistleblowers (like Wikileaks)
- Citizens initiatives like ipaidabribe.com
- Public anger and action, leading to change. (The Tahrir Square 'revolution' in Egypt is a recent example. Closer to home: Anna Hazare's hunger strike).

Continued from previous page



THE BEST OF ALL:
A HOLISTIC CURE ...

A corruption-free society is a Utopian dream. Such a dream is realised through utopian ideals.

Our education system revolves around self-centredness. For students

and parents alike, it is all about how big a consumer one can

be. It's to do with escalating standards of living. It's not about being inspired to serve society.

Our society needs to actively nourish the idea that quality of life trumps over standard of living and a consumerist existence. The idea of GNH (Gross National Happiness) must triumph over GDP.

CORRUPTION IS A
PROBLEM WORLDWIDE



the global coalition against corruption

CORRUPTION RUINS LIVES. FIGHT BACK. TAKE ACTION.

Transparency International is a global civil society organisation leading the fight against corruption. Along with global indices and surveys, TI has engaged in a number of innovative efforts to measure corruption, transparency and governance.

Corruption Perceptions Index 2010

Nearly three quarters of the 178 countries in the index score below five (Scale: 10 is very clean, 0 is highly corrupt).

RANKING	COUNTRY	SCORE
1	Denmark	9.3
1	New Zealand	9.3
1	Singapore	9.3
20	UK	7.6
22	USA	7.1
78	China	3.5
87	India	3.3
143	Pakistan	2.3
176	Afghanistan	1.4
178	Somalia	1.1

Corruption seems to correlate roughly with per capita income. The higher the per capita income, the lower the level of corruption in a country. Surprise of surprises, India is less corrupt (87th) than its per capita income ranking (127th) would suggest. The new icon of super efficient governance, People's Republic of China, is only slightly less corrupt than India. The USA is much more corrupt (22nd) than its per capita income rank (6th) would indicate.

RAMPANT: Corruption.

LACKING: Faith in the administrative machinery.

WANTED: Tangible proof of a strong government resolve to fight corruption.

TOWARDS A SOLUTION: Moving the Bill to Act

FLASHBACK: In 1966 the Administrative Reforms Commission recommended the constitution of a two-tier body (a Lokpal at the Centre and Lokayuktas in the states) to function as a high-level ombudsman. Accordingly, two years later, the Lokpal Bill was presented at the fourth Lok Sabha, but did not make it through the Rajya Sabha. Several subsequent attempts to convert it into an Act—the most recent being 2001—also failed. Lack of support from the Centre is seen as the cause.

THE ORIGINAL LOKPAL BILL

Aim

Establishment of the institution of Lokpal to inquire into allegations of corruption against public functionaries and for matters connected therewith.

Key Features

- ✓ **Members:** A three-member body with a Chairperson who is/was a Chief Justice or Judge of the Supreme Court; and two other members who are/were Judges or Chief Justices of High Courts around the country.
- ✓ **Appointment:** Chairperson and members appointed by the President, on the recommendation of a specified committee.
- ✓ **Provisions to ensure independence of the office:**
 - The Lokpal is ineligible to hold any office of profit under Government of India or of any state, or similar such posts after retirement.
 - Fixed tenure of three years and can be removed only on the ground of proven misbehaviour or incapacity after an inquiry made by CJI and two senior-most judges of SC.
 - Lokpal will have its own administrative machinery for conducting investigations.
- ✓ **Jurisdiction of Lokpal:**
 - The central level political functionaries like the Council of Ministers, including the Prime Minister, the Members of Parliament etc.
 - Lokpal cannot inquire into any allegation against the PM in relation to latter's functions of national security and public order.

- Complaints of offence committed within 5 years from the date of offence can be taken up for investigation.
- A public servant cannot make a complaint.
- The Lokpal is supposed to complete the inquiry within a period of six months.
- The Lokpal has the power of a civil court to summon any person or authority.
- After investigation, the ombudsman can only recommend actions to be taken by the competent authority.
- Lokpal can order search and seizure operations.

Some points of contention

- ✗ No civil society representation.
- ✗ Exclusion of Foreign Affairs, Security and Defense divisions, and bureaucrats and judges, from the Bill's purview.
- ✗ No provisions for recovery of losses faced by the government due to corruption.
- ✗ Potential for biased/opportunistic appointments: The suggestion that political leaders sit on the Committee may lead to conflicts of interest if they come under scrutiny. Membership of retired judges to the board/committee could make sitting judges vulnerable to political influence.
- ✗ Limitation of powers: The Lokpal is intended to be only an advisory body: doesn't have the authority to take suo moto action, to receive complaints from the public and to register FIRs.

THE JAN LOKPAL BILL

The original Lokpal Bill had passed through Upper and Lower Houses of Parliament at least nine times. Anna Hazare's fast was undertaken in order to finally get Parliament to pass the new Bill—with inputs from civil society that addressed some contentious lapses and glaring lacunae. Amongst changes demanded are:

- ✓ A 10-member committee, not necessarily from among retired judges.
- ✓ Enhanced punishment—from a minimum of five years up to life imprisonment—to serve as a strong deterrent.
- ✓ A one year time frame for completion of investigations. It also prescribes that the trial should be completed within a year so that a corrupt politician, officer or judge is sent to jail within 2 years.
- ✓ Protection to whistleblowers, to encourage complainants to speak out. This would also remove the need for a separate Whistleblower Protection Bill



Centre needs to ensure ...

... that the Bill not only provides legal sanctity to the institution of Lokpal, but also provides it with sufficient authority, reasonable power and enough jurisdiction to be able to be effective when it comes to enforcement at the operational level.



Ralegaon Siddhi

Under Anna Hazare's leadership and initiative, his village Ralegaon Siddhi has achieved the status of a model village in India and around the world.

Some of his achievements that have transformed his village:

- The watershed development work raised the water table. From 300–350 acres of land available for one crop, two crops in 1500 acres of land. Created employment. Distress migration stopped.
- Energy generated from solar power, bio-fuel and windmills.
- From 300 litres, milk production has gone up to 4000 litres.
- The per capita income increased from ₹225 to ₹2500.
- Villagers constructed buildings worth ₹1 crore for school, hostel and gymkhana and renovated the old village temple through financial contributions and shramdan.
- Villagers have given up brewing of liquor. Also, nobody sells cigarettes, beedies and tobacco—for the last 13 years.

What thing about humanity surprises you the most?

This was the question that was posed to the Dalai Lama.

His answer was:

“Man”

Because he sacrifices his health in order to make money.

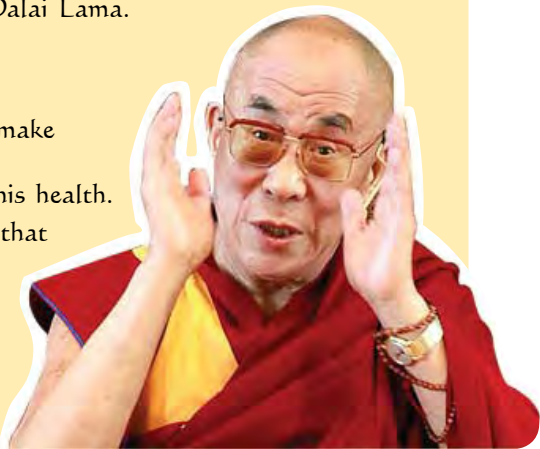
Then he sacrifices his money to recuperate his health.

And then he is so anxious about the future that he doesn't enjoy the present,

As a result he doesn't live in the present or the future.

And he lives as if he's never going to die,

And then he dies having never really lived.



Playing together pays

The country is slowly coming down to earth from the exhilaration of a World Cup high. Sound bytes from the winning team are seen everywhere. Some of these lend themselves to serious reflection, both within and outside cricket contexts.

Dhoni on World Cup victory

Mahendra Singh Dhoni, when asked what made the win possible, attributed victory to individuals successfully coming together as a team: “The character showed by individuals in the team has been exceptional. They have showed 100 per cent dedication on and off the field and whenever the occasion demanded they put their hands up and responded to the situation. Zaheer,



Yuvraj, Raina to name a few, all of them responded to the demands of the team.”

Dangers of “I and Me” thinking

The difference between success and failure can rest on thinking “I” instead of “we”. This has been proven again and again, in spheres ranging from sport to song (The Beatles, Abba and Simon & Garfunkel are just three examples of groups that failed at the charts once egos prevented their ‘playing as a team’)—and much that lies in between. From governance to business, the value of teamwork cannot be over emphasised. The Japanese got it right when they said, “None of us is as smart as all of us”.

.....

“Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work.” —Vince Lombardi

.....

Successful Failure

Failure is an inevitable companion on the path to success. And whilst you may eventually succeed in leaving that friend behind, make sure you don't forget the lessons she taught you. The entrepreneurs, politicians and one sportsperson we have profiled have not. Read on.



“You are not a failure as long as you are trying”

—CAPTAIN G. R. GOPINATH,
FOUNDER, DECCAN 360

“Glory is in rising every time we fall”

—PHANEESH MURTHY,
PRESIDENT AND CEO, iGATE, AND FORMER DIRECTOR, INFOSYS

“Success never comes, you have to seek it”

—SANDEEP GOYAL,
FOUNDER-CHAIRMAN, DENTSU INDIA, AND FMR CEO, ZEE

“Failure makes place for something better”

—PRIYANKA CHOPRA,
BOLLYWOOD ACTOR

“Plan for the bad when the going is good”

—GLENN SALDANHA,
MD & CEO, GLENMARK PHARMACEUTICALS

“I used a setback as a stepping stone”

—SOURAV GANGULY,
FORMER CAPTAIN, INDIAN CRICKET TEAM

“I was told I was taking too many risks”

—KIRAN MAZUMDAR-SHAW,
CHAIRPERSON & MANAGING DIRECTOR, BIOCON LTD

“Put your difficulties to work”

—ARUN SHOURIE,
FORMER MINISTER AND JOURNALIST

—Source: ET Bureau, Apr 3



Better a diamond with a flaw
than a pebble without.

—CONFUCIUS, CHINESE PHILOSOPHER



Failure is simply an opportunity to
begin again, this time more intelligently

—HENRY FORD, FOUNDER, FORD AUTOMOBILES



Small offices. Big ambitions.

Brigade presents a range of small office spaces across Bangalore. Located in business catchment areas, these commercial projects are designed to cater to the needs of small, ambitious businesses. Everything from infrastructure to safety and security is maintained as per world standards. Presenting: **Brigade Rubix**, **IRV Centre**, **Arcade@Brigade Metropolis** and **Brigade Business Suites**.



Brigade Rubix

Ideal for small businesses that desire a self-contained corporate environment, Brigade Rubix integrates all the facilities necessary for smooth business operations.

Office spaces ranging from 1,300 to 15,000 sft
Scalability—2,25,000 sft | 100% power & power back-up
Ample parking | Centralised air-conditioning | High speed elevators | Food court & Cafeteria | Close to proposed Metro station.

Location: HMT Township, North Bangalore
Call: Ganesh +91 98804 05254



Brigade IRV Centre

The commercial project is located on Whitefield Road, Bangalore's IT hotspot. Set in a 4-acre plot, Brigade IRV Centre has a floor plate area ranging from 16,500 sft to 33,000 sft. The project is ideal for multi-occupant offices ranging from 2,200 sft onwards. Ideal for Corporate Offices, Representative Offices, Regional Offices, IT/ITES, Consultants, Professionals.

Location: Nallurhalli
Call: Sudeesh Nair +91 97400 13072



Arcade@Brigade Metropolis

Part of a 40-acre integrated enclave, Brigade Arcade offers office spaces ranging from 360 sft to 4,120 sft. With 24 hour power back-up, excellent connectivity and a vibrant business ecosystem, Brigade Arcade is perfectly suited for businesses such as Freight & Courier Services, Insurance Services, Real Estate Consultancy, Chartered Accountants, Media Consultancy, Travel & Forex, Law Firms and Business Centres.

Location: Mahadevapura, Whitefield Main Road
Call: Chandan +91 97400 13003, Bhaskar +91 97400 13019



Brigade Business Suites

Brigade Business Suites is a landmark 5-storeyed commercial property located next to Ashoka Pillar in Jayanagar (near Lalbagh Garden), with excellent connectivity to the rest of the city.

Air conditioned | 1,235 sft to 1,680 sft | Scalability up to 2,750 sft | On-site Café Coffee Day | 100% power back-up | Wooden flooring | Individual toilets | Parking

Location: Ashoka Pillar, Jayanagar
Call: Nandan +91 97400 13011

Summit @ Brigade Metropolis



8,30,000 sft office space in two towers connected by sky-bridges at 5 levels
Office space available from 6,000 sft onwards | Floor plate—22,000 sft to 42,000 sft | Multi-level car park (6 levels)
Cafeteria | Landscaped gardens
Amphitheatre | Swimming pool | Gym
Helipad | Ideal for IT / ITES / Corporates

World Trade Center Bangalore @ Brigade Gateway



1.1 million sft | 32 levels | Modular design with 40,000 sft floor plate
Scalability—10,000 sft onwards | Grade A++ specifications | Helipad | 9-level car park | Cafeteria | Ideal for Corporate headquarters, Regional offices, IT/ITES facilities

Brigade Point

Gokulam Road, Mysore

• Plug-n-Play: 4,115 sft • Office spaces: 2,700 to 15,500 sft • Ready to move in

Brigade Techpark

Whitefield

• Plug-n-Play: 14,600 sft
• Ready to move in

BUILT-TO-SUIT OPTIONS

in Bangalore, Mysore, Chennai and Mangalore

SEZs



8,00,000 sft at Kochi Info Park, Kakkanad



2.5 million sft at Ganjimut, Mangalore



For a better quality of life,
upgrade to Brigade

Corp. Office: Hulkul Brigade Centre, 82
Lavelle Road, Bangalore 560 001 INDIA
Ph: +91-80-4046 7666 Fax: +91-80-2221 0784
salesenquiry@brigadegroup.com

Union Budget 2011-12

Focus on recovery, reforms and rejuvenation

UNION BUDGET

The 2011-12 budget is expected to serve as a transition towards a more transparent and result-oriented economic management system in India. The Indian economy is expected to grow at 9% with an outside band of +/- 0.25% in 2011-12.

Housing Sector Finance

Existing scheme of interest subvention of 1% on housing loan further liberalised.

The scheme of 1% interest subvention on housing loans announced for the Financial Year (FY) 2009-10 has been extended further to housing loan up to ₹15 lakh where the cost of the house does not exceed ₹25 lakh from the present limit of ₹10 lakh and ₹20 lakh, respectively.

Personal Tax

- Personal Income tax exemption limit increased to ₹180,000.
- Senior Citizen age limit revised to 60 years from earlier level of 65 years; further Exemption limit increased to ₹250,000.
- Exemption limit carved out for a new category of very Senior citizens (pegged at 80 years and above) at ₹500,000.
- Exemption limit for women assesses remain unchanged at ₹190,000.

- Deduction for investment in long term infrastructure bonds up to ₹20,000/-extended for 2011-12.
- Contribution made by employer to New Pension Scheme to be excluded from the Overall ₹100,000 limit prescribed under Section 80CCE.

Personal income-tax slabs proposed to be revised as under

Existing Slab	Revised Slab	Rate (%)
Up to 160,000	Up to 180,000	NIL
160,001 to 500,000	180,001 to 500,000	10
500,001 to 800,000	500,001 to 800,000	20
Above 800,000	Above 800,000	30

Section 80CCD provides a deduction to employees in respect of any contributions made to the New Pension Scheme (NPS) by the employee and employer. The current provisions of Section 80CCE, restricts the aggregate amount of deduction to be claimed under Section 80C, 80CCC and 80CCD to ₹100,000. It is proposed that the contribution made by the employer to the NPS be excluded for computing the ₹100,000 limit under Section 80CCE. Further, it is proposed that the employer be allowed a Deduction under Section 36 in respect of his contribution to the NPS of an amount being lower of Actual employer contribution to NPS; or 10% of employees salary.

Central Electronic Registry

Central Electronic Registry to prevent frauds involving multiple lending on the same immovable property to become operational by March 31, 2011.



Direct Taxes

Rate of Minimum Alternative Tax proposed to be increased from 18% to 18.5% of book profits. (MAT) rates now applicable to Developers of and Units in a Special Economic Zone (SEZ).

Service Tax

The levy of Service

Tax has been extended to the following new services:

- Services provided by air-conditioned restaurants having license to serve liquor.
- Services provided by hotels, inns, guest houses, clubs, camp sites. This service will be taxed only when the continuous period of stay is less than three months.
- Hotel accommodation in excess of ₹1000/- per day. These new levies will come into effect after the enactment of the Finance Bill 2011.

State Budget 2011-12

Commercial Tax:

- VAT rate on goods currently taxable at 13.5% is increased to 14% • Luxury Tax—Proposal for payment of composition amounts in lieu of regular tax by home stay units

Karnataka Stamp Act, 1957: Amendments with respect to Stamp Duty

Sl.No.	Subject	Present Stamp duty	Proposed Stamp duty
01	Agreement for Sale	1% on the market value equal to the amount of consideration subject to a maximum of ₹20,000/- in accordance with Article 5(e) (ii).	0.1% on the market value equal to the amount of consideration subject to a maximum of ₹20,000/-. Note:- When a reference is made in such agreement for sale regarding Power of Attorney given to the Purchaser authorizing him to sell the property, then such agreement will be considered as Agreement for Sale with possession and the stamp duty payable is as per conveyance rate.
02	Agreement to Build	1% on market value of property or consideration paid whichever is higher with a ceiling of ₹1,50,000/- in accordance with Article 5(f).	Article 5(f) is deleted. Agreements are thereby covered under Article 5(j). In accordance with Article 5(j) ₹200/- would be payable as Stamp Duty.
03	Joint Development Agreement	1% on the market value of the property or on the consideration for such agreement whichever is higher subject to a maximum of ₹1.50,000/- in accordance with Article 5(f).	The said provision is omitted resulting in J.D Agreement being covered under 5(e) (i).. The stamp duty payable is the same as per conveyance in accordance with Article 5(e) (i).
04	Power of Attorney given for construction/ development or sale of an immovable property.	1% on the market value of the property or on the consideration for such agreement whichever is higher subject to a maximum of ₹1,50,000/- in accordance with Article 41(e) (a).	Article 41(e) (a) is deleted. The stamp duty payable is the same as per conveyance in accordance with Article 41(e).

HOUSING LOAN SCHEMES

Indicative Equated Monthly Installment for every ₹1 lakh of loan*

Loan Classification	Interest Rates (%)	EMI				
		5 years	10 years	15 years	20 years	25 years
1st year	8.75	2064	1254	1000	884	823
2nd and 3rd years	9.50	2094	1291	1043	931	873
FOR REST OF THE PERIOD						
Floating Interest	9.75 ⁺ 10.00 ⁺⁺	2099 2125	1301 1322	1055 1075	946 966	889 909
Fixed interest	Discounted rates in the first three years are also on floating rate basis only. No fixed rate option					

*Conditions apply
EMI quoted above are for loans availed from State Bank of India • Moratorium is presumed to be "nil" • Fixed rate loans are available for a maximum period of 10 years only • Fixed rate loans have a reset clause of 5 years with "force majeure" clause • Floating rate interest rates vary for loans up to Rs 50 lakh and above Rs.50 lakh • Loan amount limit depends on the income of the applicant • Security of the loan is the first mortgage of the property to

be financed • Interest rates and EMIs are subject to change without notice • Loan sanctions will be at the sole discretion of SBI & other terms & conditions prevailing on the date of sanction.

* For loans up to Rs 30 lakh. ** For loans up to Rs 30 lakh after 3 years and from year 1 for loans above 75 lakh.

Source: State Bank of India

Census 2011: Bangalore's growth

The estimated population (2011 census) for Bangalore is 95.90 lakh, up from 45.92 lakh ten years ago. One of the main reasons: The boundaries of the city have been extended to increase its area from 531 sq km to 775 sq km. Other reasons for population growth include influx due to education, health and employment sectors and the floating population for business reasons

—Source: News reports

Bangalore is India's most vibrant city ...

... according to a survey by Morgan Stanley, the global financial services firm. Their report—"AlphaWise City Vibrancy Index: A Guide to India's Urbanization"—is based on surveys of the top 200 cities in India by population. Interestingly, Mysore, though a tier two city, is ranked in the top 10, whereas Mumbai ranks 21st among India's top 50 cities.

—Source: <http://www.morganstanley.com>

Retail



ORION MALL @ Brigade Gateway
Malleswaram-Rajajinagar

8,00,000+ sft • 11-screen Multiplex, Retail, Food Court, Entertainment, Restaurants

Nearing completion!



THE ARCADE @ Brigade Metropolis
Mahadevapura, Whitefield Rd

- Areas ranging from 360 sft to 4120 sft
- Ideal for convenience stores; high-end shops; health, beauty and leisure facilities

Ready!!



BRIGADE SOLITAIRE
Residency Road, Bangalore (21,000+ sft)

Ready for occupation!



ORION MALL @ Banaswadi
Bangalore (2,70,000+ sft)

Under construction!



BRIGADE BROADWAY
K. G. Road, Bangalore (80,000 sft)

Construction commenced



RETAIL SPACES AT SHERATON BANGALORE
@ Brigade Gateway

Malleswaram-Rajajinagar, Bangalore.
• Up to 25,000 sft • Ideal for large format stores

Ready!!

BRIGADE RUBIX
HMT Township, Bangalore (up to 90,000 sft)

MYSORE

BRIGADE VANTAGE
Hunsur Road (1,30,000+ sft)

BRIGADE POINT
Gokulam Main Road
10,000+ sft (ground floor)
Ready to occupy!!

CHENNAI

BRIGADE VANTAGE
OMR (1,40,000+ sft)

RETAIL SPACES AT HOLIDAY INN
OPP. TIDAL PARK, OMR (40,000+ SFT)
IDEAL FOR LARGE FORMAT STORES



*For a better quality of life,
upgrade to Brigade*

Corp. Office: Hulkul Brigade Centre, 82, Lavelle Road, Bangalore 560 001 INDIA

BANGALORE Ph: +91-80-4046 7666 Fax: +91-80-2221 0784 salesenquiry@brigadegroup.com

CHENNAI Ph: +91-98413 66207 **MANGALORE** Ph: +91-99723 05244 **HYDERABAD** Ph: +91-99122 49590

KOCHI Ph: +91-98950 54494 **MYSORE** Ph: +91-821-251 1239 Fax: +91-821-425 2239

sms: Brigade to 56767 | Toll free: **1800-102-9977** | BrigadeGroup.com

INVEST WELL. INVEST IN BRIGADE.
Residences, for a better quality of life.

Launching Soon!

APARTMENTS



Brigade Exotica, Old Madras Rd
3- & 4-bedroom premium apartments • 2650 sft to 3800 sft



Brigade Omega, Thurahalli, off Kanakapura Rd
2-, 3- & 4-bedroom apartments • 1300 sft to 2290 sft



Brigade Sonata, Palace Road, next to Mt Carmel College
3-bedroom apartments • 2500 sft to 2780 sft



Brigade Rhapsody, Palace Cross Road, Near Opus
4-bedroom apartments • 4700 sft to 4730 sft

VILLAS



Brigade Orchards
Devanahalli
Premium villas
4800 sft to 4850 sft



Brigade Palmgrove
Bogadi Rd, Mysore
Premium villas and townhouses
4500 sft to 5000 sft

OTHER CITIES



HYDERABAD
Brigade Zenith
Banjara Hills
Premium apartments
3650 sft to 4200 sft



MANGALORE
Brigade Pinnacle
Derebail
2- & 3-bedroom apartments
1200 sft to 1650 sft

LAST FEW UNITS

Brigade Gateway
Malleswaram-Rajajinagar
1-BHK: 590 sft 3-BHK: 1590 sft to 3040 sft
2-BHK: 1310 sft to 1620 sft 4-BHK: 3120 sft to 3360 sft

Brigade Metropolis
Mahadevapura, Whitefield
3-bedroom apartments
1800 sft to 1840 sft

Brigade Petunia
Jayanagar-Banashankari
3- & 4-bedroom premium apartments
3150 sft to 4500 sft

Toll free: 1800-102-9977

Refer our projects to your friends and relatives! Get a referral incentive!

MYSORE: Suchendra
Brigade Point, 2963, 3rd Floor,
Gokulam Rd, V.V. Mohalla, Mysore 570 002
Ph: +91-821-2511239 Fax: +91-821-425 2239

CHIKMAGALUR: Stalin
Kadur Nivas, Opp. Mountain View School
Vidyanagar, Chikmagalur 577 102
Ph: +91-8262-222 448 Mob: +91-96118 01517

MANGALORE: Anand Poojary
Mob: +91-99723 05244

CHENNAI: E.S. Senthilvel
Old No: 31A, New No: 2
Cathedral Garden Rd
Nungambakkam, Chennai 600 034.
Ph: 044 4358 7017
Mob: +91-98413 66207

KOCHI: Lalu Isaac
213, Panampally Nagar,
Kochi 682 036 Ph: 0484-4044 494
Mob: +91-98950 54494

HYDERABAD: P. Rajasekhar
Regus, Level-1, Midtown,
Banjara Hills, Road No.1
Hyderabad 500 034
Mob: +91-99122 49590

DUBAI: Indrani Shekar
P.O. Box No. 49191, 708
Atrium Centre
Bank Street, Bur Dubai
Ph: +971-4-355 5504
Fax: +971-4-355 5541
dubai@brigadegroup.com