

BRIGADE INSIGHT

For private circulation only

VOL. 15 NO. 2

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN AUGUST 2011



CELEBRATING THE ARTS AT THE NEW MLR CONVENTION CENTRE

In this issue:

Stalwarts leave audience spellbound!

Brigade wins 'Great Place to Work' Award

Brigade ranked as one of India's Top Ten Builders

Brigade Metropolis wins 'Best Residential Project South' Award

A case study on Brigade Group wins IIM contest

Rotman University students visit Brigade Gateway

Amitabh Bachchan at Sheraton Bangalore Hotel @ Brigade Gateway



WORLD TRADE CENTER
BANGALORE
AT BRIGADE GATEWAY

BRIGADE GROUP
WELCOMES
AMAZON, SIEMENS, UEC and H&M
TO THE WORLD TRADE CENTER
BANGALORE

WTC Bangalore - Giving your business the global edge.

30 floors and standing tall at 128 metres, WTC Bangalore has changed Bangalore's skyline. Resonating with excellence, it offers world-class office spaces.

WTC Bangalore is a part of the Brigade Gateway campus that offers a world of convenience:

Premium Residences | Sheraton Bangalore Hotel | Galaxy Club | Columbia Asia Hospital

The Brigade School | Orion Mall | Ample Parking

Also moving soon to WTC Bangalore are **KPMG, Samsung, Gallagher, Regus** & many more.

For business enquiries from corporates, call **1800 102 9977**
or email **commercial@brigadegroup.com**



BRIGADE INSIGHT

Vol. 15 No. 2 Released in August 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:

Stalwarts leave audience spellbound.....	4
India's Top Ten Builders.....	5
Inaugurations.....	6
Brigade Showcase 2011	7
Brigade Orchards.....	8
Rotman University students visit Brigade Gateway.....	10
Young Achiever 2011.....	10
"All's Well" at MLR-CC.....	14
Stars @ Sheraton Bangalore..	15
Regent Club launched.....	15
Flash@Brigade	16
The three Lokpal Bills.....	19
Maharaja for a Day	22

HOW things dramatically change in a very short time! The three very significant developments in the last few weeks are:

- S&P downgrading Credit Rating of United States from AAA to AA+ and the resultant turmoil in world financial markets;
- Central Government's clueless and immature response to Anna Hazare's movement against corruption;
- Dramatic collapse of performance of Indian Cricket Team—from World Champion status to school boys team level.

All were avoidable and self-inflicted; due to complacency, arrogance and politics. But all the developments have shaken the world/country/establishment. It would take quite a while for normalcy to set in. ❧❧❧

India was on the path of recovery from the recessionary conditions of 2008-2010, till inflation within the country and multiple scams involving thousands of crores were unearthed. Naturally, an anti-corruption movement is required to cleanse the system, at least to some extent. While corruption is a worldwide problem and existing probably from the time civilization started, it has reached mind boggling and dangerous proportions in our country, which is bound to destroy us if not tackled now. I hope and pray a positive outcome will emerge from the spontaneous, tremendous and voluntary support the Anna Hazare movement has received. ❧❧❧

From the beginning of 2011, the mood in the real estate sector was one of optimism, which was expected to turn to bullishness. Unfortunately, due to the macro economic factors plaguing the world, cautiousness has set in. High interest rates have not helped the mood at all. I hope and wish there will not be any worsening of global factors and ratings. Due to the inherent strength of the Indian economy and latent unsatisfied demand of the past 3-4 years, pessimism is unlikely to set in. ❧❧❧



A few thoughts ...

Tourism is one industry which can have a far reaching positive impact on any economy and will help in generating employment in the unorganised sector for the uneducated class. Statistics of just Singapore and Hong Kong make startling revelations. Singapore, with its 5 million population (size less than Bangalore), attracts 12.5 million tourists (2.5 times its population). Hong Kong, with its 7 million population, attracts 36 million tourists (5 times its population). Whereas, India, with 1.2 billion population, gets only 5 million tourists, i.e., a dismal 0.05%. China gets 56 million tourists and

earns USD 185 billion a year (about the same as the entire annual export earnings of India). India has the potential to earn at least USD 100 billion (if not more) in a year, provided proper strategic actions are taken by the Central and State Governments to improve infrastructure and tourist friendliness. India has many, many more tourist sites than China. ❧❧❧

I am delighted to mention that Brigade has received 3 important awards in the last 4 months:

1. 'Economic Times', in association with 'Great Places to Work Institute', rated Brigade Group as the 2nd best company to work for in the Real Estate Sector, and also as 88 among all companies in the country.
2. 'CNBC Awaaz-CRISIL-CREDAI' selected our Integrated Township Project, Brigade Metropolis on Whitefield Road, as the Best Residential Project 2010 in South India.
3. 'Construction World' rated us amongst the Top 10 Builders in the country for the 5th consecutive time, in a perception survey in which developers, financial institutions, architects and vendors, across the country participated. ❧❧❧

The festival season has started. I hope it brings cheer to the Indian economy and joy to its citizens. ❧

—M. R. Jaishankar, CMD



Details on Pg. 5

Festival greetings

FROM ALL OF US AT BRIGADE GROUP

Stalwarts leave audience spellbound



Electro-Classical ensemble of the world-renowned Bickram Ghosh (percussion, 2nd from left). (l to r) Arun Kumar (drums), Ambarish Das (vocal) and Philip Sarkar (keyboard).



Carnatic-Hindustani jugalbandhi by the celebrated duo of Shubha Mudgal and Bombay Jayashri.

Brigade Hospitality 'Celebrates the Arts' at its new MLR Convention Centre

On the 17th July 2011, music and arts were celebrated in true magical style when a multi-faceted cultural programme, 'Celebrate the Arts', was held at MLR Convention Centre at Whitefield. This event brought together stalwarts like Bickram Ghosh, Shubha Mudgal and Bombay Jayashri. In addition to this, a cultural and food carnival was held throughout the day.



Bangalore's very own rock band 'Aurko' performed an energy-packed live concert in the afternoon, leaving the audience grooving to its tunes.

MLR CONVENTION CENTRE
The Brigade School campus
4th Cross, Mahadevapura, Whitefield. Ph: +91-9880405439

800-SEAT A/C AUDITORIUM • 2 GREEN ROOMS • 500-SEAT BANQUET HALL
TWO CONFERENCE ROOMS (50 SEATS EACH) • 200-SEAT PRE-FUNCTION AREA
4 DELUXE GUEST ROOMS

MLR CONVENTION CENTRE
The Brigade Millennium campus

J. P. Nagar 7th Phase Ph: +91-80-40182222 / +91-9880405439

500-SEAT A/C AUDITORIUM • 14-SEAT BOARD ROOM • CONFERENCE ROOM
COMMUNICATION ROOM • 500-SEAT A/C BANQUET HALL • BUFFET HALL
STATE-OF-THE-ART KITCHENS • 10 DELUXE GUEST ROOMS

India's 'Best Companies to Work For'

GREAT PLACE TO WORK® Best companies to work for **2011**
India

BRIGADE GROUP was ranked **second** in the Real Estate Industry and 88th across sectors in the '100 Best Companies to Work For' survey. The awards function was held at Hotel Hyatt Regency, Mumbai on 23 June.

The Economic Times and Great Place to Work Institute joined hands to identify the best workplaces; companies that cared for its employees and vice-versa.

A total of 67,000 employees across 20 sectors comprising over 500 companies participated in this year's survey. These results give a first-hand feel of workplace culture from an employee perspective.



(L to r) Prasenjit Bhattacharya, CEO, Great Place to Work® Institute, India; Roshin Mathew, COO, Brigade Group; Jagan Mohan, VP-HR & A, Brigade Group. Also seen is Ms Aarti Porwal, Chief Representative, CIMA.



“Brigade Group—ranked 2nd in Real Estate Industry for inspiring trust among your people, for instilling pride in them, for creating an environment within the workplace that promotes camaraderie and for many other reasons that make your organization one of India's best companies to work for.”



Photo Credit: <http://www.greatplacetowork.in/>

India's Top Ten Builders



(l to r) Pratap Vijay Padode, Managing Director and Editor-in-Chief, ASAPP Media; Guest of Honour, Dr S. V. Pattivar, Additional Municipal Commissioner, Navi Mumbai Municipal Corporation; Keynote Speaker, Karuna Gopal, President, Foundation of Futuristic Cities and M. R. Jaishankar, CMD, Brigade Group.

Brigade Group was presented the 'India's Top 10 Builders' award at the CW Architect and Builder Awards 2011 ceremony held on 19 August at Taj Land's End, Mumbai.

This is the fifth year in a row that Brigade Group has received this honour.

These prestigious awards were instituted six years ago by Construction World and CW Interiors. The jury this year was drawn from a cross-section of industry professionals and included contractors, material manufacturers, architects and consultants. Some of the eminent names on the jury were: DOKA (Formwork) India Pvt. Ltd., RSP Architects, Reliance Cementation, Tata Projects, Essar Steel, Satish C. Dhupelia Engineers, CB Richard Ellis—Global Corporate Services India, Pidilite Industries Limited, and BASF. The profiles of shortlisted companies were made available to the jury earlier for detailed study.

Best Residential Property South



M. R. Jaishankar, CMD, Brigade Group, (extreme right) received the award from Kamal Nath—Union Cabinet Minister of Urban Development (third from right). Also seen: Goutam Datta, GM, Projects (extreme left).

Best Residential Property South 2010: Brigade Metropolis

Brigade Metropolis, Whitefield Road has been awarded the "Best Residential Property South" in the CNBC AWAZ CRISIL CREDAI Real Estate Awards 2010.

Best Hospitality Architecture:

Galaxy Club @ Brigade Gateway

At the same event, Galaxy Club @ Brigade Gateway designed by OCHRE, Architects, won the "Best Hospitality Architecture" Award.



Inaugurations!



Brigade Palmsprings

J. P. Nagar 7th Phase



Inaugural Function and High Tea at Brigade Palmsprings was held on 14 May.



M. R. Jaishankar, CMD, Brigade Group, interacting with the residents of Brigade Palmsprings.

Brigade Courtyard

HMT Township



Inaugural Function at Brigade Courtyard was held on 15 May.

Brigade Petunia

Jayanagar-Banashankari



Brigade Petunia was inaugurated on 14 May.



Berries and Barrels, the coffee and wine lounge at the Galaxy Club in Brigade Gateway enclave.



M. R. Jaishankar, CMD, Brigade Group, along with the owners of Berries and Barrels, during the opening function in April.

Lakshmi Vilas Bank ATM



Shama Sunder, VP-Finance, Brigade Group, inaugurated the Lakshmi Vilas Bank ATM at Banaswadi on 3 August.



Music to our ears...

Today I happened to visit www.brigadegroup.com and was very pleasantly surprised by the nice music on your website. I would like to congratulate you and the rest of Brigade Group on the brilliant choice of music. Well done!

—Amit Choudhary

Hats off to Brigade!



Thank you Gnanesh for your prompt action and reply which is the characteristic of your organisation and particularly yourself. Hats off to you.

—S. Subbarayan,
E-320, Brigade Courtyard

3- & 4-BEDROOM RESIDENCES & PENTHOUSES

3250 sft to 3900 sft

Last few units.

BRIGADE
Petunia
Jayanagar - Banashankari

For more information, call 1800-102-9977

BRIGADE SHOWCASE @ Sheraton Bangalore Hotel

Over 40 Properties. Unlimited possibilities.



Take Your Pick!

Brigade Showcase, a property show featuring over 40 Brigade properties in Bangalore, Mysore and Mangalore, was held at the Sheraton Bangalore Hotel @ Brigade Gateway on 2 and 3 July. A special preview was held on 30 June for select guests, IPC's and associates. The theme of the show was "Take Your Pick". The showcased properties spanned residential, office, retail, hospitality spaces and educational institutes. Special offers and a gold coin on every booking were an added incentive to Upgrade to Brigade. The event was well received by prospective customers.



Prospective buyers at the Brigade Showcase 2011.

Anuj Puri, Chairman and Country Head, JLLM, speaking at the special preview of Brigade Showcase.



Prospective buyers at the Brigade Showcase 2011, Dubai.

Brigade Showcase at Dubai and Abu Dhabi

Brigade Showcase at Dubai was held on 3 and 4 June at our office, Atrium Center, Bank Street.

Brigade Showcase at Abu Dhabi was held on 10 and 11 June at India Social and Cultural Center, Abu Dhabi.

Brigade Group also participated in the Pan India Property Show held on 17 and 18 March at Al Falaj Hotel, Muscat.

'Best Stall' at My Realty Expo, Mysore



Brigade Group won the 'Best Stall' award at the My Realty Expo, held at Mysore between 20-22 May. We were Platinum Sponsors of the event, which recorded an impressive turnout.

Suchendra, DGM (Sales), Brigade Group, Mysore, receiving the Best Stall Award from Raikar, Mysore City Corporation Commissioner. Also seen (r to l): Vineet Mishra, Nikkam, Srinidhi and Akshay (of Brigade Group) and CREDAI members.

Jaishankar on CITI FM, Dubai



M. R. Jaishankar, CMD, Brigade Group, being interviewed by RJ Karishma.

M. R. Jaishankar, CMD, Brigade Group was interviewed on *Bend It Like City*, a programme on Dubai's popular radio station CITI 101.6 FM.



BRIGADE ORCHARDS

The first multi-segment residential project in Bangalore, maybe even in India.



Three types of villas at Brigade Orchards.

Brigade Orchards, a mega residential project near Devanahalli, will be launched shortly. Spread over a sprawling 120 acres of greenery, this unique and inclusive project marks many firsts for Brigade Group and for the real estate industry.

Covers all residential segments

Firstly, it is the maiden multi-segment residential project in Bangalore (and perhaps the country). The project straddles all segments of the residential vertical—from luxury villas to premium apartments and value homes.

Brigade's first foray into the villa segment

Secondly, Orchards also marks Brigade's maiden foray into the villa segment. Brigade believes that villa development is a promising segment to be in, given that it addresses two of the foremost issues that adversely affect Indian urban centres: poor security and infrastructure. Leveraging on its previous expertise in designing benchmark enclaves, Brigade has planned 98 villas spread across 28 acres (of a total project area of 120 acres). Orchards will be the first of many villa projects from Brigade.

A self-contained campus

The Orchards campus will have school/s and all day-to-day essentials, including medical facilities, neighbourhood convenience stores, super-markets and restaurants. The Signature Club and an Art Village are also an integral part of the project. A police station and fire station will also be situated on campus.



Street view of the villa section.

The Ever-green Focus: Self-contained and Sustainable

- Optimum use of solar power: External street lighting, internal roads, pathways and landscape lighting will be solar power-driven. Over 20% of the water heating requirement for the entire project will be by means of solar water heaters.



- Rain water harvesting: The percolation pits that are strategically placed at several locations in the project will not only serve as catchment and storage tanks for rain water, but double up as water bodies—thoughtfully integrating and blending in with the overall planned landscape design for the project.



- Sewerage Treatment Plant: All water requirements for landscaping, as well as for specific purposes within the residential unit(s), will be met by recycled/treated water, thus reducing dependency on ground water to a great extent.



- Landscape: Existing trees are being retained to a great extent or being transplanted within the same campus. Native species which consume less water will be planted. Landscape irrigation will be through drip irrigation, now recognised as the most efficient manner of water distribution, or sprinklers.

DESIGNING FOR TOMORROW: GATED COMMUNITIES

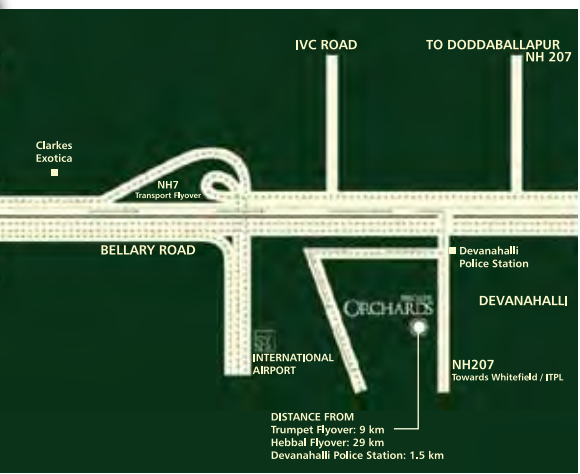
With the crumbling infrastructure in Indian urban centres, well-planned gated communities are the future. They provide comprehensive, world-class amenities and facilities on campus. A gated community addresses the issue of security in all its nuances. Firstly, physical security is taken care of, as it has controlled access. Gated communities also address the emotional security aspect, as they provide a closely-knit community with innumerable amenities and opportunities to socialise.

FUTUREWISE: THE AEROTROPOLIS OF DEVANAHALLI?

Earlier, people chose to live in cities because of a type of easy connectivity—the social, financial and intellectual variety—that city living made possible. But in this era of increasing globalization, we may choose cities for another kind of connectivity.

The draw of the Aerotropolis

Known as Aerotropolis, these ‘tomorrow’s world’ cities have evolved out of the developed cities people already inhabit. For instance, the edge cities of Fairfax and Loudoun counties, in Virginia, US—the most affluent counties in the nation—were the product of the nearby Dulles International Airport.



Bangalore’s Aerotropolis?

Taking the idea forward, Bangalore has very good potential of developing its ‘edge city’ at Devanahalli.

The Bangalore International Airport (BIA)—at Devanahalli—is expected to act as a regional hub for global connectivity and would accelerate infrastructure and real estate development in and around the airport.

As part of the BIA project, a Special Economic Zone and commercial developments are proposed within the Airport. BIA and Devanahalli Business Park fall under the jurisdiction of Bangalore International Airport Area Planning Authority (BIAAPA), formed by the Government of Karnataka to ensure organised development of an area of 985 sq km comprising part of Bangalore North, Devanahalli, Doddaballapur Taluk and Chikkaballapur Taluk. This area, which also includes the airport itself, is attracting investors seeking to capitalise on the new national and international air links.

The state government has also announced some major developments in that area, the most significant being the proposed Devanahalli Aero SEZ.



Who says high quality housing should come with a high price tag?

Launching: BRIGADE VALUE HOMES

No-compromise, affordable homes in different locations

Brigade Value Homes make high quality, affordable housing a reality. Our Value Homes will incorporate the enclave living concept (pioneered by us in Bangalore) and will offer a range of lifestyle-enriching social and recreational facilities. Brigade Value Homes are soon being launched in north and south Bangalore. In both places, they are located within large, imaginatively planned and feature-rich mixed-use developments.

NORTH BANGALORE

Brigade Value Homes

@ Brigade Orchards, Devanahalli

Brigade Orchards, of which Brigade Value Homes is an integral part, is a 120-acre, one-of-its-kind, completely integrated and inclusive enclave. It is located near Bangalore International Airport. This “city within a city” will be an eco-friendly, model township, incorporating globally followed “best practices” in town planning and urban infrastructure. Brigade Orchards will comprise:

- ❖ Luxury villas, townhouses, value homes and premium apartments.
- ❖ Support services, social infrastructure and amenities including: • schools • a state-of-the-art sports stadium • office spaces • neighbourhood shopping • a multiplex • healthcare • clubs • nature trails • parks... and more.
- ❖ Provisions for a police station and fire station.
- ❖ An Art Village, being developed by Brigade Group in conjunction with renowned artists from Bangalore.

These unique and thoughtfully planned aspects of the project will ensure that Brigade Orchards will be a destination in its own right, with a vibrant, cosmopolitan community. Making it not only a wonderful place to live in, but also an attractive long-term investment proposition.

For more details and pricing, please call 1800 102 9977 or write to us at salesenquiry@brigadegroup.com

SOUTH BANGALORE

Brigade Meadows, Kanakapura Road

Brigade Meadows, of which Brigade Value Homes is an integral part, is a 60+ acre mixed-use development. Located next to the Art of Living campus, Brigade Meadows is well connected to the NICE corridor road, offering easy access to other parts of the city.



Artist's impression of bedroom.



Artist's impression of living room.

In Phase I of its development, Brigade Meadows will offer:

- ❖ Approximately 1850 units. The units on offer are 1 bedroom + Study, 2 bedroom and 3 bedroom units, in sizes ranging from 700 sft to 1150 sft.
- ❖ Amenities like clubhouse and swimming pool.
- ❖ Proposed areas earmarked for school, neighborhood shopping centre, hospital and a commercial building.



Value Homes from
₹17.5 lakhs* onwards.



Who says high quality housing should come with a high price tag?

Discover your dream home at Brigade Meadows on Kanakapura Road. Spread over 60 acres, with all the amenities for a modern lifestyle.

At Brigade Meadows, everything you value is under one roof, be it a healthy lifestyle, a vibrant community, 24-hour security or open spaces. Welcome to Brigade Meadows. It's an investment you will value for a lifetime.

* Conditions Apply

AMENITIES: CLUBHOUSE | GYMNASIUM | SWIMMING POOL | PARKS | INDOOR GAMES ROOM
PARTY AREA | AREAS PROPOSED FOR SCHOOL, COMMERCIAL CENTRE AND HOSPITAL

APARTMENT TYPES	
1-BEDROOM+STUDY	700 SFT
2-BEDROOM	900 SFT
3-BEDROOM	1150 SFT

Call 1800 102 9977
E-mail: salesenquiry@brigadegroup.com

BrigadeGroup.com

Upgrade to Brigade

Students from Rotman School of Management visit Brigade Gateway

A group of about 22 students from the Rotman School of Management, University of Toronto, made Brigade Gateway an integral part of their 2-day, multi-city India study tour itinerary. They were taken around the campus by Manjunath Prasad, VP-Projects, who explained the intricacies involved in the design and construction of this benchmark-setting enclave. They also met M. R. Jaishankar, who answered their queries on the project and the real estate scenario in Bangalore and India. The students were fascinated by the enclave's world class facilities and infrastructure.

The Rotman School is one of the world's top-tier business schools. Its MBA programme is now ranked in the top 15 in North America by the Financial Times



Prof. Partha Mohan Ram (centre) with M. R. Jaishankar, CMD, Brigade Group.



Rotman students with Manjunath Prasad, Brigade Group.

The opportunity to visit the Brigade Group in Bangalore was one of the most memorable experiences my peers and I had in India. We got to learn about property development in Bangalore, to meet the Chairman and Managing Director, M. R. Jaishankar, and a number of great staff, and to tour the properties and residences. I was amazed by the quality of craftsmanship and quality of life Brigade Group is building for the people of India. They are truly developing world class neighbourhoods which make you feel like you could be anywhere in the world.

—Iwona Gwozdz, MBA Candidate 2012, Rotman School of Management

The search begins for Young Achiever 2011 !

We are happy to invite applications for the sixth consecutive year of the Young Achiever award. This state-wide award was instituted by Brigade Group and Rotary Bangalore Midtown in 2006. Its purpose is to appreciate and encourage the achievements of young people in different areas of endeavour.



Young Achiever 2011

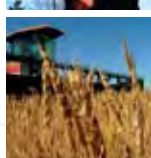
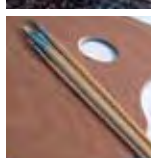
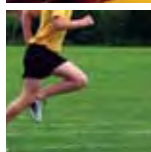
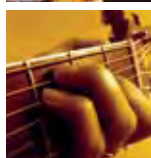
Are you between 16-28 years of age and a resident of Karnataka, with a significant achievement to your credit? Or do you know of such a person, or team, whose achievement you think deserves to be recognised? If so, please send in your entries/nominations to the **6th Annual Young Achiever Award**.

This is not a competition, but a recognition of the proven and demonstrable achievements of an individual/team.

AWARD: ₹ 1,00,000 + TROPHY AND CITATION

Last date for receiving entries: Wednesday, 28th September, 2011

For more information about the award, application form and procedures, visit www.youngachiever.in or write to us at 2011@youngachiever.in



Revisiting Young Achievers 2010

- **Pavithra Y. S.**, Founder-Director of Vindhya E-Infomedia, a BPO employing over 200 people, 95% of whom are physically challenged.
- **Achala Paani**, Founder and Managing Trustee of *Let's Live Together*, a registered Animal Protection Organisation for the welfare of homeless dogs in Bangalore.

Sports:

- **Rakesh Manpat**, Professional shooter with national and international achievements.
- **Suraj Narredu**, champion jockey, the youngest to win 1000 races in India.

Special Mention:

- **Ramya K. Aithal**, Despite partial paralysis and impaired vision, has graduated in MA and MPhil in English and presently teaches in a college near Mangalore.
- **Sharath M. Gayakwad**, A differently-abled swimming champion who has won national and international competitions.

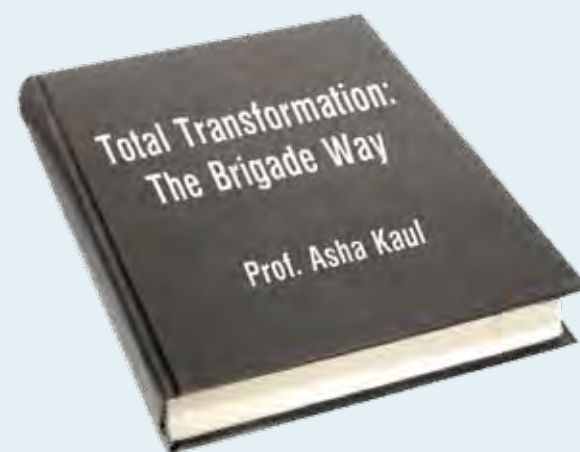
Previous winners

include: Rohan Bopanna, Anup Sridhar, Shikha Tandon, Manasi Prasad ...

“Change is not pleasant,
But change is constant.
Only when we change
and grow, we'll see a
world we never know.”

—From Wisdom of The Orange Woodpecker

A case study on Brigade wins IIM-A Contest



IIM-A had organised a case writing contest—International Case Masters (ICM). The case study on Brigade Group by Prof. Asha Kaul of IIM-A has won 1st prize in the open category.

BRIGADE on YouTube

Visit our YouTube Channel at
<http://www.youtube.com/BrigadeGroupTV>



Brigade Omega: with a view of a 600-acre green reserve!



Brigade Omega—Aerial view.

Spacious apartments and modern amenities

The project comprises 520 apartments spread across 3 wings, on a 6.5 acre site. The 2- and 3-bedroom units range in size from 1270 sft to 1720 sft. Spacious interiors allow residents to enjoy the natural bounties of fresh air and sunlight. Amenities include a clubhouse with

Brigade Omega, off Kanakapura Road, faces Thurahalli Forest, a protected 600-acre green reserve. Ensuring that this neighbourhood has an unmatched living environment.

gymnasium, swimming pool, indoor games and recreation room, party area, badminton court and pristine designer landscape.

Easy access and connectivity

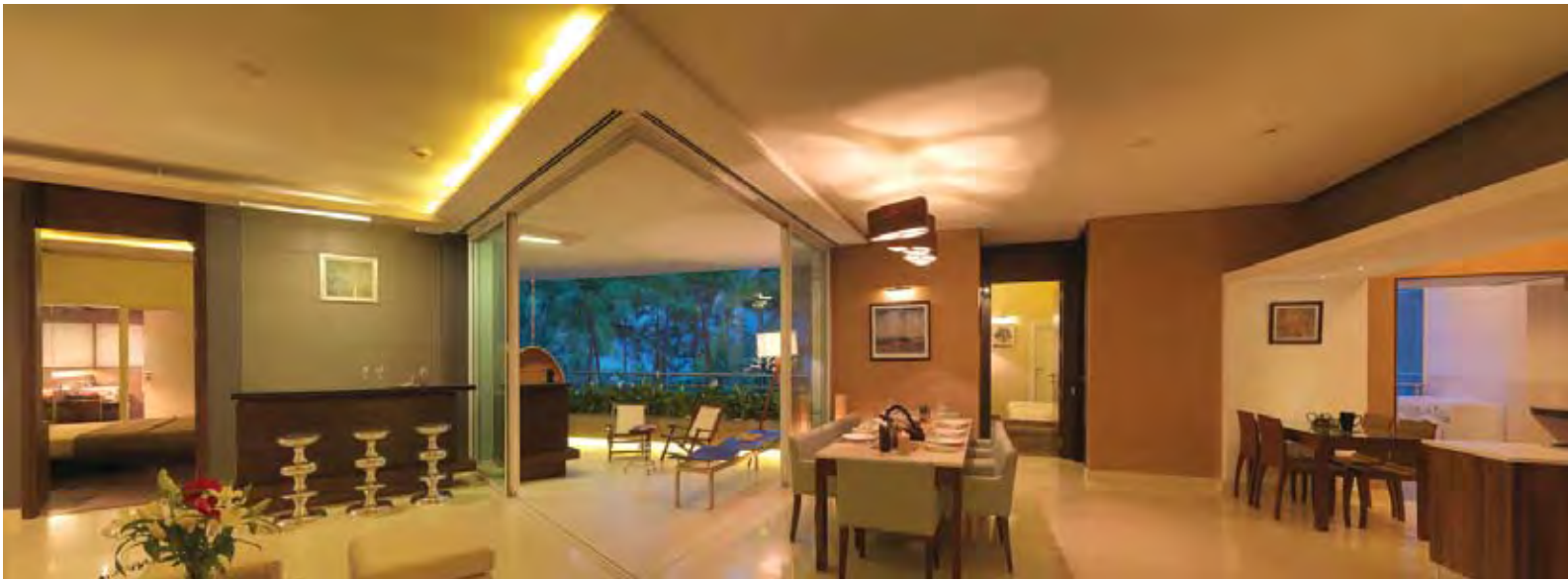
With proximity to the NICE Road and the upcoming metro station in the vicinity, Brigade Omega ensures good connectivity to the rest of the city.



A view of the living room—Artist's impression.

Exotica from Brigade

We offer you glimpses of the Brigade Exotica show flat, located at the project site on Old Madras Road, Bangalore (for details see back cover).



Panoramic view from the living room in the Brigade Exotica show flat.



View of master bedroom.



View of guest bedroom.



Close up view of patio.

To experience the show flat, call **1800 102 9977**

Brigade's Signature collection—
an exclusive set of residential projects, in prime locations of Bangalore.

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



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 a part of Brigade's Signature Collection of homes.

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

BRIGADE
Crescent

For more information, call 1800 102 9977
salesenquiry@brigadegroup.com | BrigadeGroup.com

4-bedroom luxury apartments

4190 sft - 4290 sft

Visit the model apartment to experience luxury.

BRIGADE
The Signature Collection

BRIGADE SONATA
PALACE ROAD
3-bedroom residences

BRIGADE RHAPSODY
PALACE CROSS ROAD
4-bedroom residences

BRIGADE PETUNIA
JAYANAGAR-BANASHANKARI
3 & 4-bedroom residences and penthouses

16TH ANNUAL GENERAL MEETING 2011



The 16th AGM of Brigade Enterprises Ltd was held on 11 August at MLR Convention Centre, Whitefield.

(l to r, front row): M. R. Gurumurthy, P. M. Thampi, M. R. Shivram, Githa Shankar, M. R. Jaishankar, P. V. Maiya, Dr K. R. S. Murthy and Dr A. Ramakrishna.

A May Day Victory!

Brigade Group was one of the top participants in a May Day Sports Meet for labourers organised by CREDAI at the Mount Carmel College Ground, Vasantha Nagar, Bangalore. In an overwhelming response, 359 labourers attended the Meet and 206 participated in the events—winning seven medals in all!



Winners of Labour Day Sports Meet with Manjunath Prasad, VP, Brigade Gateway.

Campus To Corporate

Brigade believes in identifying talent early and then nurturing and developing it to greater levels of excellence. In this direction, campus interviews were conducted at various Engineering Colleges during June 2011. The result was the selection of a team of 19 Graduate Trainee Engineers (GTEs) under the ageis of "Pathshala" our L&D department, handpicked for their knowledge, performance and attitude. The GTEs attended a structured technical and soft skills training programme—both classroom and on-the-job—in topics related to engineering, in July and August. They are prepared and look forward to the excitement and challenges of corporate life.



Enjoying team building activities at Ramanagaram.



Awareness-raising banners were put up at Brigade's Corporate Headquarters and several Brigade projects on the occasion of World Environment Day.

The Brigade Treasure Hunt 2 🚗



Cars being flagged at the start point-Hulkul Brigade Centre. 🚗

The Brigade Treasure Hunt 2 was held on 21 August. 18 teams, all adorned in blue jackets, raced to crack the clues and find bizarre objects to be handed over to the Time Control marshals. The clues were brain teasers which called for general knowledge, lateral thinking and familiarity with Brigade projects. Most of them made it to the finish. Some of them could not—due to fatigue and lack of time. At the finish, 20 km off the city, amidst the greenery of Brigade Meadows, awaiting the heroes were cold refreshing pints of beer, followed by a sumptuous lunch and desserts. The programme was a great success and was invigorating for all. We hope many more Brigadiers will participate next year!

We would like to thank the participants, organisers and the sponsors—Tandem Allied (beer), AHLCON (the event), Brigade Hospitality (food), the volunteers who marshalled the Time Controls, and the management of Brigade Group, for all the support. 🚗

And the winners are:

First prize: Sreenivasa Reddy, Velu Kumar, Mahesh and Anitha.

Second prize: Monisha Thomas, Mohan Ram Madhavan, Mathew Abraham and Jesu Dominic.

Third prize: Veerendra Patil, Chetan, Hari Prasad and Pandurang

🚗 **Congrats to all the winners!**

Penthouses @ Brigade Gateway Malleswaram-Rajajinagar



At the **Penthouse @ Brigade Gateway**, everything from the flooring to the fixtures whisper just one word—luxury.

3- & 4-bedroom penthouses
2610 sft - 3360 sft

For more information, call 1800 102 9977

Clients at our new iconic office buildings



WORLD TRADE CENTER
BANGALORE
AT BRIGADE GATEWAY



A view of the lobby—World Trade Center Bangalore.

WTC Bangalore's first set of tenants—Amazon, UEC Technologies, Siemens and H&M—have commenced operations. Approximately 40% of the 1.1 million sft of space in the iconic building is now occupied. And the demand for office space—in warm shell or fully fitted out options—at this prestigious address is growing.

Many more clients like KPMG, Regus Business Center, Samsung, Gallagher Offshore Pvt. Ltd, Bagzone and CAPA will be commencing their operations soon. The corporate offices of Brigade Enterprises Ltd will be re-located here around the time of our 25th Anniversary celebrations.

SUMMIT

@ Brigade Metropolis

Summit @ Brigade Metropolis offers state-of-the-art office facilities and flexible office spaces, making it an ideal destination for IT, ITES companies and BPOs.

Capgemini Business Services—the French IT major—have already commenced operations in Summit and will be expanding to Summit B soon. Other clients like Ernst & Young, GE India and Volvo India are in the process of finalising the interiors and are soon to become operational at Summit.



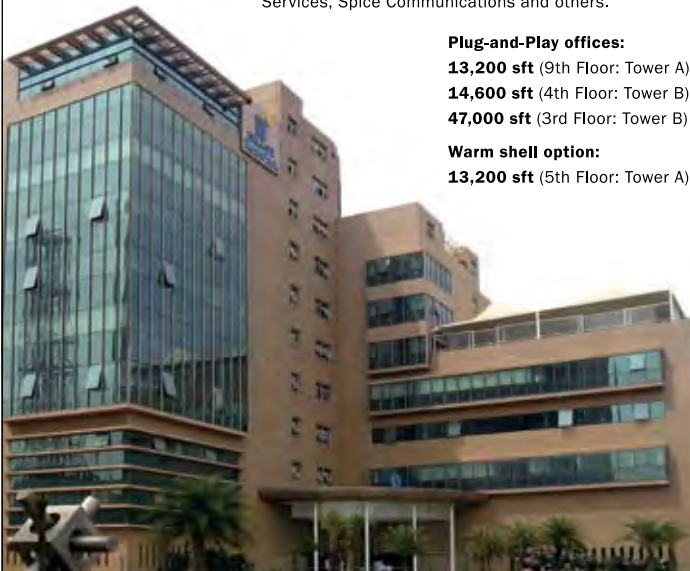
A view of the lobby—Summit @ Brigade Metropolis.

World-class, ready-to-occupy offices in Whitefield

Brigade TechPark, next to ITPL

With an office at Brigade TechPark, you will enjoy a host of amenities and join an elite group that includes Intel, Capgemini, Tata Elxsi, Scope, IBS Software Services, Spice Communications and others.

- Plug-and-Play offices:**
- 13,200 sft** (9th Floor: Tower A)
 - 14,600 sft** (4th Floor: Tower B)
 - 47,000 sft** (3rd Floor: Tower B)
- Warm shell option:**
- 13,200 sft** (5th Floor: Tower A)



100% POWER BACK-UP

CENTRALLY AIR-CONDITIONED

MULTI-LEVEL PARKING

CAFETERIA

SWIMMING POOL

GYM

For more information, call 97400 13072 / 98804 05380

BrigadeGroup.com Upgrade to Brigade

Invest in a commercial space.
Enjoy higher returns.



BRIGADE RUBIX

HMT TOWNSHIP

Uniquely designed showrooms and offices, equipped with modern-day facilities.

1340 sft to 14,640 sft

Call 1800 102 9977
Email: commercial@brigadegroup.com | BrigadeGroup.com



"All's Well" at MLR Convention Centre, J. P. Nagar

MLR Convention Centre, J. P. Nagar, hosted the hilarious English comedy "All's Well" on 8 July. The play revolves round the antics of a middle-aged couple, Bhageerathi and Kapanipathi, whose children are grown up and live in distant cities.

The couple sees their upcoming family reunion as the perfect time to exercise their power as in-laws and torment their French son-in-law. But they are in for surprises!

The play was performed by Kriyative Theatre Troupe and was directed by Pramod Shiggaon. The play was well received by theatre enthusiasts in South Bangalore and the performance of the artists was highly appreciated.



Magical Evening at the MLR-CC, Whitefield

Magician K. S. Ramesh performed live at the MLR Convention Centre (Whitefield) on 6 and 7 August. He has been entertaining audiences in over twenty countries across the world and has performed on television as well as in feature films. He has won acclaim in the Indian corporate world for his innovative and magical 'Product Launches'.

At the MLR Convention Centre, Whitefield, he performed an amazing repertoire of magical acts such as Illusions, Close-Up Magic, Conjuring Acts, Mentalism and much more. His performance was extremely entertaining and was well appreciated.



FEEDBACK THAT COUNTS

Homestead—Jayanagar

I have stayed at these premises since my first business trip to Bangalore in 2008. I come back here whenever I stay in Bangalore, whether for business or leisure.

—Mr Nik Trevallyn Jones

Excellent service...makes me feel very much wanted. Great people you have with you as your employees. Really impressed.

—Mr Kshemendranath

Customer service and hospitality is more than the expected level. Thank you very much.

—Mr N. Ram Prasad

Homestead—Lavelle Road

Overall a lovely experience...much better than a hotel room.

—Mr Deepak



New Kiddies Menu

A tempting treat is in store for all our little members. Brigade Hospitality has launched a NEW KIDDIES MENU across all our clubs. It is known as "YUMMY DELIGHTS" and has a wide range of mouth-watering, super tasty, items.

Hang out with your friends and try out our range of sumptuous delicacies, ranging from Scrumptious Half Moon Pizza, Mouthwatering Mini Munch Burger, Yummy Chocolate Doughnuts.... and many more.

The new menu is guaranteed to be "tempting" as it has been designed to ensure that you have a "delicious" experience.

WOODROSE CLUB Melting Pot & Tonic TO GET A BRAND NEW LOOK.

A completely new makeover has been planned for The Woodrose Club's restaurant and bar. The interiors will be totally revamped to give a more bright, inviting and classy look. Club members can enjoy the glorious Bangalore weather in the al-fresco dining area, which overlooks the beautifully landscaped gardens.

Coffee, the word itself stimulates, refreshes and rejuvenates you. A brand new cozy coffee shop will be launched soon at The Woodrose; a great place to hang out with friends and family. Savour your favourite coffee flavour, bond with your friends and have a good time!

Lots of exciting new experiences await all our club members at The Woodrose!

...
LAKME'S FIRST SALON
FOR HIM & HER
 OPENING SOON
 Offering you expert hair stylists and skin consultants.

Rs.500 off on spend of Rs.1299.*

Like our page
www.facebook.com/lakmeivana

LAKME | IVANA

The Woodrose Club, Brigade Millennium Campus. Call: 9845205928.
 Galaxy Club, Brigade Gateway. Call: 9035090464.
 Regent Club, Brigade Metropolis Campus. Call: 9035090464.

*T&C Apply.

World-class salon expertise is now available at our premium lifestyle clubs—Regent, Woodrose and Galaxy.

Lakme Ivana; salon for Him and Her, is the destination for the latest in hair and skin expertise. The hair artists have been trained by TIGI's internationally certified trainers. Lakme Ivana experts will identify your unique skin care needs and offer you a service that leaves your skin refreshed and radiant.

.....Melting Pot Nights.....

Karaoke Night



The Melting Pot restaurant at The Woodrose club, J. P. Nagar, hosted entertaining musical nights.

Musical Night



Sheraton Bangalore Hotel: A complete *lifestyle* experience



Hoyt Harper, Senior Vice President, addressing the gathering.

The Sheraton Bangalore Hotel, located in the Brigade Gateway enclave in Malleswaram-Rajajinagar, had its formal opening on 20 May. The 230-room hotel is managed by Starwood Hotels and Resorts, under the Sheraton brand.

Speaking on the occasion, Mr Hoyt Harper, Senior Vice President, Brand Management, Sheraton Hotels and Resorts said, "The Sheraton Bangalore Hotel at Brigade Gateway is a highly anticipated addition to Sheraton's global portfolio. Transcending lifestyles, generations and geography, Sheraton is the world's gathering place and the trusted friend of the social traveller. With every change in how people connect and interact, Sheraton has responded with relevant products and services that keep our guests coming back for more. For over 70 years this iconic brand has welcomed guests, becoming one of the world's most recognised hotel brands. Travel is about people. And we bring them together."

Mr Martin Wuethrich, General Manager, Sheraton Bangalore Hotel, added "With its sophisticated style, global standards and innovative offerings, the Sheraton Bangalore Hotel at Brigade Gateway is an ideal destination for business and leisure. Gather over a light hearted conversation, stay connected, discover distinctive experiences and celebrate life's special moments, the Sheraton Bangalore Hotel at Brigade Gateway is a complete lifestyle experience."

Stars at Sheraton Bangalore Hotel



M. R. Jaishankar, CMD, Brigade Group, with Amitabh Bachchan.

Amitabh Bachchan and Aarakshan team promote their film

Amitabh Bachchan, Deepika Padukone and director Prakash Jha visited Sheraton Bangalore Hotel @ Brigade Gateway on 1 August, to promote their movie 'Aarakshan'.



Vineet Verma, CEO, Brigade Hospitality, with director Prakash Jha.

SBI meet

SBI-General Managers Conference was held on 8 and 9 June at the Sheraton Bangalore Hotel @ Brigade Gateway



Dr Vijay Mallya, Chairman, UB Group, with M. R. Jaishankar, CMD, Brigade Group, during the conference.



Pratip Chaudhuri, Chairman, SBI, with M. R. Jaishankar, CMD, Brigade Group, and Shama Sunder, VP-Finance, Brigade Group.

Regent Club Poolside Launch Party

The Regent Club poolside launch party, hosted by Brigade Hospitality, was a vibrant event full of Fun & Fiesta. The party was hosted for the residents of Brigade Metropolis. The party was kick-started by livewire MC Abhishek, who kept alive the spirit of the party throughout the evening.

An exciting session of games was followed by performances by six adorable children from Brigade Metropolis. At the heart of the event was an incredible "Beatboxing" performance by Guinness record holder Vineeth Vincent. Beatboxing is the art of producing various sounds, such as drumbeats and musical sounds, using one's mouth, lips, tongue and voice. Vineeth, who has given 650 performances till date, had the entire audience enthralled with his performance. This was followed by an engaging performance by ace magician K. S. Ramesh, who is one of India's finest magicians.

The latter part of the evening had guests dancing to heady music and participating in competitions. The evening ended on a musical note with a lively Western Acoustic musical performance.

Brigade Hospitality strives to create memorable experiences for its club members and this special evening is truly a tribute to that spirit.





THE BRIGADE SCHOOL @ J. P. NAGAR

BREAKING NEWS: The Brigade School @ J.P. Nagar has done it again—100% results in the 10th and 12th CBSE board exams.

Flash@Brigade: 25 July—3 August

Flash@Brigade is an annual event that serves as a platform for students to gain valuable organisational skills. This year, it took on a sporty dimension, with the school hosting an inter-school/PU College Basketball tournament in which over 90 teams participated. The tournament was inaugurated by Mrs Githa Shankar, Chairperson, Brigade Foundation. The tournament concluded with the U-16 and U-19 finals. Mr Sachin S. Belvadi, former Karnataka Senior State player and presently the Coach, was Chief Guest at the closing ceremony of the tournament and distributed the prizes.



Winners of the Under-19 Category at the tournament closing.



Celebrating Parents and Grandparents



- ❖ Grandparents of UKG and LKG children were invited to the school on 15 and 22 July respectively for an interactive Grandparents Day programme that included songs, games and plenty of fun!
- ❖ On Parents Day, students of Stds 1 to 5 paid a tender tribute to parents with a programme that featured special songs and poetry.

Awards & Accolades

Earth Day Competitions, Geological Society of India

• Harini Balasubramanian (Std 9A) won the State- and National-level prize in the **Earth Day Drawing Competition**. She received the award from the Ministry of Earth Sciences, New Delhi on 27 July. She is the first student from South India to receive this Award. She also won Second Prize (State level) in Elocution.

• Anagha Smriti (Std 9B) won Second Prize (State level) in **Essay Writing**.

Sports: • Third position in Inter-school Basketball Tournament (Under-16 Girls) at Alpine School.

• **State Junior Aquatic Championship:** Chirag Bipin Kundgol (9B) placed third in the 800 m freestyle & 1500 m freestyle.

• **16th World Athletics:** Gargi Sivaram (8A) placed third in Long Jump (U-13 Girls).

• **4th Bangalore City School Olympics 2011:** Shreyas Acharya (6C) placed second in 80 m (U-12 Boys); Amrita S (8B) placed second in 800 m (U-14 Girls) and Urmila Anand (8B) placed third in Shot Put (U-14 Girls)

NSTSE—2011: The school was given a prize for Best Participation by Unified Council.



Bangalore Sahodaya Schools Complex: We were awarded a Certificate of Merit by the Bangalore Sahodaya Schools Complex.

Intramural Sports Meet Opening Ceremony

The school's intramural sports programme for the year began with an Opening Ceremony on 10 June. Mrs Githa Shankar, Chairperson, Brigade Foundation declared the meet open. The first item on the agenda was the Intramural Senior Basketball match between Chalukya and Ganga houses.

General Assemblies

- ❖ The theme for this year—**Egypt**—was introduced through a skit and a vibrant Egyptian Cane Dance presented by students of Std 5.
- ❖ At a Special Assembly for **Environment Day** students of Stds 9-12 presented a skit on ways to recycle and reuse waste and a dance that depicted the trauma faced by butterflies due to air pollution.
- ❖ The "**Plant a Sapling Scheme**" was initiated and students were encouraged to plant and nurture a plant.
- ❖ Students of Stds 3-5 celebrated **Eat your Vegetables Day** with a relevant skit.
- ❖ Students of Stds 9-12 presented an informative Assembly on **Drug Abuse and Illicit Trafficking**.
- ❖ Students of Std 11 enacted a skit dealing with views on **World population and its impact on humans**.



Service to the Community



Senior student volunteers are engaged in programmes with the differently-abled and the underprivileged:

- ❖ Teaching Computers and Language at the Sri Ramana Maharishi Academy for the Blind.
- ❖ Rural Education programme with Out Reach at Shivanahalli.
- ❖ Acting as scribes for the Visually Challenged—Bank Officer's Exam. (The candidates who had appeared for the Bank Clerical exams in January this year with the help of scribes from our school have met with astounding success in their exams. 10 out of the 12 candidates are awaiting job placements.)
- ❖ As part of their MSA activities, under the guidance of the NGO "Youth for Seva", students of Std 6 are being empowered to make a difference to the environment.

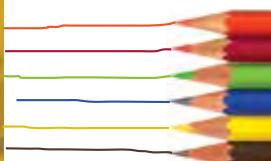


THE BRIGADE SCHOOL @ MALLESWARAM

Poster

Designing Competition

A Poster Designing Competition was held on 20 July. The contest had two themes: Seasons (for Stds 1-3) and Save our Environment—Reduce, Reuse, Recycle (for Stds 4-6). The Competition generated enthusiasm, awareness and a range of colourful, thought-provoking posters.



Life from different perspectives: A visit to the School for the Blind



Students explaining the board game, Ludo, for the visually challenged.

On Social Service Day (14 July), students of Stds 5 and 6 visited the School for the Blind at the Deepa Academy for the Differently-abled. It was an awareness-raising experience: our students were amazed at the activities that the visually challenged could do and the speed at which they could write in Braille. One of our students had made a board game, Ludo, that the visually challenged could use.

Competitions, Events & Outings

Spelling Bee—29 June

Students of Stds 1-5 were enthusiastic participants in an intramural Spelling Bee Contest organised by teachers. Selections were made based on several preliminary rounds. Finalists took on some formidable words...and got them right!



Mrs Farias, addressing parents.

Quiz Competition—6 July

Four teams (three participants in each) from Stds 4-6 took part in a Quiz Competition organised by teachers. Questions covered subjects ranging from Science to Current Affairs, and Audio-Visual to Sports.

Kannada and Hindi Recitation Competition—13 July

For the very first time, students got a chance to display their skills in our national and state languages. Students of Stds 1-6 recited poems that they had selected, with great confidence, to a very appreciative audience.

Talk by Mrs Phyllis Farias—15 July

Well known child counselor and education-

ist, Mrs Farias, spoke to parents of pre-primary children on 'Readiness for school and what parents can do to support the school'. The inspiring talk was followed by a very lively question-and-answer session.

The Fabulous Adventures of Aditi and Friends—20 July

Students of Stds 4-6 were taken to a play *The Fabulous Adventures of Aditi and Friends*, produced by Rafiki Theatre Group. The play centred around Aditi, a girl who wanted to do good things and save the environment. The children also interacted with members of the troupe.

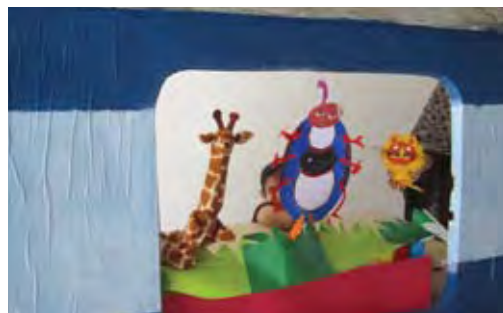
Grandparents Day—22 July

The tiny tots of LKG and UKG put up a grand show and made the day a truly memorable one. Proud grandparents took home a 'Goodbye Gift' that we are sure will be long-

treasured: a bookmark made by the children especially for them.

Puppet Show—22 July

Pre-primary teachers staged a puppet show for the little ones. The play, *One Green Drop*, taught children about the different colours of the animal world in a very enjoyable way.



Puppet show.



THE BRIGADE SCHOOL @ MAHADEVAPURA

Students of The Brigade School @ Mahadevapura participated in the dance competition, conducted as part of the "Celebrate the Arts" event

held at the MLR Convention Centre in the school campus. The dance competition was judged by well-known salsa dancer Lourd Vijay of Lourd Vijay's Dance Studio.



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

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

BrigadeSchools.org

Want a villa in Mysore?

Property developers are optimistic about the growth prospects in Mysore in the luxury and the premium housing segment in the medium to long run.

In a market which is driven by preference to vacant plots rather than built-apartments, developers and builders are differentiating between those looking for shelter in the affordable segment and those exploring possibilities for a second home option in different cities and are thus catering to niche clients—not necessarily based in Mysore.

Brigade Group has ventured into a villa project in Mysore, which is the first of its kind for the city as well as for the Group. However, Brigade Group made a soft launch of Brigade Palmgrove, which is coming up on an 18-acre plot at Bogadi. The project entails construction of 85 villas and townhouses, each measuring 4500 sft or 5000 sft.

Sense of openness

The concept redefines modern living and the thrust of the floor plan of the individual villas is to create a sense of space and openness. A private courtyard, landscaped gardens, parks, water bodies and a multi-storeyed clubhouse plus two-car parking spaces per villa is in the



Brigade Palmgrove, Bogadi Road, Mysore.

offing. While 65 to 75 per cent of the area will be retained as open space, the built area will occupy 25 to 35 per cent. Designed in a contemporary style by Zachariah Consultants, the development will incorporate solar lighting, underground power cables, and 30ft - 40ft wide roads.

Suchendra pointed out that the USP of the project will be easy access to the city centre, as it is located very close to Vijayanagar residential area and just off the ring road. "We will also highlight the approach road to the villas, as it is

one straight road from the Crawford Hall along the Kukkarahalli Lake and All India Institute of Speech and Hearing leading to Palmgrove."

The potential investors are people with disposable incomes looking for a second home option or those with strong roots in Mysore, but settled abroad or working in Bangalore. In addition, there is a growing tendency among working couples to invest in second or perhaps a third property outside Bangalore.

While people in Mysore may still nurture anathema to invest in apartments, they are not averse to ready-to-occupy villas and bungalows, if the product is good and meets their expectations, he added. But the pricing will be a key factor.

Excerpted from: Hindu Property Plus Article by: R. Krishna Kumar



Brigade Zenith, Hyderabad

Brigade Zenith is a luxury residential development in Banjara Hills, one of the premium neighbourhoods in Hyderabad.

The project is designed to house large 4-bedroom residences of 4000 sft and with all modern amenities.



Brigade Pinnacle, Mangalore

Brigade Pinnacle, our new luxury residential project, marks Brigade Group's entry into Mangalore. With over 320 apartments comprising 2- and 3-bedroom units ranging from 1200 sft to 1770 sft, this 18-storey building is conveniently located in the heart of the city, on Bajpe road, close to the Derebail Church.

Brigade Pinnacle also offers world class amenities like a clubhouse with gymnasium, swimming pool and landscaped gardens.



Luxury in the City of Palaces, now affordable.



Set amidst 3 acres of greenery in the regal city of Mysore is **Brigade Sparkle**—a residential project that brings you affordable luxury. Here, choose from a range of 2- and 3-BHK apartments, all crafted for luxury. Lending a fairy tale touch to the living experience here are landscaped gardens and vast green expanses. All this and more await you at **Brigade Sparkle, J. P. Nagar, Mysore.**

2- & 3-BHK apartments | 880 sft - 1290 sft



Clubhouse



Rooftop swimming pool



Landscaped gardens

For more information, call 1800 102 9977

Ph: +91 821 425 2239 E-mail: salesenquiry@brigadegroup.com **BrigadeGroup.com**



BRIGADE GROUP, NOW IN MANGALORE.

**BRIGADE
PINNACLE**
DEREBAIL, MANGALORE

- 2- & 3-bedroom apartments
- 1200 sft to 1770 sft

Call 1800 102 9977 | **BrigadeGroup.com**




THREE OF THE LOKPAL BILL DRAFTS TO BE DISCUSSED IN PARLIAMENT

Since 1966, when the Santhanam Committee submitted its report on corruption, the Lokpal Bill has been introduced eight times to Parliament, but never passed.

In the recent past, National Campaign for People’s Right to Information (NCPRI), an autonomous civil society body; National Advisory Council, a government-civil society interface; India Against Corruption, led by Anna Hazare; and several others, have been working on anti-corruption laws. Eventually, Team Anna’s ultimatum to the government has mobilised tremendous public

opinion against corruption, and has accelerated the introduction of the Lokpal Bill in Parliament.

As we go to press on 27th August, Parliament has agreed, in principle, to three of the points demanded by Team Anna (Lokayuktas in the states, citizens’ charter and lower bureaucracy). Parliament will now debate various drafts of the bill—nine versions, according to some reports—and formulate a unified bill from the most acceptable provisions of all the drafts, before enacting the Lokpal law. We present here the salient points of three of the drafts:

 Govt's Lokpal Bill	 Jan Lokpal Bill	 NCPRI Lokpal Bill
INCLUSION OF PRIME MINISTER		
PM under the ambit only after he/she demits office	Blanket inclusion of PM	Inclusion of PM subject to safeguards [See below the table]*
HIGHER JUDICIARY		
Not included. To be covered under the Judicial Standards and Accountability Bill.	To be covered.	To be covered under Judicial Accountability Commission by strengthening the Judicial Standards and Accountability Bill.
MINISTERS AND ELECTED REPRESENTATIVES		
Included.	Included.	Included.
LOKAYUKTAS AT THE STATE LEVEL		
Not included	Lokayuktas, with similar powers and functions as the Lokpal, to be set up in each of the states	Lokayuktas, with similar powers and functions as the Lokpal, to be set up in each of the states
CITIZENS' CHARTER TO ADDRESS PUBLIC GRIEVANCES		
No mention	Included in the Bill	Not included. Grievance redress under a separate legislation—Grievance Redress Commission.
BUREAUCRACY		
Group A officers of Central Government and above.	Both higher and lower level bureaucracy.	Group A officers of Central Government and above. Lower bureaucracy to be covered by Central Vigilance Commission by strengthening the CVC Act.
WHISTLEBLOWER PROTECTION		
No mention	Included—by recommending changes in work practices of public authorities, investigation of complaints by whistleblowers and provision of protection	Not included. To be covered under a separate legislation—Whistleblower Protection Law by strengthening the Public Interest Disclosure and Protection to Persons Making the Disclosure Bill, 2010.
OFFICE BEARERS OF NGO'S		
Included	Not included	Not included
SELECTION COMMITTEE		
<ul style="list-style-type: none">The Prime MinisterSpeaker of the Lok SabhaLeader of Opposition of both HousesUnion Cabinet Minister to be appointed by the PMSitting judge of the SC, nominated by the Chief Justice of India (CJI)Sitting Chief Justice of a High Court, nominated by the CJIEminent jurist nominated by the Central GovernmentPerson of eminence in public life Setting up of the Search Committee optional	<ul style="list-style-type: none">The Prime MinisterLeader of Opposition in the Lok SabhaTwo judges of the Supreme CourtTwo permanent Chief Justices of the High CourtChief Election Commissioner (CEC)The Comptroller and Auditor General (C&AG)All previous Chairpersons of the Lokpal Setting up of the Search Committee mandatory	<ul style="list-style-type: none">The Prime MinisterThe Leader of Opposition in the Lok SabhaSitting Judge of the Supreme Court to be nominated by the CJI Setting up of the Search Committee mandatory
REMOVAL OF A MEMBER OF THE LOKPAL		
The Chairperson or any other Member shall be removed from his office by order of the President on grounds of misbehaviour, on recommendation of Supreme Court.	The Chairperson or any other Member shall only be removed from his office by order of the President, on the recommendation of the Supreme Court.	The Chairperson or any other Member shall be removed from his office by order of the President on grounds of misbehaviour on recommendation of the Supreme Court.
INVESTIGATION AND PROSECUTION WINGS		
The Lokpal will have separate investigation and prosecution wings.	The Lokpal will have separate investigation and prosecution wings.	The Lokpal will have separate investigation and prosecution wings.

***Inclusion of PM** subject to the following safeguards, as per the **NCPRI Draft bill**:

- Provided that no investigation would be launched against PM unless a reference has been made by a full bench of the Lokpal to the Chief Justice of India and that the CJI has constituted a full bench of the Supreme Court which has examined the complaint and the relevant grounds and evidence and come to the conclusion that such an investigation is warranted;
- Provided further that complaints regarding actions done by others where PM is not directly involved but can be held responsible as the head of the government or cabinet would not be entertained (no vicarious liability).
- Provided that where PM is of the opinion that some information that is asked for by the Lokpal as a part of an investigation is such that its disclosure might compromise national security or other critical national interests, PM would in confidence brief the CJI, whose decision on whether the information should be disclosed to the Lokpal, and if so, under what conditions, would be final.



PROPERTY ON OUTSKIRTS IS A VALUE BUY

The outskirts of Bangalore, with its potential for industrial growth, are good value buys in the present condition. Hoskote, Old Madras Road and Kanakapura Road are emerging as good investment options.

Retail industry set to grow

“These are the areas where industries are located, and the government has also earmarked SEZs near the international airport. When there is an industrial hub of this nature, other infrastructure such as housing, retail, malls and hospitals are bound to come up in the vicinity. It is therefore a good investment to buy property in these areas. The connectivity that is already present to the core city areas is another reason to invest in property here”, says N. S. Srinivas Murthy, President,

Federation of Karnataka Chambers of Commerce and Industry (FKCCI).

One of India's key cities for modern retail

Kumar Rajagopalan, CEO, Retailers Association of India, attributes this to several factors:

- It has a strong middle income segment population with a significant number of them working in the knowledge industry. This means that consumers have the ability to spend and since they are exposed to developed nations thanks to their profession, their own aspirations are modern and they are willing to spend.
- Geographically, Bangalore is not a land-locked city and hence the population keeps spreading to new suburbs. Many of the residential developments in the new suburbs are made with world-class standards and are large-structured communities.
- Introduction of metro lines in places such as Old Madras Road and Kanakapura Road augments the living standards and convenience of people living there.

Source: Times Property, Bangalore, 29 July

MANAGING HOME LOAN RATE HIKE

Over the past few months, home loan interest rates have climbed from 9.5 to 11.5 percent. Going by this trend, homeowners must be prepared to set aside an increased amount towards their monthly EMI payments. How do borrowers manage their finances so that they can beat the interest rate hikes?

- **Build a contingency fund:** Set aside a fixed amount every month as a regular saving habit. This contingency fund provides a reprieve from a financial crunch. Even when in debt, do not stop your contributions towards the contingency fund.



- **Consider prepayment:** Repaying even partially helps a borrower reduce his EMI burden. Periodic part prepayment is an ideal option in case you want to avoid additional charges in the form of penalties.

- **Extend loan tenure:** Increasing the loan tenure will bring down your monthly loan repayments. However, the longer the tenure of the loan, the more expensive

- it becomes.
- **Financial plan:** Build a good financial plan based on your future goals, commitments, expenses and cash flows. It is wiser to be debt-free sooner, especially when it comes to home loans. While some suggest moving to a fixed rate loan, it is worth noting that 'pure' fixed rate loans are more expensive products. Managing finances and debts well is the best option for borrowers, before this phase of rate hikes passes.

Source: Times Property, 29 July

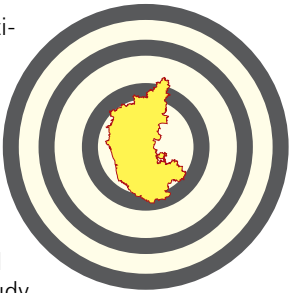
Karnataka is India's second-preferred investment destination

The Associated Chambers of Commerce and Industry (ASSOCHAM) have ranked Karnataka as India's second-top destination in attracting investments, after Gujarat, with 1,528 projects valued at Rs 9.1 trillion (\$203.1 billion) till December 2010.

"Though Gujarat emerged as top destination by attracting investments worth Rs 13.34 trillion from 1,455 projects, Karnataka got 73 more projects over the past five years, with 44 percent of the investment in the manufacturing sector, 22.4 percent in services, 15 percent in energy and 14 percent in real estate," ASSOCHAM president Dilip Modi told reporters here, quoting from a recent study conducted by the Chambers.

In the post-recession period, Karnataka ranked top with new projects valued at Rs 4.7 trillion from March 2009 to December 2010, registering a growth of 8.4 percent on a quarterly basis.

—Source: Indo Asian News Service, 16 June



"Walkability" increases property value

According to a study by Gary Pivo of the University of Arizona and Jeffrey D. Fisher of Indiana University, a 10-point increase on a



100-point scale of a property's "walkability"—the degree to which the location encourages walking for recreation or shopping—increases offices' and stores' value by 9%,. The effect for apartments is just 1%, possibly because apartment dwellers dislike the traffic that comes with proximity to stores and parks. For example, an office or retail building with a score of 80 is worth 54% more per square foot than one scoring 20, but an apartment scoring 80 is just 6% more valuable than one scoring 20, all else being equal.

HOUSING LOAN SCHEMES

Indicative Equated Monthly Installment for every ₹1 lakh of loan*						
Loan Tenures	Interest Rates (%)	EMI				
		5 years	10 years	15 years	20 years	25 years
1st year	10.25	Rate of interest is the same throughout the tenure of the loan				
2nd and 3rd years						
FOR REST OF THE PERIOD						
Floating Interest ⁺	10.25	2138	1336	1090	982	927
Fixed interest	No fixed rate option in any limit bracket					

*Conditions apply
EMI quoted above are for loans availed from State Bank of India • 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 • Calculations are based on loan amount of up to Rs 30 lakhs • 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.
⁺Concessionary Interest rate of 0.25% p.a is available on all home loans sourced upto 31st Oct 2011 and sanctioned on or before 30th Nov 2011.
Please check with Banks for latest rates. Source: State Bank of India

BRIGADE RESIDENCES



Brigade Palmgrove, Bogadi Rd, Mysore
Premium villas and townhouses • 4000 sft to 6000 sft



Brigade Zenith, Banjara Hills
Premium apartments • 4000 sft

Brigade Orchards, Devanahalli
Pavilion villas • 4950 sft to 5000 sft

Brigade Omega, Thurahalli, off Kanakapura Rd
2- & 3-bedroom apartments • 1270 sft to 1720 sft

Brigade Exotica, Old Madras Rd, NH4
3- & 4-bedroom premium apartments • 2650 sft to 3800 sft

Brigade Meadows, Kanakapura Road
1+Study, 2- & 3-Bedroom apartments • 700 sft, 900 sft and 1150 sft

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

Brigade Rhapsody, Palace Cross Road
4-bedroom apartments • 4700 sft and 4730 sft

Brigade Pinnacle, Derebail
2- & 3-bedroom apartments • 1200 sft to 1770 sft

LAST FEW UNITS

Brigade Petunia

Jayanagar-Banashankari

3- & 4-BHK • 3350 sft to 3900 sft

Brigade Metropolis

Mahadevapura, Whitefield

3-BHK • 1800 sft to 1840 sft

Brigade Gateway

Malleswaram-Rajajinagar

2-BHK: 1370 sft and 1470 sft

3-BHK: 1590 sft

3- & 4-BHK Penthouse: 2610 sft to 3360 sft

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

BRIGADE OFFICES



Brigade IRV Centre, Whitefield

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.

Brigade Point

Gokulam Road, Mysore

• Plug-n-Play: 4,115 sft

• Office spaces: 2,000 sft to 26,000 sft

Ready to move in

Brigade Rubix

HMT Township, North Bangalore

• Office spaces: 1,340 sft to 14,640 sft

Arcade @ Brigade Metropolis

Mahadevapura, Whitefield Rd

Office spaces: 360 sft to 4,120 sft

World Trade Center Bangalore

@ Brigade Gateway, Malleswaram-Rajajinagar

• 1.1 million sft • Scalability—10,000 sft onwards



Summit @ Brigade Metropolis, Mahadevapura, Whitefield Rd

8,30,000 sft office space in two towers connected by sky-bridges at 5 levels | 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

Brigade Techpark

Whitefield

• Plug-n-Play: 13,200 sft to 47,000 sft

SEZs

8,00,000 sft at Kochi, Kakkannad
2.5 million sft at Ganjimut, Mangalore

BUILT-TO-SUIT OPTIONS in Bangalore, Mysore, Chennai and Mangalore

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

Maharaja for a Day

The plague in Indore

Geddes came to Indore as an advisor when the city was stricken with the plague. He tramped through crowded lanes and dirty river banks, marking on a map places that posed the most serious threats to public health. The sight of any white man with a map left local people fearful of what demolition may be ordered in the interests of plague control. But the sight of Geddes seemed to leave them positively terrified. Geddes asked his Indian assistant why people shrank from him in such horror. After much diplomatic evasion, his assistant finally revealed that they thought Geddes to be "the old Sahib that brings the plague".

That very afternoon Geddes went to the Home Minister of the ruling prince of Indore and, after explaining the problem, asked to be made 'Maharaja for a Day'. Given the dire situation, consent was granted and Geddes went on to enlist the enthusiastic support of Indore's mayor, "an able Brahmin doctor".

An imaginative campaign

Geddes proceeded to launch an imaginative campaign. News was spread throughout the city that a new kind of pageant would be held on Deepavali day. The grand festival procession, the biggest feature of the celebration, would not follow the old route through the city. Instead, it would travel only along streets where houses had been cleaned or repaired. A Hindu priest and a Mullah were enlisted to lead clean up efforts, repair streets outside temples and mosques and plant trees. Free removal of rubbish was advertised. In the six weeks prior to the great day, over 6000 loads of rubbish were carted away from homes and courtyards ("with much inconvenience to the rats formerly housed therein"). Plague spreading rats were trapped by the thousands. A wave of housecleaning, painting and repairing swept through the city—after all, everyone wanted the honour of having the procession on their street.

The procession

Geddes planned the actual procession with equal wisdom. When the great day finally arrived—the day when he was Maharaja—the procession was magnificent.

First came the procession of the State,



Sir Patrick Geddes (1854-1932)
The Father of Town Planning

Sir Patrick Geddes (1854-1932) was a Scottish biologist, known also for his innovative thinking in the fields of biology, botany, town planning, sociology, politics, literature and education. Geddes' ideas had a worldwide circulation: he influenced urban planners, architects, landscapers, sociologists ... in short, a host of 20th century thinkers.

Geddes' interests took him across the globe and he worked on innovative urban renewal projects in different countries. He worked extensively in India, where he met Gandhi and Tagore, with whom he exchanged ideas both philosophical and practical. Geddes provided planning consultancy to the rulers of several Princely states and is credited with creating plans for 50 Indian cities.

The story below concerns Geddes, the plague and the city of Indore. Its moral could be that terms like lateral thinking and thinking-outside-the-box are not as modern a concept as one would believe ...

richly decorated. Then came symbols for agriculture and the harvest, portrayed by chariots carrying the Sun and Rain Gods. Elephants carrying merchants on silver howdahs and bags of cotton came next. They signified the importance of the cotton crop, central to Indore's trade. The Goddess Lakshmi now made an appearance, on a dazzling white elephant (in the absence of a real white elephant, Geddes had a grey one whitewashed).

After all these symbols of prosperity, the procession turned somber. Sad music filled the air. Now were unveiled scenes and symbols of melancholy, grief and horror: weird figures, demons, diseases, the sick and dying, sinister swordsman and murderous raiders. Floats carried models of slum homes and filthy hovels. A 12-foot-high Giant of Death was followed by a 6-foot-high rodent—the Rat of Plague—covered with fleas (locusts dipped in ink and mounted on quivering wires).



Plaque at Geddes' birthplace.

From broom to button-hole

These 'instructive horrors' were followed by signs of hope—in the form of 400 sweepers dressed in pristine white, carrying flower-decorated brooms and accompanied by gaily painted carts drawn by clean, brightly bedecked oxen. Every sweeper sported a brand new turban in the colours of the State. In a show of unity and equality, every state employee (including the mayor himself), wore a similar turban. Geddes went to meet the leader of the sweepers and, taking a marigold from the old man's broom, fitted it into his buttonhole. The gesture drew cheers. The Mayor later told him it was a brilliant move; one that he himself could not have done, being a Brahmin and bound by caste rules, unlike an European.

The last part of the procession now came into sight: a veritable army of civil servants, vanguard to a new Goddess created for the occasion: the Goddess of Indore City. Following the Goddess were floats of some of Indore's finest buildings and of the fine homes that would soon replace slum dwellings. Then came vehicles carrying all manner of craftsmen, acting out their parts with great enthusiasm. The procession ended with fruit-filled carts and thousands of Tulsi plants (known for their antiseptic value), which were distributed to the excited audience that had lined The Way.

The bonfire!

The day ended appropriately: with the Giant of Dirt and the Rat of Plague being destroyed in a huge bonfire. Coming to the real and more lasting results of the procession: from being infested with plague, Indore was now invested with a new-found sense of hope and pride. The plague went away; partly because of the clean-up and, maybe, partly because it had run its course. But it left a cleaner city and healthier citizens behind. As for the 'Maharaja for a Day'...people now stared at him with admiration and respect. And referred to him as "the old Sahib who charmed away the plague".



Indore: The chowk, or square, before the palace of the Rajah—from a drawing by Mr W. Carpenter.

resplendent with music, cavalry, camelry, elephantry, infantry and artillery. This was followed by a procession of the maharaja's best horses,

and respect. And referred to him as "the old Sahib who charmed away the plague".

BRIGADE RETAIL

THE ARCADE @ Brigade Metropolis, Mahadevapura, Whitefield Rd



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

CLIENTS AT ARCADE



ORION MALL @ Brigade Gateway
Malleswaram-Rajajinagar
8,40,000+ sft • 11-screen Multiplex,
Retail, Food Court, Entertainment,
Restaurants
Opening Shortly!



RETAIL SPACES AT SHERATON BANGALORE
@ Brigade Gateway
Malleswaram-Rajajinagar, Bangalore.
• Up to 25,000 sft
• Ideal for large format stores
Ready!!



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



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

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

CHENNAI



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

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

MYSORE

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

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

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

A gourmet feast is better when shared.



Find out more at sheraton.com/bangalorebrigadegateway
or call 91-80-4252 1000

Sheraton is where families and friends gather. Come, experience and share our haute cuisine at the Feast that promises a "one-of-its-kind" culinary concept that uses fresh ingredients creatively. Our famous Pizzaiolo at the Pizza Bar at Bene serves freshly baked pizzas, even as you prepare for an evening at the Persian Terrace to enjoy Middle Eastern kebabs, pitas and naan. Conclude the gourmet feast at the grand Durbar sipping your favourite martini and relaxing in royal maharaja style.



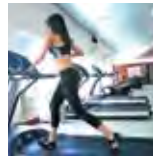
Become a Starwood Privilege member today at Rs. 8999/-* only instead of the regular price of Rs. 9999/-*. This is an exclusive offer for Brigade Insight readers. Please carry this coupon to avail this offer.

* All inclusive

yoga . breakfast . and beethoven .

my mornings are exotic

For those who subscribe to the exotic way of life, Brigade Exotica is a home come true. 35 floors of evolved living in 10 acres of greenery, with parks, landscaped gardens, manicured lawns and water bodies. Here, life is about balance, and living is about connectivity to the world. Elevate to Brigade Exotica.



Travel the world, faster.

A 40 km expressway connects Brigade Exotica to the Bengaluru International Airport.



Eco-friendliness will be the guiding principle.

Brigade Exotica has been awarded the IGBC Green Homes Gold, a pre-certification under the IGBC Green Homes rating system.



Landscaped outdoors, to inspire human imagination.

10 acres of verdant greenery, dotted with manicured lawns and gardens landscaped by Tropland Studio, Bali.



Progressive design meets pragmatism

A bold metaphor of new-age design, Brigade Exotica is an impeccable reflection of progressive thinking.



The Exotica lifestyle

At Brigade Exotica, there's everything you need to pursue an active lifestyle. Begin your day at the tennis court, end it with a splash in a pool of blue.

BRIGADE
EXOTICA
OLD MADRAS ROAD

3- & 4-Bedroom apartments | 2650 sft to 3800 sft

call **1800 102 9977**

BrigadeGroup.com

Upgrade To Brigade

Brigade Enterprises Limited, Hulkul Brigade Centre, 82, Lavelle Road, Bangalore 560 001. Ph: +91 80 4046 7666. E-mail: salesenquiry@brigadegroup.com

