

BRIGADE INSIGHT

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VOL. 16 NO. 1

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN MAY 2012



Orion Mall photographed from across the lake at Brigade Gateway

In this issue:

BANGALORE'S DESTINATION MALL OPENS; A VISION REALISED; BRIGADE'S 25 YEAR CELEBRATIONS; OUR NEW CORPORATE HQ;
EMINENT DEVELOPER AWARD FOR JAISHANKAR; AWARDS GALORE FOR SHERATON BANGALORE; THE WAY WE WERE

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APRIL 21, 2012 was a red letter day for Brigade Group—the day that Orion Mall was completed. What sets this day apart as an especially significant milestone in our history is that it marks not just the completion of the mall, but, more importantly, the completion of an iconic project: Brigade Gateway. Both the enclave as a whole, and the individual components within it—Orion Mall, World Trade Center, Sheraton Hotel, Galaxy Club, The Brigade School, Columbia Asia Hospital—have set new standards in development. Brigade Gateway has set benchmarks for others to follow. The Orion Mall launch event itself was considered by many to be the best product launch ever in Bangalore. This milestone, coupled with shifting of our Corporate Office to WTC @ Brigade Gateway, should be considered a new chapter in the life of the organisation.

Sheraton Bangalore Hotel @ Brigade Gateway received a coveted recognition at the annual HICSA Conference of HVS: as Best New 5 Star Upscale Hotel in South Asia in 2011. What is significant and very satisfying is that our Mercure Homestead Serviced Residences (now Grand Mercure) won a similar award in the Apartment Hotel category in 2009, making both of our hotel properties the 'best in class'.

As they do every year, the Central and State budgets, in the first quarter, bring new taxes and reliefs. While the Karnataka budget was thankfully mild, giving relief by way of reduced Stamp Duties, the same cannot be said about the Central budget. Excise Duties and Service Tax was increased substantially, adding to inflation when the government is talking of reducing it! While 50 basis points interest reduction by RBI is a positive step, it is insufficient to boost the industry and trade sentiment. It



A few thoughts ...

is to be hoped that a further reduction in interest rates will be announced soon. Finance ministry's flip-flop policies in taxation, particularly with retrospective effect, has sent a scare to foreign investors affecting fresh FDI into the country. Retrograde legislations like GAAR will only make matters worse. The country has to stop the 1-step-forward-and-2-steps-backward approach to development issues.

The mood among industrialists and businessmen continues to be subdued, with not many positive signals or developments seen in the national and international scene. With all the efforts being made by the European leaders, one is not sure whether the debt crisis bothering Europe (and, in turn, the world) is over.

The power crises in the mid-90s prompted both central and state governments to launch many power sector projects, which helped improve the situation over the past ten years. Then complacency set in and most states are back to a power-starved situation. Power sector policy paralysis has only worsened the outlook for relief in the near term, which is bound to have an adverse effect on GDP growth. The not-so-encouraging monsoon prediction will be a matter of concern to all.

A study by the National Housing Bank, published in Times of India on 21 April, says that real estate prices in Namma Bengaluru have been one of the slowest to rise during the last five years, in comparison to other cities. For the most part, Bangalore rates have remained at what they were in 2007. This should make buyers act fast in making their investment decisions, which, in turn, will bring some cheer to the developers.

—M. R. Jaishankar, CMD

Front Cover Photograph: Orion Mall, overlooking the enclave's man-made lake, with spouting colour fountains.

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BANGALORE'S DESTINATION MALL OPENS



A view of Brigade Gateway showing lake-front side of Orion Mall. Sheraton Bangalore is in the background and a part of World Trade Center Bangalore is seen on the right (on 21st April 2012).

A spectacular and breathtaking launch in a world-class setting.

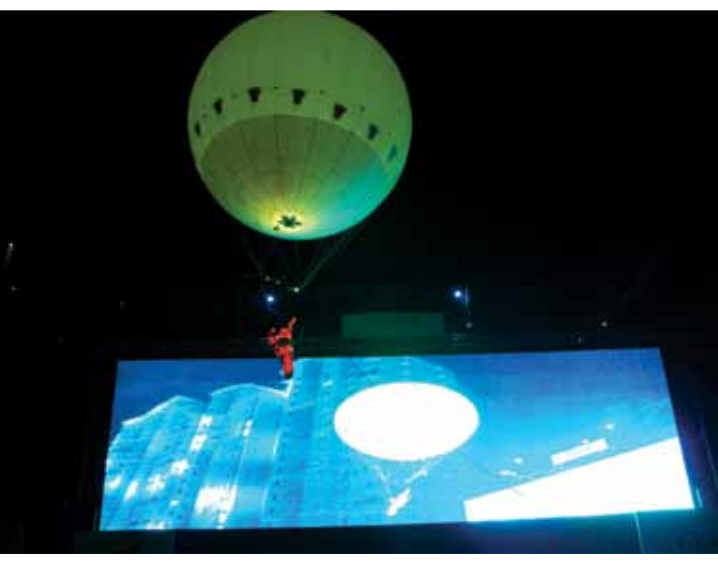
IT'S BEEN described as one of the best product launches the city has seen. It certainly had all the elements to make it spectacular: a guest list of 3000+ people; a lakeside venue; fireworks, acrobatics and excitement; and, last but not the least, a spectacular product—Orion Mall.



Audience at the launch programme.

“... the Orion mall, will be a perfect destination for a ‘Day Out with the family’. The sheer scale of offerings at the mall comes only second to the detailing that has gone into ensuring a world-class shopping, leisure and entertainment destination.”

—Vishal Mirchandani, CEO Brigade Retail



Helio-angel artist in mid-air.

“What sets this day apart as an especially significant milestone in our history is that it marks not just the completion of the mall, but, more importantly, the completion of an iconic project: Brigade Gateway.”

—M. R. Jaishankar, CMD, Brigade Group

A distinguished and delighted audience

With 800,000 sft of imaginatively designed space, Orion is arguably one of Bangalore's biggest and best planned malls. This most awaited mall was formally inaugurated on 21 April by Chief Guests R. Ashoka, Minister of Home & Transport, Govt of Karnataka, and J. P. Dua, CMD, Allahabad Bank. Other Guests of Honour included M. R. Nayak, ED of Allahabad Bank, Brigade Group's Board of Directors and dignitaries like Shri Harish, Dy Mayor, BBMP; Ajay Bijili, MD of PVR Cinemas; M Krishnappa, MLA; Narendra Babu, MLA; R. A. Shah, Executive Director, Trent; and officials. The 3000 guests in attendance included family, friends, associates, customers, members of the retail fraternity and well-wishers of Brigade Group and Orion Mall. The delightful wine-and-cheese menu was designed and catered by the team at Brigade Hospitality.

Acrobats, gymnasts and fireworks

A highlight of the evening's celebration was a helio-angel artist performing acrobats in mid-air; a performance that

culminated in the dramatic unveiling of the Orion logo. This was followed by a spectacular display of fireworks. In a fitting finale, the Bubble Gymnasts performed their scintillating act on a most unusual stage—Brigade Gateway's man-made lake! The launch was managed by Showtime Events.

Central at Orion Mall Inaugurated



M. R. Jaishankar, CMD, Brigade Group, cutting the ribbon at the inauguration of Bangalore Central at Orion Mall. Also seen (l to r): Vishnu Prasad, CEO, Future Group and Vishal Mirchandani, CEO-Retail, Brigade Group.

AT BRIGADE GATEWAY



(l to r) R. Ashoka, Minister for Home and Transport, Karnataka; M. R. Jaishankar, CMD, Brigade Group; J. P. Dua, CMD Allahabad Bank, at the inauguration of Orion Mall.



The Board of Directors of the Brigade Group along with the Chief Guests Inaugurating Orion Mall.



Dance performance at the Orion Mall launch by Dance Group 5678.

SOFT LAUNCH ON UGADI DAY



Noel N. Tata, Chairman, Trent, inaugurates the Orion Mall.

The 'soft launch' of Orion Mall, located at the Brigade Gateway enclave, took place on 23 March—Ugadi Day. Noel Tata, Chairman of Trent Ltd, was the Chief Guest.



PHOTO COURTESY: AMITH NAG

SHOPPING • DINING • ENTERTAINMENT

Welcome to the world of Orion Mall!

A remarkable retail destination: A world-class setting: at the rim of the 40-acre Brigade Gateway Lifestyle Enclave. Overlooks the man-made lake, edged with spouting colour fountains.

Renowned global and national brands: A wide range of products, dining options and unmatched entertainment.

GROUND FLOOR Benetton • Chemistry • Debenhams • Debenhams (Cosmetic) • Esprit • Ethos • Jack & Jones • Landmark • Levis • Mango • Nautica • Nike • Parcos • Puma • Reebok • Samsonite • Swarovski • Tommy Hilfiger • Westside • Wills Lifestyle • Zara

UPPER GROUND Accessorize • Adidas • Allen Solly • Apple • Arrow • Bagzone • Basecamp • Bata • Blackberrys • Central • Celio • Clarks • Da Milano • Fast Track • Hush Puppies • Hidesign • Kobe • Lee • Louis Phillippe • LP • Mai Tai • Mainland China • Mochi • Pepe • Provogue • Rockport • Samsung • Star Bazaar • The Body Shop • Toscano • US Polo • V. Van Heusen • Vinegar • World of Titan • Wrangler • Zaffran • Zodiac

FIRST FLOOR Addons Men • Affinity • Canon • Central • Chicco • Crocs • Footworks • Gordon Max • Health & Glow • Inc5 • Jashn • Mothercare • Nakshatra • Peter England • Planet Home • Soles • Soch • Star Bazaar • Tamanna • Univercell • VIP • Reliance Digital

SECOND FLOOR Cafe Noir • Cafe Mangli • Chilis • Auditoriums 1 to 11 (largest PVR multiplex in the country, with 11 screens and over 2800 seats) • Gold Class Lobby • Rajdhani • McDonalds • Sauce Pan (A 55,000 sft food court with over 20 varieties / brands)

THIRD FLOOR Blu-O (India's largest and most advanced 27 lane cosmic bowling centre. Blu-O lounge offers entertainment options like Karaoke bar etc.) • Entertainment • Time Zone (8000 sft gaming centre) • Auditoriums 1 to 11

Convenient location, easy access, plentiful parking: Located in Malleswaram-Rajajinagar, close to the heart of the city. Parking at two basement levels. Additional parking in the 9-level car parking facility in the enclave.

State of the art technology: Designed by H.O.K., New York—one of the world's leading architectural firms. State-of-the-art technology in LED lighting solutions. Automatic sensor controlled car parking and over 225 closed-circuit security cameras.

A vision



A view from Orion Mall—lakeside promenade, World Trade Center and Gateway residences. Across the lake and behind the trees is Galaxy Club.

PHOTO COURTESY: AMITH NAG



200-bed multi-specialty Columbia Asia Hospital.



A view of the Gateway residences.



Courtyard in the residential section at Brigade Gateway.

What would you need to live a really good life? Your wish list would probably include a spacious home; a club nearby; a good school that's close at hand; an office that is quickly and easily reached; great shopping outlets in the vicinity (dining and entertainment options would be a bonus); a reputed healthcare facility that you can get to effortlessly... maybe even an international hotel for special celebrations.

A 40-acre, facility-filled enclave

The good news is that every element on this wish list has actually come to life—at **Brigade Gateway**, Bangalore's first lifestyle enclave. A defining feature of this 40-acre enclave is a central man-made lake, filled and surrounded by fountains. The residential section begins across the lake and comprises over 1250 premium apartments, set around a central courtyard. The Galaxy Club—with many and varied dining, sports, entertainment and leisure facilities—is just opposite. The Brigade School, the third in a highly respected chain, abuts the club. The multi-specialty Columbia Asia Hospital is a few minutes away, at one end of the enclave.

Some "biggest-and-bests"

Brigade Gateway also features an iconic office facility—World Trade Center Bangalore or WTCB—the tallest building in the city and one of its most sought after business addresses. The 32-level, 128-metre-high building is crowned with a helipad and observation deck, covers over one million sft of state-of-the-art space and has a 9-level car park. The Sheraton Bangalore Hotel, located

realised



Children at The Brigade School in Brigade Gateway.



3-storey high entrance lobby at the World Trade Center Bangalore.



A view of Sheraton Bangalore Hotel from lakeside. Sky-bridges connect World Trade Center, Sheraton and Orion Mall.

just across, is one of the most prestigious hospitality brands in the world with a host of international-class facilities and services. Finally, there's the 8.2 lakh sft Orion Mall, arguably the largest in the city. It offers a mix of illustrious global and national brands, across categories; an 11-screen PVR Multiplex; 27-lane bowling alley; food court, restaurants and lakeside cafes and a large car park.

For a better quality of life

Brigade Gateway is based on the best practices of modern town planning. It has been designed to function as an urban neighbourhood that 'works' seamlessly as a whole. At the same time, individual facilities



A view of the Galaxy Club at Brigade Gateway.

are independent and self-sufficient. **Brigade Gateway's** different features, facilities and services enrich the quality of life of all residents and users. Roads within the enclave are wide, well-lit and well-maintained. The enclave is entirely walkable, though electric carts are available to ferry people from one location to another, if required. Enclave security and maintenance are of the highest order. Imaginative design and landscaping have created a space and environment that delights the senses.

Most outstanding integrated enclave in the world?

It's worth noting that enclaves of this size and description are usually located outside

the city core. Brigade Gateway, in the central Malleswaram-Rajajinagar region, is an exception. Taking into account all these points, Brigade Gateway may be one of the most outstanding integrated enclaves in the world.

In retrospect...

When M. R. Jaishankar, CMD, Brigade Group acquired 40 acres of land from the Kirloskar Electric Company in 2004, he laid the foundations of a dream—that of creating an iconic enclave that would reach new heights and set new benchmarks. Taking this ambitious project forward has meant exploring uncharted waters and meeting innumerable challenges. It has involved tapping some of the best talents from India and abroad. (The enclave master plan, for instance, was structured by Hellmuth, Obata Kassabaum (H.O.K.), New York—whom international industry surveys rank as one of the world's leading architectural firms.) The opening of Orion Mall on 21 April, 2012 marks not only the completion of the last of Brigade Gateway's facilities, but also the realisation of a dream and the accomplishment of a vision.

A historic achievement

... When my wife and I were resting after sauntering around the Orion Mall, on the stone ledges provided in front of the food courts and looking at the colossal buildings in this campus which you have built to make it into a township, both of us simultaneously said—EMPEROR AKBAR built Fatehpur Sikri to celebrate his victory and Mr Jaishankar, a single individual, has built this large township.

God be with you.

—Viswanathan & Leela, Brigade Gateway.



A view from the Amphitheatre with Orion Mall to the left and World Trade Center at the far end.

An evening at the Sheraton



M. R. Jaishankar, CMD, Brigade Group, addressing the gathering as the Directors look on.



In an ongoing series of events held to celebrate our 25th Anniversary, Brigade Group hosted a special evening at the Sheraton Bangalore Hotel.

Nirupa Shankar, Vice President, Business Development and Strategy, Brigade Hospitality, took on the role of Master of Ceremonies.

M. R. Jaishankar, CMD, Brigade Group and other Brigadiers addressed the gathering, reflecting the journey of Brigade Group over the past 25 years and their hopes for the future growth of the company. This was followed by an elegant fashion show choreographed by leading fashionista Prasad Bidappa. Showcasing their designs were Namrata G, Manoviraj Khosla, Shimmer, Nimirta Lalwani, Tamanna and Amrapali.



Showcased at Sheraton!

As part of our 25 Anniversary celebrations, Brigade Group presented a showcase of all its projects to customers and associates on 24 and 25 December at Sheraton Bangalore Hotel. The showcase also gave customers an opportunity to take advantage of special offers like gold coins and special rates for spot bookings.

Our new corporate HQ at World Trade Center

Growth ... and Ascent!

Our new state-of-the-art office facilities on the top two floors of Bangalore's tallest building mark another milestone in Brigade Group's corporate history.

We often speak, with warmth and nostalgia, of our first building—Brigade Towers, started in 1986. It was a milestone project on three counts: it marked our entry into the property development domain; with 14 stories, it was the tallest building to be built by a private property developer at that time, and it was our first corporate headquarters.

By 2007, we had outgrown our offices at Brigade Towers and moved to a new and larger space at Hulkul Brigade Centre on Lavelle Road. The subsequent years saw



A view of the reception lounge on the 29th floor.

further expansion in manpower and domains, both vertically and laterally.

On 6 February 2012, we made yet another significant move. Our corporate offices now extend across 50,000 sft on the 29th and 30th floors of one of Bangalore's most iconic buildings: World Trade Center Bangalore, in the equally iconic Brigade Gateway enclave.

We have come a long way. In a satisfying way, we feel we've also come full circle: back to a landmark building of our creation.



Githa Shankar, Director, and M. R. Jaishankar, CMD, Brigade Group, lighting the lamp to mark the opening of our new corporate offices.



A view at dusk from the 30th floor.



A view from our office on the 30th floor.



Brigadiers at work on the 29th floor.

WE HAVE MOVED TO THE 30th FLOOR
OF THE WORLD TRADE CENTER
AT BRIGADE GATEWAY.



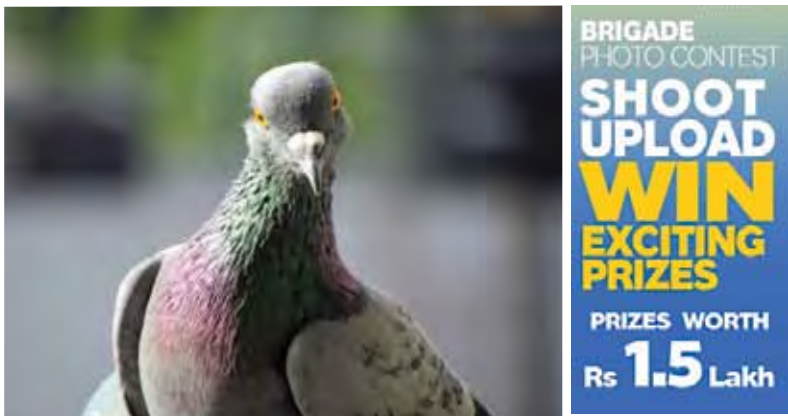
Corporate Office: 29th & 30th Floor, World Trade Center, Brigade Gateway Campus, 26/1, Dr. Rajkumar Road, Malleswaram - Rajajinagar, Bangalore: 560 055 Tel: 91-80-4137 9200 Fax: 91-80-2221 0784 enquiry@brigadegroup.com



BrigadeGroup.com

SHOT, UPLOADED AND WON!

Results of Brigade Group's Photography Competition



OUR Photography Competition's Facebook page carried a line that summed up the contest's philosophy: *The picture stands tall. Not the camera.* In keeping with these words, the online photo competition was uniquely inclusive, being open to owners of everything from the humble mobile phone camera to sophisticated SLRs. As for the response—it exceeded our expectations many times over.

“Photography takes an instant out of time, altering life by holding it still.”
—Vishal Jain,
Excerpted from a mail to M. R. Jaishankar.

Revisiting the rules
Conducted between 5 November and 4 December, the competition was divided into themes. The entry qualification was a first submission featuring any Brigade building in Bangalore or Mysore. The second submission could cover themes that included wildlife / urban wildlife, nature / landscapes and street photography / festivals. Photographs of merit outside these themes were also permitted.

Awards, judging
Prizes worth Rs 1.5 lakh, sponsored by Foto Circle at Brigade Plaza, added an exciting incentive to take part in the competition. And take part they did! The contest recorded over 1200 registrations on the microsite and Facebook page set up for the purpose. Shortlisted entries were judged by an eminent jury comprising three well known Bangalore photographers: T. N. A. Perumal (MFIAP), Clare Arni and Anand Sharan.



...and results!
The six winners proudly received their awards at the prize distribution ceremony held at World Trade Center Bangalore at Brigade Gateway on 9 March. Among the guests present on the occasion were Jayadev of Resource Communications and Baram Menon of WTC Bangalore; T. N. A. Perumal and Anand Sharan, members of the jury; and a host of excellent amateur photographers!

WINNERS			
DSLR			
1st Koteswararao D. N.	Canon 550D—DSLR		
2nd Uday Hegde	Canon 1100D—DSLR		
3rd H. Satish	Foto Circle Gift vouchers		
Consolation prize			
Ramakrishnan Nair	Foto Circle Gift vouchers		
Point & Shoot			
1st Apoorva Lakshmi	Canon 1000D—DSLR		
2nd Shefali Jhaveri	Canon SX220 HS—Digital Camera		
3rd Vinayak Hegde	Foto Circle Gift vouchers		
Consolation prize			
Praveen Kumar	Foto Circle Gift vouchers		
Mobile			
1st Raghunath Rajaram	Canon Ixus 11 5HS Digital Camera		
2nd Jawad Ahmed	Canon A1200 Digital Camera		
3rd Sheetal Babu	Foto Circle Gift vouchers		
Consolation prize			
Sanoop K.	Foto Circle Gift vouchers		

JAISHANKAR HONoured WITH ‘EMINENT DEVELOPER’ AWARD



(l to r) Padma Bhushan S. C. Visveswariah, Former VC of Rourkee University, M. R. Jaishankar, CMD, Brigade Group, and Dr C. S. Vishwanatha, Chairman Civil Aid Technoclinic Pvt Ltd.

M. R. Jaishankar was honoured as an ‘Eminent Developer’ by Civil-Aid Technoclinic Pvt. Ltd, a Bureau Veritas Group Company, at the function held at NIMHANS Convention Centre on 9 February on the occasion of the organisation’s 15th Anniversary.



Commendation Certificate for Business Excellence

Brigade Group was awarded a commendation certificate for business excellence by the Indian Merchants Chambers’ Ramakrishna Bajaj National Quality Award Trust. The criterion for application, based on the Malcolm Balridge Award, is one of the toughest in the world. The award process, which is stringent and rigorous, involves application writing, assessment by examiners and selection by an eminent jury.

Prabhakar Jadhav, Raviraj and Ashwin of Brigade Group receive the award from Shashi Tharoor, Former Minister for External Affairs. Also seen, Niranjani Hiranandani of Hiranandani Constructions.



DOUBLE HONOUR FOR BRIGADE GROUP: Developer of the Year-Commercial & Integrated Township of the Year



Roshin Mathew, President-Engineering, Manjunath Prasad, COO, Projects; and M. N. Balasubramanian, General Manager, Projects, received the awards on behalf of Brigade Group.

Instituted by Realty Plus, India’s leading real estate magazine, the awards are intended to serve as an industry platform to recognise individuals, organisations and projects that have ‘created and delivered new benchmarks for excellence in the Indian Real Estate industry’. This award is one of the most credible in the real estate sector due to its independent and unbiased view; eminent and renowned jury; and transparent, totally online jury process.



This year’s jury included industry experts and leaders like Anuj Puri, Chairman and Country Head, JLL; Dr P. S. N. Rao, Chairman, NAR-India & Head, Department of Housing, School of Planning and Architecture; Sachin Sandhir, MD, Royal Institution of Chartered Surveyors; Dr V. Chandrasekhar, Indu Projects Real Estate Research Chair, Indian School of Business; Vinod Behl, Editor, Realty Plus and

Consulting Editor, exchange4media Group; Dr P. S. Rana, Chairman, Indian Infrastructure & Urban Development Company and former Chairman, HUDCO; Sanjeev Dasgupta, President, Real Estate, ICICI Venture Capital; Dr. P. C. Jain, Chairman, India Green Building Council (IGBC); and Subhash Lakhotia, Senior Tax Expert.

EXHIBITIONS AND SPORTING EVENTS

'Best Stall Design' Award



The Brigade team with Shikha Sharma, Managing Director and CEO, Axis Bank, at the award-winning Brigade stall.

Brigade Group won the 'Best Stall Design' Award at the Axis Bank Dream Home Festival held between 13-15th January at the Koramangala Indoor Stadium, Bangalore.

Brigade Property exhibition in Chennai



Brigade Showcase, Brigade's exclusive property exhibition, was held on 21 and 22 January at Hotel Marriott Courtyard, Chennai. The exhibition featured a wide array of Brigade projects in Bangalore, Chennai, Hyderabad, Mangalore and Mysore. At the event, registrations were accepted for Brigade Millennium, Arcot Road, Chennai—our soon to-be-launched residential enclave with all amenities. Special prices and a gold coin were offered to those who booked during the Showcase.

Brigade sponsors BCIC Golf Tournament



Brigade Group was the Silver sponsor of the BCIC Golf Tournament, held at the Karnataka Golf Association fairways in Bangalore on 25 February. The tournament drew participation from golfers across the city. A glorious day of golf concluded with cocktails and dinner by the pool.

HDFC Property Show



V. P. Desu, Vice President, Sales and Marketing, Brigade Group with Ms Renu Karnad, Managing Director of HDFC Ltd. and Nagendra, Senior General Manager, HDFC Ltd at the HDFC's Bengaluru Home Fair Inauguration on 17th February 2012 at Kanteerava Indoor Stadium.

Team Brigade:
Runners-up at CREDAI BCL Tournament

Team Brigade with the Runners-up trophy. Sushil Mantri, President, CREDAI Karnataka, giving the trophy.

Brigade Group won the Runners-up trophy at the CREDAI Bengaluru Cricket League tournament held over several days in March and April. The CREDAI Bengaluru Cricket League is an exclusive corporate cricket tournament for members of CREDAI. Team Brigade's Madhusudhan K. C., the lone centurion in the entire tournament, won the best batsmen of the league. Raghavendra S. A. from Team Brigade was declared Man of the Tournament.

Anna and Insight

Exactly one year ago, our newsletter had carried an article on 'The Silent Killer' written by Team Brigade. We referred to an epidemic sweeping the world—corruption. The timing of the article was uncannily appropriate (a coincidence we mentioned in the introduction): as the issue went to print, Anna Hazare began a fast against corruption that inspired the nation. Recently, Prabhakar Jadhav, Head Planning, Quality and System and Change Leader, Brigade Group, met Anna Hazare at Jindal Naturopathy. He was honoured to give Anna a copy of **Brigade Insight**.



Words of appreciation...

For the Altair team @ Brigade Gateway

"I write this to record my appreciation of the effort taken by you from the time you took my first payment till the final payment and handing over my flat. You were not only polite and courteous; you were also efficient and thorough. Even small details were taken seriously and attended to. You were always available on phone and so it was easy for me to coordinate from Mumbai. Looking back, I am happy that I made the right decision to acquire a flat in Brigade Group. I wish you and your group success in your new ventures coming up."

—Y. S. Jagannathan, Brigade Gateway

For the Brigade Meadows team

"Customer service @ Brigade is worth appreciating."

—Prasad S. Gawde, Brigade Meadows

Brigade Orchards

Livable & Marketable & Sustainable



View of the Master bedroom



View of the Swimming pool



Exterior view of the villa



Family Room



Living Area



Kitchen

Brigade Orchards, in Devanahalli, is an eco-friendly, model township spread across 100 acres. The project is our maiden multi-segment residential project in Bangalore and leverages on our previous expertise in designing benchmark enclaves.

Incorporating global “best practices” in town planning and urban infrastructure, Brigade Orchards is being designed with well thought-out amenities, green spaces and a responsible emphasis on sustainability. Some of its features and facilities include:

- ❖ Villas and apartments
- ❖ Commercial complex
- ❖ Retail
- ❖ Sports arena and clubs
- ❖ Provisions for arts village, healthcare and school

Close to the International Airport, industrial SEZs and upcoming IT Parks, Brigade Orchards is also well connected to the CBD and the IT hub of Whitefield.

We offer you preview of Pavilion Villas at Brigade Orchards located at Devanahalli, Bangalore. The interior design for these villas was done by Sandeep Khosla.

To experience the
model villa, call
1800 102 9977

BRIGADIERS IN ACTION



Out Bound!

Our Sales and Marketing team took part in an Out Bound Learning Programme at the Emerald Isles, Bangalore on 14 March. The intensive, one-day programme aims to improve teamwork and leadership skills through a variety of challenging outdoor activities.

The Junior Brigade

Selected for International Spelling Bee, Abu Dhabi



Eight year old V. S. Arvinth (son of Priyaa Sathyamurthi, HR & A Dept, Brigade Group), was one of six hundred finalists selected from across the continent to participate in an International Spelling Bee in Abu Dhabi. Though he did not win, the fact that he cleared seven tough rounds and made a mark in a prestigious international competition is a matter of pride for all Brigadiers.

Leading Under-16 Challenge Cup (UAE) in Thailand



Courtesy: Delhi Daredevils team

Karthik Vishwas Shekhar (son of Indrani Shekar, General Manager, Dubai Office) was selected to lead the U.A.E. team in the Asian Cricket Council (ACC) Under-16 Challenge Cup from March 3 in Thailand. We're happy to announce that his team was declared Runners-up and that Karthik won the "Man-of-the-Match" award. With this victory, U.A.E has qualified for the next match: the "Elite Cup".

NATIONAL SAFETY WEEK



Brigade Group observed the 41st National Safety Week by organising a range of safety-focused activities across different project sites. Amongst the activities designed to commemorate the occasion and spread safety awareness were: administration of the safety pledge, distribution of National Safety Day badges, unfurling of National Safety Day Flag at sites, awareness training programmes / workshops, emergency demonstrations, a drama on safety and health checkup camps and safety poster / poem competitions.

An apartment and a car!



There was an added benefit to booking a Brigade Group property during our Silver Jubilee Celebrations, the chance to win a Honda Jazz car! At the draw held at Galaxy Club, Brigade Gateway, Praveen Verma (who booked an apartment at Brigade Omega) discovered he now had two reasons to celebrate!

V. P. Desu, VP—Sales & Marketing and Cyriac Joseph, GM—Sales, announcing the winner of the Honda Jazz Car.



Women's Day celebration



Brigadiers celebrating Women's Day at the new Brigade Corp. HQ in WTC Bangalore.

WTCB signs MoU with Karnataka Udyog Mitra



WTC Bangalore signed an MoU with Karnataka Udyog Mitra, Government of Karnataka, on 2 April. The understanding will help further WTCB's facilitation of

trade and investments in Karnataka from across the globe through its worldwide network, thereby contributing to the economic growth of both Karnataka and India.

The MoU was signed at the WTC Bangalore in the presence of K. Jothirmalingam, IAS, Principal Secretary, Department of Industries and Commerce, Government of Karnataka; M. Maheshwar Rao, IAS, Commissioner for Industrial Development and Director of Industries & Commerce; high level officials from government and Chambers of Commerce; and industrialists from various sectors.

The MOU was signed during the concluding session of a two-day workshop, Brand Vision-Karnataka, organised by the Department of Commerce and Industries, Government of Karnataka.

Meeting On WTO Anti-Dumping Policies and Legal Recourses



30 Jan

India's Directorate General of Anti-Dumping and Allied Duties (DGAD); Department of Commerce, Ministry of Commerce & Industry; and Government of India, in association with WTC Bangalore and Federation of Indian Export Organizations (FIEO), organised a workshop-cum-interactive session on the Anti-Dumping Agreement and other trade remedy instruments under the WTO framework and the role of DGAD.

CLIKTRONIKA 2012

16 Feb

The Consortium of Electronic Industries Karnataka (CLIK), in association with WTC Bangalore, organised CLIKTRONIKA 2012 a biannual Buyer-Seller Meet and Exhibition for the electronics sector. Hon'ble Minister for MSME, Shri Virbhadr Singh, was the Chief Guest.



Hon'ble Minister for MSME, Shri Virbhadr Singh (at the podium) addressing the gathering.

Certificate Programme on Export Management



13-18 February

WTC Bangalore and Visvesvaraya Industrial Trade Centre (VITC) jointly conducted a week-long certificate programme for 30 budding exporters. Speakers from Joint Director General of Foreign Trade, Customs, ECGC, Exim Bank, other Government Departments acting as international trade facilitators, and industrialists shared their expertise during the course of the programme.

WTCA Asia Pacific Regional Meet



World Trade Centers' Asia Pacific Regional Meet 2012 attracted more than 150 representatives from World Trade Centers (WTCs) throughout the Asia-Pacific region and beyond. The meeting was attended by WTCA board members, WTC representatives, government officials and business representatives from Asia Pacific, Africa, Europe and North America. WTC Bangalore was represented by Baram Menon, President, and Bose Nair, Vice President.

Nani Palkhivala Memorial Lecture



25 Feb

The Bangalore Chapter of Nani A. Palkhiwala Memorial Trust, in association with BCIC, FKCCI and WTC Bangalore, conducted a lecture on 'Innovation: The Key to Sustainable Business'. The lecture was attended by about 60 participants, across varied streams and age groups.

Anil Kumble at WTC Bangalore



Ace Cricketer Anil Kumble was one of the key speakers in a talk show organised by TATA Docomo at WTC Bangalore.

Seminar on "India & Italy-Trade / Taxation Agreements, Business Opportunities and Initiatives"

13 March

About 50 participants from the industry, institutions, and government agencies attended the seminar, which was organised by the Indo-Italian Chambers of Commerce and Industries (IICCI), in association with Federation of Indian Export Organisations (FIEO), Pricewaterhouse Coopers (PwC) and WTC Bangalore.



Sanchita Ajjampur, Chairperson, IICCI, Bangalore, (3rd from left) delivering the welcome address. (l-r) G. K. Hegde, Dr Sergio Sgambato, Walter D'Souza, Maheshwar Rao, Narinder K. Nayar, Suchint Majmudar and Baram Menon.

Seminar on "Currency Risk Management and Export Finance"



13 March

The seminar was organised by the Federation of Indian Export Organisations (FIEO), in association with WTC Bangalore and Citibank.

Making a difference



As part of its CSR initiatives, Brigade Group is remodelling the park and playground at Malleswaram 17th Cross (Artist's Impression).



M. R. Jaishankar with R. Ashoka, Minister for Home & Transport, GOK, at the foundation laying ceremony of Subramanyanagar Park and Playground.

Brigade partners with Bangalore traffic police



With its metamorphosis into an iconic international city, the population of Bangalore has grown exponentially. Bangalore City Traffic Police has about 3,000 police personnel

manning the 4 million vehicles on the roads—that is, one policeman/woman for every 1300+ vehicles.

IT to the rescue

One of the City police force's first IT initiatives has been the employment of automated digital cameras to record violations. This enables police to identify and ticket traffic violators, without actually stopping the vehicles or interacting with the offenders. The Traffic Management Center uploads and sends the photographs—and a traffic

challan—to the vehicle owners.

Brigade joins the effort

The Bangalore City Police initiated this project through a Private-Public Partnership. Brigade was happy to provide them with 250 digital cameras. These were presented to Jyothi Prakash Mirji, IPS, Bangalore City Police Commissioner, on 19 March in the presence of Dr M. A. Saleem, IPS, Additional Commissioner of Police-traffic. The cameras have since been deployed on the field—and are delivering the required evidence!



Brigade Scholarships & Merit Awards Presented



Top L to R: Priyaa S., Roshin Mathew, Jagan Mohan, Dr Udayashankar and Prof. Shivakumar of RVCE and Sreenivasa Reddy of Brigade Group; **Bottom L to R:** Md. Naseeruddin, Mahip Singh Baid, Jayantip, Prithviraj.

Five years ago, Brigade Group instituted annual scholarships and merit awards for third and fourth year civil engineering students of R. V. College of Engineering in Bangalore. This year's awards were presented at a function held on 3rd April 2012. Brigade Scholarships were awarded to Md. Naseeruddin and Mahip Singh Baid (Toppers in aggregate 1 to 6 Semester). Merit Awards were presented to Jayantip & Prithviraj (Toppers in BE Civil 2010-11 batch).

Brigade's developmental initiative: A vehicular underpass & pedestrian skywalk

In an effort to make commuting easier in the region of Brigade Gateway, we have undertaken two developmental initiatives. We will be constructing a vehicular underpass across Dr Rajkumar Road to connect to West of Chord Road in front of Brigade Gateway. We will also be building a pedestrian skywalk, with escalator and landing facilities, across Dr Rajkumar Road.

A few other initiatives ...

Twenty-five years of successful operations has given Brigade Group the opportunity to contribute to wide and varied initiatives as corporate citizens:

- ▶ Currently in its sixth successive year, the Young Achiever Award was instituted by Brigade Group, in association with Rotary Bangalore Midtown. Its purpose is to recognise and encourage the efforts of young achievers (between 16 and 28 years of age) in Karnataka. Areas of endeavor range from agriculture to sports and social work to the performing arts.
- ▶ Instituting scholarship and merit awards (see article to the left).
- ▶ Establishing the Dr T. N. Subba Rao-Chair in the Department of Civil Engineering, IIT Madras. (The Late Dr Subba Rao was a Director of Brigade Group.)
- ▶ Remodelling and renovating two public office buildings: Yeshwantpur Police Station and the office building of Chief Fire Officer Bangalore West Zone, located at the Highgrounds Fire Station.
- ▶ Developing and constructing the further extension of 24th Main Road in J. P. Nagar, Bangalore, now known as Brigade Millennium Road.
- ▶ Participating in the Animal Adoption Scheme of Bangalore's Bannerghatta Biological Park. We are adoptive parents to two birds (a peacock and Khaleeja pheasant) and three animals (an elephant, hippopotamus and lion cub)!

In the years ahead, Brigade Group is committed to continuing its existing CSR initiatives and exploring new and meaningful ways in which it can make a difference to society and the social environment. The organisation is in the process of forming a not-for-profit social business enterprise to create housing for economically weaker sections of the society.

Supporting the Centre for IME, a new cultural landmark for Bangalore

The most recent of Brigade Group's initiatives is its support of the Centre for Indian Music Experience or IME, India's first experiential music museum. The museum is designed to be a vibrant music epicenter. The unique 50,000 sft building will include multi-media galleries featuring photographs, instrument installations, audio-visuals, and interactive experiential areas; an

outdoor park, with installations made of natural materials; and an 'academic area' for classes, seminars and workshops.

The IME is located in the Brigade Millennium enclave in J. P. Nagar, in South Bangalore. Alongside is the MLR Convention Centre, a popular venue for the performing arts with a state-of-the-art auditorium.



**centre for
indian
music
experience**

The IME: A 50,000-sft-building set in a 2-acre property within the Brigade Millennium enclave.



The growth of giving:

An overview of philanthropy in India

IN THE LAST DECADE, growing economic power and the rise of a new class of responsible corporate leaders has made India one of the fastest growing countries in philanthropic giving. Bain, the global consulting company, reports that private philanthropy in India, while still nascent, is growing at a rapid pace. Private charitable giving in India as a percentage of GDP rose by 50% between 2006 and 2011. India's wealthy donate between 1.5 to 3% of their annual incomes. This year, the report indicates that young India is driving philanthropy, with a majority of family foundations and trusts responding that it was the younger relatives who were choosing charities, sitting on the family foundation board, or making decisions on grant-

making. Not surprisingly, education is the most popular cause, with basic needs such as food, clothing and shelter following, while sports and arts/ culture round up the bottom end of preferred philanthropic causes.

Why this growth in philanthropy?

Over the past two decades a growing number of Indians have rapidly accumulated wealth. With increased funding inflow and awareness about philanthropy, non-profit organisations are increasing in number, widening their domains of work and also attracting more volunteers and supporters to their cause. Tax exemptions on donations to non-profit organisations also make charitable giving for corporations and individuals

more attractive. Another reason is the influence of western philanthropic practices. As India continues to grow in prosperity, all indications are that more people will donate larger amounts of money in the years to come.



What is Corporate Social Responsibility and what is corporate philanthropy?

Steffen Bethmann, researcher at the Centre for Philanthropic Studies in Basel, Switzerland, says "CSR is the way that corporate organizations ought to do business, ensuring that their practices are sustainable, beneficial to the community, and ethical. A socially responsible company's success is measured through a triple bottom line of economic, ecological and social impact.

Corporate philanthropy is an act of institutional giving, where a donation of money, time or resources is made for the welfare of the public or a section of the public. It is something 'extra', over and above good business practices."

Leading philanthropists ...

... of the world ...

Warren Buffet—Berkshire Hathaway (estimated lifetime giving of \$40.8 billion or 78% of net worth); Bill and Melinda Gates—Microsoft (\$ 28.1 billion / 48%); Li Ka-shing—Hutchison Whampoa, HK (\$ 10 billion / 39%); Gordon and Betty Moore—Co-founder, Intel (\$ 7.4 billion / 65%); George Soros—investor, socio-economic reformer (\$ 6.4 billion / 73%).

It's hard to find detailed 'philanthropy lists' for India, but the above are a few leading Indian businessmen who are philanthropists. Figures do not necessarily show their full contribution.

... and India

Azim Premji (Wipro; about \$ 2 billion, for education); Anil Aggarwal (Vedanta Resources; \$ 1 billion for founding a university); G. M. Rao (GMR Infrastructure; \$ 300 million, for education); Shiv Nadar (HCL: \$ 120 million, for education, microfinance, health care and environment).

Did you have the motivation to engage in philanthropy from the very beginning, or did having the means spur a motivation to give back?

I have been associated with issues related to justice and equity in some way or another from the very beginning, initially as a journalist, and now as an activist and philanthropist. I believe that in some way or another, my life would have been associated with such causes, as I am deeply interested in the complexities and politics of justice and equity. When the wealth came, certainly, the means to give back became easier as I had both the intent and the resources.

What attracted you to the areas that you chose—namely, children and education, and now water?

Some of the areas that I have worked in happened purely by chance. Children and education was something I had an interest in, so when the opportunity to work with Akshara Foundation came my way, I took it up. Pratham books came out of the same work when we realised that there was simply not enough good, affordable content for children. I set up Arghyam as a foundation for my philanthropy. But the decision to work in water came out of a sudden realisation.

INTERVIEW



Rohini Nilekani

is one of India's foremost philanthropist-activists. She is the founder and chairperson of Arghyam, which works in the water and sanitation sector. She co-founded Pratham Books, a non-profit publishing enterprise for children's books, and also served as the Chairperson of the Akshara Foundation, which works in education.

The government has the largest responsibility in ensuring that the taxpayers' money is used to create equity and opportunities for development, hence there are certain priorities. The beauty about private philanthropy is that it is each individual's personal desire to espouse a cause.

With more money and more recipient organisations, what are the challenges faced by philanthropic donors and recipients?

While there's certainly more money being made available to non-profits, my observation is that the absorption capacity is not keeping pace. Traditionally, philanthropy and activism had to do with changing the balance of power in areas of gender, caste etc. Not all of today's newer philanthropic organisations are thinking of these political issues. Challenge for non-profit organisations is to remain adaptable to change, even as they grow larger.

Donors are impatient to see change happen. A lot of the change that we are striving for is difficult to measure. Personally, while I do want to see results for the money spent, I don't think measurable outcomes should be the only criteria for choosing a project to support.

Finally, a word of advice to those out there who have the

Philanthropy in India – is it a fad or is there a real motivation?

I think most people are motivated by a genuine desire to see change. Nobody likes to live in a country that has such contrasts and disparities, and we are all working in our own ways to mitigate these.

In India, education and basic needs top the list of preferred causes, while the arts and sports are perhaps viewed as non-essential in this stage. What is your view on this?

will, but perhaps not the means to donate large sums of money.

Philanthropy is not just about the money. The moment the power of your intent is strong, the money will follow. Giving your time to serve is equally useful, but do ensure that your volunteerism is structured and regular. Start now, start small, and begin to understand and believe, and the rest will fall into place!

—Excerpts from an interview by Manasi Prasad, Project Director, Centre for IME.



Music means different things to different people.
The one thing we all agree is that it is magical.

India's first experimental music museum coming to Bangalore.

centre for
indian
music
experience

A non-profit initiative by the Indian Music Experience Trust, supported by the Brigade Group.

Indian Music Experience Trust, MLR Convention Centre, Brigade Millennium
J. P. Nagar 7th Phase, Bangalore 560 078 Ph: 91-80-4125 0092 ext: 295 & 248

The IMET is a registered non-profit trust. www.indianmusicexperience.org

Chief Minister visits Sheraton Bangalore



Hon'ble Chief Minister D. V. Sadananda Gowda being received by Vineet Verma, CEO, Brigade Hospitality, at Sheraton Bangalore at Brigade Gateway on 19 April.



at The Woodrose and Augusta Clubs

Spree, a dynamic new brand and concept in the hospitality sector, will manage the rooms at Woodrose club and Augusta Club. Spree describes itself as ‘filling the gap that lies between an economy hotel and a luxury hotel’. Designed to suit the global traveller, Spree believes in providing full service, at affordable prices. According to Keshav Baljee, Managing Director, Spree Hotels, the Spree experience is all about “providing a fun experience to our guests” and service will be a key differentiator.



“Best Stand-Alone Café Silver” in India



Berries & Barrels the Coffee Shop at the Galaxy Club, within Brigade Gateway lifestyle enclave, was awarded the “Best Stand-Alone Café Silver” for 2011 in an all-India Café competition organised by the India International Coffee Festival and Coffee Board. Hon. Union Minister of State for Commerce and Industry, Jyothiraditya Scindia, presented the award to Tapaswini Purnesh, Director—Marketing & Promotions.

Brigade Hospitality's



Campaign

On Valentine's Day 2011, Brigade Hospitality embarked on a romantic journey of a very meaningful kind. It made a commitment to dedicate one initiative a month to nature—and to sustain each new promise throughout the year.

February	March	April
STOP THE DROP! <i>Raising awareness about water conservation.</i>	LET'S LIGHTEN THE LINEN LOAD. <i>Saving on water and chemical detergents by laundering linen only when necessary.</i>	HELP SAVE PAPER! USE A STICKER! <i>Replacing envelopes with stickers for Guest and Member bills.</i>
May	June	July
KEEP THE COASTER! <i>Replacing paper coasters with bamboo, to save on paper consumption</i>	SAY NO TO PLASTIC BAGS! <i>Replacing plastic bags with cloth bags.</i>	TRIM THE TRASH. <i>Segregating waste and making compost.</i>
August	September	October
SUNLIGHT! <i>Using natural sunlight to reduce electricity consumption.</i>	WATER WISE. <i>Reducing the water consumed when showering.</i>	PAPERLESS BILLING! <i>Sending E-Bills instead of paper bills.</i>
November	December	January
PART WITH PLASTIC! <i>Replacing synthetic laundry bags with cloth bags.</i>	PRACTICE SAVING PRECIOUS PAPER. <i>Print and photocopy on both sides. Print only if necessary.</i>	SAVE ENERGY <i>Spreading simple ideas to conserve energy.</i>



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Awards galore for Sheraton Bangalore at Brigade Gateway

The 'Best New Hotel of the Year 2012' in South Asia



(L to r) Steve Rushmore, President and Founder, HVS Global Hospitality Services and Manav Thadani, Chairman, HVS - India presenting the award to Vineet Verma, CEO, Brigade Hospitality and Dilip Puri, Managing Director, India & Regional Vice President, South Asia, Starwood Group.

Sheraton Bangalore Hotel at Brigade Gateway has won the 'Best New Hotel of the Year 2012' in the 'Upscale segment-Business' by HVS South Asia at the HICSA 2012 event held on 3 and 4 April in Mumbai.

Award for Srijan Vadhera

At the reputed Hotelier Awards 2011, Srijan Kumar Vadhera, Director, Sales and Marketing, Sheraton Bangalore, was declared Runner Up in the "Marketing and PR Person of the Year" category. Congratulations Srijan!

The "Best Persian Restaurant"



Persian Terrace, Sheraton Bangalore's rooftop Persian restaurant, has been named "Best Persian Restaurant" in the city

for 2012 by the Times City Awards. This outdoor Middle Eastern wonderland offers both open-air and poolside seating to savour its authentic Persian cuisine.

The 'Best Foreign Cuisine' Restaurant in India



Bene, the signature Italian restaurant of Sheraton Bangalore Hotel, has been named "Best Foreign Cuisine" restaurant in India for 2011 by Zomato, the well-known restaurant and lifestyle portal. Bene represents outstanding cuisine (The Chefs bring the distinctive aromas and flavours of traditional and regional Italian dishes to vibrant life), elegant interiors and a warm and welcoming atmosphere.

Happenings at Sheraton Bangalore at Brigade Gateway

Lovely Valentine Venues



A love for celebration and happy times was amply evident at the Sheraton on Valentine's Day. Couples choosing to share the evening at *Durbar* had their spirits lifted with liquid delights like our signature Mojitos, Flame Shots, Long and Really Long Island Ice and foot-tapping music played by ever popular DJ Ivan. The *Persian Terrace* and *Bene Al Fresco* were two other Valentine Day destinations: perfect settings for special wine-and-dine time with someone who matters.

CHINESE FOOD FESTIVAL with Chefs from KL

Chefs Vincent Loo and Ken Liew flew down from the Sheraton Imperial, Kuala Lumpur, to create a feast at *Feast*. The occasion was a Chinese Food Festival, held between 20 February and 4 March. Guests were treated to an array of authentic Chinese dishes: all created, cooked and served to perfection. A host of Asian and Chinese guests visited *Feast* for the express purpose of experiencing the Festival. Both the menu—and its chefs—were much appreciated by everyone.



Haute couture at Durbar

The High Fashion Studio by Ramesh Dembla has been the talk of the town. *Durbar* gave haute couture a fashionably fun twist when it played venue to a Live Photo Shoot. Guests were seen raving about this unique new concept—enjoying Dembla designs over *Durbar* cocktails.

Up Ahead



Bene Alfresco—Bene's outdoor dining space—is now open. This is the place at which to, luxuriate over an unforgettable sunset dinner, while pampering your palate with a wine of your choice and authentic Italian cuisine.

DJ's Friday Durbar!



Two of the city's most popular DJs—DJ Ivan and DJ Marina—hold their own brand of *durbar* at *Durbar* every Friday. A growing, grooving crowd stands testimony to their music's magic.

Kebobs and Polos Festival



It's back! Celebrate the food of the sun with the "Kebobs and Polos Festival" at the award winning *Persian Terrace*. The set menu of authentic Persian delicacies includes unlimited servings of vegetarian and non-vegetarian kebobs, followed by sumptuous polos and traditional stews. Wash it all down with a select wine menu offered at special prices.



THE BRIGADE SCHOOL @ J. P. NAGAR



Santa's in the Quadrangle!



A Christmas Special Assembly was held on the last working day of our second term. In keeping with the yuletide spirit, the lobby was festively decorated and a crib of Jesus held pride of place.

The students of Std 6 sang a medley of Christmas carols. The highpoint of the Assembly—especially for the younger students—was the arrival of Santa (aka Jaijagadish, PT Instructor) in the quadrangle!

The theme was Egypt, the mood electric!

Students of the Pre-primary celebrated their Annual Day on 27 February. The theme was Egypt, the children's mood was electric and the audience was ready for some good entertainment. They were not disappointed! Students of UKG welcomed the gathering with song. The tiny tots then delighted the audience with a wonderful dance performance (their beautiful costumes were much appreciated too). The next event on the programme was a short play—*A night in the Egyptian museum*—with a big cast: all 108 LKG children! The evening ended with an enchanting dance drama, *Chota Bheem's journey to Petra in Egypt*, presented by the children of UKG.



"Egyptian" belly dancers



We will miss you!

The Pre-graduation Ceremony for our fourth batch of Standard 12 students was held on the evening of the 20 February at the MLR Convention Centre. Nandan Kamath, an eminent sports lawyer, graced the solemn occasion as the Chief Guest.

The dignitaries on the dais included: M. R. Jaishankar, CMD, Brigade Group; Githa Shankar, Chairperson, Brigade Foundation; Thampi, Member of the Governing Council and Shalini Jagadish, Principal, The Brigade School @ J. P. Nagar.

The outgoing School Captain Sharjeel Yunus handed over the school flag to the newly elected School Captain Kumaresh Krishnan, signaling the handing over of his responsibilities. The evening included the much awaited prize distribution. Rashika Saraswat was declared the Best Outgoing Student. Subject Toppers were: Rashika Saraswat in English, Niharika B. in Computer Science, Roshini B. in Biology and Pradeep B. in Physics, Chemistry and Mathematics.

Student Council Election

The third Annual Student Council Election was held on the 20 January. Students of Class 6 to 12 cast their votes for the School Captain, House Captains and House Vice-Captains.



Making Space for Mindspace



At Mindspace Annual Day, the theme of the year—Egypt—was explored in

breadth and depth. On proud display were projects that took you on a journey through Egypt, a radio show and 3000 years of history depicted in ten minutes through a street play.

The Pre-primary section demonstrated their understanding of concepts learnt by giving presentations with Montessori activities. Their enthusiasm and confidence were a joy to behold.



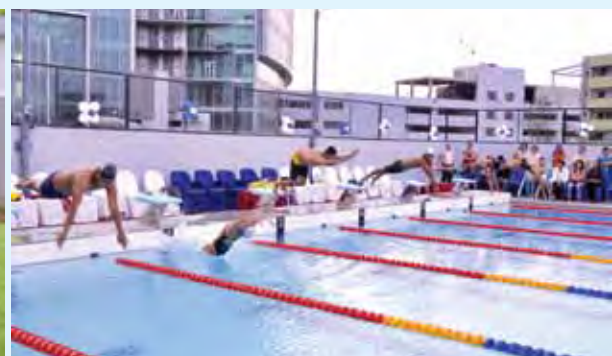
THE BRIGADE SCHOOL @ MALLESWARAM

New swimming pool inaugurated!

The swimming pool at The Brigade School @ Malleswaram was inaugurated on 24 February 2012 in a small ceremony attended by school staff, Brigadiers, parents and friends. Chief Guest, Father Jose Aikara, Chairman, ICSE cut the ribbon, after which Olympian Nisha Millet and her team from the Nisha Millet Swimming Academy delighted the audience with swimming displays. Chirag Bipin Kundagol, the champion swimmer from our school at J.P. Nagar, also demonstrated his swimming skills. The Academy will be coaching students of The Brigade Schools in the coming year.



Father Jose Aikara, Chairman, ICSE, with Githa Shankar, Chairperson, Brigade Foundation, Roshin Mathew, President, Brigade Group and Jagan Mohan, VP—HR, Brigade Group.



The Nisha Millet Academy in action at the new roof-top swimming pool at the Brigade School @ Malleswaram.



We at The Brigade School have always believed in alert minds in healthy bodies ... What better place to expand your lungs than on the playing fields and swimming pool And what better person to motivate you than a young, high achiever like Nisha Millet. Next year, you are the lucky ones who will be trained by the young Olympian."

— Githa Shankar, Chairperson, Brigade Foundation



THE BRIGADE SCHOOL @ MAHADEVAPURA

What goes on outside the classroom
is as important as what goes on in it.

A SPECTACULAR CULTURAL SHOW!

The year 2011-2012 was an eventful year for the teachers and students of our school. Long practice sessions, fuelled by talent and enthusiasm, enabled us to put on a spectacular Annual Day Cultural Show on 3 March.

In her address to parents on the occasion, Githa Shankar, Chairperson, Brigade Foundation spoke of the importance of focusing on the overall well-being of children: physical, social, spiritual, emotional and mental.

The cultural programme began with the invocation dance by the students of the kindergarten. Students of Stds 1 to 6 enacted the play "The Story of Moses". The story came to life through dance, song and dialogue. The standard of all performances was deeply appreciated by all who attended.



Celebration dance by Standard 1 and 2.



Shaurya Soni as Moses, Shreyas as Pharaoh and Josh as Prince Ramses—A scene from 'The story of Moses'.



We are the Brigade family@ Mahadevapura.



Jai Hind in a chorus.

Our school has proved though it is young, it has been creative by keeping pace with the changing world. We believe that education is not merely preparing one for a successful career—rather, it is meant to shape young people into becoming enlightened persons and responsible citizens. Some of our activities towards this end include:

- **Field trips and picnics.** Activities outside school can have a tremendous effect on children. They are stimulating, engaging and enjoyable on many levels.
- **Mindspace Annual Day.** This is the culminating day of an innovative programme that comprises a wide variety of enriching activities that broaden a child's thinking and perspective.

Additionally, Mindspace addresses issues that are of concern to youngsters, creating a healthy platform for interaction between staff and students.



"Go Green, Save our environment" is the plea of these students.



Shreyas aiming for the gold in Shot put.

- **Special assemblies.** These form an integral part of the curriculum. Value based themes are chosen and depicted in the form of song, dance and skits.

Spiritual enrichment is made possible by encouraging students to perform inspirational skits and songs—and ensuring they understand the deeper meaning behind the lyrics or stories.

National days and festivals are observed with solemnity, to instill in students a sense of duty, patriotic fervour and commitment to the nation.

- **Annual Athletic Meet.** Sports and games enable budding athletes to inculcate the spirit of sportsmanship, grit, courage, discipline and determination.

Our Annual Athletic Meet gives students the opportunity to showcase their talents as individuals and celebrate their achievements as teams.

Gallery of Events

1. Making a salad: Children learn about the nutritional value of the different kinds of vegetables that go into the making of a salad.

2. Flying Kites: The play way of teaching children the properties of wind.

3. Tonga ride: The little tots of pre-primary at a sleep-over in school. The excited children began the evening with a tonga ride, and danced the evening away at a camp fire.

4. Learning about tortoises: The curious little ones were all excited to see a tortoise in school and learnt all about tortoises in a jiffy!

5. Vegetable Carving: The students of Std. II learn about vegetable carving at their art class.

6. Banana Cake: The children of LKG enjoyed making banana cake as a part of their Composite Science activity.



THE WAY WE WERE

For a change, we bring you in this issue of **Brigade Insight** a Snippets of the more lighthearted kind. It's about Bangalore—as seen through the eyes of one very observant (and gifted) local resident: Paul Fernandes. The world that Paul brings to delightful life is largely that of the Cantonment Bangalore of the 70s. What's truly curious is how his illustrations cross boundaries of time and space; culture, religion and social background. It doesn't really matter how old you are; which locality or social group you claim association with; which language you speak—the stories Paul's pictures tell resonate. They cause all kinds of almost-forgotten Bangalore memories to spring joyously to the surface. They make you smile. If you are an Old Bangalorean, enjoy this trip down memory lane. If you've only heard about the Bangalore of old, enjoy this brief glimpse of the way we were.



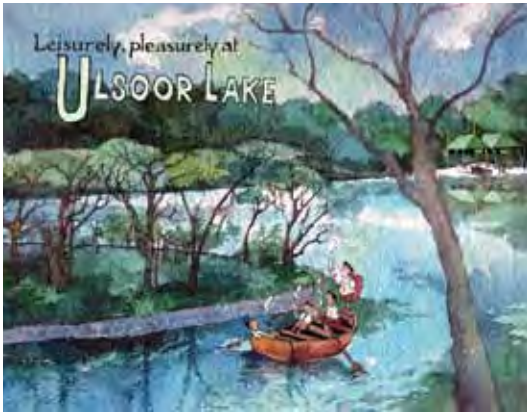
Cubbon Park Police Station

The newly created Cubbon Park Police Station opened its doors not only to the business of crime control, but also to the intermittent stream of reluctant guests who were its by-products. Under the new Police Station's watch were the large compounds and bungalows of Lavelle Road, Museum Road, Church Street, Rest House Road and, of course, Cubbon Park itself. Station limits were defined by two nearby stretches of commercial significance: M.G. Road and Brigade Road.

The Custodians of Law—khaki clad, the more impressive with vintage World War II rifles slung casually on their shoulders—couldn't complain of a heavy work load. This was not a high-crime area. Of course, a strict eye had to be kept on the non-horticultural goings-on in the park: countless romances were always budding, blooming and fading in the ambience (and relative privacy) the park offered. The fading phase occasionally saw a dejected lover deciding to end it all in surroundings that carried memories of happier times. This had to be prevented at all costs. It usually was.

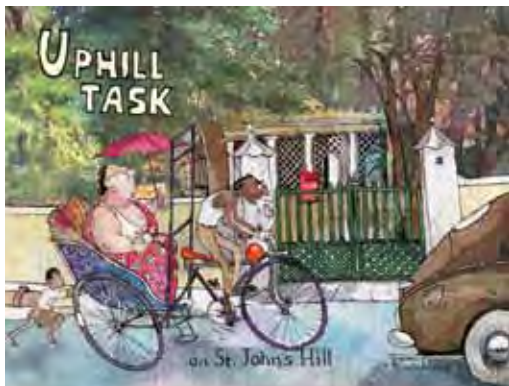
Sadly, into every life of sunshine, a little rain must fall sometime. Bad weather came not in the form of hardened criminals or violent street gangs, but in the shape of mischievous cyclists who took evil pleasure in knocking a policeman's hat off his head and then racing away before their victim could react. It came in the guise of wicked school girls who brazenly looked up the starched, wide-bottomed shorts of policeman standing on duty atop foot-high traffic circles. Drunks, argumentative beggars, victims of criminals and the criminals themselves were added irritants to a policeman's peace-loving life.

—Excerpts from Paul's forthcoming publication.



“ We have in Paul Fernandes' celebration of Bangalore-turned-Bengalooru the flowering of a legacy launched by Mario Miranda in his tributes to Bombay and Goa, a joyful immersion in the energy and the human comedy of the city, its colonial hauteur, its Cantonment cool, its modern chaos, ... roisterous, ... in masterly lines, bursting colours and bafflingly insane compositions.

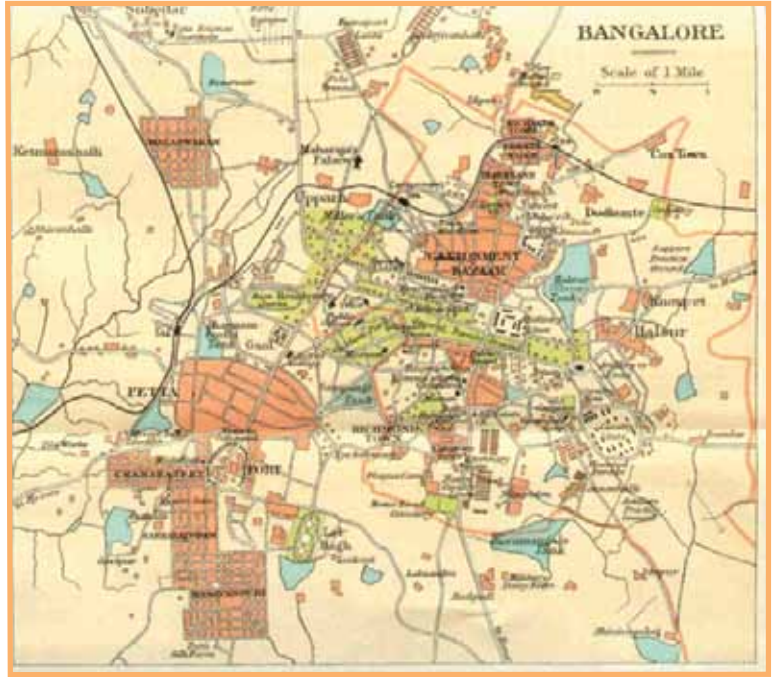
—Girish Karnad



Paul Fernandes was born and raised in Bangalore. After his schooling at St Joseph's, he went to Baroda to study commercial art at M.S. University. Paul worked in advertising, but is now immersed in his first love: illustrations and cartooning. His work has appeared in books such as *Multiple City – Writings on Bangalore* by Aditi De, Peter Colaco's *Bangalore, On a High Note* (in collaboration with Colaco), *Hung by my Family Tree* by Ajit Saldanha and in magazines. Apart from art, he loves music, gardening, cricket and cycling around the city.

aPaulogy—A Gallery of Curious Illustrations (close to **Brigade Hallmark** and **Brigade Heritage**) is on Clarke Road, near the entrance to Richards Park, and opposite Au Bon Pain. *aPaulogy* is open from 11 am to 7:30 pm on weekdays and Saturdays.

Bangalore City Corporation turns 150!



On March 27, 1862, the city's first civic body, named the Bangalore City Municipality (BCM), was formally established. The city, fifth largest in the country today with a population of nearly one crore, was home to just over one lakh people in the early 1860s when the British rulers perceived the need for a self-governing civic body to manage its affairs. It required the citizens' involvement and monetary contribution.

In October 1861, nine prominent citizens of the time came together and involved other citizens to sign a "Declaration" and submitted it to the British authorities expressing their intent to set up a municipal board under the Improvement of Towns Act of 1850. The declaration was an important first step as the act required the government to get consent of a good number of citizens before establishing a municipal body. After considering the declaration, the British rulers gave a go ahead and subsequently on March 27, 1862, the city's first municipal board led by the nine eminent citizens came into existence, and with that the first civic administration of Bangalore. Among the nine members were Indian officials, non-officials and British officials.

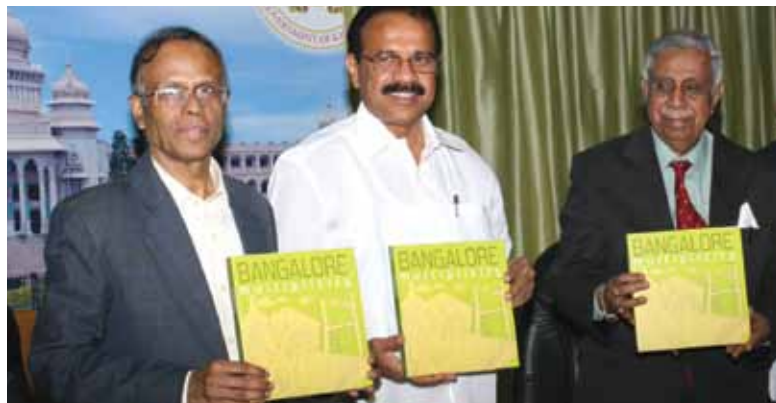
Subsequently, the British modified municipal acts several times. The changes led to legalising the two bodies in 1881, but continued to function independent of each other. A year later, the concept of election was introduced to induct non-official members and, for the first time, property tax was introduced in the city. Property tax payers became eligible to elect non-official members to the board of each of the two civic bodies.

Until 1913, when philanthropist K. P. Puttanna Chetty became BCM's nominated non-official president, the British did not allow non-official Indians to head either of the civic two bodies.

Seven years later, however, the British acceded to the idea of an elected president. This system generally continued until 1949, when, post-Independence; the two the boards were legally merged to form the Corporation of the City of Bangalore, then to Bangalore Mahanagara Palike, and then to its present name—Bruhat Bangalore Mahanagara Palike.

—Excerpted from Deccan Herald, March 26, 2012

BANGALORE MULTIPLICITY RELEASED BY CM



Bangalore multiplicity, by Dr A. Ravindra, IAS (Retd), was released by the Chief Minister, Hon'ble Sri D. V. Sadananda Gowda, at a small function held at his home office, Krishna, on 22 February. Dr Ravindra is one of the most respected bureaucrats in the state and his book explores the different aspects of Bangalore, past and present, with a combination of scholarly perspective and engaging ease.

Bangalore and Brigade Group share a warm and happy connection that goes back 25 years. Having been involved with the city and the city's development, it gives us special satisfaction to be able to sponsor this book on our hometown.

This book is, indeed, a Celebration of the beauty and spirit of Bangalore ... If you claim to be a proud Bangalorean, you must read this book."

—Justice M. N. Venkatachaliah, former Chief Justice, Supreme Court of India

More from

Brigade's book shelf ...



Bengaluru / Bangalore is a photo book on Bangalore by editorial and documentary photographer Mahesh Bhat. Mahesh is a long-time resident of the city and this book is his very personal interpretation of Bangalore's transformation in the last 25 years. The subjects Mahesh has chosen to cover may be very specific to his experience of Bangalore, but they will strike a chord with anyone who has known the city.

Heritage Trees covers 'the fabulous tree wealth of Bangalore': 140 trees found in and around the city. Author Vijay Thiruvady, Trustee at the Bangalore Environment Trust (BET) and leader of the Lalbagh Green Heritage Walks, wears the hats of historian and naturalist as he takes you on a tour of tree discovery. Apart from information on Bangalore's trees, the book also contains maps showing their locations. Photographs have been taken by Mahesh Srinivas.

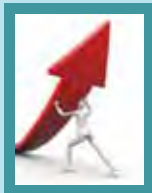


Impact of the Budget on the Real Estate industry

The Union Budget 2012-13

Current Impact

1. Composition rate for payment of service on works contract services increased from 4% to 4.80% (wef April 1, 2012).
2. Service tax rate increased from 10.30% to 12.36%.



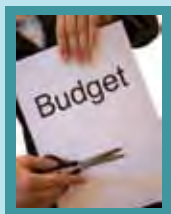
Negative list/exempt services

1. Services by way of renting of residential dwelling for use as residence covered under the Negative list
 - Hence would be outside the service tax net.
2. Service tax on Guest Houses/Serviced Apts would now be payable.
3. Renting to an educational body no longer exempt—other than to the Govt.
4. Pre-school education and education up to higher secondary school or equivalent.
5. Services provided by way of erection or construction of original works pertaining to Single residential unit otherwise as a part of a residential complex.
 - Less than 12-unit residential complexes would come under the service tax net.

TDS on purchase of property

As per section 194LAA any sum by way of consideration for transfer of any immovable property shall be required to deduct tax @ 1% where the consideration is Rs 50 lakh or more. Further Registering officer shall not register any documents unless the transferee furnishes the proof of deduction of income tax. This amendment shall be effective from 1st October 2012.

The State Budget 2012-13



Reduction in Stamp duty from 6% to 5% on Conveyance/Sale deeds.

Levy of Stamp duty @ 1% (maximum of 15 lakh) on the market value of the property in respect of Joint Development agreement and Power of Attorney thereof.

Levy of stamp duty @ 0.1% in respect of agreements relating to advertisement for business development, granting of exclusive rights of telecasting/broadcasting of programs and assignment of Intellectual Property Rights.

Stamp duty relating to works contracts to be levied at 0.01% subject to maximum of Rs 5 lakh.

Levy of VAT on cigarettes and other tobacco products increased from 15% to 17%

Accommodation provided for organising any official, social or business function would be included in the levy of luxury tax under section 2 and 3-C of Karnataka Tax on Luxuries Act, 1979. Earlier only marriage or receptions functions were included.

Bangalore Update

Kanakapura Road to become 4-lane route



Soon, the national highway will become a four-lane road, making driving a hassle-free experience for those heading towards Mysore and beyond. Sources said the National Highways Authority of India (NHAI) has issued a preliminary notification and will soon begin the road widening work.

NH 209 starts from Dewan Madhav Rao Road in Basavanagudi and touches Vedasandur near Dindigul, Tamil Nadu. While the stretch from NICE junction to Kanakapura will be a four-lane road, the Kanakapura-Tamil Nadu border (near Chamarajnagar) stretch will be an improved two-lane road. After the road widening, the expressway will become a toll road. Once the four-laning is completed, the road can serve as an alternative road to Mysore.

Kanakapura Road is a vital link to Bangalore with a traffic density of 6,000 to 8,000 passenger car units (PCU) per hour. According to experts, since one lane can cater to only 1,200 PCUs, four lanes are an urgent requirement.

India's first Financial City in Bangalore

Finance Minister Pranab Mukherjee laid the foundation stone for the nation's first financial city at the Hardware Park near the international airport at Bengaluru.

The financial city near **Devanahalli** in Bangalore is one of the first of its kind in India and will enable financial institutions to establish and run a variety of operations, and help meet regional financial demands better.

The proposed 50-acre Financial City will be developed over a period of three years at an investment of over Rs 1,000 crore. Space allotment letters have already been given to many banks and financial institutions including Canara Bank, Corporation Bank, Syndicate Bank, State Bank of Mysore, Indian Bank, and LIC. The project will be executed by IFCI Infrastructure Development Ltd.

—Excerpts from Times of India, 9 April 2012



HOUSING LOAN SCHEMES

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

Loan Limit	Card Rate	Applicable Rate of Interest* (%)	EMI				25 years	30 years
			5 years	10 years	15 years	20 years		
Floating interest								
Up to and including Rs 30 lakh	0.75% above Base Rate i.e. 10.75 % p.a.	10.50	2150	1350	1106	999	945	915
Above Rs 30 lakh and upto and including Rs 75 lakh	1.00% above Base Rate i.e. 11.00% p.a.	10.75	2162	1364	1121	1016	963	934
Above Rs 75 lakh	1.25% above Base Rate i.e. 11.25 % p.a.	11	2175	1378	1137	1033	981	953
Fixed interest			No fixed rate option in any limit bracket					

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 • 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 Sept 2012 and sanctioned on or before 30th Oct 2012.

Please check with Banks for latest rates.

Source: State Bank of India

POWER OF PROPERTY

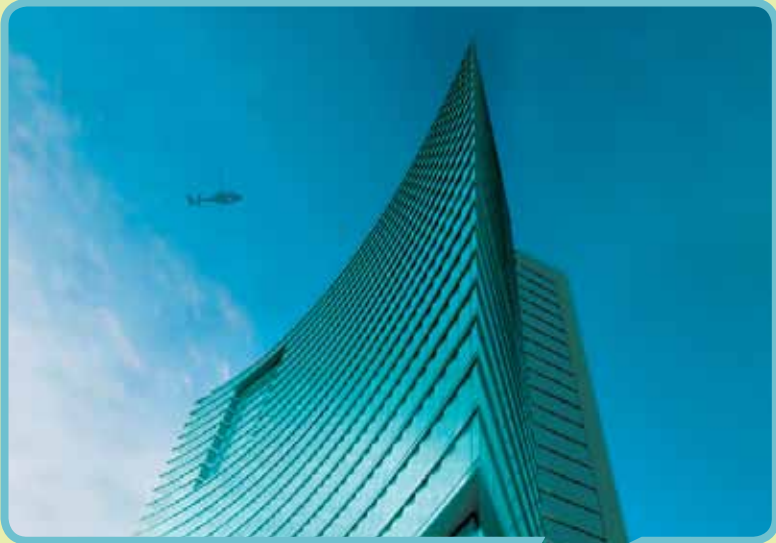
A study by the National Housing Bank says that real estate prices in Bangalore have been one of the slowest to rise during the last five years, in comparison to other cities. Bangalore rates have remained at what they were in 2007. This should make buyers act fast in making their investment decisions.

Rate for the base year 2007 : 100

Cities	Oct-Dec 2011	Cities	Oct-Dec 2011
Chennai	296	Lucknow	165
Faridabad	218	Surat	152
Bhopal	211	Patna	140
Mumbai	193	Bangalore	100
Kolkata	190	Kochi	82
Pune	184	H'bad	79
Aurangabad	167	Jaipur	64
Delhi	167		

—Adapted from Times of India, 21 April 2012

BRIGADE OFFICES



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@ Brigade Gateway
Malleswaram-Rajajinagar

Ready to occupy

32 levels • 1 million+ sft • Observation deck • Helipad • Sky-bridges connecting WTC Bangalore with Sheraton Bangalore Hotel and Orion Mall & Multiplex • 9-level parking to accommodate 2000 cars • Clients include Amazon, H&M, Gallagher, Siemens, UEC, KPMG, Regus, Samsung, Toyota and more.

Office spaces: 5,000-10,000-20,000-40,000-1,20,000 sft



Summit @ Brigade Metropolis
Mahadevapura, Whitefield Rd, Bangalore

Office spaces: 20,000 sft to 40,000 sft



Brigade Bhuwarka Icon
Whitefield Road, Bangalore

Office space: upto 2,30,000 sft

Forthcoming



Brigade Magnum
Hebbal, Bangalore North

Office space: upto 5,00,000 sft

Forthcoming

Brigade Rubix
HMT Township,
North Bangalore

- Office spaces ranging from 1,340 sft to 14,640 sft

Under construction

Brigade Point
Gokulam Road, Mysore

- Plug-n-Play: 4,115 sft
- Office spaces: 2,000 sft

Ready to occupy

Brigade IRV Centre
Near GE Campus,
Adjacent EPIP Zone,
Whitefield, Bangalore

Floor plate area ranging from 16,500 sft to 33,000 sft

Forthcoming

Brigade Golden Triangle
Old Madras Road,
Bangalore

- Office Space 5,00,000 sft

Forthcoming

BUILT-TO-SUIT OPTIONS

SEZ Mangalore
Ganjimutt

2.5 million sft

Forthcoming

SEZ Kochi
Kakkanad

7,50,000 sft

Forthcoming

Summit @ Brigade Metropolis
5,00,000 sft

The information herein i.e., areas and dimensions, etc are subject to change without notification as may be required by the relevant authorities or the developer's architect, and cannot form part of an offer or contract. Whilst every care is taken in providing information, the owner, the developer and managers cannot be held liable for variations. Illustrations and pictures are artist's impression only. E. & O.E.

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Bangalore

- 2,65,000 sft • Multiple F & B outlets • Food Court • 5-screen Multiplex • Entertainment Zone • Ample parking

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

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Ideal for Large Format Stores

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OMR (1,40,000+ sft)

Forthcoming

MYSORE

BRIGADE VANTAGE
Hunsur Road (1,25,000+ sft)
Under construction!

BRIGADE POINT
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2- and 3-bedroom luxury apartments

1270 sft to 1720 sft



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1-, 2-, 3- and 4-bedroom duplex apartments

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Brigade Pinnacle

Derebail, Mangalore

2- and 3-bedroom luxury apartments

1200 sft to 1770 sft



Brigade Altamont

Arkavathy Layout, Bangalore

2- and 3-bedroom luxury apartments

1260 sft to 1830 sft



HYDERABAD

Brigade Zenith

Banjara Hills, Hyderabad

4-bedroom luxury apartments

3000 sft to 4000 sft

Aspen @

Brigade Orchards

Devanahalli, Bangalore

2- and 3-bedroom apartments

100+ acre mixed-use project
1000 sft and 1200 sft

VILLAS



Brigade Oak Tree Place

Devanahalli, Bangalore

3- & 4-bedroom courtyard homes

3800 sft to 4200 sft



Brigade Palmgrove, Bogadi Road, Mysore

3- and 4-bedroom villas and townhouses

4600 sft to 4750 sft



Villas @ Brigade Orchards

Devanahalli, Bangalore

100+ acre mixed-use project

4300 sft to 6500 sft

Under construction

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Residences

ONGOING PROJECTS



Brigade Rhapsody

Palace Cross Road, Bangalore
4-bedroom premium residences

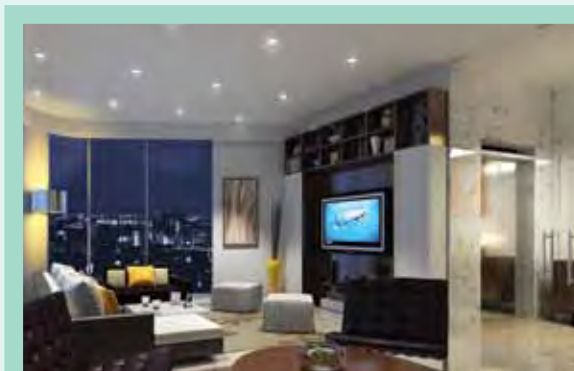
4700 sft and 4730 sft



Brigade Sonata

Palace Road, Bangalore
3-bedroom premium apartments

2500 sft to 2780 sft



Brigade Crescent

Nandidurg Road, Bangalore
4-bedroom premium residences

4190 sft and 4290 sft

Nearing completion



Brigade Horizon

Siddhartha Layout, Mysore
2- and 3-bedroom apartments

1310 sft to 1930 sft

Nearing Completion

BRIGADE VALUE HOMES



Brigade Meadows

Kanakapura Road, Bangalore
1+Study, 2- & 3-bedroom apartments

700 sft, 950 sft and 1150 sft



Brigade Sparkle

J. P. Nagar, Mysore
2- and 3-bedroom apartments

860 sft to 1290 sft

Nearing completion

FORTHCOMING

Brigade Golden Triangle

Old Madras Road, Bangalore
2- and 3-bedroom luxury
apartments

1100 sft to 2000 sft

Brigade Lakefront

EPIP Zone, Whitefield, Bangalore
2-, 3- and 4-bedroom luxury
apartments

1330 sft to 3000 sft

CHENNAI

Brigade Millennium

Arcot Road, Chennai
Luxury apartments

2-bedroom: 1100 sft to 1200 sft
3-bedroom: 1500 sft to 1900 sft
4-bedroom: 2550 sft to 2800 sft

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