

# BRIGADE INSIGHT

*For private circulation only*

VOL.16 NO.2

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN SEPTEMBER 2012



*At the Harley Davidson event @  
Orion Mall, Brigade Gateway*

# More value for every rupee you invest.

Presenting **VALUE +** homes at Brigade Orchards.



₹29 lakhs\* onwards

2 bedroom: 1000 sq ft  
3 bedroom: 1200 sq ft

\*Base Price Only.

Presenting Brigade Orchards, Devanahalli; an over 100-acre model township that incorporates global best practices in urban planning. Designed with thoughtfully planned amenities, conveniences and green spaces, this project has been created with a responsible emphasis on sustainability. Close to the International Airport, industrial SEZs and upcoming IT Parks, your home is also well-connected to the CBD and the IT hub of Whitefield. Any way you evaluate it, a home here can only be an attractive investment. Move to Brigade Orchards and add a large PLUS to the quality of your life.

Brigade Orchards: Livable | Marketable | Sustainable

Move to a better Bangalore. A home here has thoughtfully designed amenities and advantages.



Villas & Luxury Apartments



Clubhouse & Party Areas



Shopping Centre & Offices



Sports Arena & Fitness Amenities



Focus on water and green sustainability



Connectivity to Airport, CBD & Whitefield

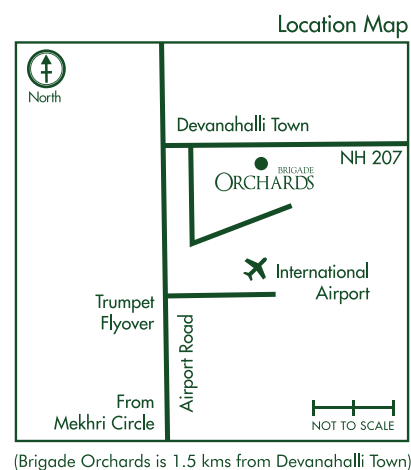
The township also has provision for an arts village, a school, healthcare facilities and other civic amenities.

call **1800 102 9977** today and visit our model apartment at

Ground Floor, World Trade Center, Brigade Gateway Campus. Avail a special launch offer today!

BrigadeOrchards.com | salesenquiry@brigadegroup.com | BCV Developers Pvt. Ltd.,  
29th Floor, World Trade Center, Brigade Gateway Campus, 26/1 Dr Rajkumar Road, Bangalore 560 055

A Joint Venture of Brigade Enterprises Ltd with Classic & Valmark



(Brigade Orchards is 1.5 kms from Devanahalli Town)



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



For a better quality of life,  
upgrade to Brigade



All illustrations are artist's impressions.  
Project features & specifications subject to change.  
(1 square meter = 10.764 square feet)



## Brigade partners with GIC Singapore in new development at Whitefield

For the first time in its 25-year history, Brigade Group has signed a Private Equity (PE) deal with Government of Singapore Investment Corporation Pte Ltd ("GIC") to develop a residential property. The property, located on Whitefield Main Road, was acquired from Hindustan Unilever Ltd (HUL) through a bidding process. The land spans about 9.3 acres for a developable area of over 1.5 million sft of prime residential apartments.

GIC is a global investment management company owned by the Government of Singapore. It was established in 1981 to manage Singapore's foreign reserves and is now amongst the world's largest fund management companies. GIC invests internationally in equities, fixed income, natural resources,

treasury and currencies, real estate, private equity and infrastructure. Since its inception, GIC has grown from managing a few billion dollars, to well above US\$ 100 billion today.

*“We are happy to partner with GIC Singapore, which is amongst the world's largest investment houses with strong values and vision that are in sync with ours. I hope this will be the beginning of a mutually beneficial, long-term association with them.”*

—M. R. Jaishankar, CMD, Brigade Group

Brigade Group now has accredited agent in the USA!

**LEGION**   
REAL ESTATE

Brigade Group's presence and operations in the USA have been strengthened with the recent appointment of Legion Real Estate as its accredited agent. Legion is a real estate investment sales company with offices in the prestigious Menlo Park area, at the heart of the San Francisco Bay region. Legion caters to the global real estate investor. The company will now be the trusted point of contact for all Brigade Group's current and future clients who live in the U.S. and Canada, providing up-to-date information on all residential and commercial investments.

Legion Real Estate, 883 Santa Cruz Avenue, Suite 200, Menlo Park, CA 94025  
Phone: +1-650-494-4975  
Fax: +1-650-618-1619  
Email: info@legionre.com

## One of India's Best Companies to Work For

At a ceremony held on 13 July at The Lalit, Mumbai, Brigade Group was selected as *One of India's Best Companies to Work For 2012*. The selection was made on the basis of a study conducted jointly by *The Economic Times* and *Great Place to Work Institute*. This is the

second consecutive year that Brigade Group has won this award. The company was ranked 3rd in the Real Estate Industry and 23rd on an illustrious list of *Top 50 Companies having up to 1000 Employees*.

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## New Projects Launched!

Ground breaking ceremonies were performed for our four new projects.

### Brigade Oak Tree Place

Vijayapura Road, Devanahalli  
4-bedroom courtyard villas, ranging from 2760 sft to 3090 sft. The development is divided into a series of clusters with a well-defined hierarchy of spaces.

### Brigade Altamont

Arkavathy layout, off Hennur Road  
190 luxury apartments spread across 5 wings. 2- and 3-bedroom apartments range in size from 1250 sft to 1800 sft.

### Brigade Caladium

Hebbal  
This premium residential development offers spacious 3- and 4-bedroom apartments, ranging from 3410 sft to 4400 sft.

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### Brigade Magnum

Bellary Road, Hebbal  
Extending across two blocks, this 9-storey, Grade A building is an ideal office space.

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## CREDAI Awards for Brigade Gateway & WTC

### ‘Theme-based Township of the Year’ & ‘The Best Commercial Office Space of the Year’

Brigade Group won two prestigious awards at the CREDAI (Confederation of Real Estate Developers' Association of India) Real Estate Awards 2012 held at Grand Hyatt, Mumbai, on 11 August.

The first was for “Theme-based Township of the Year” for its Brigade Gateway, an

integrated enclave.

The second was for “The Best Commercial Office Space of the Year” for the World Trade Center Bangalore at Brigade Gateway. Brigade Group is the only developer to have received two awards at the event.

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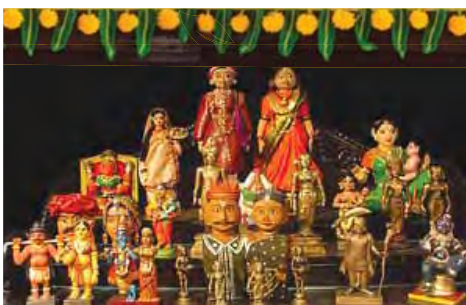
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and unique show at Orion Mall [Pg 12](#) • A full calendar at WTC Bangalore [Pg 15](#)

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festival  
Greetings

FROM ALL OF US AT BRIGADE GROUP

For the second consecutive year, Brigade Group is

# One of India's Best Companies to Work For



One of the most extensive workplace studies in India is conducted jointly by *The Economic Times* and *Great Place to Work Institute*. The best workplaces are selected and given awards. This year's awards were presented at a ceremony held on 13 July at The Lalit, Mumbai.

#### The size of the survey

The India survey covered 85,000 employees across 533 companies—out of which 220 fall under the category of employing less than 1000 people. Construction & Real Estate was one of 22 industries identified as 'Best in Class' sectors and 15 companies from this category participated in the survey.

#### Evaluation

All companies that participate in the study are evaluated and selected primarily on the basis of their employees' responses to the survey. This is given 2/3 weight in the overall score. The remaining 1/3 of the score is derived from *Culture Audit*, a management survey where the company submits detailed and comprehensive material that is subject to rigorous evaluation using the *Great Place to Work Culture Audit Evaluation Framework*.

**BRIGADE GROUP** has been selected as one of *India's Best Companies to Work For 2012*. Brigade Group was ranked 3rd in the Real Estate Industry and 23rd on an illustrious list of Top 50 Companies having up to 1000 Employees.

Brigade Group won this award last year as well.

#### Survey methodology

The study uses a unique employee-centric framework that measures the levels of trust, pride and camaraderie prevalent in an organisation through *Trust Index*, a proprietary employee tool developed by the *Great Place to Work Institute*. It uses 57 statements that measure employee experience through five dimensions of the *Great Place to Work Model* and five customised statements for the Indian context. Brigade Group scored 79 against the overall index of 82 by Top 50 companies in the year 2011. The survey also relies on verbatim employee comments about what makes their workplace great and what would make it better.



For over 27 years and in over 49 countries, **Great Place to Work Institute** has been conducting studies to understand and identify the best workplaces. The study conducted in India is based on the same model and methodology that is followed in carrying out similar studies elsewhere, including the US and Europe, where the results are published in *Fortune* magazine and *The Financial Times*, respectively.

—ET Bureau Jul 16



## Happy to be awarded the best office space in India

World Trade Center Bangalore

@

Brigade Gateway

also awarded India's Best Township

Awarded by **CREDAI**

The Confederation of Real Estate Developers' Associations of India

1800 102 9977  
BrigadeGroup.com

**WORLD TRADE CENTER  
BANGALORE**  
AT BRIGADE GATEWAY





# CREDAI Awards for Brigade Gateway & WTC

## Theme-based Township of the Year



Manjunath Prasad, COO, Projects (right) and Pradyumna Krishnakumar, EA to CMD and Analyst (second from right) Brigade Group, receiving the award from T. Chitty Babu, Hon. Secretary, CREDAI.

Brigade Group walked away with two prestigious awards at the Confederation of Real Estate Developers' Association of India (CREDAI) Real Estate Awards 2012, held at Grand Hyatt, Mumbai, on 11 August. The first was for *Theme-based Township of the Year*, for its Brigade Gateway, an integrated enclave. The second was for *The Best Commercial Office Space of the Year* for the World Trade Center Bangalore at Brigade Gateway. Brigade Group is the only developer to have received two awards at the event.

## The Best Commercial Office Space of the Year



Pradyumna Krishnakumar (right) and Manjunath Prasad (second from right), Brigade Group, receiving the award from Malaika Arora, Film Actor.

CREDAI announced the results at a star-studded event attended by opinion makers of the real estate sector and well-known celebrities from Bollywood. Companies from over 100 Indian cities were in the running for the awards. The jury selected **Brigade Gateway** and **World Trade Center** for the respective awards after visiting the Brigade Gateway campus and, subsequently, by a presentation made by the Brigade team at New Delhi.

We are happy that the team's efforts to build a world class project—the most integrated lifestyle enclave anywhere in the world—has been recognised by the developers' trade body. It gives us a great sense of achievement and motivates us to outperform again. We are proud to have created an outstanding landmark in the city of Bangalore.

—M. R. Jaishankar, CMD, Brigade Group

## In Construction World



**Construction World**, India's leading magazine for the construction sector, brought out a 16-page supplement on Brigade Gateway in its August issue. The editorial decision to bring out the supplement was taken by *Construction World* after their editors visited the Brigade Gateway campus and were impressed by the whole development.



A view of Brigade Gateway enclave at night. (l to r) Orion Mall, Sheraton Bangalore Hotel and World Trade Center. In the foreground is the enclave's lake.

We had great pleasure visiting Bangalore's flagship project Brigade Gateway ... I was really impressed by this project—one of the most city-centric developments around the world. I have been travelling all over the world, visiting so many projects, and after what we saw this year about the performance of Bangalore property developments, I am convinced that it remains one of the most important real estate growing cities.

**Kirkor Ajderhanyan,**  
President, World Council of Brokers, FIABCI;  
President, International Relations Committee, FNAIM;  
General Coordinator, Global Real Estate Think Tank

I had the pleasure of visiting your new office at World Trade Center and I was totally floored by exceptionally high quality construction and interiors of not only this building, but the entire complex. To be honest, once you are in this complex you get a feeling that you are somewhere overseas. Ever since I have come back to Mumbai I have been talking about this complex to my wife, friends and my partners in Dubai. Congratulations once again to you and your team!

**Ravi Lalwani,**  
Managing Director, Media Star

You have given more to the city than you have received from it.

**Ramani Shastri,**  
MD, Sterling Developers,  
and Past President, CREDAI National

I recently was in Bangalore and stayed at the Sheraton. Your development of the whole project turned out excellent. Also nicest room I have stayed in.

**Dan Baty,** Seattle, USA.  
Promoter, Columbia Asia Hospitals

THE last few months have been event-filled and eventful at Brigade Group. In June, we successfully bid for a prime property of Hindustan Unilever and have taken private equity, for the first time, from the very reputed and huge sovereign fund of Government of Singapore (GIC). July saw the successful launch of Value+ Homes at Brigade Orchards, Devanahalli. To name a few more of the many significant events that took place in this period: we opened a representative office in Silicon Valley, through a tie up with Legion Real Estate; Orion Mall went into top gear with events; and another round of successful property exhibitions—Brigade Showcases—were held across India and abroad.



CREDAI, the industry body, recognising Brigade Gateway as the *Best Integrated Township* and WTC as *The Best Commercial Office Space* in the country is the icing on the cake. I thank the leading industry magazine, *Construction World*, for their editorial decision to bring out a special supplement on Brigade Gateway. When the editors visited Brigade Gateway, they were so impressed with the project that they took an instantaneous decision to feature it in a supplement!



IT feels good to get the recognition of *Great Place to Work Institute* for the second year in a row. Our standing has improved. On the subject of Brigadiers, I am amazed at the wealth of cultural talent in Brigade Group, which was wonderfully evidenced in the Annual Culture Fest.



PEOPLE in the know say that most western economies—the USA and Europe—are recovering. The gloom and doom of last couple of years

## A few thoughts ...



should soon be over. But unfortunately, our country and state are continuing to witness political chaos and rudderless governance. With a billion-plus population and huge internal market, there was no need for India to be in this position after many years of 8%+ growth. It is a self-inflicted injury; the result of carelessness, complacency and lack of vision and thought for the future. I heard in a talk given by Singapore's Urban Development Minister last year at the CREDAI Annual Convention that after their Independence in 1965, the vision of the Singapore government was to make Singapore like our Calcutta! (Yes, one may feel it difficult to believe this!) Singapore's current situation shows what one can achieve with proper vision and a desire to do good for the country.

As if adding insult to injury, many parts of Karnataka are facing drought. The weather pattern across the globe seems to have drastically changed, making meteorological predictions that much more difficult. Care for the environment should be the top agenda for any city, state or country.



THE demand for housing continues to be healthy, but is becoming more segmented. Still, there is a crisis of confidence in the way the economy will shape up in the months ahead. Top level changes in the finance ministry at the centre are expected to bring some cheer, after all the policy damage created in the last one year.



THE festival season has begun. It gives reason for people to forget the tough realities of life and celebrate with their near and dear ones. We wish you the very best for the festival season.

—M. R. Jaishankar, CMD

## 17th Annual General Meeting



The 17th AGM of Brigade Enterprises was held on 7th August 2012 at Chowdiah Memorial Hall. (l to r) M. R. Shivram, Non-executive Director; P. M. Thampi, Independent Director; Githa Shankar, Wholtime Director; M. R. Jaishankar, CMD; P. V. Maiya, Independent Director; K. R. S. Murthy, Independent Director; Dr Anumolu Ramakrishna, Independent Director; M. R. Gurumurthy, Non-executive Director.

"The musical note on the inside of the cover by the CMD made me younger by not 24 but 48 years and brought back the old memories. I personally wish the Brigade Group all the best, in all walks of life, and a very bright future all around. I'll be leaving for Delhi in five days but carrying with me the music all the way"

—Surinder Pal, New Delhi.

"Recently we have joined Brigade family by going in for a 3 BHK apartment at Brigade Meadows. As part of the welcome kit we got a CD of soulful melodies which we understand is your personal selection. We just loved listening to the CD and congratulate you on your superb selection of songs. We hope our Brigade Meadows experience will be as sweet as your music selection."

—N. S. Santhana Krishna & Vasantha.

## BRIGADE INSIGHT

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For a better quality of life,  
upgrade to Brigade

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An ISO 9001-2008  
Property Developer





## Launched: Value+ Homes @ Brigade Orchards



The Value+ Homes segment of Brigade Group's biggest project to date—Brigade Orchards, a 100+ acre integrated township in Devanahalli, Bangalore North—was launched on 13 July. This project is being promoted under the BCV umbrella (a joint venture of Brigade Enterprises Ltd with Classic & Valmark groups).

The launch was in the form of a symbolic inauguration of the model apartment, built at the ground floor of World Trade Center at Brigade Gateway. Present on the occasion were Purnesh, Director, BCV Developers Pvt. Ltd; Kailash Advani, CEO, BCV Developers Pvt.



Kailash Advani, CEO, BCV Developers Pvt. Ltd, cutting the ribbon.



Lighting of lamp by Purnesh, MD, Classic Developers.

Ltd; Mamta, Valmark Group; staff from Brigade Group; various Bank representatives and media.

Value+ Homes @ Brigade Orchards have received an excellent response from customers, with more than 100 units being sold within three weeks of launch. A further 50 units were sold at the Brigade Showcase.

Spread across Aspen and Banyan Blocks, the 528 2- and 3-bedroom apartments range from 1000 to 1200 sft. The township will also have high end villas and premium apartments. Proposed support services, social infrastructure and amenities include, amongst others, a school, a state-of-the-art sports stadium, office spaces, neighbourhood shopping, a multiplex, healthcare, clubs, nature trails, parks, etc., along with provisions for a police station and fire station.

## Brigade Value Homes in South Bangalore



For those who would prefer a South Bangalore location, Brigade Group has a value home offering at Brigade Meadows. This 60+ acre mixed-use development on Kanakapura Road (next to the Art of Living campus) offers high quality value homes and a range of amenities, including a clubhouse with gymnasium and swimming pool, play areas and parks. It also has areas earmarked for a school, neighbourhood

shopping centre and hospital.

Phase I of the development offers about 1850 units in a low rise development. Three options are available: 1 bedroom + study (700 sft), 2 bedroom (950 sft) and 3 bedroom apartments (1150 sft and 1210 sft). Apartments offer excellent courtyard views. Model apartments of all three options can be viewed at the project site.



### High Quality Value Homes ₹ 20 lakh\* onwards

Amenities: Clubhouse with gymnasium | Swimming pool  
Games areas | Party area | Parks  
Proposed hospital, school and neighbourhood shopping centre



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

It's time to discover your dream home at Brigade Meadows on Kanakapura Road, next to Art of Living. Experience life in over 60 acres, with all the amenities for a well-balanced, modern lifestyle.

Here, everything you value is under one roof, be it a healthy lifestyle, a vibrant community, 24-hour security, fresh air or green spaces.

So, whether it's your first home or a future investment, Brigade Meadows is an asset you will value for a lifetime.



For video directions to Brigade Meadows, visit [BrigadeMeadows.in](http://BrigadeMeadows.in)



Visit the model flats today

#### APARTMENT TYPES

1-bedroom+study	700 sft	₹ 20* lakh onwards
2-bedroom	950 sft	₹ 27* lakh onwards
3-bedroom	1150 sft 1210 sft	₹ 32.6* lakh onwards

\*Exclusive of car-park & statutory expenses.

Prices increasing shortly. Grab the opportunity before it's gone!

## Call 1800 102 9977



[salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com)

[BrigadeMeadows.in](http://BrigadeMeadows.in)



New Projects Launched!

Brigade Omega  
off Kanakapura Road

Overlooking Thurahalli Forest and spread across 6.5 acres, Brigade Omega comprises a total of 520 apartments. The 2- and 3-bedroom apartments, ranging in size from 1270 to 1720 sft, are spread across three 13-storey wings. Amenities include a clubhouse, swimming pool, recreation area and basketball and badminton courts.



View of C Wing, with clubhouse in the foreground.

Brigade Oak Tree Place  
Vijayapura Road, Devanahalli



Brigade Oak Tree Place comprises 4-bedroom courtyard villas, ranging from 2760 sft to 3090 sft. The development is divided into a series of clusters; each cluster being made up of units around a central courtyard. This allows for a well-defined hierarchy of spaces. Areas become clearly characterised as public, semi-public, semi-private and private areas, thereby promoting shared use of space and time, while keeping privacy intact.



Brigade Altamont  
Arkavathy layout, off Hennur Road

Brigade Altamont offers about 190 residential units spread across 5 wings. The 2- and 3-bedroom luxury apartments range in size from 1250 sft to 1800 sft. A well-equipped clubhouse, and established schools, colleges and other social infrastructure in the neighbourhood, make Brigade Altamont the ideal destination for any family.



Brigade Caladium  
Hebbal

Brigade Caladium, a premium residential development, offers spacious 3- and 4-bedroom apartments with large balconies. The residential units, ranging from 3410 sft to 4400 sft, are spread across 2 towers, connected by a skybridge that houses a rooftop swimming pool. The location, a few metres off Hebbal Main Road, strikes the perfect balance between accessibility and privacy.

A forest near Bangalore



nithinu.blogspot.com

One of the few forest tracts near Bangalore, Thurahalli, a dry, deciduous forest of 800 acres, is dominated by eucalyptus and other native shrubs. The forest is home to large numbers of wildlife such as jackal, hare, monitor-lizard and mongoose. It is also a favoured destination for bird-watching groups, who have recorded the presence of over 70 species, including the Great Horned Owl.

It will soon become an official hub for adventure sports because of a local initiative by the State-owned Jungle Lodges and Resorts. The project will be in collaboration with the Eco-tourism Board and the Forest Department.

Thurahalli is also a frequent destination for school camps, which expose children to nature. Most camp activities revolve around watching and identifying birds, butterflies and insects or learning the basics of rock climbing and rappelling.

—Excerpted from Deccan Herald, 24 August



# Brigade Showcase In India and Abroad

## At Bangalore



l to r: Viswa Pratap Desu, VP, Sales and Marketing, Brigade Group; Chief Guest, Ashwini Mehra, Chief General Manager, SBI, Karnataka Region; and M. R. Jaishankar, CMD, Brigade Group.

Brigade Group showcased its entire range of ongoing and forthcoming residential, office, retail, hospitality projects, schools and allied services in an exclusive exhibition on August 4 and 5 at the Grand Ballroom of the Sheraton Bangalore Hotel at Brigade Gateway. Brigade Showcase was inaugurated by Ashwini Mehra, Chief General Manager, State Bank of India, Karnataka Region.

Customers not only had a wide range of projects from which to choose, they also had a choice of locations (prime areas in



Interaction with customers at Brigade Showcase Bangalore.

Bangalore, Mysore and Mangalore), budget ranges and stages of project completion.

Special prices were offered during the Showcase and all bookings were accompanied by a gold coin. A special Bumper Prize on offer this year was an apartment at Brigade Meadows (1-bedroom + study). All clients who book any Brigade property till September 15, 2012 are eligible for the Bumper Prize.

## In USA



Brigade Showcase USA was held on 28 and 29 July at Rosewood Sandhill Hotel, Menlo Park, California. Brigade Group's full range of residential and commercial projects in Bangalore, Mysore, Mangalore, Chennai, Chikmagalur and Hyderabad was promoted at the two-day event. Brigade Showcase USA also served as an opportunity to introduce Legion Real Estate, the accredited agent of Brigade Group in the USA.

## In other cities



Hotel Sahara Star, Mumbai



Sheraton New Delhi



The Westin, Gurgaon



Sumansa India Property Show, Dubai

### It's not just about the features; it's about the future.

Brigade Exotica—the epitome of futuristic design. This CRISIL 5-star rated, IGBC Pre-certified Gold Standard green building of 35 storeys is all set to redefine the rapidly developing locale of Old Madras Road.

**3 Bedroom Apartments: 2640-3140sft**  
**4 Bedroom Apartments: 3630-3800sft**  
**₹110 Lakhs upwards**

**2 futuristic 35-storey towers.**

**Excellent connectivity.**

**80% open space**

**Well-equipped clubhouse**

**5-star by CRISIL Real Estate rating.\*\***

**Pre-certified Gold rated by IGBC Green Homes.**

**BRIGADE EXOTICA**  
 the address of the future  
 OLD MADRAS ROAD  
 Call **1800 102 9977**

Visual shown is an artist's representation of the property.  
 \*\*This CRISIL Real Estate Star Rating is meant for this Project only. It is not a credit rating of any financial obligation of the Developer. Further, it is not a recommendation to invest / lend in this Project or any other project.

[salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com)

[BrigadeExotica.com](http://BrigadeExotica.com)



# दक्षिण 2012

Scintillating dance performance by visually handicapped children of Ramana Maharshi Academy for the Blind



Dance performance by The Brigade School @ Malleswaram

Inauguration and lighting of the lamp



Fashion show by WTC Trades & Projects Pvt. Ltd.



Ghatodhgajas singing "Vivaha Bhojana"—group song by HR & Admin.



Group song by The Brigade School @ J. P. Nagar

Comedy spoof by the Engineering Department.



## "THE BRIGADE FEST" SATURDAY 4 P.M. TO 9 P.M., AUGUST 18TH 2012 MLR CONVENTION CENTRE, WHITEFIELD

The theme of the much-awaited **Brigade Fest 2012** was **Dakshin** ... which seemed appropriate as Brigade Group was born and grew wings in South India. The invitation to "maja maadi" was accepted with high spirits by all Brigadiers.

The celebration of all things South Indian was reflected, as one could imagine, in décor, food and dress. Less predictably (and to everyone's great amusement), it was also the basis of the evening's competition themes! The face-off between ten groups was in five areas, each of which was given a uniquely South India focus: **SINGING** (a song by *Rehman, Shreya Ghoshal, Manjula Gururaj* or *Chitra*), **DANCING** (in *Rajnikanth, Upendra, Prabhu Deva* or *Chiranjeevi* style), **ACTING** (a short scene from a popular South Indian movie), **CREATING AN AD** (a spoof on an ad for any South Indian product) and **DRESS** (dress to impress, South Indian style).

The Face-off was just one element of the evening's entertainment. To keep the tempo going, Dakshin 2012 also had on hand "Live Banned", who belted out Fusion Rock to an audience that couldn't get enough of their music, and an MC—Abhishek—who charmed and chilled. The highlight of the evening to many was a dance performance by the talented children of the Ramana Maharshi Academy for the Blind. Their astounding Bharatanatyam performance received a standing ovation.

As for the food! Well, it couldn't get more deliciously South Indian than this: Banana leaves laden with delights from Karnataka, Kerala, Andhra and Tamil Nadu. Needless to say, everyone enjoyed without sankocha!

South Indian Fashion Show by BCV Developers





# Independence Day Celebrations



Independence Day Celebration at Brigade Metropolis ...



... and at Brigade Gateway.

Independence Day celebrations were conducted with immense enthusiasm at Brigade Metropolis and Brigade Gateway. The cultural committees in both enclaves tapped a wealth of available talent to produce programmes that were memorable and inspiring. A quick glimpse...

**Brigade Metropolis:** The national flag was hoisted by three senior citizens, distinguished for the yeomen service they have made to society and their country. Children were central to the celebrations, putting up over twenty different performances in honour of the occasion. Children and elders then took the ecological cause further by planting 18 saplings in an area specially earmarked for the purpose.



**Brigade Gateway:** Here, as in Brigade Metropolis, children stole the limelight with their performances, including a portrayal of national leaders and freedom fighters. Other highlights of the celebrations at Brigade Gateway were a jugalbandhi performance and a flute recital. "I always believed there is a wealth of talent in this blessed enclave, we only need to put it together", said Krishnan, President of the Residents Association.

## Over 100 saplings planted

Brigadiers, staff and children of The Brigade Schools and a small group of Rotarians from Rotary Club Midtown came together for a good cause on 5 June. The enthusiastic environmentalists planted over 100 saplings at Brigade Meadows, Kanakapura Road. The same green initiative was repeated one day later at Brigade Orchards, Devanahalli.



## Brigadiers make a priceless donation



Brigadiers donated forty nine units of blood at a voluntary blood donation camp conducted at the World Trade Center on 30 June. This camp was facilitated by the TTK Rotary Blood Bank.



## Meet our Carom Champions



The thrilling Carom Singles series came to an end with Pradyumna Krishnakumar emerging as the champion for the second time in a row. The finals saw a triangular tie with Prady (Corporate Office), Manjunath (WTC) and Rajesh (Metropolis) fighting it out to the finish. Rajesh bowed out after the second match, leaving Manjunath and Prady to move on to an exciting 8-board final.

The finals of the Carom Doubles tournament, held on 16 July, was a fiercely fought match between Anil Thomas and Pradyumna (Corporate Office) against Robinson and Srikanth (Galaxy Club). The fight lasted the full 8 boards, with the dominating duo of Anil and Prady trouncing the opposition by 9 points to win the trophy.

### NEARING COMPLETION



Live in luxury ...  
in Mysore's  
tallest building

### Brigade Horizon

2- and 3-bedroom  
apartments  
1310 sft to 1930 sft

With 13 floors, Brigade Horizon, Mysore's tallest residential building, offers large apartments and wonderful views. Brigade Horizon captures Mysore's classical past in the attention to detail that goes into creating each apartment. And the wonderful views from Brigade Horizon's large windows—that showcase magical Mysore in transition.

Swimming pool • Well-equipped gym • Indoor games • Party area

### This festive season, add sparkle to your life.



### Brigade Sparkle

2 & 3-bedroom apts  
880 - 1290 sft  
₹ 23 lakh\* onwards

\*Exclusive of car-park and  
statutory expenses.

Set amidst 3 acres of greenery in the regal city of Mysore is **Brigade Sparkle**—a residential project that brings you affordable luxury. Here, choose from a range of 2 and 3-bedroom apts, all crafted for luxury. Lending a fairy tale touch to the living experience here are enchanting theme courtyards, landscaped gardens and vast green expanses.

Clubhouse • Landscaped gardens • Rooftop swimming pool



# Brigade Retail

Ever since it opened in end-April, Orion Mall has been chock-a-block with excitement and activity: new outlets opening, promotional events, fashion shows, celebrity visits and more. Needless to say, these happenings have attracted footfalls, fans and frenzy. Here are a few glimpses of the last few months at Orion ...

## STARS @ ORION



On 18 June, fans queued up to catch a glimpse of Shahid Kapoor and Priyanka Chopra, who made an appearance at Orion Mall to promote their latest release, Teri Meri Kahaani.



Film star Sudeep was at Orion on 29 June, with other members of the cast, to promote his popular bilingual movie Eega.



Kalki Koechlin, Abhay Deol and Dibakar Banerjee were here on 6 June to promote their movie Shanghai and meet their fans.

## SHOWS & EVENTS



### HOGging the Limelight

On 27 May, owners of the city's Harley Davidsons were the cynosure of all eyes as they rode their machines into Orion Mall for brunch at Toscano and some communal warmth and bonding of the HOG (Harley Davidson Owners Group)-based kind.



### Mahindra's Monsoon Challenge 2012

India's biggest Time Speed and Distance Rally, a partnership between Mahindra and Apollo Tyres, was flagged off from Orion Mall on 19 July.





Finalists of the May Queen Ball conducted by the Bangalore Club received Gift Vouchers from Debenhams and Orion Mall on 6 July.



Orion Mall, Mai Tai Lounge and fashion choreographer Prasad Bidapa joined hands to create a show featuring some of the international brands retailing at the mall. Crowds thronged the mall as models walked the ramp in collections from Debenhams, Vero Moda, Jack & Jones, and Levis. Ramya proved to be the show stopper.



Fashion Walk showcases international brands

### Studio shifts!

Customers of Orion Mall and RJ's of Radio Indigo enjoyed a new studio experience at Orion Mall on 28 April. Fever Studio offered a similar experience on 1 July.



### Independence Day with the IAF



Orion Mall celebrated Independence Day with a flag hoisting and band performance by the Indian Air Force at 8:30 am by the lakeside. Air Vice Marshal M. K. Malik, Vishist Seva Medal, HQ Training Command, IAF, hoisted the flag. Air Commodore Dharam Vir, Air Officer Commanding, Air Force Station Jalahalli, and a team of senior officers of the IAF, were also present.

In the photo above Vishal Mirchandani, CEO, Brigade Retail, greets Air Vice Marshal M. K. Malik. In the evening, the mall was the venue for more events and entertainment, including a cultural programme by children.

### Parikrama Kids



In association with McDonald's and Cookie Man, Orion Mall hosted a day out for 65 underprivileged children from Parikrama on 27 June. Children enjoyed the mall experience and learnt how the mall functioned. The Mall team helped children understand various employment options within a Mall.

### Kids Fest



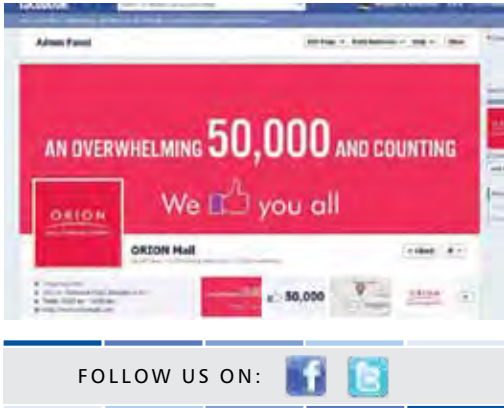
Orion Mall conducted a Kids Fest between 26 May and 3 June. The nine-day fest was filled with events, games and activities spread across three distinctive areas: Creative Corner, Star Corner and Games Corner!

### Dance by Samarthanam



Connecting with the community around it, Orion Mall sponsored a dance by the talented children of Samarthanam, an NGO working with visually impaired and economically marginalised youth, on 22 June.

### Orion Mall crosses 50,000 fans



### Positive mob frenzy!

On 29 April, a flash mob, composed of about 70 student volunteers from Dayanand College, put on a performance aimed at spreading awareness about the benefits of walking. On 26 May, a Freeze Mob performance focused on the importance of providing assistance when witness to a crime. The event was presented by Lights Off Production.





# Brigade Retail

## OPENINGS

### Zaffran



A lakeside restaurant with alfresco seating and serving delectable north Indian cuisine.

### Cafe Noir



An authentic French restaurant with a range of sandwiches, salads, desserts and select wines.

### Chilis



The popular Mexican cuisine quick service restaurant from USA, serving spicy burgers, sandwiches, grills and desserts.

### Debenhams



Debenhams—one of the leading department store chains of the world—opened its first Bangalore outlet at Orion Mall on 8 May. Debenhams offers a wide range of products across womenswear, menswear, childrenswear, lingerie, accessories, beauty, homeware and gifts.

### bluO



bluO, India's largest and most advanced bowling centre, was launched at Orion Mall on 11 Aug. Spread across 40,000 sqft, bluO also features an Xbox 360 lounge, karaoke lounge, exclusive private lounges, an international standard bowling pro shop, chic merchandise, tattoo studio, a pulsating music den with in-house DJ, India's first 'Youngistan Bar' serving a range of wine and liquors and multi-cuisine dining.

Bollywood star Nargis Fakhri, with Ajay Bijli, MD, PVR and M. R. Jaishankar, CMD, Brigade Group.

## RMKV @ ORION



RMKV—the 88 year old, reputed silk brand with showrooms in Chennai, Tirunelveli and Coimbatore—has opened its first store in Bangalore at Orion Mall. RMKV is a brand identified with quality products, design innovations and new techniques in handloom silk weaving which have won them National Awards.

## KINGS AND QUEENS @ THE ARCADE, Brigade Metropolis



M. R. Jaishankar, CMD, Brigade Group, inaugurated Kings and Queens, a signature boutique of d'Mart Exclusif, at The Arcade in Brigade Metropolis, Whitefield Main Road.

## ORION @ Banaswadi

First mall for large prime catchment of Cooke Town, Fraser Town and HRBR area.

ARTIST'S IMPRESSION



- Departmental Store
- 5-screen Multiplex
- Supermarket
- Food Court
- Family Entertainment Centre
- Vanilla stores covering fashion, accessories, beauty, health, home and electronics
- Ample Parking



## Global Investors Meet (GIM) 2012



Visitors to the WTC Bangalore stall at the Global Investors Meet and Expo 2012.

WTC Bangalore was the supporting organisation for the Global Investors Meet and Expo 2012—a biennial summit held by the Government of Karnataka in Bangalore, India. The event brought together business leaders, investors, corporations, thought leaders, policy and opinion makers. The show was a major success. In all, 462 exhibitors across 13 countries took part and 562 B2B meets were conducted. A total of 712 MoUs were signed across various sectors, adding up to employment of 1.5 million.

## WTC Bangalore represents Government of Karnataka in Indiallia 2012



WTC Bangalore delegates at the Karnataka Pavilion, with Scott Wang, Business Development Executive, Asia, (fifth from right) and Vijay Kalantri, Vice Chairman, WTC Mumbai (fourth from right).

WTC Bangalore took a delegation of senior officials of the Government of Karnataka and businessmen to Indiallia 2012 in Mumbai, to promote the Global Investors Meet (GIM) 2012, organised by the Government of Karnataka in Bangalore. (WTC Bangalore is the supporting organisation for the event).

## Felicitation of PIA President

WTC Bangalore felicitated Ravi Basavaraju, newly elected President of Peenya Industries Association (PIA) and S. Balasubramanyam, its Immediate Past President, by hosting a dinner party for the Management Council. Baram Menon, President, WTC Bangalore, addressed the gathering and explained the need for PIA and WTC to work closely, as it would benefit the PIA members in international trade.

## Visits



**Delegation visit from WTC Lille:** A high level delegation from WTC Lille visited IIM Bangalore to study the Indian economy and market. The delegation was led by Franck Thery, Director General, CEPI MANAGEMENT and Member, WTC Lille. Bose K. Nair, Vice President, WTC Bangalore, addressed a joint session at IIM Bangalore that was attended by

Indian representatives and delegates. They also visited WTC Bangalore.

**Indian Trades Services (ITS) Officers:** 25 ITS probationers in three batches visited WTC Bangalore to understand the concept and activities of World Trade Centers.

**Andhra Pradesh Trade Team:** Senior officials from Andhra Pradesh Trade Promotion Corporation Ltd, an undertaking of Govt of Andhra Pradesh, visited WTC Bangalore to study the feasibility of setting up a World Trade Center in Hyderabad.

**GIFT Team:** A team from Gujarat International Finance Tec-City Company Ltd or GIFT—a joint venture between the Govt of Gujarat, represented by Gujarat Urban Development Company Limited (GUDC), and Infrastructure Leasing & Financial Services Limited (IL&FS)—visited WTC Bangalore to understand the concept of World Trade Center and to discuss the prospects of setting up a WTC in Gujarat.

**Secretary General, Indo-Arab Chambers of Commerce:** The Secretary General, Indo-Arab Chambers of Commerce and Indo-African Chambers of Commerce, had a luncheon meeting with WTC Bangalore in July. The prospects of the two organisations working together was discussed.

## Meeting with Lorraine Hariton



l to r: Puliyanda Karmbia Subbaiah, Managing Director, Karnataka State Women's Development Corporation; Srinivas Jamkhandi, Director, MSME Development Institute; Mythily Ramesh, Entrepreneur; Uma Reddy, President, Consortium of Electronic Industries of Karnataka; Revathy Ashok, Entrepreneur; Lorraine Hariton, Special Representative for Commercial and Business Affairs, US State Department.

WTC Bangalore, in association with WE Connect International, arranged a meeting with Lorraine Hariton, the US State Department's Special Representative of Commercial and Business Affairs. Baram Menon, President, WTC, welcomed the gathering. Sucharita Eashwar, Executive Director, WE Connect, introduced the theme.

## HDFC Bank opens its Branch @ WTC



l to r: Srikumar Nair, Vice President, Circle Head; Ravi S. S. N., Regional Head, Corporate Banking; Mukesh Pillai, Branch Manager; Madhusudan Hegde, Regional Head; Dhiraj Relli, Branch Banking Head, South; M. R. Jaishankar, CMD\*; Baram Menon, MD, WTC T&P; Suresh K., CFO\*; Pravien Kar, Sr. DGM, Sales & Leasing\*; Viswa Pratap Desu, VP-Sales\*. [\*Brigade Group]

## Interactive Session with Richard Zurba



l to r: WTC Bangalore Team with Richard Zurba, Director, Zurcom International (Pty) Ltd; Sushama Kanetkar, Authorised Representative Director, Commonwealth of Pennsylvania; and Supriya, Associate Director, Commonwealth of Pennsylvania.

WTC Bangalore organised an interactive session with Richard Zurba, Director, Zurcom International (Pty) Ltd; MD for the Council of Great Lake Governors in South Africa; and Sr Partner and Coordinator for IBG. Zurba highlighted the opportunities Southern Africa presents for Indian firms across various sectors. The session was well attended by business, industry and trade association representatives.

## Conference on New Service Tax Regime

On 27 July, WTCB and the Institute of Business Laws jointly hosted a conference on the recent amendment on Service Tax by Govt of India. The programme was attended by 85 participants from different professions and from various corporate houses and tax professionals. Baram Menon, President, WTC Bangalore, welcomed the gathering. Chief Guest Nagendra Kumar, IRS, Additional Director General Audit, shared his insights on the recent changes in service tax. Eminent speakers included experts from Lakshmikumaran and Shridharan Attorneys, who spoke on the new service tax law, recent exemptions, abatements and cenvat credits.



## Certificate Programme on Export Management

WTC and WTC Bangalore jointly conducted a week-long (18-23 June) Certificate Programme for 30 budding exporters. Speakers from the Joint Director General of Foreign Trade; Customs; ECGC; Exim Bank; other government departments acting as international trade facilitators; and industrialists shared their expertise during the course of the programme. Shivashanmugam, President, FKCCI, was the chief guest for the valedictory function.





## OPENS AT THE WOODROSE

Aristo Spa, which opened on 15 August at The Woodrose, raises the bar on the spa experience. It offers a range of traditional and new-world spa services in a spacious spa environment (which includes a private roof top setting, for quiet contemplation or early morning yoga). Aristo Spas belong to the international Serena Spa group. Aristo Spas are in operation in prestigious locations in the Maldives, Mumbai, Gurgaon and at our Grand Mercure, Koramangala.



Wassup Laundry Service, India's first community-based laundry service, has opened kiosks at The Woodrose club in Brigade Millennium and Brigade Metropolis. Club members and enclave residents/users can now avail excellent dry cleaning, laundry and pressing services that are convenient, cost effective and user friendly.

Wassup offers free pickup and delivery and competitive rates. The monthly packages (Rs 449 and Rs 599) let you save 40% on your laundry charges.

Please call Wassup's customer care number 99010 78787 for special deals and to schedule a free pickup at your home.



## Bringing quality theatre to Bangalore

As part of our effort to bring more quality theatre to Bangalore, Brigade Hospitality joined hands with Indianstage to present Shakespeare's "Nothing like Lear" at the MLR Convention Centre, Whitefield, on 16 and 17 June. **Vinay Pathak** played the title role, performing to an audience of over 1400 people over the two days. The play was followed by a delectable high tea.

## It's back!

## The Bengaluru International Arts Festival @ MLR Convention Centre, J. P. Nagar

DATE	ARTISTS	EVENT
7-09-2012	Suddashil Chaterjee & Jonnathan Kay—Canada	Indian Santoor collaborates with Western Saxophone
7-09-2012	Arun and Pallavi Arun	Fusion with Mattis Muller—Guitar
8-09-2012	Shashadhar Acharya—Chhau	"Seraikella" and "Mayurbhanj" Chhau—an energetic and spirited dance which evolved from martial art techniques
8-09-2012	Bharatanjali Group	Bharatanatyam by the disciples of Guru Bhanumati

TIME: 6:30 p.m. onwards on all days.

will include fusion music with traditional instruments and contemporary dance of classical forms. The BIAF festival aims at transcending territories and bringing together some of the best talent from around the world. It is open to people of all ages, across all genres and mind-sets. Come and be a part of this cultural extravaganza. Visit [www.biaf.co.in](http://www.biaf.co.in) for more information.



The Bangalore International Arts Festival (BIAF) is back for another year at MLR Convention Centre in J. P. Nagar on 7 and 8 September. This year's theme is *Harmony through Art* and



## 'Celebrate Special Occasions at your club'

Brigade Hospitality  
now has a professional  
events team that  
hosts & organizes:

\*Birthday Parties\*  
\*Anniversaries\*  
\*Social get-togethers\*  
\*Weddings & Receptions\*  
& other customized events

Your perfect party is just a CALL away:

Abhishek : 90082 21731  
Prakash : 88612 00968



## Onam Special Food festival

### Celebrations at the Clubs

Onam is the most popular festival of Kerala; celebrated every year to mark the return of the legendary king Bali, the harbinger of prosperity.

Our restaurants, Melting Pot at Woodrose club and Nebula at Galaxy club celebrated Onam on 29th August with more than 100 members enjoying this festival with family and our specially prepared authentic delicacies like Shakkere Upperi, Avial, Meen Porichathu, Paal Payasam and lots more.

## Let us turn your occasion into a memorable event!



Planning a social  
get-together  
at your club?  
Let Brigade  
Hospitality's  
Events Team be your  
one-stop-shop for  
the occasion. Our  
dedicated events  
team will look after  
planning, organising and execution.  
All you have to do is show up.





## Diva Saturdays @ Durbar



An electric Latin atmosphere awaits divas visiting Durbar on Saturdays. From 8pm onwards, the regal lounge goes lusciously Latin, unrolling an intoxicating medley of Salsa performers; the incredible Latin percussionist, Viviana; DJ Krzzto's eclectic music and 2-for-1 cocktails for the divas.

## The Great Italian Sunday Brunch @ Bene

The Best Foreign Cuisine Restaurant in India presents the most awaited Italian Sunday Brunch in the city. *Italissimo* is, as the Italians say, *Oltre Pranzo* (more than just lunch). Come to Bene between 12 noon and 4 pm on Sundays for a taste of gastronomic paradise: a spread of salads, starters and desserts; a wide variety of hatted dishes from a pass-around menu (featuring favourite variations of lasagnas, ravioli, picattas, spaghetti and much more) and an array of bottomless drinks.

Come and enjoy this first-of-its-kind Sunday brunch for INR 1295/-\* per person for Non Alcoholic and INR 1795/-\* per person for Alcoholic Buffet. (\*Taxes extra as applicable)

For reservations please call +91-80-4252 1000.



## TRIPADVISOR AWARDS BRIGADE HOMESTEAD AND SHERATON BANGALORE

Brigade Homestead Serviced Residences and Sheraton Bangalore at Brigade Gateway have been awarded the prestigious "2012 Certificate of Excellence" award by Tripadvisor. Travellers on Tripadvisor have consistently recommended Brigade Homestead and Sheraton Bangalore with the highest praise. Both the properties have received a 4.5 rating, which is recognised as an exceptional achievement.



## BEST SPA 2012 SILVER TROPHY



Angsana Spa won the "Best Spa award silver" trophy during the Mena Travel Awards 2012 function held in Dubai.

## Grand Mercure-Koramangala

### INTERVIEW



**Tejus Jose**  
General Manager, Grand Mercure

### What made you decide to get into the hospitality industry?

I remember as a kid how the 'Udupi' restaurants in Mumbai did quick, professional and efficient business. I used to think to myself how a professional degree can only enhance it and wonder how it would be (to belong to this industry). Thereafter, one day I remember going to the Taj Mahal hotel in Mumbai with my father, which only further strengthened my resolve.

### Describe your professional journey so far.

I started my journey with Oberoi hotel as an Executive Trainee; then the JW Marriott Hotel, Mumbai and the Hyatt. Then, for the last 6 ½ years, I've been with Accor .... Great companies to work with, each having its own core strengths.

### How do you compare your experience at HICC with GM thus far, in terms of properties and cities?

HICC and Novotel were a 'high volume production line', with little or no time to think, just constant action. At GMB, the customer's experience of the hotel is more intimate and thereby makes him/her go into details of what he/she sees and experiences, given the long-stay nature of our guests here. They have a greater attention to detail, which requires the team to be very much more attentive.

### What do you love about your job?

No two days at work can be the same. Challenges keep getting thrown at you all the time. Moreover, at no point can I ever say that 'I have done my best and nothing more can be done'; there is scope for constant improvement and fine tuning. I don't really know of many other professions which give you that type of challenge.

### What do you think is the USP of GM and any new initiatives or experiences that our guests may expect?

The USP of the hotel is clearly the product (property and service) itself; i.e. the services and product that fits the long-stay guest's requirement. The objective is to further enhance and strengthen these aspects so that newer hotels find it difficult to replicate our unique deliverables.

### What has been your most challenging day at work?

When the same large venues at HICC (for 2000 guests each) were double-booked for different customers and the MDs of both the companies were at the venue fighting—with me and each other too!

### What is your opinion on the current scenario in the hotel industry?

The hotel industry is going through a phase of expansion (adding new hotels), not only in Bangalore but across many other cities. However, in some cases, near-complete projects have been put on hold, considering the global economic climate. In this period a lot of 'strife' will be witnessed: such as poorly built hotels, ego-based hotel expansions (not backed with statistics and facts), some semi-ready hotel professionals will get promotions before their time, etc. It will be an interesting period to watch and work in.

### And if you had a crystal ball, what would you see?

The hotel industry is at a cusp at this point, wherein there is a big debate in many properties. The debate is whether to tone down deliverables to save cost and thereby alter the 'product', thus hedging on resultant customer loyalty, or to hold on to the deliverables and the 'product' with reduced profitability, but ensuring customer loyalty. We will all watch this space closely.

## Grand Mercure in the press

### Classically Italian

THE one thing that amazes you about 12th Main at Mercure Hotel is their service. The boys are prompt and extremely efficient. Their ongoing food promotion that features a few classic Italian dishes is a nice and simple buffet that starts with salads and soups and a lovely array of breads, including the Ciabatta. The buffet then moves onto the main, where they're bringing back dishes that are typically popular in North and Southern Italy.

A live pasta counter where handmade pastas are customized according to your preferences and a pizza section where you can literally make your own pizza is also on offer. The meal at 12th Main was more heart-warming than mind-blowing.

Chef Johnson, who's currently responsible for the kitchen at 12th Main comes with many years of experience in an Italian kitchen. However, he does agree that to cater a crowd in Bangalore, he's had to tweak some of the dishes to make it acceptable.

12th Main, Grand Mercure, 12th Main, 3rd Block  
Koramangala, Call 45121212

—DNA Afterhours, 28 July 2012

### eat

This menu offers you cuisine from "seven regions of Italy" in a buffet.  
**Venue:** Grand Mercure  
**Date:** On till July 29  
**Time:** 7 p.m. to 11 p.m.  
**Contact:** 45121212

The Hindu Metro Plus  
23 July 2012

### Grandma's dishes from Italy

Italian cuisine is characterized by its extreme simplicity, with many dishes having only four to eight ingredients. Dishes and recipes are the creation of grandmothers rather than chefs, and this makes many recipes ideally suited for home cooking. So satiate your incurable love for Italian food at Regions of Italy Food Festival.

Grand Mercure, 12th Main, 3rd Block  
Koramangala  
Call: 9611611773, 45121212

—From Bangalore Mirror, 28 July 2012





## THE BRIGADE SCHOOL @ J. P. NAGAR



### An Exciting Start to the Year

The opening ceremony for sports, on 4 June, was a wonderful start to the new academic year, flagging off an exciting month of intra-mural sports events. The ceremony began with the students of Stds 9 to 12 assembling in the basketball court where the School and Sports Captain, Kumaresh Krishnan, and House Captains took the oath of allegiance to the true spirit of sportsmanship. This was followed by an inaugural football match between the Ganga and Chalukya Houses.



At a special Assembly on 5 June, Divya V. and Harini B. of Std 10 spoke about the importance of World Environment Day and the environmental concerns that trouble the world today. They impressed upon the students the need for continued and consistent effort to protect the environment.

### Passion with Compassion

We resumed our service of teaching visually challenged students at Sri Ramana Maharishi Academy for the Blind and with the Rural Outreach Programme at Shivanahalli. The eagerness of children to learn and the trust they have reposed in us has inspired and moved us deeply.

### Sports, Athletics & Swimming

The intramural matches and athletic competitions, from Stds 1 to 12, were conducted through the month of July.



The Swimming Gala, for intramural swimming events, took place on 28 July.

### Flash @ Brigade, The Theatre Fest

Our annual school fest, Flash @ Brigade, took on a theatrical dimension this year with the Interschool Theatre Fest. The Fest drew enthusiastic participation from city schools, whose students showcased their acting skills in genres that included Socio-political Satire, Indian Contemporary, Musical, Classical and Street Theatre.

The highlight of the inauguration ceremony was a spectacular 'Diya dance' performed by students of the Sri Ramana Maharshi Academy for the Blind. The



performance received a standing ovation from the audience. In accordance with our pursuit of 'Passion with Compassion', the proceeds of the fest will be directed to the Sri Ramana Maharshi Academy for the Blind.

### Interschool Literary, Art & Performing Arts Competitions

Divya V and Manisha Tamilmani Kamatchi (10B); Interstate Verbattle South; *Qualification and Participation, Skirmish Round*

Aishwarya S and Aditi Gupta (10B); Kumaran Seek; *Second Place, Wall (mural) Painting*

Chidroop I. and Sharany R. (9B); Kumaran Seek; *Second Place, Web Designing*

Rahul G. Prabhu (7B); Presidency Challenge 2012; *Finalist, English Elocution*

Rahul Rao, Hriday G., Ujwal Nitin Nayak and Priam Shakti (6B); Interschool Model-making Competition, Police Public School; *First place, Project on Humanities*



Aishwarya S. & Aditi Gupta.



Chidroop & Sharan.

Harini Balasubramanian (10A), Aparna Varma (10A), Payal V. Porwal (10B) and Disha Deshpande (10B); Interschool Model-making Competition, Police Public School; *Third Place, Collage-Making Competition*

### Our Achievements in Interschool Sports



Gargi Shivram with Mr Kareappa.

Girls U-16 Runners-up at Sindhi High School Basketball Tournament.

#### SWIMMING

Chirag Bipin Kundgol (10B); State Sub-junior Aquatic Championship 2012; *Second Place in 1500 m Freestyle; Third Place in 800 m Freestyle*

#### ATHLETICS

Gargi Shivram (9B); State Level Interschool Olympics; *First Place 100 m, Girls U-14; 24th Karnataka State Jr and Sr Athletics Championship 2012; First Place 100 m, Girls U-14*

Vishnu Das (6C); State Level Interschool Olympics; *Third Place Shot Put, Boys U-12*

Shreya Pramod (8C); State Level Interschool Olympics; *Third Place Shot Put, Girls U-14*

Urmila Anand (9A); State Level Interschool Olympics; *Third Place Shot Put, Girls U-16*

Shreyas Acharya (7C), Anish D. Bhat (6C), Surya Gubbi (6A), Ghanish Tukaram (6A), State Level Interschool Olympics; *4 x 100 m Relay, Boys U-12*

#### VOLLEYBALL

The Under-16 Girls Volleyball Team entered the quarterfinals in the Nisarga State Level Volleyball Tournament.

#### BASKETBALL

The Girls Under-14 Basketball team was the Runners-up in the Sindhi High School Basketball Tournament.

The Girls Under-16 Basketball Team entered the Semi-finals in the Alpine Public School Basketball Tournament.





## THE BRIGADE SCHOOL @ MALLESWARAM

### Reading to Learn



Reading newspapers furthers comprehension skills and helps students understand the logic of layout design, newspaper editing and reporting



### And how do you SPELL

After three rounds at the school level, students moved on to the interschool stage of the competition. We're delighted to say that three of our students have qualified for the state and national levels of the Spelling Bee.

### Making English Tasty!

Willie Wonka's Chocolate Factory comes to the Brigade School! Students of Std 4 rustled up fresh fruit salad with chocolate sauce as a (delicious) part of their English curriculum.



### Fun with Handprinting & Hippos

Based on the lesson *Happy the Hippo*, students of Std 1 participated in a tee shirt painting—or should we say hand printing—activity.



## THE BRIGADE SCHOOL @ MAHADEVAPURA

### The Teacher is ever a Learner



The new academic year began with an Orientation Programme titled "The Teacher is ever a learner". The objective of the programme was to empower teachers with modern techniques to deal with classroom

challenges in an effective manner. The highly rewarding interactive session ended with a cultural programme based on the theme for the school year: West Bengal.

### ➡ Reaching Out ➡

As a part of our Social Service Activity, and in the spirit of giving and sharing happiness, students visited the Sai Baba Home for the Aged. The Home has 25 members, between 50 and 80 years of age. The children offered residents of the Home fruits, biscuits and Horlicks and entertained them with songs and dances



### A Glimpse of the Solar System

As a part of our Social Studies curriculum, Ms Ningthoujam took students of Std 6 on a very educational visit to the Jawaharlal Nehru Planetarium, where a special video presentation made the solar system a more tangible concept.



### A Violin Performance

Two violin virtuosos—SPICMACAY artistes Vidwans Nagaraj and Manjunath—kept the students of all three schools enthralled in an exclusive performance for The Brigade Schools on the occasion of World Music Day on 21 June.



### A Sapling Planting Initiative

Students celebrated World Environment Day by planting saplings at Brigade Orchards, Devanahalli, on 5 June and at Brigade Meadows, Kanakapura Road, on 6 June. What made the green exercise doubly exciting was that the name of the person who had planted the sapling would be displayed on it!



### Chhau Dance Performance

The Brigade School and SPICMACAY organised a Chhau dance performance by Purulia Chhau and his troupe. The dance-drama depicted the mythological story of Goddess Durga demolishing the demon Mahishasura. Students from all three schools attended the performance.







## Bangalore hires more NRIs than other cities

Among Indian cities, Bangalore hires the highest proportion of NRI professionals.

In the January-March 2012 quarter, NRI professionals were 29% of the total number of lateral hires (people with more than three years of experience) in Bangalore. In Delhi / NCR, this was 27%, in Mumbai 26%, in Hyderabad 18% and in Chennai and Kolkata 16% each, says

a study by MyHiringClub, a global recruitment tendering platform. IT, pharma and healthcare companies prefer to hire candidates with international exposure," says Rajesh Kumar, CEO of MyHiringClub. Many of these are companies that are expanding globally and therefore need to understand global practices and market specificities, which NRIs do.

Bangalore has long been the preferred choice for NRIs. Third party hirers say 7 out of 10 candidates who want to relocate to India ask for vacancies in Bangalore.

Ajay Dutt, business head at Aim Plus Staffing, says Bangalore is the top priority destination for a majority of returning professionals. "The job opportunities are the highest here. Also, 60% of NRIs who are looking to return are techies and being in Bangalore gives them an edge," he says.

"Bangalore often becomes the only choice for candidates who have their origins in Kolkata, Bhubaneshwar, Lucknow etc. It's got great weather, it's neutral, relatively more safe to live and work and it's cosmopolitan," he says. India Inc is expected to hire around 35,000 "home-coming" Indians during fiscal 2013.

—Times of India, 11 April

## Bangalore's luxury realty market growing

The Global Initiative for Restructuring Environment and Management (GIREM), an independent body that mainly focused on urban planning as well as development and corporate realty, had found that Bangalore's luxury realty market seems to be going full steam ahead. In fact, the report also said that the luxury home market potential is slated to grow at a CAGR of around 28 per cent till 2013. For people looking for an apartment or a villa over the three-crore mark, Bangalore seems to be a popular destination.

Bangalore has one of the highest demand ratios for luxury housing in the country. Another reason is that, thanks to better amenities and less exotic land prices, the concept of 'luxury housing' has a truer meaning in Bangalore than in a city like Mumbai, where location value is a significant component of the luxury price tag.

So the demand stems from the IT world—no surprises there since it was the advent of IT that changed Bangalore's sobriquet from Garden City to IT City and put it on the international map.

—Deccan Herald, 31 August

## The advantages of SBI Home Loans

State Bank of India is the number one home loan provider in the country with a 26% market share as on March 2012. (As of this date, they also maintain retail market leadership in car loan financing with a 17.5% market share.)

### SBI's unique Home Loans advantage

SBI offers the lowest EMI's and a package of exclusive benefits that include low interest and processing rates and the longest tenure—up to 30 years. SBI has 187 branches in Bangalore. To fast track home loans in Bangalore, they have tie ups with major builders and have approved 190 projects. For more details email to ownahome@sbi.co.in

### Specially for youth

SBI offers a customised product called Yuva Loan under which:

- 20% higher home loan amount than the eligibility as per income is offered to young salaried customers.
- This loan scheme is applicable to individuals or young couples between 21 and 45 years with minimum net monthly income of Rs 30,000

- Loan can be given for up to 30 years
- Maxgain facility is available

### SBI Maxgain: reducing interest burden

The Home Loan is granted as an Overdraft Facility with reducing drawing power. So instead of the usual Term Loan with EMI Payments, you can deposit your surplus funds and the interest will be charged on daily balance in the account—thereby lowering your interest burden. You can withdraw these funds anytime as per your convenience. (Liquidity remains with you) For instance, if you take a housing loan above Rs 30 lakhs from SBI today, and you have surplus cash of Rs 1 lakh. If you put it in the maxgain account and withdraw this amount after a month, you save Rs 900 in interest for that month.

### Benefits of letting SBI take over your loan

Switching over to SBI at current rate will allow you to save up to Rs 18 lakhs on your home loan of Rs 100 lakhs, if you have a 20 year loan @ 11.50%.

## A new Pinnacle of luxury in Mangalore



Our first residential project in the coastal city, Brigade Pinnacle, offers 2- and 3-bedroom apartments in sizes ranging from 1200 to 1770 sft. Amenities include a state-of-the-art clubhouse, swimming pool, parks and green spaces. Apartments are affordably priced at Rs 43 lakh onwards.

Pinnacle is conveniently located at Derebail, close to hospitals and schools and with excellent connectivity to the airport and M. G. Road.



ARTIST'S IMPRESSION

## HOUSING LOAN SCHEMES

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

Loan Limit	Card Rate	Applicable Rate of Interest* (%)	EMI				
			10 years	15 years	20 years	25 years	30 years
Floating interest							
Up to and including Rs 30 lakh	0.25% above Base Rate i.e. 10.25 % p.a.	10.25	1335	1090	982	926	897
Above Rs 30 lakh and upto and including Rs 75 lakh	0.40% above Base Rate i.e. 10.40% p.a.	10.40	1344	1099	992	937	908
Above Rs 75 lakh		10.50	1350	1106	999	944	915
		10.65	1358	1115	1009	955	926
Fixed interest		No fixed rate option in any limit bracket					

\*Conditions apply

EMI quoted above are for loans availed from State Bank of India

- Loan amounts that can be availed depend on the housing finance institution
- Loan amount limit depends on the income of the applicant
- Security of the loan is the first mortgage of the property to be financed
- 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 30th Sept 2012 and sanctioned on or before 30th Oct 2012.

Please check with Banks for latest rates.

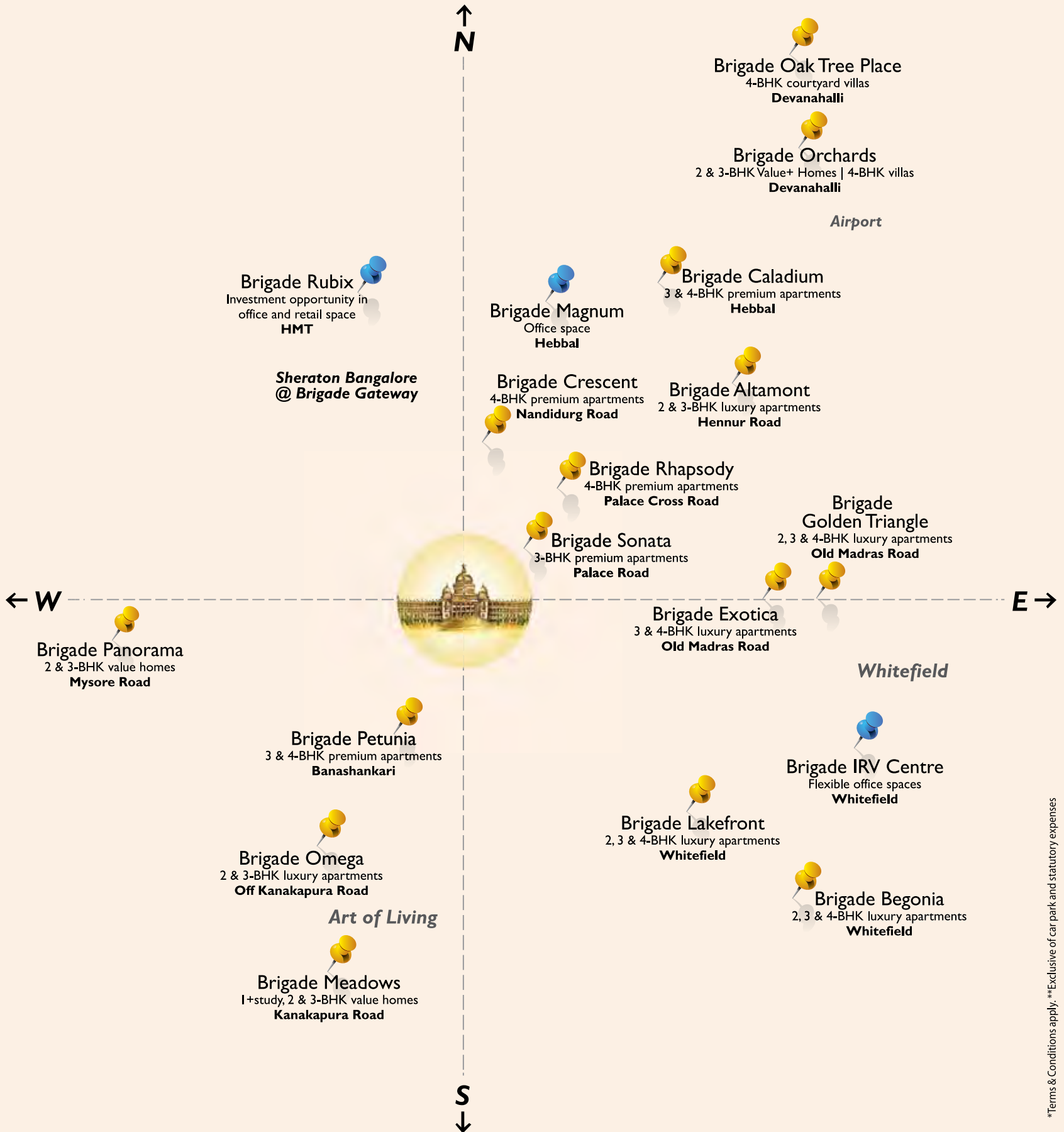
Source: State Bank of India



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Villas starting at ₹2.2 crore\*\*

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\*Terms & Conditions apply. \*\*Exclusive of car park and statutory expenses



## The search begins for ... Young Achiever 2012

The Young Achiever Award, now in its seventh successive year, is a state-wide search to identify young achievers in different spheres of activity. The Award was instituted in 2006 by Brigade Group, in association with Rotary Bangalore Midtown, with the objective of recognising and encouraging the efforts of young achievers in Karnataka. The selected individual or team receives a citation, trophy and cash prize of Rs 100,000.

### Who qualifies as a Young Achiever?

The achievers can be male or female, an individual or team. Interested youngsters can apply directly or be nominated by others. The only restriction is that candidates are between 16-28 years of age and residents of Karnataka.

### What are the areas of activity?

The areas include community service, social work, agriculture, environmental awareness, communication, film, fine arts, literature, music, dance, theatre, sports, science, innovation, entrepreneurship, sports.

### The selection process

A jury of eminent persons, from different walks of life, will evaluate the short-listed entries. The most important yardstick for selection is obviously the actual achievement. However, the jury also considers what it took to achieve the goal, the applicant's commitment to his or her field of endeavour and evidence of a continual pursuit of excellence.

Short-listed applicants will be invited to attend a personal interview with some or all jury members in Bangalore, at which they will be required to make a short presentation about their achievements. The jury will make its final recommendations based on this personal interview. Results will be announced at an Awards Ceremony conducted in Bangalore.

**Last date** for receipt of applications: **10 OCTOBER 2012**

For details, visit [www.YoungAchiever.in](http://www.YoungAchiever.in)

## Launching soon: Brigade Magnum



ARTIST'S IMPRESSION

Located on Bellary Road, Hebbal, Brigade Magnum is suitable for both single and multi-occupancy. This Grade A, Green building extends across two blocks (ground + 9 floors) and offers two levels of basement parking. Floor plates range from 14,000 sft to 31,000 sft, with scalability of up to 5,75,000 sft. Key features include • wide column design • 4 m floor-to-floor height • 100% power back up • central air conditioning • 9 elevators • ample parking.

It is an ideal space for corporate offices, IT / ITES, software development companies or R&D centres.

BRIGADE GROUP PRESENTS

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South India's Best Commercial Developer now offers you prime investment opportunities in two of Bangalore's hottest business locations.

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RUBIX**  
—HMT Township—



- Location: Bangalore North close to Brigade Gateway
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- Available from 500 sft - 14,640 sft

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GROUP**

**BRIGADE  
IRV CENTRE**  
Whitefield



- Location: Close to EPIP Zone, Whitefield
- Total area: 2,70,000 sft
- Available from 2,350 sft

OPPORTUNITY #1





Major-General The Right Honourable Lord Clive, KB MP FRS (1725–1774)

# Clive of India: Achievements & Acquisitions

Robert Clive was just eighteen when he first came to India in 1744, as a 'Writer' with the East India Company. He went on to play a pivotal role in the British colonisation of India. 'Clive of India', as he came to be known, is credited with the success of the East India Company's military and political supremacy in Bengal—and with "securing India, and the wealth that followed, for the British crown". Clive made three journeys to India and held some of the highest positions the British Empire offered. He distinguished himself in a series of battles, from the War of the Austrian Succession (1746), through the sieges of Devakottai (1749) and Arcot (1751), to the Battle of Plassey, which admirers term his finest hour. Prime Minister William Pitt described Clive, who had no formal military background or training, as a "heaven-born general".

## Tapping into India's fabulous wealth

Clive came to India on a salary of £5 per year, free lodgings and food, and an annual allowance of £3. When he first returned to England in 1753, at the age of 28, he had amassed a huge fortune. (For example, he

earned £40,000 just through commissions as the Steward of Fort St George and Fort St David). Back home, his political intrigues and luxurious lifestyle saw him running through money—re-enlisting with the East India Company seemed an excellent way to replenish his coffers.

## A second journey and Clive's Jagir

Clive returned as a Lieutenant Colonel in the British Royal Army and Governor of Fort St David. On this 'tour of duty', Clive was involved in an expedition to retake Calcutta, which culminated in the famous Battle of Plassey. The Plassey expedition was a resounding victory that marked the beginning of the British Empire in India. It also brought undreamed of rewards to its representatives in India: it is estimated that Clive 'earned' £234,000, plus a bribe—a jagir granted by Nawab of Bengal for favours received—of £27,000 per year for life.

So when he returned to England in 1760, Clive was an exceedingly rich man by any measure. He indulged his desire to join the landed gentry, buying one stately property after another. Further rewards came by way of a knighthood, a seat in Parliament, an Irish peerage and an honorary degree from Oxford University.

## A successful third visit

In 1765, Clive was sent to Bengal as both Governor and Commander-in-Chief. On

landing in Calcutta, he was informed that the Nawab of Bengal Mir Jafar had died, leaving him a personal bequest of £70,000. In the period that followed, Clive managed to secure from the Mughal Ruler Shah Aalum a document granting the dewany of Bengal, Behar and Orissa to the East India Company (for revenue of four million sterling). Clive also obtained "an imperial charter for the Company's possessions in the Carnatic" and a third one for the Deccan itself. In the wake of this success, Clive returned to England in 1767.

The corruption in the East India Company had begun to show in both its operations and profits. In 1772, Parliament was forced to hold an inquiry into the Company's practices in India. With many enemies in Parliament, Clive became the focus of attack. He famously defended himself with the words,

**"Consider the situation in which the Victory of Plassey had placed on me. A great Prince was dependent upon my pleasure; an opulent city lay at my mercy; its richest bankers bid against each other for my smiles; I walked through vaults which were thrown open to me alone, piled on either hand with gold and jewels! By God, Mr Chairman, at this moment I stand astonished at my own moderation"**



This placard illustrates his amazing victory at Arcot in 1751 when he was besieged by a large force.



The granting of administration of Bengal to the East India Company by the Mogul ruler Shah Alam in 1765.

## An unexpected ending

Despite this extraordinary defense, Clive was exonerated. (Later, he received the Order of Bath, was appointed Lord Lieutenant of Shropshire and was also commended for the "great and meritorious service" he rendered to the country.)

Clive was rich and, with reputation restored, respected. But for reasons never made clear, he committed suicide on 22 November 1774. He was 49. He was buried near his birthplace in Shropshire.

## Some of Clive's properties acquired from his Bengal 'loot'

*In the 18th century, India and China were the two richest countries in the world. The scale of our fabled wealth can be imagined from the fact that just one individual, Robert Clive, could amass so much of his wealth from just one province—Bengal.*

Pound Sterling value as in the 18th century.

**Styche Hall, Shropshire.**  
Robert Clive rebuilt Styche Hall (where he was born) for his father in 1760. He hired Sir William Chambers, a foremost architect, for the job.



**Berkeley Square, London.**  
Clive purchased 45 Berkeley Square in 1761 for £10,500. This was part of his property spending spree soon after he returned to London, three years after the Battle of Plassey.



**Walcot Hall, Shropshire.**  
Clive purchased Walcot estate in 1764 for £90,000. He greatly enlarged and transformed the house without rebuilding it.



**Claremont Palace, Surrey.**  
In 1768, Robert Clive bought Claremont Estate for £25,000 and spent £100,000 on landscaping, renovating and on the new building, suitable for his lavish lifestyle. Currently the building is occupied by Claremont Fan Court School.



Clive hired Lancelot Brown ('Capability' Brown) to renovate Claremont Palace.

Claremont Estate's park, with a lake and landscaped amphitheatre, currently serves as a National Trust Park.



**Clive's bed.**  
The only remaining possession of Clive, in Walcot Hall. (Walcot Hall: A Brief History by Judith Parish).



**Tipu Sultan's tent.**  
Robert Clive also brought back many items and treasures from his India visits. His son Edward Clive, appointed as the Governor of Madras, collected treasures from India, including a tent of Tipu Sultan.

CLIVE MUSEUM, POWIS CASTLE, NORTH WALES.

—TEAM INSIGHT

Photographs and some of the information used with permission from Brick Lane Circle, U.K. (www.the-eastindiacompany.org)





## 9 Abodes of the Rich and Famous

*For those with a taste for luxury, Brigade Group presents a unique collection of 9 exquisite properties, the finest Bangalore has to offer. These symbols of opulence have been crafted with utmost care and attention to detail, just the way you would like your dream home to be.*

### **BRIGADE CRESCENT**

Nandidurg Road

*10 Spacious residences - one per floor*

TYPE : 4-bedroom premium apartments

AREA : 4190 sft & 4290 sft

PRICE : ₹ 4.88 crore\* onwards

Status : Ready. Few units available

### **BRIGADE SONATA**

Palace Road

*16 Contemporary residences*

TYPE : 3-bedroom premium apartments

AREA : 2500 sft - 2780 sft

PRICE : ₹ 3.94 crore\* onwards

Status : Under construction

### **BRIGADE RHAPSODY**

Palace Cross Road

*8 Notes of luxury*

TYPE : 4-bedroom premium apartments

AREA : 4700 sft - 4730 sft

PRICE : ₹ 7.56 crore\* onwards

Status : Under construction

### **BRIGADE PETUNIA**

Jayanagar - Banashankari

*Villa-style apartments*

TYPE : 3 & 4-bedroom premium apartments

AREA : 3300 sft - 4400 sft

PRICE : ₹ 2.8 crore\* onwards

Status : Completed. Last 3 units

### **BRIGADE EXOTICA**

Old Madras Road

*Living spaces with an excellent layout*

TYPE : 3 & 4-bedroom luxury apartments

AREA : 2640 sft - 3800 sft

PRICE : ₹ 1.10 crore\* onwards

Status : Under construction

### **BRIGADE ORCHARDS**

Devanahalli

*A 100+ acre integrated, inclusive and thoughtfully planned township*

TYPE : Luxurious 4-bedroom villas

AREA : 4900 sft - 4920 sft

PRICE : ₹ 3.06 crore\* onwards

Status : Under construction

### **BRIGADE CALADIUM**

Hebbal

*Premium apartments in a prime location*

TYPE : 3 & 4-bedroom premium apartments

AREA : 3410 sft - 4400 sft

PRICE : ₹ 2.38 crore\* onwards

Status : Launching soon

### **BRIGADE OAK TREE PLACE**

Vijayapura Road, Devanahalli

*Courtyard villas*

TYPE : 4-bedroom courtyard villas

AREA : 2760 sft - 3090 sft

PRICE : ₹ 1.90 crore\* onwards

Status : Launching in 2013

### **BRIGADE PALMGROVE**

Bogadi Road, Mysore

TYPE : 4-bedroom villas & townhouses

AREA : 4100 sft - 4800 sft

PRICE : ₹ 2 crore\* onwards

Status : Launching soon

**Call 1800 102 9977**

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