

# BRIGADE INSIGHT

For private circulation only

VOL. 15 NO. 3

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN DECEMBER 2011



#### *In this issue:*

- CII-EXIM Bank Award for Business Excellence 2011
- WTC Bangalore inaugurated
- Interview with K.R.S. Murthy
- Navaratri celebrations at The Woodrose club
- The Mural and the Mall
- Centre for Indian Music Experience launched
- Young Achiever Awards 2011
- Interview with Githa Shankar
- Bangalore—Best city to live in



A 25 YEARS RETROSPECTIVE

*A detail from the Tree of Life mural on Orion Mall @ Brigade Gateway*

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Vol. 15 No. 3 Released in December 2011

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**BRIGADE INSIGHT**  
is published by the  
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### An Exotica Patio.

Best experienced with a bowl of  
pickled olives, in a linen shirt.  
Best experienced for a lifetime.

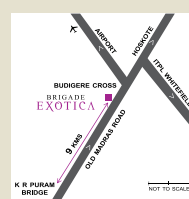
Actual shot of the model apartment at Brigade Exotica.

World-class amenities aside, the living spaces at the 35-storey Brigade Exotica are a testament to opulence. Crafted to satiate the connoisseurs of finer living, each of these exquisite apartments promises a lifetime of sophistication.

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**Upgrade to Brigade**

## We are moving up and ahead!

Brigade Group is relocating to its new offices at the iconic World Trade Center Bangalore @ Brigade Gateway, after 15th January 2012!

Look out for more details in the advertisements to be published in leading dailies of Bangalore.



### New Corporate Office:

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# Reflections

on Brigade Group completing 25 years.

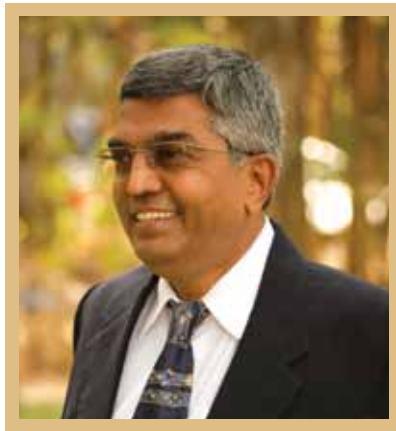


ON 10th October 1986, the foundation stone for Brigade Group's maiden project—Brigade Towers on Brigade Road, Bangalore—was laid in a simple Ground Breaking ceremony. I started the partnership firm Brigade Investments, which created Brigade Towers, with the support of my family and two family friends. The firm was a single-project venture and the result of an earlier missed opportunity by the family to invest in a prime real estate project in Bangalore. It was formed with no clear plan or vision for the business, at a time when I was planning to diversify from the chicory processing business I had started in 1980, because of a serious industrial relations problem in 1984. (In retrospect, I should warmly thank the labour leader who created the problem!)

Brigade Towers, the first 14-storied building in Bangalore (and, at that point of time, one of the very few projects to market ownership offices) was an instant success. This was one of the few real estate projects to be marketed in a planned manner; ours was the very first real estate advertisement released in India Today! What was a one-project venture became two projects, then four, then eight ... growth continued slowly but steadily. Then a lack of consensus on growth strategy with a partner led to the partnership firm Brigade Investments being dissolved in 1997, to be restructured as Brigade Enterprises Pvt Ltd in 1998, at the height of the real estate recession.

THE new millennium brought cheer to the real estate sector and Brigade Millennium—Bangalore's first integrated enclave project, launched in 2002—brought cheer to Brigade Group. We have not looked back since then. Of the 20 million square feet promoted by the Group since inception, 90% (comprising a wide range of projects) was completed in the last ten years. We are proud of every project we have executed, confident we have given our best each time. Many of our projects belong to the 'first-of-its-kind' category in Bangalore and Mysore. Our best project yet is probably Brigade Gateway, undoubtedly the most integrated city-centric mixed-use project. Nowhere in the world does one come across residential apartments, club, offices, school, mall, hotel and hospital, all within one campus close to the centre of the city. A fine example of the concept of 'Live-Work-Play', it is the perfect answer to many traffic-related problems in urban centres.

THE real estate sector is full of challenges, the primary one being dealing with multiple civic authorities. If one were to have projects



across Bangalore, we would have to deal with at least eight planning authorities (before 2007 it was 13!), each with a different set of building bye-laws—not to mention another nine authorities for NoCs and utilities. Also, the business is bombarded with multiple taxes and duties. Ours may be the only industry where the transaction of marketing a house / apartment by a developer is considered a 'sale' by the state revenue department; a 'works contract' by the state commercial tax department and a 'service' by the central service tax authorities—attracting stamp duty, vat and service tax along the way. This is doubly strange when you think this is a sector catering to one of the basic needs of mankind: shelter. It is shocking to know that 40% of the cost of an apartment goes towards direct and indirect taxes. If this be the case, how will the government policy of 'housing for all' succeed?

After the 2008-10 recession in the sector, the second major one in 15 years, the developer community was expecting a boom in 2011. But the financial turmoil in the western economies and rudderless governance in our own country (leading to inefficiency and very high interest rates) has subdued business prospects. One can only hope that quick corrective steps will be taken by the government to avoid further slippage. A silver lining for the real estate sector may come in the form of higher NRI investments and improved earnings for the software sector due to a weaker rupee.

THE nice part of the real estate business is the tremendous satisfaction one derives from creating a long-lasting edifice and in the contribution one can make to satisfying the home-owning aspiration of so many people. While developers should act as 'trustees' of the life savings of clients, in many a case it has become a huge challenge to meet the ever-increasing expectation of today's informed customer. Increased construction activity during the last decade coupled with overall improvement in the economy has led to a tremendous shortage of manpower and managerial talent in the sector—for which there doesn't seem to be a solution. Substantial mechanisation is yet to happen; when it does it will also lead to increased costs. With India's trillion dollar GDP expected to more than double in the next ten

years, I shudder to think how solutions to the complex problems facing the sector would be resolved.

The governments at the centre and various states should invest time, money and effort to upgrade the quality of town planning for hundreds of towns and cities in the country, which will help improve the quality of living. Chandigarh and New Delhi—and Brigade Gateway at the project level—have shown what good planning is all about. Improved quality of life and opportunities in smaller towns will reduce urbanisation and the pressure on utilities. But this may end up remaining a pipe dream with the lack of attention shown by authorities to urban planning and the redevelopment of old congested areas in the cities.

THE immediate internal challenge for Brigade Group is to launch and complete 30 million sq ft of new projects across seven South Indian cities. The Group will continue to focus on real estate and hospitality in the immediate future. We intend taking the concept of integrated townships to the next higher level in our Brigade Orchards project, near the Bangalore International Airport.

I am very glad our Not-for-Profit initiative in Education—Brigade Foundation—has made a mark in imparting quality education through its three schools in J. P. Nagar, Malleswaram and Mahadevapura, all in Bangalore.

As part of Brigade Group's Corporate Social Responsibility, we will be supporting a Museum of Music (a first of its kind in the country), promoted by the Indian Music Experience Trust. To give back to society in our own field, we will also soon be setting up a Not-for-Profit company to take Social Housing projects to the urban poor. At an appropriate time, the company will also initiate vocational training and management development programmes in the construction field. I hope these initiatives will receive the generosity of the general public and will also help motivate others to take up similar initiatives.

I would like to record my sincere thanks to team Brigade, directors, shareholders, to our family of associates (architects, consultants, contractors, bankers, suppliers, officials in the civic authorities and government), friends, well-wishers and, of course, all our customers, who have shown their confidence and support in me and the organisation during the last 25 years and helped in shaping Brigade Group.

WITH 31st December 2011 fast approaching, many will be happy that a most forgettable year is coming to an end. As usual, one hopes the New Year will bring good cheer and happiness to our lives.

I wish all readers a great 2012.

—M. R. Jaishankar, CMD

Season's Greetings

# HAPPY NEW YEAR 2012

From all of us at Brigade Group

## CRITICAL APPRECIATION FOR BRIGADE'S WORK

### CII-EXIM Bank Award for Business Excellence 2011



Roshin Mathew, COO, Projects and Prabhakar Jadhav, Head Planning, Quality & Systems and Change Leader, Brigade Group, receiving the award from T. V. Rao, CGM EXIMIUS (centre).

Brigade Group has been awarded a certificate for its '**Strong Commitment to Excel**' by the CII-EXIM Bank Award for Business Excellence 2011 award jury during the National Quality Summit held at Bangalore on 1 December. The certificate was given after the submission of a detailed report and the completion of an exhaustive Business Excellence Assessment process, conducted by a group of senior assessors of CII.

### 'Outstanding Contribution in Real Estate (Hospitality Sector)'



Brigade Group was honoured with the 'Outstanding Contribution in Real Estate (Hospitality Sector)' award at the EPC World Awards 2011 held at the Taj Vivanta, Bangalore on 17 December. EPC World Media Group said that the selection was based on "the products and services provided by the organisation for the development of the Indian Infrastructure and Construction sector with fine examples of works and projects delivered".

This year the awards recognised and honoured around 35 companies/individuals, broadly covering the entire infrastructure and construction sector, on the basis of their qualitative and quantitative performance during the year 2011.

### Aces of Spaces Design Award—2011



The award was presented to Prem Chandavarkar of CnT Associates.

BRIGADE COURTYARD, designed by the architectural firm of Chandavarkar and Thacker Associates, was judged Runner-up in the residential category in the Aces of Spaces Design Award—2011 competition. The award ceremony took place at the Taj Mahal Palace, Mumbai, on 27 November. Seventy projects were shortlisted



under the residential category and the final selection was made by a jury of eminent Indian and International architects.

### 'Best Construction in High Rise Buildings' Award



World Trade Center Bangalore gets ICI-KBC Birla Super Endowment Award.

#### WORLD TRADE CENTER BANGALORE

@ Brigade Gateway lifestyle enclave, was conferred the ACCE-BILLIMORIA AWARD 2011 for Best Construction in High Rise Buildings by the Association of Consulting Civil Engineers India, Governing Council. The award was presented at the ACCE(I) Awards Convention & Consultants Colloquium 2011 held at Nagpur on 11 and 12 November.

This is the second award WTC Bangalore has received. The Indian Concrete Institute, Karnataka Centre, had recently selected this iconic building for the 'ICI-KBC Birla Super Endowment Award for Outstanding Concrete Structure of Karnataka—2011'.



World Trade Center Bangalore

### Stunning IT Parks of India



**BRIGADE TECHPARK**, Whitefield, featured in the Rediff.com list of 15 most stunning tech parks of India.

### The Recyclathon Awards 2011

The Recyclathon Awards, a competition organised as a part of the Bengaluru Recycling Habba 2011, is designed to recognise good practices in waste management. We are delighted to announce that **Brigade Regency** apartments, 8th Main, Malleswaram won the Championship title in Best Waste Wise Apartment (Less than 100 units) category and that **Mayflower Block @ Brigade Millennium**, J. P. Nagar, was awarded the title of a Finalist in Best Waste Wise Apartment (100 to 250 units). A total of 400 nominations were received in different categories, which were shortlisted on a pre-determined criterion identified by a citizens jury panel.





Vikas Purohit, COO of Planet Retail, addressing the gathering at the Retailers' Meet.



The ORION Mall Retailers' Meet at Sheraton Bangalore Hotel.

## Meeting of anchors, retailers, F & B operators and associates

On 10 September, the future occupants of **ORION MALL** and related associates were taken on a walkthrough of the mall, which is in the final stages of completion. Thereafter, they adjourned to Sheraton Bangalore Hotel for discussions over cocktails and dinner.

## Karnataka Sangha event at Abu Dhabi



Brigade was co-sponsor at the Karnataka Sangha event at Abu Dhabi. Seen in the photo (l to r): Sudhir Shetty, CEO, UAE Exchange; Abhyudya and Vinod, Brigade Group; and Sarvottam Shetty, President, Karnataka Sangha.

## Brigade at ET-REIFBS 2011



Viswa Pratap Desu, VP-Projects, Brigade Group, speaks.

Brigade Group participated in The Economic Times Real Estate Investment Forum & Business Spaces (REIFBS) exhibition and conference, held in Mumbai between 29 September and 2 October. REIFBS, which has been running successfully from the last 5 years, is India's foremost meeting ground for real estate developers, investors and occupiers on a national level. In addition to displaying and disseminating information in a prime exhibit space, Brigade also made a presentation to 1000 facility heads from across the country.

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### GuruTalk on Magicbricks.com

Kailash Advani, CEO, BCV Developers, was the Guru on GuruTalk—an initiative of Magicbricks.com on 22 November. Topic: Value to Luxury—choosing the right dream home.

### Strategic Marketing Summit—Nov 26, Bangalore

Viswa Prathap Desu, Vice President—Sales & Marketing, Brigade Enterprises, was part of a panel discussion on "Using social media to engage and inform—Creating added value for your customer and brand". Organised by SiliconIndia at Taj Vivanta.

### EBTC Environment Business and Research Delegation

Dinesh Dubey, GM-Design & Development, Brigade Enterprises, was part of the EBTC Environment Business and Research Delegation which met at Bangalore between 14-18 November.



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# BRIGADE'S BIG BLAST

For Brigadiers, all roads seemed to lead to just one place on 1 October. That place was Guhantara, a cave resort off Kanakapura Road. And the occasion was the much awaited Brigade Annual Day.

**The most important meal of the day**  
In keeping with traditions established during Annual Days of the past, the first item on the agenda was a really good breakfast. A welcome drink on arrival was followed by a five-course picker-upper.

**Rock on!**  
Strength and vigour restored, Brigadiers were now ready to do full justice to the day that lay ahead. On the agenda were games (with



Rain Dance at Guhantara Cave Resort.

100 prizes to be won, there were plenty of those!) and a range of resort facilities for activities of all kinds. Master of Ceremonies DJ Som ensured that the rhythm was maintained and spirits never had a chance to flag. Assisting DJ Som in maintaining high levels of zest and vitality was a hearty lunch that included delicacies from South Indian, North Indian, Chinese and Bengali cuisines.

**Endnote**  
They say the journey is as important as the destination. Brigadiers would definitely agree. The time spent on the coaches that ferried them to and back from the resort kick-started the day and then provided another jolt of high energy with which to end it.

## FUN, FOOD & FROLIC! Deepavali @ Brigade



Green rangoli @ Brigade Gateway made with grains and pulses.

tables were loaded with palate-pleasing kosambaris, gojjus, saru, tarakarihuli, poori-palya, Mysore speciality sweets and the like. There was also much frolic—in the form of a 'Best Dressed Brigadier Contest' (won by many) and games galore. What made the games even more enjoyable was the fact that the cost of play coupons served as a donation to the SOS Children's Village.

The fourth floor cafeteria at Brigade's corporate office was the scene of a very memorable Deepavali celebration on 24 October. As is the case in all great celebrations, food was the subject of much attention—by the organisers and their very appreciative 'audience'. The cuisine theme was Karnataka: so



Dandiya dance



Winners of the ethnic wear competition



## Kerala Carnival: Onam @ Brigade



Kerala's harvest festival, celebrating the golden rule of the mythical King Mahabali, is a 10-day carnival featuring boat races, song, dance, merriment and feasting. The generous Malayalees at Brigade decided to share some of that carnival excitement with their colleagues. The easiest aspect to replicate was the feasting: so they sponsored an authentic Onam Sadhya which comprised a modest 22 items, including 3 payasams!







# VALESCO 2011

LET'S RESOLVE TO EVOLVE

on Saturday, December 17, 2011  
at MLR Convention Centre – Whitefield

Merriment & Memories



Valesco—an evening of cultural programmes, games, entertainment and multi-cuisine delights—was held at the MLR Convention Centre, Whitefield on 17 December. Over 2000 Brigadiers and their families were in attendance to share in the merriment and memories.

In Latin, Valesco means strength. It was the perfect name for Brigade's Annual Day, held during a series of special events celebrating Brigade's 25th Anniversary.

In keeping with the Carnival theme, stilt walkers and magicians circulated around the games and entertainment stalls that filled the venue.

The different clubs of Brigade Hospitality had joined hands (and shared expertise) to create a sumptuously varied menu. Vineet Vincent (ex-Guinness Record Beatboxer) and the Folk Rock band SWARATHMA mesmerised with their performances. Brigadier MC Abhishek, with his customary wit and charm, played host for the evening.

The evening had its rightful share of sentiment: with the reminiscences and thoughts expressed by M. R. Jaishankar, CMD, Brigade Group; Members of the Board and long-time employees and newest employees of the now 25-year-old organisation.



## BRIGADE MEADOWS

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## Making space for art & culture

Over the last 25 years, we have found ourselves stepping into a fascinating space—that of art and culture, in its many and varied forms. This interest has been reflected in our calendar themes, which have featured art forms like painting, sketching, sculpture, photography and architecture. And have covered subjects ranging from flora and fauna to extraordinary places and iconic buildings.

### Making room for art and culture

Our interest manifested itself in more tangible ways too. Like our two MLR Convention Centres, with their state-of-the-art auditoriums, which have hosted memorable performances by renowned



Flyleaf of Brigade Calendar 2012.

artists, performers and speakers. Now an exciting project we are sponsoring—the Centre for Indian Music Experience or IME in J. P. Nagar—further deepens our involvement with art and culture. India's first experiential music museum will feature multi-media galleries, performance and learning spaces and interactive exhibits.

### Celebrating the magic of museums

In this mood and space, we decided to focus on museums as the theme of our 2012 calendar. Our selection, limited by constraints of space and format, includes some of the museums rated as the best in the world.

## BRIGADE SPONSORS

### Two Books on Bangalore

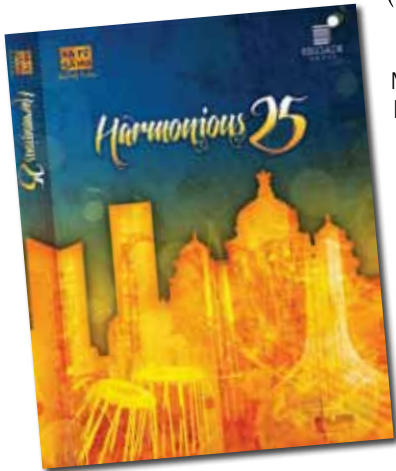


Bangalore is the city in which we began our operations, where we are headquartered and in whose growth and development we have been closely associated for 25 years. Sharing such strong and meaningful bonds—both personal and professional—with the city, it is a special satisfaction to be able to sponsor two books on 'amma Bengaluru'.

*Bangalore multiplicity* is authored by Dr A. Ravindra, IAS (Retd) one of the most respected bureaucrats the state has known. The book explores the different aspects of Bangalore, past and present, with a combination of scholarly perspective and engaging ease. Whether on the subject of the history of Bangalore's town planning, its literary traditions or its multi-cultural lifestyle, Dr Ravindra draws a refreshingly clear pen-portrait of a city that has made its presence known around the world. This is a book that is likely to surprise old-time Bangaloreans

with little known facts. It will also be an invaluable source of information to newcomers and visitors to the city.

*Bengaluru / Bangalore* is a photo book on Bangalore by editorial and documentary photographer Mahesh Bhat. Mahesh has been documenting and chronicling changing times and mores of the city through his photographs. *Bengaluru / Bangalore* is a very personal interpretation of Bangalore's transformation in the last 25 years. While the subjects Mahesh has chosen to cover may reflect his experiences and realities, his photographs will strike a chord with anyone who has known the city. At one level, this book is a nostalgic trip down memory lane. It is also a powerful experiment in visual anthropology.



### Time for Music!

M. R. Jaishankar, CMD, Brigade Group, began a tradition five years ago—of bringing out a collection of much loved music, in collaboration with HMV. Each song is personally selected by Jaishankar and the music cds are gifted to friends, associates, clients and well-wishers of Brigade Group. Today, over 15,000 people receive this much-appreciated corporate gift.

This year the 25 songs on the Silver Jubilee Collection are a selection of Carnatic, Hindustani, Ghazal and Sufi songs.

### INSIGHT now Online!



Starting with the August 2011 issue, *Brigade Insight* is now available in its online avatar at [www.brigadeinsight.com](http://www.brigadeinsight.com). Apart from making our newsletter more accessible, going online makes it more interactive and engaging too. You can look for additional information and photo-

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Brigade Cup 2011



M. R. Jaishankar presenting the Brigade Cup Open winner trophy to Anil Kumar.



A view of the scenic Chikmagalur Golf course.

The Brigade Cup 2011 Golf Tournament was held at Chikmagalur on 3 and 4 December. This is the sixth year of this popular annual event. Over 190 golfers across Karnataka participated. At the prize distribution ceremony on the final day, M. R. Jaishankar, CMD, Brigade Group, presented trophies to Brigade Cup Open winner, Anil Kumar, and runner-up, Pranam K. N. The evening's programme was enlivened by the music of singer Deepak Doddera and team.

CMD meets Bihar's Dy CM



M. R. Jaishankar, CMD, Brigade Group, met with Shri Sushil Kumar Modi, Deputy CM, Bihar, during a personal visit to Patna with Rotarians. Also seen are (l to r) Kantharaj, A. V. S. Murthy, Shivpratap, along with Dr Jaiswal, MLC, Bihar.

CII BUSINESS MISSION TO SRI LANKA



Vineet Verma, CEO, Brigade Hospitality (sixth from right), and the members of the CII Delegation with H. E. Mahinda Rajapaksha, the President of Sri Lanka, in his official residence.

Arya Vysya Trust Scholarship distribution programme

M. R. Jaishankar was one of the Guests of Honour at Arya Vysya Trust Scholarship distribution program held in November. The Scholarships were distributed to 1600 deserving students.



M. R. Jaishankar, CMD, Brigade Group; G. Mallikarjun Rao (third from left); Honorable Sri Shankara Murthy, Legislative Council Chairman, Dr B. L. S. Murthy, trustees and members of the Karnataka Arya Vysya Charitable Trust.

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



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# VOLVO

## Office Inauguration at Summit @ Brigade Metropolis



A. M. Muralidharan, MD, Volvo (right) welcoming M. R. Jaishankar, CMD, Brigade Group (centre). Also seen Laila Khalil, Head—Real Estate, Volvo India, Abdul Gafoor Khan, VP—Projects, Brigade Group.

Volvo inaugurated its new office at Summit on 12 December. Summit @ Brigade Metropolis, Whitefield Road, offers streamlined, professionally-satisfying office spaces with modern features.

Other clients at Summit include: Ernst & Young, GE India Industrial, Wipro-GE Healthcare and Capgemini.



BRIGADE  
MEADOWS  
KANAKAPURA ROAD

## Launched



Brigade Meadows—a range of no compromise, value homes—was launched on 9 September. This 60+ acre mixed-use development is located on Kanakapura Rd, next to the Art of Living campus.

BRIGADE  
ORCHARDS  
Devanahalli, Bangalore

## Launch @ Sheraton



M. R. Jaishankar, CMD, Brigade Group with Directors of BCV Developers, D. M. Purnesh and Ratan Lath at the launch.

Brigade Orchards, the 100+ acre mixed-use project located at Devanahalli was launched on 3 November at the Sheraton Bangalore Hotel.

BRIGADE  
EXOTICA  
OLD MADRAS ROAD

## Launched



Brigade Exotica, a luxury residential apartment project located at Old Madras Road was launched on 24 September. Its environmentally-conscious design techniques have earned Brigade Exotica the IGBC Green Homes Gold, a pre-certification under the IGBC Green Homes rating system.

### The name made the difference

*I have booked a flat at Brigade Meadows ... As a middle-class citizen, it is the name Brigade that made me invest in the apartment. Otherwise these structures are found mushrooming in every nook and corner of Bangalore and I could have opted for any of those, but the name Brigade clinched the deal.*

—Bharath K. S.  
Development Manager, Dhanuka Agritech Ltd, Bangalore



# välkomna

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Water CDC

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## WORLD TRADE CENTER BANGALORE AT BRIGADE GATEWAY

# Inaugurated!



Foreign dignitaries, representatives of national and local Chambers of Commerce, and staff and associates of Brigade Group and WTC Bangalore were present at a traditional pooja, performed by local priests, to mark the formal opening of the World Trade Center Bangalore on 30 September. After the pooja, M. R.

Jaishankar, CMD, Brigade Group, performed the traditional ribbon cutting ceremony to formally open the offices of the WTC Bangalore, on the fourth floor of the building.

The inauguration was followed by a walkthrough of the facilities of WTC Bangalore, which includes meeting rooms, discus-

sion rooms, seminar halls, incubation rooms, telepresence / video conferencing facilities and an international trade library. Additionally, the concepts behind both the WTC and WTCA (World Trade Centers Association)—and the services offered—were explained to attendees.

## WTC Bangalore welcomes Tony Keane



Tony Keane along with WTC Bangalore team and IFMA office bearers.

WTC Bangalore hosted a networking dinner on 14 October at the Sheraton Bangalore Hotel, in the Brigade Gateway lifestyle enclave, to welcome Tony Keane, CAE, President and CEO of International Facility Management Association (IFMA), USA, to India. Mr Keane was in India to attend the "India Workspace 2011" conference.

Facility managers from leading corporate houses across the city—including Wipro Technologies, NIIT Ltd., Cushman & Wakefield, Grundfos and Volvo—attended the function. The evening began at 5 p.m., with a tour of the WTC Bangalore that helped familiarise invitees with the exclusive office spaces at this iconic building. After the tour, invitees walked across to the Sheraton Bangalore Hotel for a presentation by Tony Keane, which covered, among other things, the many initiatives of IFMA. This was followed by a presentation about the WTCB and ended with cocktails and dinner.

## WTCA's 42nd General Assembly



Bose K Nair, Vice-President and Pravien K. A. R., DGM represented WTC Bangalore at the WTCA's 42nd General Assembly held at Sao Paulo between 9 and 12 October. Over 260 WTC delegates attended the General Assembly.

## In the spotlight: WTC Bangalore

The World Trade Centers Association or WTCA is part of a worldwide alliance of World Trade Centers. The WTCA is a non-political, not-for-profit association that functions as an umbrella trade association uniting corporates and government agencies in International trade.

WTCA's website is designed to be "the business card for the WTC concept" and serves as a promotional marketing tool for all WTCs around the world, showcasing the international character of WTCA.

As can be seen in this screenshot, World Trade Center Bangalore, in the Brigade Gateway enclave, was featured in the December 2011 spotlight at [www.wtcaonline.com](http://www.wtcaonline.com)



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### Moved into World Trade Center Bangalore:

Amazon, H&M, Gallagher, Siemens, UEC, KPMG, Samsung, Regus Business Centre (already operational).

### Soon to move-in:

CAPA, Quadgen Wireless, Bagzone, ESA, Celestial Systems, Mytrah Energy, Kalyani Gerdau Steels, LS Law, Karneeth Enterprises, QSG Technologies, Toyota, Caparo Group and more.

# THE ECONOMICS OF AN INTERCONNECTED WORLD

INTERVIEW



## Prof. K. R. S. Murthy

Independent Director, Brigade Enterprises Ltd, Chairman, Indian Institute of Social and Economic Change, Director—CMC Ltd, Director—National Stock Exchange of India Ltd, Director—Himatsingka Seide Lt, Former Director—IIM (Bangalore), Former Director—LIC of India Ltd, Former Director—Oil and Natural Gas Corporation Ltd.

*With a Masters Degree from Sloan School of Management, MIT, and a Doctorate in Business Administration from Harvard Business School, Boston, his career spans key roles in both academia and industry. In an interview with Brigade Insight, Prof. K. R. S. Murthy shares his views on the current macro-economic scenario...*

### What are your views about the global economic scenario? Will there be a recovery in the foreseeable future? Or is this the decline of the west as some people seem to think?

The global economic scenario reflects the socio-political problems of adjusting to the structural changes that are underway. While the solutions are not clear, the human costs and processes of adjustment appear to be painful. It will be long drawn.

### How exactly has the slow down in the west been affecting the Indian economy? And how long is this effect going to last?

The slow down is affecting India, as it is bound to, in an interconnected and interdependent world. What is going on in the west is more than a slow down. Slow down is a result of the problems in the very structure of industries and risk management. Structural corrections are now being made, for example, in the banking system in the UK, in realigning national fiscal policy responsibility with a centralised management of currency in the euro zone, and risk mitigation measures in the financial sector in the US. These are affecting the Indian economy as well as the slow down.

### When will our stock market get back on traction and move up and ahead again?

In the global financial world, the relative risk-returns across markets dominate over national expectations or historic comparisons of the stock market performance,

because of the significantly higher volume of financial trade across borders. It is therefore not surprising that in the current world scenario, the Indian stock market is considered overvalued, in spite of it being at a historic low in recent years. Robust performance in innovation and productivity improvements can give Indian stock market a relatively stronger traction in relation to the other stock markets.



THIS SLOW-DOWN IS AFFECTING INDIA, AS IT IS BOUND TO, IN AN INTERCONNECTED AND INTERDEPENDENT WORLD."

### Your views on RBI's action to stop the slide of the rupee and their timing?

RBI's actions have been guided by the changing priorities internally and externally. The events have been changing the priorities a lot and have not been favourable for aligning all actions with growth.

### What has been the impact of the general slow down here and abroad on the property development industry?

Except in some pockets and some segments, I think the property development industry has been among the most affected.

### Your prescription for better governance and macro-economic management?

We have had a deficit in governance all through. The precipitating events have focused our attention on these glaring problems. The lack of accountability at all levels needs to be urgently corrected.



"RBI'S ACTIONS HAVE BEEN GUIDED BY THE CHANGING PRIORITIES, INTERNALLY AND EXTERNALLY."

### Your vision of the future—in the near and medium terms?

The resilience of our people and our ability to shape our socio-political and economic systems and processes fill hope in me about the future. Our generation is far ahead of its immediate predecessors and so will the succeeding generations.



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## Big B, DEEPIKA PADUKONE & PRAKASH JHA with SHERATON BANGALORE TEAM



### 'Love your hotel' say R&B artists



Famous R&B artist Ludacris, Flo Rida and Jay Sean stayed at the Sheraton Bangalore Hotel at Brigade Gateway recently! The trio enjoyed their stay at Sheraton and not only did they eat at the all-day dining buffet restaurant 'Feast', they even visited 'Durbar'—the bar lounge. Ludacris and Flo Rida mentioned that they loved the hotel as well as the hospitality. Jay said he had an excellent time and loved the genuine service of the Sheraton Bangalore hotel.

## Thai Food Festival

@

### FEAST

Tom Yum Goong,  
Massaman Curry,  
Som Tam, Woon Bai Toey,  
Phad Phrik Thai Dum Pla  
and more ...



A veritable—well, feast—awaited guests at FEAST as the Sheraton Bangalore Hotel at Brigade Gateway hosted a Thai Food Festival between 28 October and 7 November at its all-day dining restaurant. Visiting Thai Chef Suriya Phusirimongkhonchai from Westin Gurgaon brought a harmonious blend of spice, sweetness and exotic Thai flavours to the buffet table in a range of tongue twisting, palate delighting dishes that covered the gamut between street food and fine dining.

\*\*\* \*\*

## Grand Christmas

Celebrate Christmas with a special brunch that comes with sparkling wine and unlimited alcohol of select brands at ₹1599\*, kids brunch at ₹599\*. Choose from an elaborate gourmet spread with a live turkey carving counter, egg nog station, face painting for kids. And for a perfect way to round off a great day, head to the Christmas dinner at 12th Main- where an elaborate dinner with a glass of house wine awaits you, for ₹950\*.

### TWO OCCASIONS TO MAKE IT WORTH THE YEAR LONG WAIT!

#### Countdown By The Blue

This New Year's eve, groove by the pool side at the DJ Nit, speed up with live cooking counters and a delectable buffet, unlimited alcohol of select brands, priced at ₹3000\*\*, plus taxes as applicable.

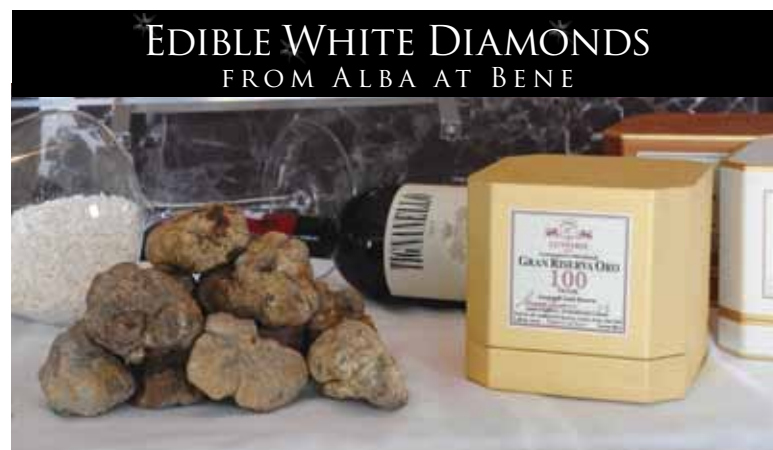
At 12th Main, a classy dinner buffet awaits those seeking a calm, romantic evening- a true delight for the epicure, priced at ₹1299, with a complimentary beverage.

If you've wished for a lavish start to the new year on 1 January 2012, here's a special Sunday Brunch serving a sumptuous buffet, priced at ₹2012 all inclusive. Special surprises come complimentary!

\*Taxes and commission apply. \*\*10% discount for couples and groups with 8 or more.

For reservations call 080 45121212 / email: festivitydesk@grandmercurebangalore.com  
for Room packages contact: h735-re@accor.com

12th Main, 3rd Block, Koramangala, Bangalore 34



Italy's culinary crown jewel—the rare white truffle—made its appearance in Bangalore at the 'White Diamonds from Alba – The White Truffles Fest' that began on 28 November at Bene, Sheraton Bangalore Hotel's award winning Italian restaurant.

Chef Gustavo Maurelli celebrates the superior flavor and fragrance of white truffles in a rich menu specially created for the occasion. On the menu were exotic combinations like foie gras ice cream on rich truffle foam garnished with Beluga caviar and one-hundred year old balsamic vinegar or grilled imported meat garnished with porcini mushroom mousse topped with fresh truffle ice cream.

### EXOTIC, EXPENSIVE, ELUSIVE

Priced at several thousand Euros a kilogram, the "white truffle" or "Alba madonna" (Tuber magnatum) is one expensive mushroom! Truffles are available for only a couple of months a year—and almost exclusively from one part of Italy. They grow below the ground and must be 'sniffed out' by specially trained dogs or pigs. (They have a unique aroma, a combination of newly plowed soil, fall rain, burrowing earthworms and "the pungent memory of lost youth and old love affairs".) Sadly, truffles are becoming rarer by the season, making them more precious than pearls.





Stand-up comedian Dan Nainan.

## International Comedian Dan Nainan Performs Live!

The stand-up comedy performance of Dan Nainan on 29 September at the **MLR Convention Centre**, Whitefield proved to be a great stress buster for Bangaloreans, as it made them laugh their hearts out. The show witnessed some hilarious imitations of American Presidents, coupled with performances by Alisha Batth, the girl with the golden voice from Mumbai and stand-up comedian Sanjay Manaktala from Polished Bottoms.

This programme was part of the Billion Hearts Beating campaign organised by Apollo Hospitals, which focuses on creating heart health awareness among Indians. This campaign was conducted from 23-29 September in 6 major cities across India.

The Billion Hearts Beating Foundation has identified 5 Controls, which can make Indians have healthier (happier) hearts. They are Eating Healthy, Active Lifestyle, Regular Health Checks, Not Smoking and Beating Stress. Each one of these controls has been adopted by one Celebrity Crusader to make one Billion Indians aware of them as simple measures to keep their hearts healthy. Each Crusader urges Indians to take the Pledge to care for their heart, by participating in various activities of the Happy Heart Festival.

The performance was a befitting finale to this mega event, when celebrated comedian Dan Nainan crusaded for Beating Stress on World Heart Day through a special show with his own funny take on how to beat stress and be happy.

## Volvo celebrates completion of a decade in the Indian market at MLR Convention Centre, Whitefield.

Volvo celebrated the completion of a decade in the Indian market at MLR Convention Centre, Whitefield. Honorable Chief Minister D.V. Sadananda Gowda and several other government dignitaries were part of this memorable occasion. The event was celebrated on a grand scale and also witnessed the launch of a new product from the Volvo stable.

## TRIBUTE TO THE LEGENDARY AND UNFORGETTABLE SHAMMI KAPOOR

Veteran actor Shammi Kapoor who was hailed as the 'Elvis Presley of India' and whose famous yell "Yahoo" made him famous as a rebel star, departed for his heavenly abode in August this year. To commemorate his contribution to the Indian film industry Brigade Hospitality organised a musical night as a tribute.

Singer Biju Nair rendered his evergreen classics in a live music concert on

29 October at the **MLR Convention Centre**, Whitefield. The event was received very enthusiastically and enabled all his fans to relive the memories of Shammi Kapoor.



Singer Biju Nair and team performing.

## New menu at Nebula!

Our members at the Galaxy club had a mouthwatering delight in store for them – the launch of the NEW MENU at Galaxy Club. The menu has a wide range of Indian, Chinese and Continental cuisines to choose from.

The launch event had lots of exciting discount offers as well as freebies in store for the members.

Entertainment in the form of fun and games, as well as great prizes for the members, ensured the launch event was truly an "Amazingly Appetizing" experience!



## Conventions. Conferences. And the meeting of minds.

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## Navratri celebrations at The Woodrose —a vibrant and colourful event

This year Navratri was celebrated in a grand manner with great fun and frolic at The Woodrose club. Nine different food festivals were organised to bring fun and gaiety in a mouthwatering manner on each day of this auspicious festival. Some of the food festivals included cuisine from Gujarat, Bengal, Mangalore and Karnataka. This grandiose event ultimately culminated in the lively garbha to the tunes of Live Dhol Tasha. An enthusiastic participation was witnessed from each of our club members for this event.





## Children's Day Celebrations at The Woodrose

Team Woodrose organised a special party for all our little members at Woodrose Club. There were special treats in store for them. There were lots of yummy goodies from Half Moon Pizzas to Chocolate Doughnuts and Joker Muffins. MC Abhishek had planned lots of exciting games and there were exciting prizes to be won as well!



## Introducing the first-ever, great "BRIGADE HOSPITALITY INTER-CLUB SPORTS TOURNAMENT"



As part of Brigade Group's silver jubilee celebrations, Brigade Hospitality had organised the first "Inter-Club Sports Tournament". This tournament was conducted among all the lifestyle clubs managed by Brigade Hospitality across Bangalore. The clubs managed by Brigade Hospi-

tality include The Woodrose Club, The Augusta Club, The Galaxy Club and The Regent Club.

The competitions were conducted for various events that included Tennis, Billiards & Snooker, Squash, Swimming, Badminton and Table Tennis. An enthusiastic participation was received from all our club members. Each of the competitions was conducted at separate venues simultaneously and they were all team events.

Encouraged by the response in the very first year itself, this will become an annual feature in Brigade Hospitality's events calendar.

### TO KNOW MORE ABOUT OUR CLUBS

#### Woodrose Club

☎ +91-80-4199 5999

#### Galaxy Club

☎ +91-80-4153 7295

#### Regent Club

☎ +91-80-4203 5750

#### Augusta Club

☎ +91-80-4024 2222

☎ +91-80-4043 8000 [BrigadeHospitality.com](http://BrigadeHospitality.com)

## Augusta Café reopened!

Brand new look and a delicious new menu.



Brigade Hospitality is proud to announce the re-opening of Augusta Café with a brand new look and a delicious new menu.

The renovated restaurant has a delightful relaxing ambience and an amazing view of the swimming pool. The scrumptious menu has a wide range of tempting delicacies to

choose from. Enjoy the spectacular view from the restaurant as you unwind with your entire family and feast on sumptuous cuisine.



## Let The Wine Flow.....

NEW  
WINE BAR  
OPENING  
SOON  
AT  
REGENT CLUB

Regent club is excited to announce the launch of an informal and cozy wine bar. Chill out and bond with friends as you sip on one of our delightful red or white wines coupled with yummy snacks. You can also choose from our wide range of refreshing and stimulating mocktails.

## Pamper treats at your favourite club.

Lakmé Ivana – Salon for Him and Her, welcomes you at the Brigade Club.

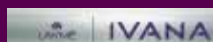
Come and enjoy a rich experience of our exclusive services in the special care of our experts. Treat your skin to the purest offerings from the nature with our exclusive facials. Delight in a relaxing hair spa or ask our experts for a trendy hair cut. Soothe your senses in a Fusion body massage and much more.

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\*Terms & conditions apply



# THE MURAL ...



The many-branched Tree of Life is a symbol—a mystical motif—common to different cultures, faiths, traditions, philosophies and mythologies across the world. With branches that reach into the sky, roots that delve into the earth and a trunk and leaves that offer sheltering embrace, the Tree of Life is a symbol of the interconnectedness of all life on our planet. It is variously a symbol of creation, healing, knowledge, fertility, time, regeneration and immortality. It speaks of common origins and shared destinies.

The Tree of Life in this mural is a metaphor for contemporary life in India: we reach out with global aspirations even as we draw strength from roots nourished by tradition. The idea is represented in the central part of the tree, with its appearance transmuting subtly from classically Indian to universal, as it stretches upwards and onwards.

Little icons—butterflies, parrots, flowers, leaves, fruit, stars; all magically morphing into one another—represent both pockets of traditional form, as well as a culture that has spread all over the world. The Cycle of Time is represented as day (the Sun) and night (the Moon) on either side of the tree.

In Indian mythology the Tree of Life is often found growing from the mouth of a mythical creature named Yalli. Part lion, part elephant and part crocodile, Yalli is found at the entrance of many a South Indian temple, positioned to keep evil at bay. The playful stance of the Yalli in this mural represents a willingness to adapt to the changing drumbeat of a new India.

As in any piece of art, many more symbols and meanings await discovery. New interpretations lie in the eyes and imagination of the beholder. We invite you to draw your own meanings from the mural on the wall...or its hazy reflection in the lake.





# ... AND THE MALL

## Orion Mall & Multiplex @ Brigade Gateway

One of Bangalore’s largest malls, located in the beautiful Brigade Gateway enclave, Orion Mall will add a whole new level of enjoyment and convenience to shopping, dining and entertainment.

Shopping at Orion assures you of a heady mix of national and international brands, general product-lines, specialty items and niche products, spread across stores of all sizes and descriptions.

Dining at Orion gives you a choice of everything from fast-food to fine dining. You can chose between 20 or so counters at the large multi-cuisine food court, four specialty restaurants or proposed lakeside cafes.

Entertainment at Orion gives you an option of 11 different screens in one of India’s largest multiplexes (managed by PVR). Orion also offers an amphitheatre and exhibition spaces.



**DISTINGUISHING FEATURES THAT ARE SET TO MAKE ORION MALL A LANDMARK DESTINATION**

Total mall area: 1.2 million sft including car park (one of the largest malls in Bangalore) • 4-storey high atrium • A beautiful pedestrian plaza to offer pretty lakeside views • Imposing wide

Grand Staircase from ground floor to plaza level • Two-level basement car park. Adjacent 9-level enclave car park for 2,200 cars

• 2 glass customer lifts, 9 service lifts, 29 escalators • Landscaping across all levels, with plenty of indoor and outdoor seating • Water features to create a beautiful, seamless feel



The Sun in yellow Jaisalmer stone glows in the light of the rising and setting Sun.

Come evening, the Moon in translucent white marble lights up from behind, reflecting its different phases in the night sky.

**The Tree of Life** mural in stone on Orion Mall @ Brigade Gateway, on the eastern wall facing the lake.

186 ft x 57 ft.

White Gwalior Mint Sandstone and Metal.

The Sun—Yellow Jaisalmer Stone.

The Moon—Translucent White Marble.



## Centre for Indian Music Experience

UNDER CONSTRUCTION



Centre for IME: A 50,000 sft building set within the Brigade Millennium enclave in South Bangalore—a region fast emerging as the city's new cultural hub.

Brigade Group is proud to be supporting the creation of the Centre for Indian Music Experience or IME, India's first experiential music museum, under construction as on 2011. Through this unique initiative, Brigade aims to bring an international museum and music education experience to Bangalore

"There is a need for a dedicated space in Bangalore where people can engage with culture, particularly music. Hence, the Brigade Group, having completed 25 years, has decided to support this unique cultural initiative. The center will showcase India's rich culture of music to the younger generation in an engaging and entertaining way. We are certain that the IME will become a cultural hub of the city. We hope that like-minded corporate citizens, government bodies and private organizations will similarly support the IME to bring this initiative to fruition."

—M. R. Jaishankar, CMD, Brigade Group

### Exploring India's cultural nuances through its music

The IME's mission is to advance the understanding and appreciation of Indian music, from the traditional to the contemporary. Designed to be a vibrant music epicentre, the IME will enable people to rediscover their connections to the living tradition that is Indian music through an experience that engages, educates and entertains.



(L to r) Gaurav Vaz of TRDP; M. R. Jaishankar, CMD, Brigade Group; Padmani Ravi; Music Maestro R. K. Padhmanabha; Manasi Prasad; M. D. Pallavi; Sandeep of Architecture Paradigm.

### What makes the IME unique?

While a traditional 'collection based' museum encapsulates the idea that a museum's value lies in its collections, an experiential museum represents the idea that the visitor is central and the museum's role is that of a catalyst in an intensely personal and transformational experience.

### The three distinct features of the IME are

- Interactive exhibits with multimedia installations, as well as an instruments gallery of 250 Indian musical instruments
- A sound garden to introduce visitors to the principles of sound
- A learning centre to promote music education and appreciation

### The people behind the project

The IME is bringing together the best experts and expertise—in India and abroad—to make the IME a success. International exhibit planners Gallagher and Associates (who have previously designed the Grammy Museum in Los Angeles and the Woodstock Museum in New York) will be showcasing their expertise in India for the first time at the IME. Renowned musician Shubha Mudgal, Dr Shubha Chaudhuri (ethnomusicologist and archivist), Sriram Parasuram (musician and scholar),



The Instrument Gallery: The instrument display will be accompanied by interactive kiosks providing the visitor an experience of the sound, method of manufacture and performance of the instruments.

V. Sriram (author) and Naresh Fernandes (journalist) are involved as subject matter experts in the project.

### A strategic location

The IME is ideally located alongside the MLR Convention Centre, in the Brigade Millennium enclave in J. P. Nagar. The convention

"There is a need for a space that showcases the living tradition of music in our country and the contribution of musical legends. The IME aims to fulfill this need and is a much welcomed initiative in this direction."

—Shubha Mudgal

centre, with its state-of-the-art auditorium, is a popular venue for the performing arts. Incidentally, in further support of the arts, Brigade lets out the MLR Convention Centres (there is a second one in Whitefield) to arts organisations at highly subsidised rates.

### THE IME NEEDS YOUR SUPPORT

The IME is a non-profit organisation, supported by a combination of individual and organisational philanthropy. There are many ways in which you can contribute to making this project exceed expectations. Please join us in spreading the joy of music. Our website will tell you how.

For more information, please visit [www.indianmusicexperience.org](http://www.indianmusicexperience.org)

## BRIGADE PHOTO CONTEST 2011 receives



## terrific response

Brigade Photo Contest 2011, conducted between 5 Nov and 4 December, recorded over 1200 registrations on the microsite and facebook page set up for the purpose.

Three of Bangalore's well known photog-

raphers—T. N. A. Perumal (MFIAP), Anand Sharan and Clare Arni—judged the entries.

Prizes worth Rs 1.5 lakh, sponsored by Foto Circle at Brigade Plaza, added an exciting incentive to take part in the competition. The contest covered three categories: mobile phone, point and shoot and SLR. Two awards were offered in each category and additional consolation prizes were awarded for deserving participants.

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. To see more entries, visit [brigadephotcontest.com](http://brigadephotcontest.com)



Anand Sharan, T. N. A. Perumal (MFIAP) and Clare Arni reviewing the photos.

Two of the entries







Kuldeep Dantewadia receiving the citation from M. R. Jaishankar, CMD, Brigade Group.



Chief Guest and Magsaysay award recipient Harish Hande (centre) with other dignitaries, award winners and the YAA team.

## The state-wide search comes to a close ... Presenting the Young Achiever 2011

The results of the state-wide search for the Young Achiever 2011 were announced at a ceremony held at the Sheraton Bangalore Hotel on 11 November. Chief Guest Harish Hande, noted social entrepreneur and Magsaysay Award winner, presented the Young Achiever 2011 trophy and citation to Kuldeep Dantewadia. M. R. Jaishankar, CMD, Brigade Group, then presented the Young Achiever a cheque for Rs 1,00,000. Special mention awards, with a citation and cash prize, were also presented to Vishal Kumar Jain (Community Service), Sharmada Balu (Tennis) and Arundhuti Gupta (Community Service/Special Entrepreneurship).

**To identify, recognise, applaud and encourage...**  
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 include agriculture, communication, community service, entrepreneurship, environmental awareness, film, fine arts, innovation, literature, science, social work, sports, the performing arts...

“Thanks a lot once again for considering me for the award... It was a great learning experience for me to witness the way the whole process and the award ceremony was organised. Mr Harish Hande’s talk was a real eye-opener for me. It has definitely enhanced my interest for working in the social/development sector.”

—Vishal Jain, Excerpted from a mail to M. R. Jaishankar.

## The Achievers and their Achievements

### YOUNG ACHIEVER 2011

**Kuldeep Dantewadia:** This enterprising 23-year-old Bangalore boy founded The Environment Group, which focuses on Solid Waste Management Solutions, Carbon Footprint and Carbon Management. He also started an NGO, ‘Reap Benefits’—India’s first environment portal that grades educational institutions and rewards students. He was selected Social Innovator by StartingBloc 2011, Boston, and was Indian representative at the South Asian Youth Conference held in May 2011. Kuldeep is also a national level quizzer.

### SPECIAL MENTION AWARDS

**Sharmada Balu:** This 18-year-old is a promising tennis champion and the highest ranked WTA player among juniors. She is also the first Indian Junior to win the Indian Tennis Federation Meet in May 2011. She has won three successive national women's titles as a Junior. She is also a recipient of the prestigious Kempegowda Award.

**Vishal Kumar Jain:** Originally from Bellary, 26-year-old Vishal is currently a second year student, specialising in Marketing and HR, at IIM Lucknow. A serious eye problem he had from childhood resulted in complete vision loss when he was in Std 9. He initially discontinued his studies, but resumed his education on moving to Bangalore. He also became involved in several social initiatives and worked hard on improving his personal skills. In 2009, he cleared CAT and is perhaps the first visually challenged person to have been admitted to an IIM. Vishal has initiated many social projects concerned with helping the visually impaired and underprivileged, providing career counselling for government school children and sponsoring education for the less privileged.

**Arundhuti Gupta:** 25-year-old Arundhuti founded an NGO called Mentor Together in 2009. A registered charitable trust, Mentor Together works to empower the lives of under-served urban youth through several mentoring programmes. Their projects are based on a special curriculum which helps the mentees learn English and develop life and communication skills. These mentoring relationships provide significant opportunities for all-round development.

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## THE BRIGADE SCHOOL @ J. P. NAGAR

### Memorable Events ANNUAL SPORTS DAY

Ashwini Nachappa, National Athlete and Social Worker, was Chief Guest at the school's Annual Sports Day on 28 August. Mysterious and intriguing Egypt, the theme for the year, was beautifully showcased with attractive props and accessories worn by the students in the Mass PT displays. Samyama Sagare Venkatesh (Std 5C) and Amrita S (Std 8A) were adjudged Best Student in Sports Junior and Senior respectively. Ganga House was the Best House in Sports.



Ganga House wins 'Best House in Sports'.

#### Annual Sports Day— Pre-primary, 19 Sept:

Tiny tots participated with enthusiasm and sportsmanship in games like fruit basket, passing the ball, pyramid building and football. A relay and a march past for the UKG students was



A dramatic aerobics display.

the highlight of the programme.

#### Intramural Cultural and Literary Fest, 20 & 21 Oct:

For the first time, the annual competitions in Art & Performing Art and Mindspace Activities were conducted at a two-day Intra-school Intramural Cultural and Literary Fest. Teachers, parents and alumni were invited to judge the competitions.

#### Annual Staff Day:

Teachers of all three Brigade

schools were treated to a fun filled, action-packed get together at The Brigade School @ Malleswaram. Teachers participated in games and a talent show where the teachers showcased their talents in Art & Performing Art.

#### Annual Field Trips:

Students from Stds 1-10 took a welcome break from their academics to go on their much-awaited Field Trips to different destinations.



Students performing in the Intramural Cultural and Literary Fest.

### Competitions & CONGRATULATIONS!

Chirag Bipin Kundgol (Std 9B) clinched the Boys Under-16 800 M Freestyle Gold in the CBSE National Level Swimming Championship held at Bhopal between 11 and 14 November. He has broken two new records and set a new meet record in the same event. New Meet record—400 mts Free Style 04:31:71, 800 mts Free Style 09:24:22

The Brigade School won the Buoyancee School of the Year Award. The team comprised Bharath Kayyar (Std 10B) and Sanjan Das (Std 7C). Bharath Kayyar won the Buoyancee Student of the Year award.

The Brigade School created a hat trick by winning the MI Overall Championship for the third consecutive year at the Gear Innovative International School Multiple Intelligences Odyssey.

#### Rotary Club of Bangalore

**Debate:** Sanjana Rajshekar (Std 10A) won at the interschool level and Anagha Smriti (Std 9B) won at the Preliminary level.

#### Painting Competition:

Interschool Rankings: Group A: Karishma H. Bhandari (6A), Group B: Anish S Mysore (Std 4A) and Chaitanya Tejas (Std 4A)

#### Akhil Bharitiya Nagrik Vikas Kendra All India Handwriting

**Competition:** Piyusha K (Std 10B) won the Kala Ratna Award for Best Handwriting.

#### Interschool Spell Bee

**Competition:** 68 students qualified for the interschool level; 20 students won at the interschool level.

## IMPORTANT OCCASIONS & SPECIAL ASSEMBLIES

**Independence Day:** In full patriotic spirit, students of Stds 4 and 5 sang 'Hum Sab Bharatiya Hai' while those of Std 6 recited the poem 'Abhinandan'. Ms Githa Shankar, Chairperson, Brigade Foundation distributed the prizes in sports for Stds 1-3.



Hiroshima Day.

**Hiroshima Day:** On 8 August, students of Std 4 remembered Hiroshima with a brief account of the dropping of the Atom Bomb. Saba Shah (Std 4C) enacted the role of a survivor. The consequences of using nuclear weapons were portrayed through a dance.

**Teachers' Day:** Students put up a delightful programme that included a dance, choreographed to the song 'Choti si asha'; a classical and western music show; a quiz for teachers and dumb charades.

**Literacy Week:** Special assemblies—in Hindi, English and Kannada—for

Literacy Week began on 5 September. The importance of literacy and the necessity of educating the girl child were the subject of the Thoughts for the Day. Role-plays and skits were also part of the assemblies.

**Dasara:** Highlights of the Dasara programme included a beautiful rendition of the song 'Baraiyya Baraiyya O Krishnaiya' by Std 2 and a powerful portrayal of Mahisasuramardini through dance.



Mahisasuramardini dance.

**Kannada Rajyotsava:** Kannada Rajyotsava was appropriately commemorated with a special assembly on 4 November at which students spoke about Kannada Gnanapeta Awardees.

**Children's Day:** Teachers organised a special programme that included a humorous skit, songs and dances. Prizes for the intramural competitions in the Arts and Performing Arts and MindSpace activities were distributed by Ms Githa Shankar, Chairperson, Brigade Foundation. Winners were: Vighnesh Iyer (Std 4C)—'Best Student in Mindspace Activities (Junior)'; Bharath Kayyar (Std 10B)—'Best Student in Mindspace Activities (Senior)'; and Ganga House—'Best House in Mindspace Activities'.



“Nine tenths of education is encouragement.”

—Anatole France



## THE BRIGADE SCHOOL @ MALLESWARAM

### Independence Day Special Assembly

Highlights included a graceful dance, 'Desh Rangeela', by students of Std 5 and the performance of 'Aao bachchon tumhe dikhanye', a patriotic song, by students of Stds 3 and 4.

### Annual Sports Meet

The Annual Sports Day was made even more exciting by the joint participation of The Brigade School @ Mahadevapura! Students took part enthusiastically in all competitions and many prizes were won. The tiny tots of



*Desh Rangeela dance.*

pre-primary enjoyed participating in the various novelty races.

### Teachers' Day

On 5 September, teachers from all three Brigade Schools congregated at The Brigade School @ Malleswaram for a morning of

fun and games. This was followed by a scrumptious lunch at the Galaxy Club.

### The Chinese Festival

As an integration activity, students of Std 2 made dragon masks and dressed up in traditional Chinese attire.

### Dasara...

At a special assembly for Dasara, a dance drama on the life of Lord Rama was staged by the students of Std 5. Students of Std 4 contributed to the festive spirit

with a lively 'dandiya' performance.

### ...and Diwali

The Festival of Lights was ushered in by Std 5 dancing to the 'Ashtalakshmi Stotra', beautiful lamps in hand. A student of Std 4 then spoke about the merits of a 'Green Diwali', in which one could enjoy Diwali and protect the environment at the same time.

### Rajyotsava

At a special assembly on 31 October, students sang a song describing the serene beauty of Karnataka. The state's diverse cuisine was also on display—delectable fare enjoyed by both staff and students.

### Mindspace Activity Day

Celebrated on 4 November, Mindspace Activity Day showcased projects done by the students to the parents. Enthusiastic children confidently answered questions. Pre-primary children displayed their skill at using Montessori materials and spelling formidable words using the techniques of phonics. Parents were pleasantly surprised to see how much the little ones knew!



*Integration activity: Gingerbread Man.*



*Teachers' Day.*



## THE BRIGADE SCHOOL @ MAHADEVAPURA

### Sports

At the Intra-school Annual Athletic Meet, budding athletes leveraged speed, stamina, grit and perseverance to emerge winners in various events. Shaurya Soni was judged Best Athlete.

### Intra-class quiz competition

Conducted for Stds 4, 5 and 6, the Quiz showcased both the

enthusiasm of the young participants and the confidence of the quiz mistress, Mrs Monika Kohli. After a grilling final round Team C (Shaurya Soni and Kaustab) were declared winners. Team D (Josh Abraham Paul and Arjun Mahajan) were declared runners-up.

### Fancy Dress

The fancy dress parade by the students of Stds 1 to 4 brought out an amazing variety of

characters—from mermaids to angels and fairies (appropriately armed with magic wands).

### Children's Day

#### Entertainment...

Our enthusiastic facilitators ensured that Children's Day was memorable and enjoyable. The programme featured a classical dance by Mrs Simi Ojha, a song by Mrs Shruti Sharma and team and a mime by Mr Chandra-kant and team.

### ...and Field Trip

Thirty-four students of Stds 1-6 were taken for an educational field trip to the HAL Aerospace Museum and Heritage Centre on Children's Day, accompanied by teachers, Miss Nina Ajgarni, Mrs Renuka Mahesh and Mrs Merry Eby. The hour-long tour was interesting, informative and much enjoyed.



*Fancy dress participants.*



*Mrs Shruti Sharma and team singing on Children's Day.*



***A school should be a happy place to come to."***

INTERVIEW

As Chairperson of Brigade Foundation, Githa Shankar has been involved in The Brigade Schools from the time they were just a concept. Under her leadership, The Brigade Schools have taken shape, taken character and taken off. All three schools—in J. P. Nagar, Malleswaram and Mahadevapura—have earned the reputation of being institutions of all-round excellence. In this interview, Githa Shankar talks of the initiatives and challenges involved in making the schools what they are ...



### Are there any initiatives unique to your schools?

Brigade Foundation has set up a Knowledge and Information Bank—KNIB—as a central resource centre for all our schools. It contains education-related resources and information—with respect to teaching, curriculum development and training ... much of it original material. We have basic textbooks that anchor the curriculum but we enhance it with various activities.

*Brigade Foundation has set up a Knowledge and Information Bank (KNIB) as a central resource centre for all our schools.*

### Could you give us an example?

We choose a place as a theme every year; either one foreign country, or one state in our country, so that children learn in detail about that place during the year. The theme of the year is adapted in our different activities ... Sports, Mindspace Day projects, in our Cultural events, of course.

### What do you think of the Montessori system?

We are into Montessori in a big way with our Jump Start pre-school system in all our schools. Montessori teaching methods are logical, there's a good flow to learning, to how the curriculum opens out. We combine our Montessori teaching with traditional methods...some memorising of times-tables and poetry... Montessori isn't stressful, because it isn't testing them. If they can do it, they know it. If they can't do it, then you help them. And it is activity based, so you get the attention of the children. They also learn a lot of useful practical life skills.

*We are into Montessori in a big way with our Jump Start pre-school system. We combine our Montessori teaching with traditional methods.*

### What are some of your biggest challenges?

*We make efforts to identify children with learning problems so they can be helped early.*

The over-arching challenge is helping everyone learn. Children with learning disabilities, for instance ... we have to recognise this early on. At the Jump Start level itself, we make efforts to identify children with learning problems so they can be helped early.

### You've spoken of the importance of a school relating to the community. Can you expand?

A school has to be a hub in a community... we have to engage with the community. There are different ways we try and do this. We have made spoken Kannada compulsory up to fifth standard, so that children speak the language of the state. We identify a nearby institution, generally an educational institution—in the case of our school at J.P. Nagar, for instance, it is the Ramanamaharshi Academy for the Blind—and engage with them by working alongside them. The experience is a two-way benefit—our children tell us they have learnt so much from the children they help.

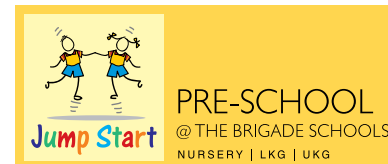


### Are the three Brigade Schools similar?

The three schools may be located in different areas or follow different boards, but the basic method of teaching, the centralised training, the role of KNIB and Jump Start... all remains the same. When it comes to the ninth standard, we will go a little more Board-oriented, so that the children do as well as possible in the Board exams.

### What do you think contributes to the success of a school?

Obviously, staff, infrastructure, the students themselves... but I would add: the processes that are followed. I want to systemise our processes. See, a school may be very good because the Principal is very good. But what happens if she leaves? Schools shouldn't be person-dependent. The values that we uphold and the practices that we encourage, those we don't tolerate ... these should be known—and followed.



### What do you consider an important factor in motivating children?

Children should have something to look forward to; that's very important. We try to get interesting people to come into school to engage with the children. We try to make lessons more multi-dimensional. So if they are doing a Shakespeare play, we get them to enact scenes ... I've just tied up with Nisha Millet to teach swimming in all our schools. The hands-on presence of an Olympian will inspire the kids to want to swim better. It's important that children feel inspired. Ideally, in every subject we should be able to engage with someone like that. If anyone in that kind of position is willing to work with us, I'd be delighted.

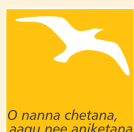
### What is your biggest concern?

There are so many different kinds of children. Some may have troubled backgrounds, some may be advantaged, some may have learning disabilities, some may be gifted ... how do you see that everyone is alright, how do you create a more level playing field? We try and see that when they are in school—between 8:30 and 3:30, which is quite a bit of their waking time—that they are safe and happy and hopefully not bowed down by work or personal concerns. A school should be a happy place to come to; children should want to come to school.

### What are the best moments?

The best part is being with the kids: the things they say, the things they do, when you see something happening in class that is the outcome you were hoping for... that is the best part of it. Children seem to be happy at our schools. Parents have been very supportive. People around us seem happy to send their children here. That's the best reward. It's an indication that we've done something right and it makes us very happy.

**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**

*Academic Year 2011-12 For more information on our schools, please visit our website:*

**BrigadeSchools.org**



# When comes such another !



Sir M. V.

Bharata Ratna  
Dr M. Visvesvaraya  
(1860-1962)

Mahatma Gandhi and Jawaharlal Nehru had the highest regard for him. To the engineering fraternity throughout India he is an icon. (His birthday—15 September—is celebrated as National Engineers Day). To farmers, he is a god. People of South Karnataka speak in awe of his legendary brilliance. The foundations of much of modern Mysore state—as also those of Bangalore as a science and technology capital and IT city—were laid by this extraordinary man. We present a short biography of a legend in his lifetime and a man well ahead of his times ...

India and the second biggest in the world.) A range of successful industrial, social, educational and financial projects were initiated, in quick succession, by Visvesvaraya. The Maharaja soon appointed him Dewan (Prime Minister) of Mysore kingdom. It was a position Visvesvaraya occupied till 1918; and one that allowed him to rise above all expectations.

### Extending perspectives

Visvesvaraya set up village improvement committees, whose responsibilities included educating villagers, improving sanitation and increasing local earning power. When foodgrains were in short supply during World War I, he imposed food control, distributing them at subsidised rates to the poor and selling them through cooperative societies.

### The power of the written word

Visvesvaraya shared many of his ideas through books that he authored. *Planned Economy for India* was especially significant. It is believed that Nehru used it as a reference for India's Five Year Plans. His other books include *Reconstructing India* and *Unemployment in India: Its Causes and Cures*.

### Honours and laurels

After stepping down as Dewan, Visvesvaraya took up intermittent government projects in Karachi, Bombay, Orissa, and Hyderabad as adviser and consultant. He also travelled in Europe and the United States as part of delegations of industrialists. Visvesvaraya was awarded the Bharata Ratna in 1955. Some other significant honours include: Honorary Membership of London Institution of Civil Engineers (1904, for an unbroken period of 50 years); K.C.I.E. (Knight Commander of the Order of the Indian Empire, 1915); Degrees, doctorates and honours from the Universities of Allahabad, Andhra, Benares, Bombay, Calcutta and Mysore.

### An unparalleled legacy

Visvesvaraya had always been a frail child; his Sanskrit teacher at school had even predicted that he wouldn't live past 30. However, his disciplined and austere lifestyle seems to have stood him in good stead. He lived to see his birth centenary celebrations, passing away short of his 102nd birthday. He leaves a legacy unparalleled in modern Indian history.

### ARCHITECT OF MODERN MYSORE STATE

Visvesvaraya played a key role in the founding of many path-breaking institutions of our state:

#### Industrial

- Mysore Iron and Steel Works (India's first public sector undertaking; later known as Visvesvaraya Iron and Steel Ltd)
- An aircraft factory in Bangalore (later named HAL)
- Mysore Sandal Oil Factory
- Mysore Soap Factory

#### Financial

- Bank of Mysore Ltd (State Bank of Mysore)
- Mysore Chambers of Commerce (FKCCI)

#### Educational

- University of Mysore (The first university outside British-administered India)
- Government Engineering College (UVCE, Bangalore)
- Mysore Agriculture Residential School at Hebbal (University of Agricultural Sciences, Bangalore)
- Sri Jayachamarajendra Occupational Institute, Bangalore
- On the policy making body of the Indian Institute of Science
- Public libraries in Mysore and Bangalore
- Kannada Sahitya Parishad (the Kannada Literary Academy)

#### Miscellaneous

- Modern Hindu Hotel in Mysore
- Century Club, Bangalore
- Deccan Club, Pune



Mokshagundam Visvesvaraya (popularly known as Sir M. V.), born in the village of Muddenahalli in 1860, belonged to a poor family. (He is said to have studied under the proverbial street lamp while in school at Chikballapura.) After his graduation from Central College in Bangalore, he went on to Pune, to study civil engineering at the College of Science.

### Engineer and innovator

Visvesvaraya started his 25-year-long career as an engineer in 1884, joining the Public Works Department of the Government of Bombay. His deep interest in the optimal use of water resources led to his being given the responsibility of independently planning and implementing water supply and drainage projects across Bombay Presidency and in Aden, then a British military settlement. He designed—and later patented—a system of automatic gates that made it possible for utilisation of a dam's full capacity and the Block System of Irrigation, which prevents misuse of water and benefits a maximum number of users. He was also instrumental in developing a system to protect Vishakapatnam port from sea erosion.

### Consulting engineer to the Maharajas

Realising that working for the British administration would be limiting, he took voluntary retirement in 1908 to become a freelance consulting engineer. After a study tour of Europe, he joined the government of the Nizam of Hyderabad. At the time, Hyderabad was constantly devastated by floods. Visvesvaraya's solutions not only solved the problem, but also made it possible to store water from the rivers and streams in the vicinity.

His achievements did not go unnoticed. In 1909, he was invited to the employ of the Maharaja of Mysore as Chief Engineer. Visvesvaraya accepted on condition that his responsibilities would include education, industrialisation, transportation and techno-economic studies of large engineering projects. His most famous achievement during this tenure was the massive Krishnarajasagar Dam project, to store Cauvery water for the twin purpose of irrigation and power generation. (At the time, it was the biggest dam in

“TO GIVE REAL SERVICE, YOU MUST ADD SOMETHING WHICH CANNOT BE BOUGHT OR MEASURED WITH MONEY”

“IT IS BETTER TO SERVE LIKE STEEL THAN RUST AND WITHER AWAY LIKE IRON”

### In song ...

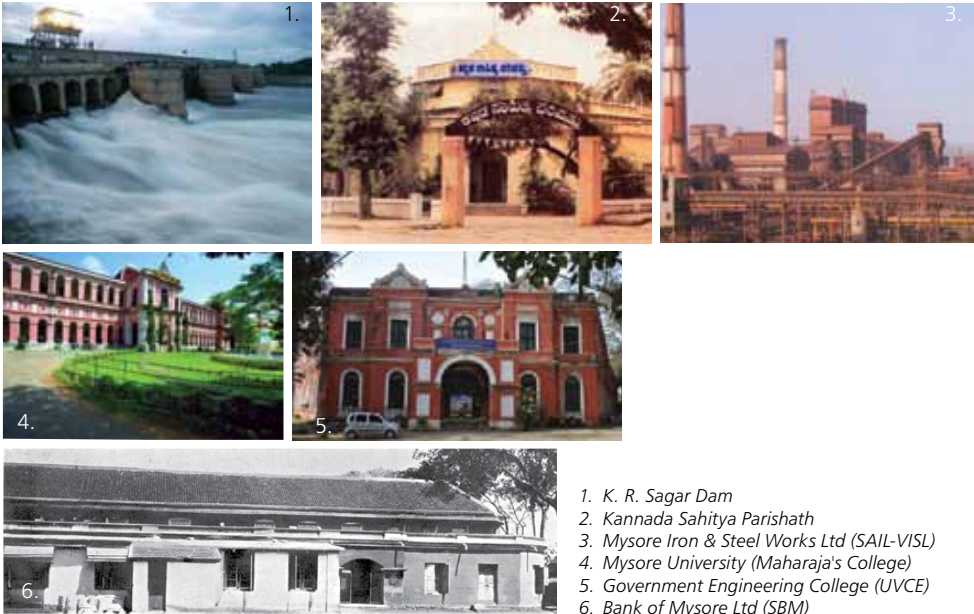
If Visvesvaraya had not toiled  
And allowed Cauvery to flow  
And not built Kannambadi?

Would this precious land have harvested gold?  
Prosperous Kannada land, our prosperous Kannada land?

—Excerpted from *Bangarada Manushya* (Man of Gold), a hit song from the 1972 blockbuster, with Dr Rajkumar in the title role, the longest running movie in Kannada film history.

### ... and in tradition

In the districts of Mandya and Mysore (a region that benefitted the most from the K. R. Sagar project) Sir M. V. is an integral part of socio-economic and religious tradition and historical memory. It's not uncommon to see a photograph of Sir M. V. in the pooja area. On the Mahalaya Amavasya day, when ritual offerings are made by people to their forefathers, a part is always reserved for Sir M. V.



1. K. R. Sagar Dam
2. Kannada Sahitya Parishath
3. Mysore Iron & Steel Works Ltd (SAIL-VISL)
4. Mysore University (Maharaja's College)
5. Government Engineering College (UVCE)
6. Bank of Mysore Ltd (SBM)



# Best Indian city to live in

Bangalore is the best Indian city to live in—both in terms of quality of living and personal safety standards—according to a worldwide survey conducted by the global HR consulting firm Mercer.

Mercer’s Quality of Living index list covers 221 cities, ranked against New York as the base city. The global list includes five Indian cities, ranked in terms of quality of living as follows: Bangalore (141), New Delhi (143), Mumbai (144), Chennai (150) and Kolkata (151). Living conditions are analysed according to 39 factors across 10 categories, including politics and social environment, economic environment, health and sanitation, education, transportation, housing and recreation.

For the first time, this year’s survey separately identifies cities with the highest personal safety ranking (based on internal stability, crime levels, law enforcement effectiveness and the host country’s international relations). Baghdad is the world’s least safe city, followed by N’Djamena, Chad; Abidjan, Côte d'Ivoire; Bangui, Central African Republic; and



## Bangalore

Kinshasa, Democratic Republic of the Congo. Mercer conducts the survey to help governments and multi-national companies compensate employees fairly when placing them on international assignments.

### Top 5 cities worldwide

Quality of living ranking	Personal safety ranking
<ul style="list-style-type: none"><li>• Vienna, Austria (1st)</li><li>• Zurich, Switzerland (2nd)</li><li>• Auckland, New Zealand (3rd)</li><li>• Munich, Germany (4th)</li><li>• Vancouver, Canada (tied 5th)</li><li>• Düsseldorf, Germany (tied 5th)</li></ul>	<ul style="list-style-type: none"><li>• Luxembourg, Luxembourg(1st)</li><li>• Bern, Switzerland (tied 2nd)</li><li>• Helsinki, Finland (tied 2nd)</li><li>• Zurich, Switzerland (tied 2nd)</li><li>• Vienna, Austria (5th)</li></ul>

# Lonely Planet’s ‘10 Best’ list!

“After globe-trotting research and fierce debate”, Lonely Planet has made its choice of the ten best cities to visit for 2012. It’s a shortlist that may raise a few eyebrow—and hackles.

By way of explanation, we quote from their website “As always, our shortlist has some known gems and a few to raise a quizzical eyebrow, but each one is poised for greatness in 2012. While sporting events are bringing new adrenaline to a couple of classic destinations, other cities in our list have bounced back from difficult times with a renewed lease of life. The coming year will put all of these cities in a fresh light, whether they’re showing new flair with music and art festivals or dusting off preconceptions by showing their wilder streak.”

Lonely Planet goes on to describe the city of third choice as “the undisputed Elvis of South Asian megacities”.



It further adds, “Bengaluru is in a class of its own when it comes to redefining flamboyance. Perpetually drunk on the good life, this South Indian metropolis packs in the best brews, the scrummi-

est cuisines, and the liveliest arts and music scene, not to mention the hippest population you could hang out with. This year, evenings in the ‘capital of cool’ are poised to get even more intoxicating. And if the maddening traffic has always been your concern, take heart: Bengaluru’s new high-speed Metro network now ensures that your favourite watering hole is easier to reach than ever. There’s only one thing you could say to that: ‘Chill maadi!’” — Excerpted from lonelyplanet.com, images credit: wikipedia.org

TOP TEN	1. London, UK	6. Guimarães, Portugal
	2. Muscat, Oman	7. Santiago, Chile
	3. Bangalore, India	8. Hong Kong, China
	4. Cadiz, Spain	9. Orlando, USA
	5. Stockholm, Sweden	10. Darwin, Australia

## HOUSING LOAN SCHEMES

Indicative Equated Monthly Installment for every ₹ 1 lakh of loan*						
Loan Amount	Interest Rates (Floating Rate)	EMI				
		5 years	10 years	15 years	20 years	25 years
Upto Rs 30 lacs	10.50% p.a.+	2150	1350	1106	999	945
	10.75% p.a.++	2162	1364	1121	1016	963
Above Rs 30 lacs and upto Rs 75 lacs	10.75% p.a.+	2162	1364	1121	1016	963
	11% p.a.++	2175	1378	1137	1033	981
Above Rs 75 lacs	11% p.a.+	2175	1378	1137	1033	981
	11.25% p.a.++	2187	1392	1153	1050	999
Fixed Interest	No fixed rate option in any limit bracket					



### Comparable to the best in the world

"The Bangalore Metro, in terms of technology, is comparable to any metro rail system in the world—in Europe, USA or China—and is even ahead of some of them", says BMRCL MD, N. Sivasailam.

From October 21, regular Metro train services started from Byappanahalli and MG Road at 6 a.m. in each direction. The frequency of trains is 15 minutes between 6 a.m. and 8 a.m., 10 minutes between 8 a.m. and 8 p.m., and 15 minutes between 8 p.m. and 10 p.m.

The last service is at 10 p.m. from both directions. — Excerpted from Economic Times

\*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 50 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 Dec 2011. ++Card rate as on date. Please check with Banks for latest rates. Source: State Bank of India



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4-bedroom premium residences  
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3-bedroom premium apartments  
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*Under construction*

**Brigade Caladium**, Hebbal  
3- & 4-bedroom premium apartments  
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*Launching soon*

### VILLAS

**Brigade Oak Tree Place**, Devanahalli  
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**Villas @ Brigade Orchards**, Devanahalli  
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### BRIGADE VALUE HOMES



**Brigade Meadows**, Kanakapura Road  
1+Study, 2- & 3-bedroom apartments  
700 sft, 950 sft and 1150 sft

**Aspen @ Brigade Orchards**, Devanahalli  
2- & 3-bedroom apartments  
1000 sft and 1200 sft

## The luxury of great choices



**Brigade Omega**, Off Kanakapura Road  
2- and 3-bedroom luxury apartments  
1270 sft to 1720 sft

*Under construction*

**Brigade Exotica**, Old Madras Road  
3-, 4- & 5-bedroom luxury apartments  
2640 sft to 3800 sft

*Under construction*

**Brigade Altamount**, Arkavathy Layout  
2- and 3-bedroom luxury apartments  
1260 sft to 1970 sft

*Launching soon*

**Brigade Golden Triangle**, Old Madras Road  
2- and 3-bedroom luxury apartments  
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*Forthcoming*

**Brigade Lakefront**, EPIP Zone, Whitefield  
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*Forthcoming*

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*Last few units, Ready to occupy*

### OTHER CITIES

#### MANGALORE



**Brigade Pinnacle**, Derebail, Mangalore  
2- and 3-bedroom luxury apartments  
1200 sft to 1770 sft

*Launching soon*

## In the city of palaces

**Brigade Horizon**, Siddhartha Layout, Mysore  
2- and 3-bedroom luxury apartments  
1290 sft to 1870 sft

*Nearing completion*

**Brigade Sparkle**, J. P. Nagar, Mysore  
2- and 3-bedroom affordable luxury apartments  
860 sft to 1290 sft

*Under construction*



**Brigade Palmgrove**, Bogadi Road, Mysore  
3- & 4-bedroom villas and townhouses  
3860 sft to 4750 sft

*Launching soon*

**Brigade Symphony**, K. R. S. Road, Mysore  
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*Forthcoming*

*Attention NRI's !*

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**CHIKMAGALUR:** Stalin  
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# BRIGADE Offices

## World Trade Center Bangalore

@ Brigade Gateway, Malleswaram-Rajajinagar

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 2250 cars • Clients include  
Amazon, H&M, Gallagher, Siemens, UEC, KPMG, Regus etc.

Office spaces available from: 5000 sft onwards

## Summit @ Brigade Metropolis

Mahadevapura, Whitefield Rd

8,30,000 sft office space in two towers connected  
by sky-bridges at 5 levels • Multi-level car park  
(6 levels) • Cafeteria • Landscaped gardens  
• Amphitheatre • Swimming pool • Gym • Helipad  
• Ideal for IT / ITES / Corporates • Clients include  
Capgemini, E&Y, GE, Volvo etc.

Office spaces: 40,000 sft to 1,60,000 sft

## Summit-Tower C

@ Brigade Metropolis Annexe

Mahadevapura, Whitefield Rd

• Office space: upto 7,00,000 sft

## Arcade @ Brigade Metropolis

Mahadevapura, Whitefield Rd

Office spaces: 360 sft to 4,120 sft

## Brigade Golden Triangle

Old Madras Road

• Office space: 5,00,000 sft  
• Built-to-suit

## Brigade Bhuwarka Icon

Whitefield Road

• Office space: 2,15,000 sft

## Brigade Magnum

Hebbal, Bangalore North

• Office space: 5,00,000 sft

## Brigade Point

Gokulam Road, Mysore

• Plug-n-Play: 4,115 sft  
• Office spaces:  
2,000 sft to 26,000 sft



## Brigade IRV Centre, Whitefield

Set in a 4-acre plot • Units starting from 2350 sft to 30,000  
sft • Scalability 2,70,000 sft • Ideal for Corporate Offices,  
Representative Offices, Regional Offices, IT/ITES, Consultants,  
Professionals.



## Brigade Rubix, HMT Township, North Bangalore

Office spaces: 1,630 sft to 14,640 sft • 100% power & power  
back-up • Ample parking • Provision for AC • High capacity  
elevators • Food court & Cafeteria, Close to proposed Metro  
station • Ideal for small businesses, professionals, branch  
offices.

## BUILT-TO-SUIT OPTIONS

in Bangalore, Mysore, Chennai and Mangalore

## SEZs

7,50,000 sft at Kochi, Kakkanad

2.5 million sft at Ganjimutt, Mangalore

# BRIGADE RETAIL



## ORION MALL @ Brigade Gateway

Malleswaram-Rajajinagar

8,40,000+ sft • 11-screen Multiplex,  
Retail, Food Court, Entertainment,  
Restaurants.

*Opening Shortly!*



## ORION MALL @ Banaswadi

2,65,000 sft built-up area

• Multiple F & B outlets and Food Court  
• 5-screen Multiplex • Entertainment  
Zone • Ample car parking space

*Under construction!*

## THE ARCADE@ Brigade Metropolis

Mahadevapura, Whitefield Road

80,000 sft • Ideal for  
convenience stores; high-end shops;  
health, beauty and leisure facilities

*Open for business!*

## RETAIL SPACES AT SHERATON BANGALORE

@ Brigade Gateway

Malleswaram-Rajajinagar, Bangalore.

• Up to 25,000 sft  
• Ideal for large format stores

*Ready!!*

## BRIGADE BROADWAY

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

*Construction commenced*

## BRIGADE BHUWARKA ICON

Whitefield Road

Bangalore (1,30,000 sft)

## CHENNAI



RETAIL SPACES AT HOLIDAY INN  
OPP. TIDEL PARK, OMR (20,000+ SFT)  
IDEAL FOR LARGE FORMAT STORES

## BRIGADE VANTAGE

OMR (1,40,000+ sft)

*Forthcoming*

## MYSORE

## BRIGADE VANTAGE

Hunsur Road (1,25,000+ sft)

*Under construction!*

## BRIGADE POINT

Gokulam Main Road

10,000+ sft (ground floor)

*Ready to occupy!!*

BRIGADE RUBIX, HMT Township, Bangalore (up to 90,000 sft) *Under construction!*

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## A JOURNEY INTO THE PAST

*"A Silver Anniversary is an important occasion and a milestone—be it in one's personal life or wedded life or in business. It shows maturity and the ability to weather storms."*

—M. R. Jaishankar, C.M.D., Brigade Group (Excerpted from his letter to staff and associates on the organisation's 25th Anniversary.)

### Our first office...

..was a site office! And, surprisingly, it was located at our inaugural project site: Brigade Towers. Our office shifted as Brigade Towers progressed: we moved from semi-finished rooms on the ground floor, to the second, the sixth, the eighth and, finally, graduated to the penthouse in 1992. Subsequent growth and expansion saw us taking over the entire mezzanine level of the eighth floor.

### The fledgling team

Our original team was remarkably small: our only executive was M. R. Jaishankar, who was assisted by a typist and attender. The team soon expanded to include three engineers, a manager and a young accountant. The last is still with us: Philomena is now a Sr DGM, Finance, Orion Mall.

### brigadegroup.com is born!

We made our entry into the world of the web on 25 March 1997. The proud birth announcement in the second issue of Insight included the fact that our website was "listed on 8 search engines so far, including Yahoo, Altavista and Infoseek".

### Those growing years

The size and scale of our projects increased. from single apartment blocks to the 2-building complexes like Brigade Regency to a small enclave like Brigade Residency in Banashankari (a very early pre-cursor to the enclaves we are now creating). Our commercial projects, with more technologically advanced construction, offered more sophisticated working environments. We diversified into a new area: Serviced Apartments, which opened the way for our entry into the Hospitality industry.

### Future-prepared and future-wise

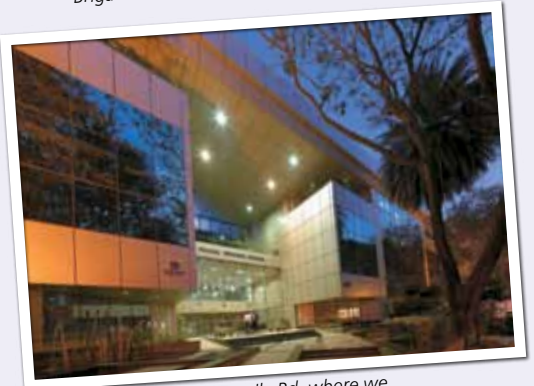
The great French Marshall Lyautey once asked his gardener to plant a tree. The gardener objected, saying that the tree was slow growing and would not reach maturity for 100 years. To which the Marshall replied, 'In that case, there is no time to lose; plant it this afternoon!'

The spirit of the thought is exemplified in Brigade Group's approach to the future.

Today, we have completed over 100 buildings, aggregating over 20 million sft—and in the process, we have created several urban landmarks. This year, in a study conducted by The Economic Times and Great Place to Work Institute (a pioneer in studying and recognising best workplaces around the world), Brigade was chosen one of 'India's Best Companies to Work for', ranking second in the Real Estate industry and one of the Top 100 Companies in India.



Brigade Towers, where it all began.



Brigade Hulkul Centre, Lavelle Rd, where we consolidated and achieved phenomenal growth.



Our new corporate headquarters at World Trade Center Bangalore—a symbol of things to come.

## OUR LOGO AND MOTTO EVOLVE AS WE EVOLVE ...



For a better quality of life

When we first began operations, our domain was property development. Our first logo reflected this single focus. Brigade Towers, our very first project and our first headquarters, became our logo.

Over time, we evolved and expanded in both scope and scale. And we felt the need of a logo that would symbolise our new corporate identity and intention; one that would effectively represent our exciting journey into the future. And so our present logo was born in 2003.

Brigade was among the first developers to have a motto ("catch line") that was consistently communicated to the public.

### "We deliver more than we promise"

was the first one, which was also the actual mission statement of Brigade, at a time when exaggerated promises were the norm.

### "Builders of quality, developers of trust"

was the motto we created when the industry was evolving to adopt a quality focus.

### "For a better quality of life"

seemed fitting as Brigade moved up to a higher level, offering quality lifestyle features.

### "Upgrade to Brigade"

Said it well, now that Brigade is popularly recognised as a premium brand.

*"We do not remember days; we remember moments."* —Cesare Pavese

## AWARDS



Brigade Group was chosen as one of INDIA'S BEST COMPANIES TO WORK FOR 2011.



Brigade Metropolis has been awarded the best "Residential Property South" in the CNBC AWAAZ CRISIL CREDAI Real Estate Awards 2010. M. R. Jaishankar, CMD, Brigade Group, (extreme right) received the award from Kamal Nath—Union Cabinet Minister of Urban Development (centre). Also seen: Goutam Datta, GM, Projects (extreme left).



"Best Developer in Residential Infrastructure 2010". Awarded by Construction Source India.

- CII-EXIM Bank Award for Business Excellence 2011
- 'Outstanding Contribution in Real Estate (Hospitality Sector)' EPC World Awards 2011
- 'Best Construction in High Rise Buildings' Award for World Trade Center Bangalore. ACCE-BILLIMORIA AWARD 2011.
- "India's Top Builder Award" for 5 consecutive years from 2007 to 2011, awarded by Construction World.
- Brigade Group was chosen as one of INDIA'S BEST COMPANIES TO WORK FOR 2011, by Economic Times and Great Place to Work Institute.
- Brigade Metropolis Best "Residential Property South" in the CNBC-AWAAZ CRISIL CREDAI Real Estate Awards 2010.
- Galaxy Club @ Brigade Gateway designed by OCHRE, Architects won the "Best Hospitality Architecture" in the CNBC AWAAZ CRISIL CREDAI Real Estate Awards 2010.
- Best Commercial Developer of the Year 2010 Realty Plus Excellence Awards
- World Trade Center Bangalore @ Brigade Gateway 'Best Commercial Project of the Year' in the prestigious Property World Awards for 2010.
- "Regional Developer of the Year South" for 2009 and 2010 by Realty Plus
- "Mercure Homestead Residences: Best New Hotel in South Asia in the Serviced Apartment Category" Award—by HVS India, a global consulting and services organisation.
- Forbes' "200 Best Under a Billion" 2008 in the Forbes Asia Pacific region.
- Economic Times ACETECH 2007 Awards: M. R. Jaishankar, CMD, Brigade Group, was recognised as one among the top 15 outstanding professionals in the field of construction in the country.
- First Prize, Landscaping, Republic Day Horticultural Show 2007, Dept of Horticulture and Mysore Horticultural Societies.
- ICI (KBC)-Birla Plus Endowment Award for Outstanding Concrete Structure of Karnataka Certificate of Appreciation, 2006 Awarded to MLR Convention Centre.
- National Landscape Design Awards—Special Mention: 2005 Millennium Park.
- Best Landscape Design, Annual National Landscape Design Awards, 2005 Awarded to Hulkul Brigade Centre by Architecture + Design.
- The Young Enthused Architect Award, 2006 awarded to architects of The Woodrose club by Architecture + Design (A + D).
- Best Service Provider, Indian Chapter—International Facility Management Association (IFMA), 2003 Project of the Year—Bangalore, 1999: Awarded to Brigade Regency by Accommodation Times.



CMD M.R. Jaishankar received the award on 3 December at a ceremony in Singapore. (l to r) Albert Teo, CEO, Amara Holdings; Christopher Forbes, Vice-Chairman, Forbes; Mike Barclay, CEO, Sentosa Dev. Corp.



"Regional Developer of the Year South 2010" awarded by Realty Plus, India's leading real estate magazine.



Vineet Verma, CEO, Brigade Hospitality, holding the trophy and Pradyumna, Brigade Group, with the Award Certificate during the EPC Awards 2011.

- ICI (KBC)-Birla Super Endowment Award for Outstanding Concrete Structure of Karnataka for The Brigade School at Mahadevapura, (2010) and World Trade Center Bangalore (2011).
- "Best Developer in Residential Infrastructure 2010" by Construction Source India.

## Brigade's Firsts...

- Brigade Towers (our very first project): At the time, the tallest building constructed by a private property developer in Bangalore.
- Brigade Gardens: Bangalore's first air-conditioned shopping complex.
- Brigade MM: Bangalore's first multi-storeyed industrial enclave.
- Brigade Residency: Mysore's first luxury apartment project.
- Brigade Regency: Bangalore's first CRISIL-rated apartments.
- Brigade BDA complex, J. P. Nagar: First commercial complex of the BDA to be awarded to a private property developer.
- ISO 9001: First property developer in South India to receive this Quality Assurance Certification.
- Komarla Brigade Residency: First eco-friendly building in Bangalore.



ISO 9001:2008 Quality Assurance Certification, by Bureau Veritas Certification / UKAS

- Brigade Software Park: First project by a private property developer to be awarded infrastructure project status by the state government.
- Brigade Homestead chain: First professionally run serviced residence facility in Bangalore.
- Integrated enclaves: Concept was introduced in Bangalore by Brigade.
- First to conduct national/international architectural competitions for project design: Plans for

The Woodrose club, MLR Convention Centre and Cascades Hill resort are the result of international design competitions.

- One of the first to partner with leading international firms on a range of projects.
- One of the first property developers in South India to implement the SAP package. Also one of the forerunners in implementing an ERP system.

## BANGALORE'S TALLEST BUILDINGS

- 1 World Trade Center Bangalore @ Brigade Gateway (32 floors, 128 m)
- 2 Public Utility Building (25)
- 3 Visvesvaraya Towers (21)
- 4 UB Tower (20)
- 5 Vidhana Soudha, Bangalore's original and enduring landmark, with just four floors and an imposing central tower, is shown here for reference.

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



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



## A SENTIMENTAL JOURNEY

In the process of celebrating a milestone in our corporate history, many of us have experienced an onrush of almost forgotten memories. Moments of shifting back in time, to simpler days and a much smaller organisation. This, then, is a sentimental journey that visits a few places and moments in our past...and reflects on their connections with our present and future.

Very appropriate to our context, this metaphorical journey is being undertaken, in part, through the archives of *Brigade Insight*, our widely-appreciated newsletter. Published three times a year, *Brigade Insight* brings news of our latest projects, initiatives, events and activities—across all domains—to over 20,000 readers. Today, an online version of our newsletter can be read at [brigadeinsight.com](http://brigadeinsight.com)

Brigade Insight rolled off the presses for the first time in 1997. It is now in its fourteenth year of uninterrupted publication. We reproduce a few significant covers...



The first issue of Brigade Insight was released by Vasudeva Murthy, industrialist and President of the Mahajana Education Society, Mysore.

—Vol 1, No 2 April-June 1997

**THE INAUGURAL VOLUME OF  
BRIGADE INSIGHT**

The first issue of Brigade Insight was released in synchronisation with a series of celebrations taking place at Brigade Group: those marking our 10th anniversary. (The cover page of our second issue of Insight is also devoted to the 10th year celebrations at Hotel West End.)

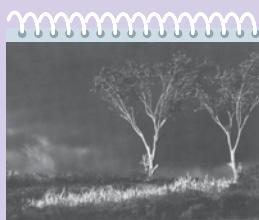
A photograph in this issue records the operations team strength at 38 people. Our lead story was about our being awarded ISO 9001 certification the previous month. Another article marked a big technology leap: the introduction of a Local Area Network that linked our 25 computer terminals and 8 printers to a server.



### Recording the march of time

Brigade Group's first calendar was brought out in 1996 and featured the paintings of six leading artists of Karnataka, specially commissioned by Brigade.

Over the years, our calendar themes have covered different forms of art (painting, sketches, sculpture, murals, photography), before moving on to art created by nature, with calendars featuring landscapes, flowering trees, birds and animals. And then there are themes that cover the art of both nature and man—these feature places in the state with unforgettable architecture, sculpture and landscapes. Our calendars soon came to be regarded as collector's items. Today, the print run is over 20,000.



### On a happy note

Our calendars please one of the senses; our music cds bring pleasure to another. The tradition of creating these much awaited collections of vintage Hindi film songs began three years ago. Each song is personally selected by Jaishankar. Our CD collection is presented to 20,000 friends, associates, clients and well-wishers of Brigade.



## OUR FIRST ...

### ... OFFICES PROJECT

Brigade Towers, Brigade Road



### ... RESIDENTIAL PROJECT

Brigade Manor, Richmond Town



### ... RETAIL PROJECT

Brigade Gardens, Church Street



### ... INDUSTRIAL PROJECT

Brigade MM, K. R. Road



### ... ENCLAVE PROJECT

Brigade Millennium, J. P. Nagar



### ... SOFTWARE PARK

Brigade Software Park, Banashankari

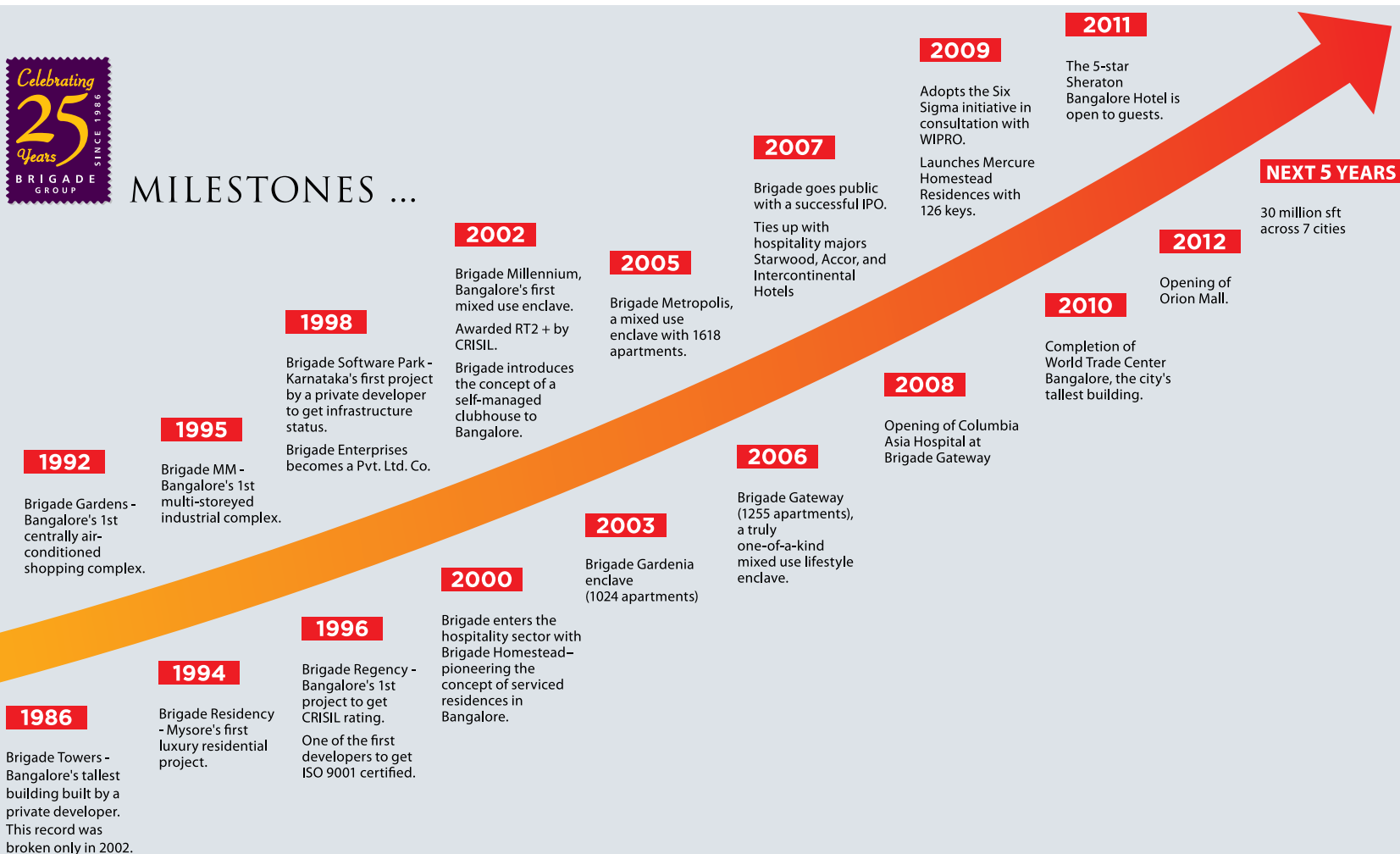


### ... HOSPITALITY PROJECT

Brigade Homestead, Lavelle Road



## MILESTONES ...





## A FEW OF THE COMMENTS RECEIVED OVER THE YEARS ...

How would I describe their buildings? World class. When you walk into MindTree House, you feel this could have been in Singapore or New York City or Silicon Valley. People walk in and then immediately you have a sense of upliftment, you have a sense of elevation.

—Subroto Bagchi, COO and President, MindTree Consulting

Thank you Brigade Group for more than living up to your motto "We deliver more than we promise" at Brigade Regency, Malleswaram.

—Ad (Deccan Herald, 20 Aug 1998) issued by the Balse family, owners of the land

## BRIGADE PROJECTS

We think this is a terrific assignment because of the visionary approach that Brigade has: trying to raise the bar for development, to bring it 3-5 years ahead of the state-of-the-art in Bangalore today.

—Kenneth Drucker and Jeff Davis, HOK, New York (designers of the masterplan for Brigade Gateway)

When we moved back to India from Kuwait, we were keen to maintain the same kind of lifestyle we enjoyed there and found Brigade Hillview matched international standards. The community life in Komarla Brigade Residency impressed us and we are delighted that Brigade Millennium will carry this on.

—Mrs and Mr Rangaswamy, Rtd Chief General Manager, SBI (residents of Brigade Millennium)

## MLR-CC

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

—Alicia Adams, The Kennedy Centre, Washington

The (MLR) theatre is fabulous!

—N. R. Narayana Murthy, Chairman Emeritus, Infosys Limited

I am a theatre person and am delighted by the auditorium at the MLR Convention centre—beautiful, comfortable, with the right seating capacity and perfectly designed for plays—one of the best in Bangalore.

And it feels good to have it so near The Woodrose club with its magnificent swimming pool and the park next door, since swimming and walking are my passions. And I'm impressed that a school too is part of the facilities provided. Thus an aesthetically satisfying and altogether civilized space—a most welcome addition to our neighbourhood.

—Girish Karnad, world-renowned Kannada playwright.

## BRIGADE SCHOOLS

... All in all it is a well balanced school that thrives on the student being treated as an individual and allowed to grow and being treated as a young adult. Well done Brigade School, my children love studying in Brigade!

—Shyamgiri Hebbar (Home & Networks Mobility, Motorola India)

We have recently returned from the US and our younger daughter's first experience of formal schooling is at The Brigade School. She enjoys going to school and returns home with a smile on her face ... We are very pleased with all the care and the attention ...

—Jayashree Krishnan Parent

## THE WOODROSE

I think that The Woodrose is one of the finest clubs around and probably the most modern in its design. I was so impressed with the warmth of the staff in the restaurant and hairdressing section. The library, the walkways, the gym, the pool, the elevation everything is cool. I would love to shoot a film here, as I think it is visually so different and interesting.

—Ramesh Aravind, Kannada actor and director.

I am a regular and satisfied customer of The Woodrose Salon. I wish Brigade Hospitality Services Pvt. Ltd all the very best with this venture to release their corporate newsletter.

—Nandan Nilekani, Co-chairman, Infosys Technologies Ltd.

## BRIGADE INSIGHT

I must say that the Newsletter is really of excellent quality and beautifully written.

—Ashok Soota, Chairman & CEO, MindTree Consulting

## BRIGADE HOSPITALITY

We chose to partner with Brigade because of: their reputation and quality; strong management team and established board; their interest to pursue the hospitality business with dedicated resources; their ability to secure good sites; scale up with projects in the short-to-near term; their overall vision to be a leading hospitality developer in India.

—Tom Monahan, Starwood Asia Pacific Hotels & Resorts Pvt. Ltd

The room and atmosphere was inviting and warm. Since it's my first trip to India, I felt at home with the level of good service. Keep up the good work.

—Lewis Tolbert, Hewlett Packard, USA

Having made Homestead our home in India for 2+ years, I wish to thank all members of the staff. In a way, you have been like a family for us here. We appreciate your kindness and helpfulness.

—Mrs and Mr Adam Barker, World Space

## HOMESTEAD

Very good value for money—more than that—a home away from home.

—Jay Hotti, Principal Consultant, Schlumberger

A wonderful stay—thanks to HomeStead.

—Prof. Sumantra Ghosal, Prof. of Strategic International Management at London Business School, U.K.

HomeStead provides a soft landing to people like me who come into Bangalore to set up a firm in a new city. Facilities, service and security are paramount for us, and in all these respects HomeStead is comparable to international standards.

—Mr R. T. Raja, Director, de Helix Technologies, Whitefield

For 25 years, we fine-tuned,  
refined, perfected...

And now proudly present our first villa project.



## Move to a better Bangalore

Trees. No traffic. And no noise. Part of a multi-faceted, inclusive township that spreads over 100 acres, these luxurious, thoughtfully designed villas are built around trees. Lush landscaping, a road network, sports, education, entertainment and retail have all been carefully planned as part of the development. Move to Brigade Orchards. And move to a better life.

## Brigade presents their first-ever villa project

part of a development designed to be  
livable, sustainable and marketable:



Villas



Life Zones



Apartments



Entertainment



Arts & Culture



Sustainability



Green Areas

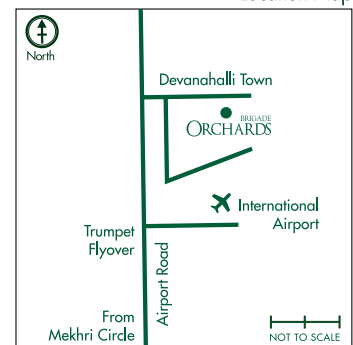


Sports



For video directions to,  
and drive through of  
Brigade Orchards, visit  
[BrigadeOrchards.com](http://BrigadeOrchards.com)

Location Map



(Brigade Orchards is 1.5 kms from Devanahalli Town)



To enjoy endless sunsets, call **1800 102 9977** | Visit the model villa

All illustrations are artist's impressions. Project features & specifications subject to change.



[BrigadeOrchards.com](http://BrigadeOrchards.com) | [salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com) | BCV Developers Pvt. Ltd., Hulkul Brigade Centre, 82, Lavelle Road, Bangalore 560 001

A Joint Venture of Brigade Enterprises Ltd with Classic & Valmark