

# BRIGADE INSIGHT

*For private circulation only*

VOL.16 NO.3

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN DECEMBER 2012



*Legendary cricketer Steve Waugh  
is setting up a world-class sports  
academy at Brigade Orchards*

# The three most coveted addresses in Bangalore.

Brigade Group presents 3 super premium properties from its Signature Collection, located in the Central Business District. Reserved for those with an inclination for the finer side of life, these residences are eloquent metaphors of fine taste and refinement.

Established in 1986, Brigade Group is one of India's leading property developers, with a uniquely diverse portfolio that comprises residential, commercial, retail, hospitality and education.

**Call 1800 102 9977**

**BrigadeGroup.com**

**salesenquiry@brigadegroup.com**

## ◆◆—BRIGADE—◆◆ *The Signature Collection* ◆◆—◆◆

**BRIGADE CRESCENT**  
*Nandidurg Road*

The epitome of luxury  
10 premium residences  
One residence per floor

Area: 4190 sft to 4290 sft  
*Ready. A few units available*

**BRIGADE SONATA**  
*Palace Road*

Harmonious orchestra of  
opulence and design  
16 contemporary residences

Area: 2500 sft to 2780 sft  
*Nearing completion*

**BRIGADE RHAPSODY**  
*Palace Cross Road*

8 notes of luxury  
Impeccable living spaces  
Area: 4700 sft to 4730 sft  
*Under construction*



## Brigade Group in Construction World's Hall of Fame



Brigade Group was conferred one of India's most coveted awards for the architecture and building industry—the **Platinum Award of Excellence**—at the CW Architect and Builder Awards 2012. M. R. Jaishankar, CMD, Brigade Group, received the prestigious award from Pratap Vijay Patode, Editor-in-Chief and Managing Director, ASAPP Media Information Group (seen at centre) and Pranay Vakil, Former Chairman, Knight Frank India (at right).

page 7

## The much awaited PVR opens at Orion Mall



On 15 October, PVR—pioneer of the multiplex and entertainment industry in India—opened its largest multiplex in India at Orion Mall. It features eleven screens, seats 3000 and has spectacular interiors.

With the opening of this multiplex, Bangalore audiences can now enjoy the next level of cinema experience: Enhanced Cinema Experience or ECX technology, 4K Digital Projection System, 7.1 Dolby surround sound and 8 silver 3D screens.

The soon-to-be launched Gold Class is another experience to look forward to, offering a headphone facility for better sound, an exclusive gold lounge and kitchen, and a wide variety of freshly prepared food and beverages.



## Brigade Group wins 4 more Awards

At a glittering CNBC AWAAZ Real Estate Awards 2012 ceremony held at Trident Hotel, Mumbai on 22 December, Brigade Group won one national-level award and three city-level awards for its signature project in Bangalore, Brigade Gateway.

Brigade Gateway Residences won the National Award for the Best Project in the Mid-segment Housing category. The award was received by M. N. Balasubramanian, General Manager—Projects, from the Honourable Union Minister for Housing, Shri Ajay Maken.

The integrated lifestyle enclave, Brigade Gateway, also won three city-based awards. World Trade Center was awarded the Best Commercial project. The Brigade Gateway residences again bagged the award for the Best Residential project. Orion Mall at Brigade Gateway was awarded the Best Retail project.

## NEW PROJECTS *Launched!*

### Brigade Omega

Overlooking Thurahalli Forest and spread across 6.5 acres, Brigade Omega comprises a total of 520 apartments.

### Brigade Pinnacle

On 3 November, we launched our first project in Mangalore—Brigade Pinnacle, a luxury residential project comprising three towers of 18 storeys each.

### Brigade Serenity

Brigade Serenity luxury homes were launched at a function held at the Gateway Hotel in Chikmagalur on 30 November.

page 9 ...

## The Experience Centre for a 360° view of our projects



as well as its current offerings. Touch-screen displays, video walls, a Microsoft Surface unit and an iPad controller make this destination futuristic.

The Experience Centre at World Trade Center at Brigade Gateway is a state-of-the-art customer interaction space, created with an intent to offer unmatched customer experience and the best possible way to showcase the group's properties. The space has been designed to world-class standards and offers various conventional and new-age media options to show the group's journey

### ALSO IN THIS ISSUE ...

<b>Pg 4 &amp; 5</b> About Steve Waugh's Academy and Brigade Orchards	<b>Pg 10 &amp; 11</b> Forthcoming Projects	<b>Pg 15</b> WTC Calendar	<b>Pg 18 &amp; 19</b> What's up at The Brigade Schools?
<b>Pg 8</b> American architects visit Brigade Gateway	<b>Pg 12</b> Orion Shopping Festival	<b>Pg 16 &amp; 17</b> Awards for Mercure and Sheraton	<b>Pg 23</b> Medtner, Music and a Maharaja

# Steve Waugh's world-class sports academy at Brigade Orchards!

It's a winning combination: a legendary Australian sportsman and a leading Indian corporate organisation. Steve Waugh and BCV Developers Pvt. Ltd (a joint venture of Brigade Enterprises with Classic and Valmark groups) will be joining forces to bring an exciting venture—Steve Waugh's sports academy, Sporting Edge—to Bangalore. Or, to be precise, to the 130+ acre development we are creating in Devanahalli: Brigade Orchards. The venture will bring world-class sports facilities and expert coaching to those who aspire to make it big in the sports arena.



*My belief in India and its people has encouraged me to become involved in creating a community concept that enables people to be the best they can be. I am very proud to be involved in bringing the Sporting Edge Concept to the people of India.*

*My venture, Sporting Edge, in association with Brigade Orchards, would establish high quality sports academies within the township. These academies would provide families, and especially children, an opportunity to participate in a variety of sporting activities, lead a healthy lifestyle and be the best that they can. As a member of the Sporting Edge team, I am honoured to be a part of Brigade Orchards.*

*Steve Waugh*

Brigade has always worked towards providing customers a better living and has also lived up to their expectations. The association between Brigade Orchards and Sporting Edge is one of our prominent steps to show our commitment to giving people a better living. The sports facility at Brigade Orchards now adds to the various amenities that make it a 'Better Bangalore'.

—M. R. Jaishankar, CMD, Brigade Group

## Sporting Edge @ Brigade Orchards unveiled

The unique venture was unveiled at a well attended gala dinner event preceded by a press conference at the Sheraton Bangalore Hotel on 22 November. The announcement was made by the key figures involved: Steve Waugh; his business partner, Gautam Gadgil; M.R. Jaishankar, CMD, Brigade Group; and Kailash Advani, CEO, BCV Developers Pvt. Ltd. Well known sportspersons from the State were in the audience. Steve Waugh made a grand entrance on stage and spoke of his long innings and the future of sports in India. The function was well-attended by TV, print and magazine journalists. Steve Waugh was heard to say that amongst the many events he has attended in India, this was the best executed.

## Towards a healthy community engagement

Sporting Edge will bring sport- and leisure-related activities to the upcoming residential township, offering world-class coaching infrastructure in cricket, soccer, tennis, football, swimming and athletics, with globally trained coaches. Waugh is upbeat about the sports scenario in India, "I have toured India for more than 25 years during my cricket career and had the vision to provide Indian families and especially their children, opportunities in sport to enable them to lead a healthy lifestyle and fulfill their potential."

## The Sporting Edge

Advantages that Sporting Edge brings to the community include: access to sports tuition and training from some of the world's best known sporting personalities and institutions; a chance to watch international sporting icons in action and professionally designed community fitness programmes.



Steve Waugh with the BCV Team. (l to r) Kailash Advani, CEO, BCV Developers Pvt. Ltd; Ratan Lath, MD, Valmark; M. R. Jaishankar, CMD, Brigade Group; P. V. Maiya, Director, Brigade Group; Gautam Gadgil, MD, Sporting Edge; D. M. Purneesh, MD, Classic Group.





# Move to a Better Bangalore!

**B**RIGADE ORCHARDS is a 130+ acre development that lets you experience a new and better Bangalore: a clean and organised environment where roads are well planned, traffic jams don't exist, and trees and greenery are in abundance.

We pioneered the concept of integrated enclaves in Bangalore, with landmark projects like Brigade Gardenia, Brigade Millennium, Brigade Metropolis and Brigade Gateway. We have put this pioneering experience to use in planning Brigade Orchards. Designed to global best practices by master planner **nbbj** from USA, Brigade Orchards contains a host of thoughtfully conceived features:

## **Pavilion Villas: luxury and quiet opulence**

These 98 airy and exclusive villas are designed around trees. They feature large, well ventilated rooms, with courtyards and open spaces. Sustainability has been the driving philosophy behind the design: the focus is on

usage of natural materials and eco-friendly provisions like solar water heating and street lighting, rain-water harvesting and more.

## **Apartments for different tastes and budgets**

Being a truly integrated enclave, Brigade Orchards will offer residential options in different categories. A total of 3500 residential units—ranging from super luxury and luxury apartments to value homes—will be developed in a phased manner.

## **Retirement Homes with Assisted Living facilities**

An exclusive, fully equipped senior retirement home facility will be developed in technical partnership with Age Ventures India (AVI), a company set up and supported by Help Age India. AVI have tied up with Methodist Hospital Association (MHA), UK, for this project.

AVI's objective is to plan, establish and

manage Retirement Homes with Assisted Living facilities, thereby making it possible for senior citizens to enjoy an independent, fulfilling and happy life in a secure environment. AVI plan to set up about 200 1-bedroom and 2-bedroom apartments and offer residents all the facilities that senior citizens require, including nursing care, a health club, restaurant and entertainment facilities.

## **The Signature Club**

A world-class leisure destination, the Signature Club will offer barbeque and entertainment areas; a state-of-the-art business centre; F&B options; spa, sauna and jacuzzi; sports and fitness facilities like gym, squash, billiards, indoor heated pool and rappelling walls.

## **A host of proposed features and facilities**

To make life more convenient and enriching, other proposed township components include: a hospital/nursing home; an Arts Village, to serve as a centre for art, sculpture and the performing arts; a school; office spaces; retail options for daily-need and boutique formats; fast food restaurants and take-aways; fire station and police station.

BRIGADE  
ORCHARDS  
Devanahalli, Bangalore



Actual shots  
of Pavilion Villas  
and interiors of  
Value Homes.



## A few thoughts ...



IT'S a great feeling to know that our flagship project, Brigade Gateway, continues to be recognised with awards. The most recent one is from CNBC AWAAZ: for Orion Mall, the WTC office building and the residential buildings—all considered the Best in Class.

With the launch of our much awaited Brigade Pinnacle luxury apartments, we have made our maiden entry to the city of Mangalore. Similarly, with the launch of Brigade Serenity, we have taken the Brigade presence to Chikmagalur, which happens to be the home

town of Brigade Group's promoters. In Bangalore, we recently launched Brigade Omega, on Kanakapura Road. Bangalore will witness a number of new launches from Brigade Group in the coming months.

Our association with Sporting Edge—an initiative of the legendary Australian cricketer, Steve Waugh—should be a great boon to the residents of Brigade Orchards and those living in its neighbourhood. Apart from cricket, Sporting Edge will set up Academies for swimming, athletics, football and basketball.

Brigade's 'Experience Centre', set up on the ground floor of our headquarters at World Trade Center Bangalore, in the Brigade Gateway enclave, is a one-stop-shop for marketing properties promoted by Brigade Group, across cities. I hope this initiative will be appreciated by prospective customers.

Barack Obama continuing as the President of the USA for a second term is expected to bring stability to their economy. This should help Indian software companies, who have become the prime employment generators for the Indian educated middle class. This should also auger well for the property scene across the country.

Unfortunately, the political scene in our country continues to be unstable. It is extremely sad that an economy which was zipping ahead a few years back, is now limping along slowly due to complacency, lack of good governance and political fights. This 'one step forward; two steps back' approach by our government has hurt our growth badly, resulting in a widening gap between China and India. We, as Indians, are rich in potential, but poor in the ability to deliver.

While allowing FDI in retail is a step in the right direction, the number of onerous conditions imposed is unlikely to bring the desired results.

Narendra Modi's re-election in Gujarat for the third time has shown real development and good governance will be appreciated by all classes, castes and religions. This should be a great lesson for other states to follow; particularly Karnataka, which is continuing to suffer due to the political chaos in the state during the last few years. The saving grace is the availability of educated manpower, the good nature of people and salubrious climate in many parts of the state, particularly in Bangalore. This draws investment, in spite of the poor macro-environment.

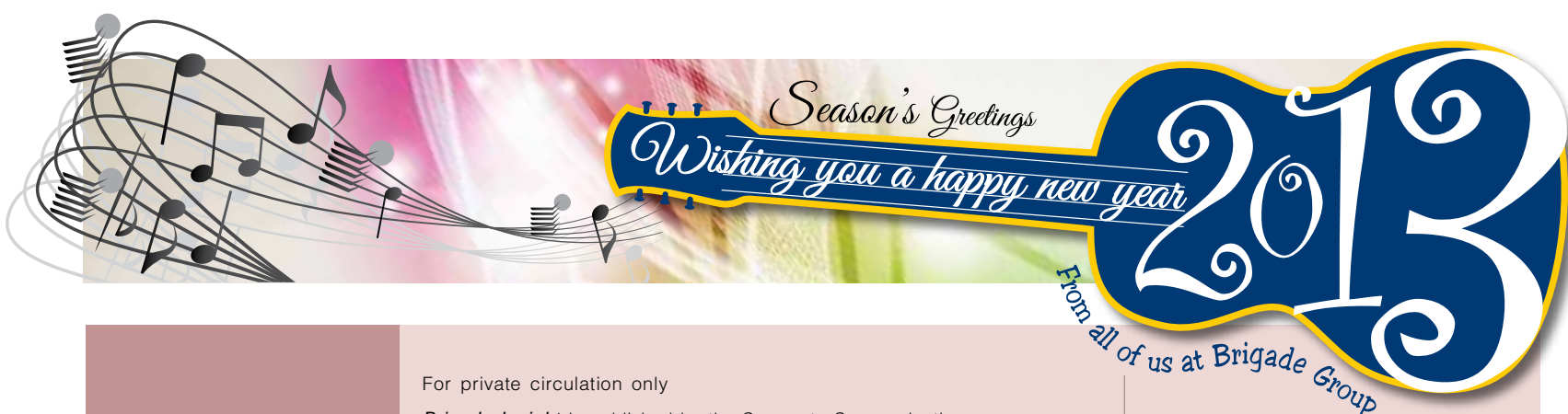
The Reserve Bank of India, in its wisdom, is continuing to keep the interest rates high. This, of course, may be helping in containing inflation, but it is affecting GDP growth. Experts feel the high interest rate regime is likely to continue for the next few years. We should be grateful for the spirit of Indian entrepreneurs, who continue to remain positive and eager to perform, despite a plethora of not-so-friendly policies and an uncertain political climate.

Continuing atrocities against women in our country, particularly in the nation's capital, are a matter of great concern. Only severe punishment and quick delivery of justice can help overcome the shameful problem.

Continents away, a culture of wild lawlessness seems to be making an entry into the USA. Their love for guns has created enough and more problems by way of inhuman killings. Despite this, no lessons seem to have been learnt, with the majority seemingly disinclined to bring about a change in gun control policies.

The expected 'End of the World' as per the Mayan calendar hasn't happened ... thankfully! Mankind has survived. We can relax and celebrate—and welcome the New Year. So here's wishing all of you season's greetings and a great 2013.

—M. R. Jaishankar, CMD



# BRIGADE INSIGHT

Vol. 16 No. 3  
Released in December 2012

For private circulation only

**Brigade Insight** is published by the Corporate Communications  
Dept of Brigade Group

**Co-ordinating Editor:** Mathew Abraham

**Editorial Consultancy & Design:** Resource Communications

**Brigade Enterprises Ltd:** 29th & 30th Floors, World Trade Center  
Brigade Gateway Campus, 26/1, Dr Rajkumar Rd  
Malleswaram-Rajajinagar, Bangalore 560055.

Ph: +91-80-4137 9200 Fax: +91-80-2221 0784 enquiry@brigadegroup.com

**BRIGADE  
GROUP**

For a better quality of life,  
upgrade to Brigade

**BrigadeGroup.com**

An ISO 9001-2008  
Property Developer



# Brigade Group honoured with Platinum Award of Excellence



Brigade Group was conferred the Platinum Award of Excellence at the CW Architect and Builder Awards 2012—one of India's most coveted awards for the architecture and building industry—held at Mumbai on 12 October. The Platinum Award of Excellence recognises builders who have been winning consistently at the CWAB Awards and projects that have achieved landmark status on a national and global arena. At the awards ceremony, Brigade Group was represented by M. R. Jaishankar, CMD, Brigade Group; Vishal Mirchandani, CEO, Brigade Retail; and Nirupa Shankar, Vice President, Business Development and Strategy, Brigade Hospitality.

Brigade Group has consistently been recognised as one of India's Top 10 Builders, having won the prestigious award for 5 consecutive years, from 2007-2011. We are one of five companies in the country to be so honoured. This being in the nature of a Lifetime Achievement Award, Platinum Award winners will no longer be in the running for any Award from CW.

## Brigadier named “One of India's Next Generation CIOs”

Subramanya R., DGM-IT (Infrastructure), Brigade Enterprises, has been named “One of India's Next Generation CIOs” by ITNEXT magazine. The five-month long programme, titled the NEXT 100, selected 100 outstanding IT Managers, from a pool of 72,000, who have the skills and qualities to make it to the top technology job in an enterprise. Winners represent 26 industry verticals; Subramanya was selected for the South India Engineering and Construction vertical.

All award aspirants participate in an extensive series of activities that tests their techno-commercial, management and leadership skills. The final evaluation and selection of NEXT 100 award recipients was made by a prestigious committee of technology leaders who judged applicants on career accomplishments, professional expertise, skills and potential to be a CIO. This year, 80% of the winners are from companies with revenues of Rs 1000 crores plus; 90% are senior IT professionals. Awards were presented to the winners in December 2012.



## In Appreciation of Brigade and Brigade Gateway

... our hearty congratulations on winning CREDAI Real Estate Awards 2012 for The Best Theme Based Township of the Year in India and also The Best Office Space of the Year in India award for the World Trade Center at Brigade Gateway.

All of us are proud to be part of this enclave.

Kishan N.

President, Brigade Gateway Residents Welfare Association (BGRWA)

## Manasi Prasad one of '37 Indians of Tomorrow'

In its annual issue, *India Today* compiled a list of 37 Dreamers and Doers, all under the age of 35, who have “broken boundaries, questioned received wisdom and changed established ways of thinking in their respective fields”.

In this list of honour is a name familiar to us at Brigade: that of Manasi Prasad, Project Head, Centre for Indian Music Experience, Brigade Millennium—an initiative which Brigade Group is proud to be supporting.

*India Today* has cited several reasons for counting Manasi amongst the '37 Indians of Tomorrow'. One of these is her single-minded commitment to a career in music. Another reason is the way in which she has applied her management training to promote awareness and understanding of Carnatic music. They were also impressed by the one-woman music-and-dance drama she created to showcase the Indian arts. And finally, they felt she deserved to be recognised and honoured, “Because, at 31, she is thinking beyond the individual, of the institution, setting up India's first multi-media interactive museum for music, the Centre for Indian Music Experience at Bangalore.”



... my sincere felicitations to yourself and your team on your achievement of winning the “Best Township” award. Truly, Brigade Gateway is a world-class project and is worthy of every accolade heaped on its deserving shoulders.

H.B. Jairaj,

Chairman, HRB Group, in a message to M. R. Jaishankar, CMD, Brigade Group



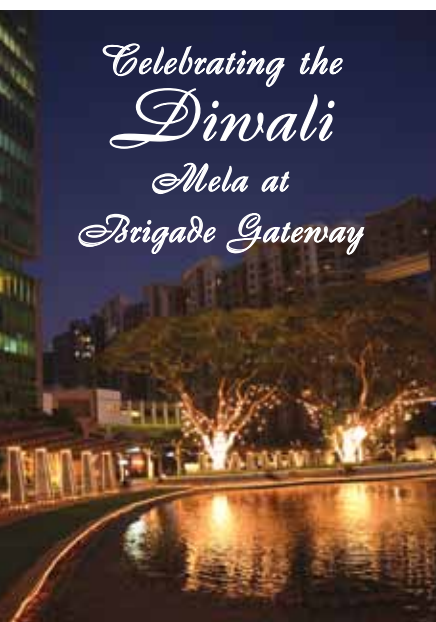
## AMERICAN ARCHITECTS VISIT BRIGADE GATEWAY



The delegation at Brigade Gateway.

M. R. Jaishankar, CMD, Brigade Group, addressed the visiting high-level delegation of the US Architecture, Construction and Engineering (ACE) Services Trade Mission, USA, on October 19 at ITC Windsor, Bangalore. Jaishankar made a presentation on the real estate sector in Karnataka. Senior officials from Brigade participated in several B2B meetings that followed.

The delegation comprised members of design, engineering and construction firms with very niche expertise. They were visiting India to explore business opportunities, joint venture agreements and partnerships. The programme was organised by the Bangalore Chamber of Industry and Commerce (BCIC), in association with U.S. Commercial Service in Bangalore.



*Celebrating the  
Diwali  
Mela at  
Brigade Gateway*



Brigade Group was the title sponsors of the Annual Diwali Mela at Brigade Gateway on 1 and 2 December. The much awaited event, organised by the Brigade Gateway Residents Welfare Association, was held in the residential podium—a perfect venue for gatherings, nestled within the oval formed by the residential towers. The programme comprised performances by professional artistes and residents—Magic show by Nagendra; Fusion music by World Music Centre; Mime and Hulivesha by Born Free; Classical dance by Anuradha Vikranth; Pop, R&B and Bollywood by Avril Q and band. There was also a food court, games for children, and exhibition stalls to browse and shop.

*Kudos to this initiative of Brigade Group! All the vendors visited each and every apartment and took the confirmation about the status of the fittings/facilities. Not that there were many complaints, thanks to the quality of the fittings used. In case of any requirement, the fittings were immediately repaired and attended to.*

*Such service from a builder almost two years after handing over possession is truly unbelievable!! Setting new standards of excellence and commitment as usual. Truly Brigade style!!! Keep it up!*





JUST LAUNCHED

Brigade Pinnacle, Mangalore



Chief Guest Krishna Palemar cutting the ribbon



Guest of Honour N. Vinayaka Hegde lighting the lamp

On 3 November, we launched our first project in Mangalore—Brigade Pinnacle, a luxury residential project comprising three towers of 18 storeys each.

The well-attended function was held at the project site in Derebail. J. Krishna Palemar, MLA, Mangalore, was Chief Guest and N. Vinayaka Hegde, CMD, Lamina Group and President, Nitte Education Trust, was the Guest of Honour. Speaking on the occasion, M. R. Jaishankar, CMD, Brigade Group, said, “We are excited about our foray into Mangalore and with the launch of Brigade Pinnacle, Mangaloreans can now experience the quality of a trusted and recognised developer from Bangalore. We are very proud to have built this reputation with our landmark developments over the past 26 years. Brigade Group is sure to add value to the residential sector in Mangalore by providing the right product with right amenities at the right location at an attractive price”.

The project features 2- and 3-bedroom apartments (1200 sft and 1390 sft / 1620 sft and 1770 sft); a clubhouse with lifestyle amenities that include a swimming pool, gymnasium, and recreation zone; a children’s play area and extensive landscaping.

For NRI's like us it is very difficult to look for properties in India ...

To find a builder whom we can rely on to invest our hard earned money is almost next to impossible. But the experience with Brigade Group in Mangalore office was different.

There was a positive vibe the moment we stepped into the site office. The best thing we liked was that Brigade Marketing staff were very transparent. We got a very genuine answer for all the questions. We didn't have to do any follow up. We got the information faster than any other builders we contacted in Mangalore.

—Deepa Abhishek, owner of an apartment at Brigade Pinnacle

Visit us at:  
**BrigadePinnacle.com**

Brigade Omega, Bangalore  
Launched on 3 November



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 1290 to 1800 sft, are spread across three 13-storey wings. Amenities include a clubhouse, swimming pool, recreation area and basketball and badminton courts.

Visit us at:  
**BrigadeOmega.com**

Brigade Serenity, Chikmagalur



Guests at the launch.

Brigade Group's first project in Chikmagalur, Brigade Serenity luxury homes, was launched at a function held at the Gateway Hotel in Chikmagalur on 30 November. The project comprises sixty 2- and 3-bedroom luxury apartments, ranging from 1320-2200 sft. Facilities include a gym, swimming pool, landscaped gardens and a party area.

Visit us at:  
**BrigadeSerenity.com**



FORTHCOMING PROJECTS

ARTIST'S IMPRESSIONS



**Brigade Caladium**  
Limited Edition Residences  
Hebbal, Bangalore



A premium residential project, Brigade Caladium offers spacious 3- and 4-bedroom luxury residences (3450 sft to 4450 sft), with large balconies, spread across two towers. It has an interesting and contemporary façade, with a rooftop swimming pool on the sky-bridge that connects the two towers.

Located off Hebbal main road, Brigade Caladium is well connected to the Central Business District and is just a 30-minute drive from the airport—giving it the perfect balance between connectivity and privacy.

**Brigade Altamont**  
Off Hennur Road, Bangalore



Brigade Altamont, a luxury residential project off Hennur road, comprises 2- and 3-bedroom apartments ranging from 1250 sft to 1800 sft. The project includes a clubhouse with swimming pool, gymnasium and children's play area. Intelligently designed apartment layouts, good leisure facilities and an ideal location make Brigade Altamont a great place to live—and an excellent investment.

**Brigade Zenith**  
Banjara Hills, Hyderabad



Brigade Zenith, which marks Brigade Group's entry into Hyderabad, is located at Banjara Hills, one of the most premium neighbourhoods in the city. The project comprises 65 premium 3- and 4-bedroom apartments, ranging in size from 2200 sft to 3500 sft. Brigade Zenith is set in a 3 acre campus, which includes a premium clubhouse with lifestyle amenities and well landscaped areas with water features.

ARTIST'S IMPRESSION

ARTIST'S IMPRESSION



MYSORE TO SEE TWO NEW LAUNCHES

Brigade Palmgrove  
Bogadi Road, Mysore



For the first time in Mysore: Spacious villas and townhouses, with private courtyards • Set in an 18 acre plot, with 65-75% open space • Landscaped gardens, parks, water bodies • Clubhouse • Two car-parking spaces per villa proposed • Solar lighting, underground cables and more.

Very close to the city centre. On Bogadi Road, just off the Ring Road and adjacent to Vijayanagar residential layout.

Brigade Symphony  
KRS Road, Mysore



1-, 2-, 3- and 4-bedroom apartments, 800 sft to 3500 sft • 290 apartments spread across 7 acres • Clubhouse with swimming pool, gymnasium, indoor games • Children’s play area • Multi-purpose hall • Recreation area.

On KRS Road, Metagalli, close to Jayalakshmpuram, Yadavagiri, Ontikoppal, Gokulam. Near all major industries.

NEARING COMPLETION

Brigade Horizon  
Siddhartha Layout, Mysore



Mysore’s tallest residential building, with wonderful views • 13 floors • 2- and 3-bedroom apts, 1310 sft to 1930 sft • Swimming pool • Well-equipped gym • Indoor games • Party area

Close to Golf Club, Sports Club, Karanji lake and Mysore Palace.

A view of Brigade Horizon from Karanji Lake.

Brigade Sparkle  
J. P. Nagar, Mysore



2- and 3-bedroom apartments, 880 sft to 1290 sft • Set in a 3 acre plot • Clubhouse • Roof-top swimming pool • Landscaped gardens • Theme courtyards

UNDER CONSTRUCTION

Brigade Vantage  
Hunsur Road, Mysore



Large format commercial building, 125,000 sft • Each floor plate size of 32,500 sft • Ground + 3 floors with ample parking in basement and around building • Provision for roof-top cafeteria • Landscaped gardens

In Jayalakshmpuram, opposite Manasa Gangotri University Campus, close to Yadavagiri, CFTRI quarters, Ontikoppal, Vijayanagar, Gangotri Layout and Saraswathipuram.

Ideal for large-format store.



# Brigade Retail

## Orion Mall the venue for prestigious Indian Air Force Exhibition



80-member Symphony orchestra (top); "Indian Flag Drill" (bottom)

To commemorate their 80th Anniversary, the Indian Air Force held an Exhibition at Orion Mall on 8th and 9th September. This is the second time in its long history that the IAF has organised such an event at a private venue anywhere in India. We are proud and delighted that Orion Mall and Brigade Gateway were chosen for this honour.

The Exhibition was inaugurated by His Excellency Dr Hans Raj Bhardwaj, Governor of Karnataka. The Exhibition featured many events, amongst which were a breathtaking drill by the IAF's Rifle Drill team; an opportunity to operate flight simulators; a performance by their 80-member Symphony orchestra; near-life sized exhibits of aircraft, engines and missiles; a firing range and fashion shows. Another exciting highlight was the fly past by helicopters through the event.



His Excellency Dr Hans Raj Bhardwaj, Governor of Karnataka, lighting the lamp with Air Marshal Rajinder Singh (left) and Airforce Team.

## Grand Finale to **ORION FASHION WEEK**

Orion Fashion Week came to an end on 15 December with a dazzling fashion show at the mall's lakeside amphitheatre. Presented by Debenhams and choreographed by fashion guru Prasad Bidapa, the event featured a perfectly choreographed show with designs from different brands: Debenhams, Jack and Jones, Vero Moda, Elle, Van Heusen, Blackberrys, Chemistry and Provogue. A bevy of Bangalore's well known models walked the ramp, with actress Ragini Dwivedi as the show stopper. Guests re-grouped at Durbar, at the Sheraton Bangalore Hotel, for some post-event celebration.



Actress Ragini Dwivedi as the show stopper.



Aashlesh Kurahatti, winner of XUV 500 from the Orion Shopping Festival, receiving the key from Vishal Mirchandani, CEO, Brigade Retail and Ragini Dwivedi.



Glimpses from the Orion Fashion Week.



## ORION SHOPPING FESTIVAL



Announcing of the Grand Prize Winner.



R to I: Diganth Vishal, Aindrita Ray, Mirchandani

The Orion Shopping Festival, between 16 October and 18 November, began with an inauguration by popular Sandalwood stars Diganth and Aindrita Ray, followed by a Chinese Lion Dance performance ... ushering in a time of excitement and celebration. Apart from the excellent shopping, with mega deals on offer, the festival featured daily performances and the distribution of mega

prizes—based on hourly, daily and weekly lucky draws. Shopping for over Rs 4000 gave shoppers a chance to win Mahindra holidays, complimentary stays at the Sheraton Bangalore hotel, memberships at Gold's Gym, Ipad 3s and vouchers from the mall's retail stores. One lucky winner drove away with a Mahindra XUV 500!

## Gandhiji honoured in paintings

In celebration of Mahatma Gandhi's 143rd Jayanthi, Orion Mall invited 143 artists to make paintings paying tribute to Mahatma Gandhi and his way of life. All participants were awarded a certificate by the appreciative team at Orion Mall.



## Festival symbol in sand

Between 14 and 23 September, visitors were delighted to see two 8-foot long sculptures of Lord Ganesha—sculpted in sand by the talented sand artist Sudham Pradhan.



## Carnatic Music Recital

RMKV, with a retail outlet at Orion, organised a Carnatic Music Recital at the mall on 23 October. The acclaimed and respected classical Carnatic musicians who performed at the event were Sangeetha Kalanidhi, Padmabhushan Dr. R. K. Shrikantan and Rudrapatnam, and Prof. R. S. Ramakanth.

## Celebrating Rajyotsava Day



Rajyotsava Day began with a flag-hoisting at the main facade of Orion Mall, on Rajkumar Road. Day-long celebrations culminated in an exotic Yakshagana performance—complete with the resplendent drama, vigorous dance, powerful music, elaborate make up, and colourful costumes that define this centuries old cultural art form of Karnataka. The story enacted was *Bhishma Vijaya*, presented by a troupe from Mangalore.

## Independence Day Programme

Orion Mall celebrated Independence Day with a special cultural programme on the evening of the 15th. The theme of the show—created and performed by children from the Jwalamukhi Trust—was "Let Us Change for a Better India".

## Orion Mall welcomes players of T20 World Cup for the Blind



The 12 teams that participated in the T20 World Cup for the Blind Tournament (Bangalore, 10 December), were felicitated at a ceremony by the lakeside of the mall, followed by dinner. Team captains signed a cricket bat specially for Orion Mall.



## Glorious Christmas Spirit

The festivities at Orion Fashion week were marked by a tribute to the glorious spirit of another festival. Visitors to Orion Mall feasted their eyes on a green, grand and gorgeously decorated Christmas Tree. They also met up with Santa and his friends. All this to the music of some much loved Christmas carols. Yes, it was a Merry Christmas at Orion Mall!



ORION  
MALL AT EMBASSY GATEWAY



IT'S OFFICIAL.  
THE MOST 'LIKED' MALL IN BANGALORE.

1, 😊, 😊, 😊, 😊, 😊 FANS AND COUNTING

INDIA'S THIRD LARGEST AND FASTEST GROWING  
FACEBOOK MALL COMMUNITY

Come and experience

ORION

—Bangalore's most exciting Mall!



# BRIGADE CUP, CHIKMAGALUR



M. R. Jaishankar, CMD, Brigade Group (seated at the centre) with winners and the organising team.

Brigade Cup Chikmagalur was held at the Chikmagalur Golf Club on 1 and 2 December 2012. This was the 8th year of the competition. Over 150 enthusiastic golfers participated in the event this year.



M. R. Gurumurthy, Director, Brigade Group and M. R. Jaishankar presenting the Brigade Cup to winner, Arjun Anekar.

The Brigade Cup Open winner was Arjun Anekar and the Runner Up was Pranam K. N.

## Our Calendar 2013

Brigade Group's calendar for 2013 celebrates some of the building blocks of architecture: line, shape, form, space, texture, colour, light. The 13 buildings we feature—an undefinable synthesis of geometry and poetry—are the masterpieces of architects who have redefined the connection between sculpture and architecture and, in the process, human relationships with the built environment.



## Quotable quotes from Warren Buffet

On Earning: "Never depend on a single income. Make investments to create a second source."

On Spending: "If you buy things you do not need, soon you will have to sell things you need."

On Savings: "Do not save what is left after spending, but spend what is left after saving."

On Taking Risks: "Never test the depth of a river with both feet."

On Investment: "Do not put all eggs in one basket."

On Expectations: "Honesty is a very expensive gift. Do not expect it from cheap people."



Warren Buffet (b. 1930) is an American investor and philanthropist. He is one of the wealthiest people in the world. Known as the Sage of Omaha, he is noted for his value investing philosophy and his personal frugality.

Discover the **Joy of Living** in a 60+ acre Integrated Development.

**1+study, 2 & 3-bedroom apartments**  
**700 sq.ft. - 1150 sq.ft.**  
**₹20.5 lakh\* onwards**

\* Exclusive of car-park and statutory expenses

BRIGADE MEADOWS  
KANAKAPURA ROAD  
NEXT TO ART OF LIVING

- Low-rise development - G+3 & Stilt+4
- Clubhouse with Gymnasium & Swimming Pool
- Landscaped Gardens
- Indoor & Outdoor Games
- School, Hospital & Neighbourhood Shopping Centre

Visit the **model apartment** today

1800 102 9977    salesenquiry@brigadegroup.com    BrigadeMeadows.in

# Ineptocracy

-(in-ep-toc'-ra-cy)-

A system of government where the least capable to lead are elected by the least capable of producing, and where the members of society least likely to sustain themselves or succeed, are rewarded with goods and services paid for by the confiscated wealth of a diminishing number of producers.





## Visitors

### WTCA General Assembly in Russia

M. R. Jaishankar, CMD, Brigade Group; Githa Shankar, Chairperson, Brigade Foundation and Balaram Menon, President, WTC Bangalore, attended the 43rd WTCA General Assembly at Moscow between 22-26 Sept.

*During the visit, M.R. Jaishankar and Balaram Menon called upon His Excellency Ajai Malhotra, Indian Ambassador to Russia.*

### REGIONAL MEETING OF IICCI

On 24 August, the Indo Italian Chamber of Commerce and Industry conducted its Regional Committee meeting at the WTC. Bose K. Nair was included as a Regional Council committee member.

### CENTRALLIA ROADSHOW 2012



*From l to r: Balaram Menon, President, WTCB; Vittal Nath, Trade Commissioner, Canadian Trade Office-Bangalore; Kyle Nunas, Consul & Senior Trade Commissioner (South India), Consulate of Canada, Chennai; Jagat Shah, Trade and Investment Commissioner for Manitoba, Canada in India, Chaitanya Patil, MD, British Columbia Trade and Investment, and Bose K. Nair, VP-WTCB.*

WTC Bangalore, in association with Global Network, promoted the Centrallia 2012 event through a road show on 28 August. Over 40 participants from corporates, government agencies, import and export firms and entrepreneurial businesses participated. Kyle Nunas, Consul & Senior Trade Commissioner (South India), Consulate of Canada, Chennai, was the Chief Guest. Vittal Nath, Trade Commissioner, Canadian Trade Office Bangalore was the Guest of Honour.

### SEMINAR ON "BUSINESS OPPORTUNITIES IN TECHNICAL TEXTILES IN KARNATAKA"

WTC Bangalore, in association with the Department of Handlooms and Textiles, Government of Karnataka and South India Textile Research Association (SITRA), conducted a day-long seminar on "Business Opportunities in Technical Textiles in Karnataka" on 14 September. The seminar gave an overview of various opportunities present in technical textiles like parachute material, ballooning fabrics, architectural membranes, leno bags, fishnet and surgical gowns. The seminar drew 200 participants from a range of related fields.

Dr Venkatesh, IFS, Commissioner for Textile Development and Director of Handlooms & Textiles, presided over the programme.



*Dr Venkatesh, IFS, Commissioner for Textile Development and Director of Handlooms & Textiles, addressing the gathering.*

### Canadian Branch, CPA

On 4 September, the Canadian Branch of the Commonwealth Parliamentary Association (CPA) made its bilateral visit to WTC Bangalore, led by MP Russ Hiebert. The objectives of the visit were to support the expansion of Canada's influence in Southern India; emphasise the importance of the bilateral relationship in terms of common values, shared regional and global concerns, a growing trade and investment partnership and strong people-to-people ties.



*Taipei World Trade Center team with Bose K. Nair, VP-WTCB (centre).*

### Delegation from Taipei World Trade Center

A delegation from Taipei World Trade Center (TWTC) visited WTC Bangalore on 29 September. The delegation included Elaine Lee, Executive Director of Strategic Marketing Department and Brian Lee, Deputy Executive Director of the Exhibition Department.

Bose K. Nair, VP-WTC Bangalore, gave a presentation on facilities at WTC Bangalore and Brigade Gateway.

### WTCA delegates meet Principal Secretary

Eric Dahl, CEO and Scott Wang, Vice President, Asia-Pacific, WTCA New York, visited WTC Bangalore on 25 October. Accompanied by Balaram Menon, President and Bose K. Nair, Vice President, WTC Bangalore, they met Vidyashankar, Principal Secretary of Government of Karnataka. H. V. Raghuram, Managing Director, Karnataka Udyog Mitra and Gurunath S. Kulkarni, Director, Commerce and Industries Department, were also present at the meeting. WTC Bangalore will function as a partner organisation in all future global events of Government of Karnataka.



*From l to r: Doreswamy Naik, IPS (Retd. IGP); Bose K. Nair, Balaram Menon; Vidyashankar, Eric Dahl, Scott Wang, Raghuram, and G S Kulkarni.*

## and Visiting



*Bose K. Nair, Vice President, WTCB and Zalidi Rahim, Director Business Development, Putra WTC.*

### TPO Network World Conference and Awards 2012

Bose K. Nair, Vice President, WTC Bangalore, attended the 9th TPO Network World Conference and Awards 2012 hosted by the International Trade Centre (ITC) and the Malaysia External Trade Development Corporation (MATRADE) at the MATRADE Exhibition and Convention Centre in Kuala Lumpur between 18-19 October. This biennial event facilitates the

strengthening of linkages between the Trade Promotion Organisation network. More than 200 TPOs from 62 countries participated in the conference. During the visit, Bose K. Nair called upon H. E. Vijay Gokhale, Indian High Commissioner and Aseem R. Mahajan, Deputy High Commissioner, in Malaysia. He also met Zalidi Rahim, Director Business Development, Putra World Trade Centre, Kuala Lumpur.

World Trade Center Bangalore has been recognised as a Trade Supporting Institution by the ITC Geneva and WTC will be working very closely with ITC to strengthen the network with TPOs and Trade Supporting Institutions across the globe.



## Bringing quality theatre to Bangalore



Nandita Das with Nirupa Shankar, VP, Brigade Hospitality.

Discerning theatre enthusiasts from all over the city flocked to the MLR auditorium on 1 December to attend "Between the lines", a play starring Nandita Das and Subodh Maskara. The two performances played to a houseful auditorium.

## AT OUR CLUBS



### Regent Club Banquet Hall is launched!



The Regent Club at Brigade Metropolis, Whitefield, launched a 200-seat Banquet Hall in November 2012. The venue has already played host to a number of corporate meetings and conferences by companies such as Caggemini, Volvo, Samsung and others. The hall has also become increasingly popular amongst members of the club for conducting birthday parties and social get-togethers.



### Galaxy Club Jewellery exhibitions galore!



Galaxy Club has become the preferred destination for the jewellery houses across Bangalore, with a series of exhibitions being conducted in June, August and October. Participants were Navrathan Jewellers and Malabar Gold & Diamonds.

Galaxy Club hosted yet another jewellery exhibition, this time for GRT jewellers.

### MLR Convention Centre Navaratri Celebrations



The pulsating Bollywood beats mixed with live Dhol and Dandiya made an energy packed evening at the MLR Convention Centre. Prizes were awarded for the best dressed individual and best dancer.

## Wall of Honour



The Grand Mercure's fine dining restaurant—**By the Blue**—was awarded the Silver medal at the recently concluded competition organised by The Food & Wine Showcase.

The competition required participating restaurants, which included both stand-alone and those in star hotels, to create a menu and pair it with appropriate wines, in a table d'hôte style.

### Martin Wuethrich wins General Manager of the Year-2012 Award



Hotelier India named Martin Wuethrich, GM, Sheraton Bangalore Hotel, General Manager of the Year-2012, in the Upscale Business Hotel

category. The Hotelier India Awards are a celebration of excellence and recognise individuals who have made a remarkable difference in the field of hospitality. The award was presented at The Hotelier India Awards in Gurgaon, New Delhi.

### Sheraton Bangalore Hotel rated the Best Business Hotel in India



The Readers' Traveller Awards 2012—a readers' poll conducted by Condé Nast Traveller magazine—has selected Sheraton Bangalore at Brigade Gateway as the 3rd Best New Hotel in India. It is the only Business Hotel in the top 3 in this category.



**Sheraton Bangalore Hotel** in the Brigade Gateway enclave won the **Hotel Of The Year 2011 Award for South Asia** at Starwood's RVP Awards.

## Special Offers



**ANGSANA**  
Spa

SHERATON BANGALORE  
BRIGADE GATEWAY

Allow yourself to be indulged and revitalised with holistic treatments and therapies.

**Present this coupon** at the Angsana Spa, Sheraton Bangalore at Brigade Gateway to receive a 15% savings on a full body massage.

Terms & Conditions apply.



**LAKMÉ**  
SALON

If it's Tuesday, you should be at the Lakmé Salon enjoying special 'Trendy Tuesday' offers. **Present this coupon** at any of the Lakmé Salons within our clubs to enjoy discounts on advanced hair-care technical services.

Woodrose Club, J.P. Nagar  
Ph: 080-4199 5966

Galaxy Club, Malleswaram  
Ph: 080-4090 1020

Regent Club, Whitefield  
Ph: 080-4201 0777

Terms & Conditions apply.







## Sheraton welcomes Canadian Prime Minister



Martin Wuethrich receiving the Canadian Prime Minister at the Sheraton Bangalore Hotel in Brigade Gateway.

Canadian Prime Minister Stephen Harper made a two-day visit to Bangalore. B. N. Bache Gowda, Labour and Sericulture Minister, Govt of Karnataka, received the Prime Minister

and his wife, Laureen Harper, on their arrival at Bengaluru International Airport on 8 November. The couple stayed at Sheraton Bangalore Hotel at Brigade Gateway.

## Cornell alumni



Nirupa Shankar, Vice President, Business Development and Strategy, Brigade Hospitality, with Ratan Tata at the Cornell University alumni get-together held at the Taj Mahal Palace, Mumbai.

## New Year celebrations with Brigade Hospitality

Even as this issue of Brigade Insight is being released, we are coming to the end of 2012. These announcements capture the spirit of the New Year Celebrations at Brigade Hospitality.

## Brigade Hospitality launches Celebrations

Event Management & Catering Services



Brigade Hospitality now offers catering and event management services. Our dedicated events team—in collaboration with culinary experts with a total of over 55 years of experience—will make sure your event becomes an unforgettable celebration. Get a good occasion started by calling us on 98804 05401 for details.

## The New Year Unfolds Best at Twilight

Bring in the New Year at the Sheraton Bangalore Hotel, where Twilight is the theme of the night and you can celebrate at our restaurants in all their glory:

Bring in the New Year at Twilight Grand Dazzle (at Durbar + Feast, INR 3499\*) or Twilight Royal Gala (Option A + Persian Terrace + Bene, INR 5555\*).

And, of course, the party never stops at Feast, with a Live Band featuring Viviana and Mike; Persian Terrace, with DJ Niklesh, international dancers, fire eaters and fireworks, and Durbar, with DJ Imdads.

We also have a Special Kids Zone with magician, balloon maker, TV and Playstations.

You can also end the night by staying at our Premier Deluxe room with a complimentary breakfast at just INR 15000 per couple! (Terms and Conditions apply)

For reservations please call 080-42521000

\*All inclusive per person.

## 13° on 31<sup>st</sup> December 2012

### The New Year Party at THE WOODROSE.

DJ Rajiv and MC Avantika will make it a night to remember. Couple; INR 4949; Stag; INR 2929; Kids; INR 999. Call us at 90360 90000 or 90360 11000 for bookings. Or book online at [www.TheNewYear.in](http://www.TheNewYear.in) More at [www.Facebook.com/TheNewYear.in](http://www.Facebook.com/TheNewYear.in) and [info@ecubed.in](mailto:info@ecubed.in)

**Vladivar**  
TONIC WATER  
BE FRESHED

Presented By **!dea**

**13° 2013**  
THE NEVER ENDING NIGHT  
NEWYEAR PARTY

31 DEC  
8PM ONWARDS

COUPLE RS. 4,949/-  
STAG RS. 2,929/-  
KIDS 999/-

THE WOODROSE CLUB - BRIGADE MILLENIUM CAMPUS 3.P NAGAR  
7TH PHASE, BENGALURU

FOR BOOKING CALL: 90360 90000 90360 11000  
BOOK ONLINE: [WWW.THENEWYEAR.IN](http://WWW.THENEWYEAR.IN)  
[WWW.FACEBOOK.COM/THENEWYEAR.IN](http://WWW.FACEBOOK.COM/THENEWYEAR.IN)  
[INFO@ECUBED.IN](mailto:INFO@ECUBED.IN)

## Welcome 2013 at the Grand Mercure



The Grand Mercure offers a choice of exciting venues and events. You can join us at any of these celebrations:

**Lazy 2013\*:** Room + New Year Eve Party @ Rs 9999

**Lazy Gourmet 2013\*:** Room + New Year Eve Party + Brunch @ Rs 12,999

**New Year's Eve @ By the Blue:** DJ Nite at the

poolside, with live cooking counters, a delectable buffet, sparkling wine and unlimited alcohol @ Rs 2750 + taxes

**New Year's Eve @ 12th Main:** A classy dinner buffet with a complimentary drink @ Rs 2000 + taxes

**Brunch @ By the Blue:** A sumptuous Buffet lunch with live cooking counters on New Year's Day @ Rs 2013

For reservations, call us at 080-4512 1212

\*Package for two adults. No charge for children under 12. All inclusive.





O nanna chetana,  
aagu nee aniketana

## THE BRIGADE SCHOOL @ J. P. Nagar



### Celebrating Children and Teachers

On the occasion of **Teacher's Day** on 5 September, students presented a Special Assembly, dedicated to their teachers.

On 14 November—**Children's Day**—teachers put up a programme of music and dance. The highlight of the show was a rib-tickling mock fashion show, with teachers parading on stage in a variety of spoof outfits!



**Field Trips:**

- High School students attended a drill and demonstration by members of the Indian Air Force at the lakeside, Orion Mall. They were able to interact with Air Force officers after the show.
- To gain an understanding of how different organisations work, students of Stds 1 to 8 went on one-day field trips to the post office, police station, State Bank of Mysore, Bangalore Planetarium and Vidhana Soudha.
- Students of Std 10 went to scenic Kokrebelur for a day of bird watching.



**& Excursions:** This year's excursion destinations were Chennai (Stds 4 and 5), Hyderabad (Stds 6 to 8), Delhi and Rishikesh (Stds 9 and 10) and Wayanad (Stds 11 and 12).

### Literacy Week and a Language Assembly

Literacy Week was held across the school during the first week of September, with assemblies in Hindi and Kannada. The week-long celebration culminated with Rashtrabhasha Divas, when teachers conducted an assembly in Hindi at which they spoke about Shaksharatha (literacy) and read the transliteration of our school prayer "Where the Mind is without Fear" in Bengali.



### Career Counseling Insights

Students of the Senior Secondary attended a career counseling programme by the Vidyarthi Career Discovery Network for Teens. The programme offered insights into career choices and explained the difference between a career and a job.

### Mindspace Time!

This year's Cultural and Mindspace events, from Stds 1 to 12, were some of the best performances yet. Students raised the bar on competitions ranging from music, dance, art, quiz, elocution and debate. Further, students of Std 6 and above prepared for a cultural mini-fest. Bengal was the theme of this year, resplendently in focus in group performances across dance, music and theatre forms.



## Achievements

#### JAIN ACADEMY OF SPORTING EXCELLENCE:

- Kavya Tallapaka (Std 10 B) won II Place in 100m Free Style (Junior Girls) & II Place in 50m Free Style (Senior Girls)
- Chirag Bipin Kundgol (Std 10 B) won I Place in 100m Free Style (Senior Boys), I Place in 50 m Free Style (Senior Boys), I Place in 50 m Butterfly (Senior Boys) and the Best Swimmer Award.

#### CBSE NATIONAL SWIMMING MEET



- Chirag Bipin Kundgol (Std 10 B) won II Place in 200 m Individual Medley, I Place in 1500 m Free Style, I Place in 400 m Free Style, I Place in 200 m Free Style and I Place in 400 m Individual medley

#### CBSE SOUTH ZONE SPEED SKATING

- Tejas Anand (Std 6A) won Gold in Ring Skating, Silver in Road Skating and the Individual Championship Trophy.

#### 23RD ALL INDIA INVITATIONAL KARATE DO KOBUDO CHAMPIONSHIP 2012

- Nikhita A.J. (Std 5C) won I Place in Girls Individual Kata (below 17 years) and I Place in Girls Individual Kumite (Colour Belt) (20.1-25 kg)

#### CBSE CLUSTER ATHLETIC MEET, SAHODAYA INTERSCHOOL ATHLETIC MEET AND STAR TRACK ATHLETIC MEET

- Our 20-member athletic team performed remarkably well. We were judged third best team at the Sahodaya Interschool Athletic Meet held at lake Montfort School.

#### MAARS SPELL BEE

- Vignesh Iyer (Std 5 B) awarded 1st Rank; Ankith Bangalore (Std 2 B) awarded 2nd Rank and Vikram Chilkunda (Std 4 B) awarded 10th Rank.

#### ROTARY CLUB OF BANGALORE

- Debate: Sara Biju and Malvika Ashok (both of Std 12 A) won the Annual Rolling Trophy for the Best Team.
- Sara Biju won a cash prize of Rs 2000 for placing second in the Individual Speaker category.







## THE BRIGADE SCHOOL @ Malleswaram

### Field trips that took us to...



**The Vidhana Soudha:** Std 7 students were taken around the historic Vidhana Soudha, where the well informed guide showed them the offices of the Chief Minister, other ministers of the State and the place where the Legislative assembly is convened.

**The bank:** Students of Stds 4 and 5 visited a nearby bank and learnt about the different facilities banks offer their customers.

**The fire station:** Std 3 students also had a wonderful learning experience when they visited the Chord Road Fire Station. Friendly firemen took time out to show

them how different types of water jet nozzles are used to put out different types of fires.

**The post office:** Std 2 students visited the Rajajinagar post office and were taken on an informative guided tour by helpful officials. In this age of emails, it was probably the first time that many of the children actually saw an inland letter and a post card!

**Places in our neighbourhood:** Std 1 students went on a neighbourhood walk in the Brigade Enclave to take a look at the different facilities available in their neighbourhood.



### About dental hygiene— from an expert

As part of our science curriculum, Dr Nagarkar, parent of a student of our school, spoke about dental hygiene and care to students of Std 4.

### A practical lesson in nutrition

The children of UKG learnt about the nutritive value of carrots in the best way possible; they baked a carrot cake!

### VIBGYOR Magic!



Pre-primary children learnt about primary and secondary colours through a very fun activity: they saw a new colour magically appear when they rubbed their palms together, after having dipped them in primary colours.

### Teachers take the stage on Children's Day



The teachers put up a Dance Drama *Punyakoti*, based on the much-loved old Kannada song, and also walked the ramp, much to the joy of the children!

### Kannada Rajyotsava

Very appropriate to the occasion, children celebrated Kannada Rajyotsava Day by showcasing the rich variety of Kannada attire at a fashion parade and enjoying the delicious cuisine Karnataka is justly famous for.



## THE BRIGADE SCHOOL @ Mahadevapura

### Notings from field and pool ...



Students took part in a medley of unique races—one for each class—at an intramural sports meet held at the school.

The Intraschool Swimming Competition drew excellent participation and gave

our students a chance to showcase their skills in water.

### Annual Day Focus on West Bengal



At the start of every academic year, we choose a place to be our theme for that year. It could be a foreign country, or a state in our country. Children learn in detail about that place during the course of the year and the theme is adapted in our different activities—it features on Sports Day, in our Mindspace projects and, of course, in our Annual Day

This year's theme is West Bengal. And at our Annual Day, on 9 November, the tradition and culture of the state was explored through music, dance and theatre forms. The highlight of the programme was the student production of the dance drama *Tasher Desh*, written by the renowned Rabindranath Tagore. The enthusiastically orchestrated evening was much enjoyed by children, parents and proud staff of the school.

### Excursions & Field Trips



Learning is definitely not confined to the classroom at The Brigade Schools! Our students learnt a little

more about the world around them through field trips and excursions. Students were introduced to the workings of organisations like the post office, fire station, police station, HDFC Bank, and Vidhana Soudha. Students of Stds 6 and 7 visited Chennai and Hyderabad during the Dussera vacation.

### Spell Bee Competition



Children honed their vocabulary at the competition held at VIBGYOR High School on 30 September.

ADMISSIONS OPEN

THE BRIGADE SCHOOL  
@ Mahadevapura

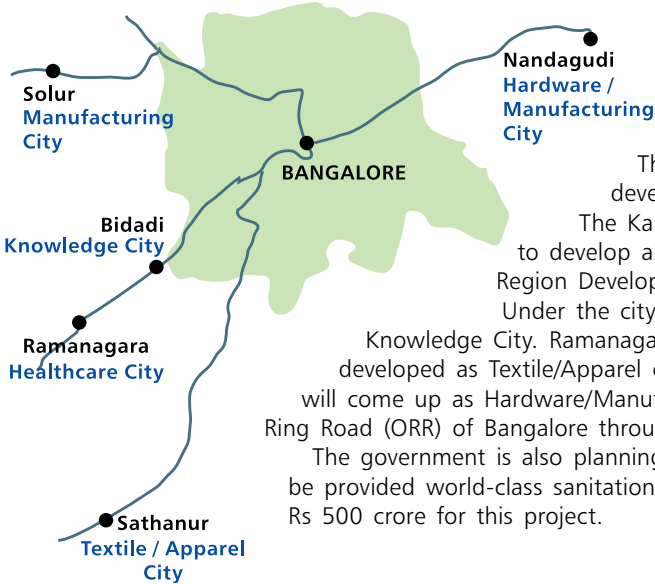
Nursery to Std 8  
(Higher standards added every year)

World-class infrastructure, facilities and  
teaching—at a reasonable cost

Off Whitefield Rd (Lane opposite Brigade Metropolis)  
Ph: +91-80-41158829; 9008302553  
enquirytbsw@BrigadeSchools.org

[www.BrigadeSchools.org](http://www.BrigadeSchools.org)





## 5 cluster towns to decongest Bangalore

The government is getting its act together to get the pressure off Bangalore by developing towns on the city's periphery and connecting them via expressways. The Karnataka Urban Infrastructure Development Finance Corporation (KIUDFC) has proposed to develop about 8,005 sq km area coming under the jurisdiction of Bangalore Metropolitan Region Development Authority (BMRDA) as a "city cluster development project". Under the city cluster development project, Bidadi (in Ramanagara taluk) will be developed as Knowledge City. Ramanagara will be developed as Healthcare city, Sathanur in Kanakapura taluk will be developed as Textile/Apparel city, Solur in Magadi taluk will be a Manufacturing city and Nandagudi in Hoskote will come up as Hardware/Manufacturing city. These five towns around Bangalore will be connected to the Outer Ring Road (ORR) of Bangalore through four-lane expressways. The government is also planning to develop Bidar, Gulbarga, Badami and Mysore as heritage cities. These cities will be provided world-class sanitation, road and other infrastructural facilities. The World Bank has proposed a grant of Rs 500 crore for this project.

—Times of India, 13 September

## Bangalore best Indian city to live in: Survey

Technology hub Bangalore has emerged as the best city to live in India, in terms of overall quality of living, according to a latest worldwide survey of cities by global HR consultancy Mercer. Amongst Indian cities, Bangalore (139) ranks higher than New Delhi (143), Mumbai (146), Chennai (150) and Kolkata (151) in overall quality of living, according to Mercer's 2012 Quality of Living Index. "Bangalore's rise in its quality of living ranking can be attributed to positive ratings for international schools which are suitable for expatriates," the report said.



In terms of city infrastructure, however, Mumbai (134) was ranked highest among Indian cities followed by Kolkata (141), New Delhi (153), Chennai (168), Bangalore (170). The list was topped by Vienna and was followed by Zurich and Auckland in second and third place, respectively. Other cities in the top 10 include Munich in fourth place, followed by Vancouver (5th). Dusseldorf dropped one spot to rank sixth followed by Frankfurt (7th), Geneva (8th), Copenhagen (9th), and Bern and Sydney tied in 10th place. Indian cities do not fare well compared to their global peers in the list.

—Times of India, 4 December

### UNDERSTANDING AND SEGREGATING WASTE



- CATEGORIES OF WASTE:**
- Biodegradable** waste includes organic waste like kitchen waste, vegetables, fruits, flowers, leaves from the garden and paper.
- Non-biodegradable** waste can be further segregated into:
1. Recyclable waste like plastics, paper, glass, metal, etc.
  2. Toxic waste like old medicines, paints, chemicals, bulbs, spray cans, fertilizer and pesticide containers, batteries, shoe polish.
  3. Soiled waste like medical and sanitary waste.
  4. E-waste like Floppy disks, batteries, CD's etc.

- WHAT YOU CAN DO:**
1. Identify waste by category
  2. Use separate bins for each category
  3. Make sure that wet, dry, bio-medical and e-waste are segregated properly at source.
  4. Dispose biodegradable waste through BBMP garbage trucks, preferably daily.
  5. Dispose of recyclable waste on a weekly basis (check for organisations that recycle waste).
  6. Toxic waste has to be disposed of with care (work with others in your building / locality to do this)

## North Bangalore the Greater Bangalore?



With development—commercial, retail as well as residential—on the rise in this area, the idea of a Greater Bangalore, on the lines of Navi Mumbai or Noida and Gurgaon is gradually taking shape. Most developers are of the opinion that North Bangalore does have the potential of becoming Greater Bangalore in the next three-five years. However, Karun Varma, Managing Director, Bangalore and Kochi, Jones Lang LaSalle India says, "There are currently infrastructure challenges in many parts of North Bangalore, primarily related to water availability due to a lack of sufficient pipelines. That said, the arrival of the airport has certainly upped the ante in North Bangalore, with a lot of real estate growth evident in the areas along Outer Ring Road and a slow but steady progression of this development towards the airport site at Devanahalli."

Nejeeb Khan, MD, KGD, an architectural and engineering firm feels that residential growth is an integral part of the city's development. He says, "We need to have more integrated townships planned to maintain a good mix of a residential and commercial development catering to the growing needs, as against the old school of thought which comprises of commercial zone at one end and the residential at the other. Such a structure is no more sustainable in the Indian context."

Echoing this thought of realty growth Irshad Ahmed, President, Bangalore Realtors Association of India says, "The residential development is far ahead of commercial here. Due to the good connectivity and infrastructure coming up in North Bangalore, handling large residential and commercial growth will not be a problem."

—Deccan Herald, 10 December

### 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 % p.a.	10.00	1322	1075	965	909	878
Above Rs 30 lakh	0.40% above Base Rate i.e. 10.15% p.a.	10.15	1330	1084	975	919	889
Fixed interest		No fixed rate option in any limit bracket					

EMI quoted above are for loans availed from State Bank of India • Loan amounts that can be availed depend on the housing finance institution • Loan amount limit depends on the income of the applicant • Security of the loan is the first mortgage of the property to be financed • Interest rates and EMIs are subject to change without notice • Loan sanctions will be at the sole discretion of SBI & other terms & conditions prevailing on the date of sanction. Please check with Banks for latest rates.

Source: State Bank of India





EXHIBITIONS AND EVENTS

Homes Fair at Kuwait

Brigade Group participated in the Homes Fair organised by the Kuwait Branch of HDFC at Crown Plaza Hotel, Kuwait, on 19 and 20 October. Over 30 organisations participated in the well-attended event.



Rajyotsava celebrated in Dubai

Brigade Group was the main sponsor of an event organised by the Karnataka Sangha Dubai to celebrate the 57th Rajyotsava of Karnataka. The event was held at the Indian Academy School, Dubai. Chief Guests on the occasion were M. R. Vasudev, Retd Chief, Mangalore International Airport, and Darshan, famous Kannada actor, who showcased the trailer of his latest movie, Sangolli Rayanna.



The Luck of the Lottery

One rainy night, Vineet Mishra of team Meadows, Brigade Group, visited the Prasad family at Domlur to log their booking (made at the Brigade Showcase event) for an apartment at Brigade Meadows. The Prasads were leaving for Africa in three days and Vineet wanted to confirm the booking immediately so that they would be eligible for the Lucky Draw, since the validity period had almost run out. Mr Prasad might have been impressed at the

efficiency, but didn't place much value on the offer; he placed his faith in hard work and effort, not luck, he said. The mail that came his way sometime later may have changed his views on luck. It carried the good news that he had won the Second Prize in the draw conducted on 18 September—which entitled him to a discount of Rs 3 lakh on the Brigade Meadows apartment he had just booked!

India Property Show, Dubai



Brigade Group participated in India Property Show organised by Sumanasa Exhibitions on 14 and 15 December at World Trade Center, Dubai.

CREDAI Bengaluru Bi-annual Property Show



CREDAI (Confederation of Real Estate Developers' Association of India) Bengaluru organised the Bi-annual Property Show on 8 and 9 December at the Palace Grounds. Brigade Group participated in the event.

Beautification of a public park



In our continuing efforts to reach out and make a difference, we are involved in the revamping and beautification of the public park at 17 Cross, Malleswaram. Work is proceeding at a steady pace and we look forward to the public enjoying its green tranquility.

Dinner Event, Dubai



Brigade Group organised a get together for the Brigade family in Dubai on 15 December at Sheraton Dubai Hotel, Creek and Towers, Deira, Dubai. It was a wonderful opportunity for our clients to interact with Brigade's senior management and learn more about our latest offerings. His Excellency M. K. Lokesh, Indian Ambassador to the UAE, was the Chief Guest.



# TWO UNIQUE SME SPACES

ARTIST'S IMPRESSIONS



### The promise of a sound investment opportunity

Yet another first to Brigade Group's credit, is the introduction of commercial buildings that offer small and medium office spaces for sale.

Brigade Rubix, HMT township, was the first such project to provide office spaces ranging from 240 sft to 14,640 sft for purchase. Owning a small office space in a building with features and facilities otherwise seen in big office buildings only, made the opportunity hard to miss for many, and sales of the units in the building was very encouraging.

The success of Brigade Rubix prompted us to introduce a similar concept in the heart of the IT zone—Whitefield, just outside the EPIP Zone and surrounded by Bangalore's best suburbs. This eleven storey building, set

in a three acre property, has spacious office spaces, stylized driveways, an awe inspiring triple height lobby area and a soothing water feature. The aesthetic architecture incorporates 'step design' construction that alternates work spaces with breakout areas at regular intervals. The green building is a showcase of efficient energy solutions which enhance the indoor environment quality. Brigade IRV Centre can house businesses and investments of any size between 2,350 sft to 30,000 sft.

Brigade IRV Centre was also launched with an innovative campaign of sending different sizes of freshly baked Pizzas to the Agents and IPCs to drive home the concept of flexibility of size that the building offers.

### An investment with better than usual returns

From an investor's perspective, investing in Brigade's commercial spaces is a good deal. Hitherto, commercial spaces were big, expensive and leased or bought by big companies or retailers for an enormous amount. With the availability of smaller office



spaces, the possibilities of a single ownership come to the forefront. Let's say, one has bought their first and/or second home. If there is a possibility of buying another property, then this is the deal one must actually have. Also, one can invest in a commercial space of choice and the company will help them lease out the space to a prospective tenant.

It becomes a win-win situation for the builder, investor and of course, the tenant who would get a world standard office with all infrastructure in place. Reselling or renting out the commercial space will actually seal this deal for there are more returns to be gained from a commercial space.

Unlike other concepts like, say, Business Centres, this concept of owning a small commercial space is truly unique. One gets to own the project without having to pay exorbitant rentals to use the facilities of a business centre. And Brigade IRV centre is also developed by the Commercial Developer of the year!



### Retail Advantage: Brigade Vantage In Chennai

With contemporary elevation across ground + four floors, a built-up area of 130,000 sft and two basements for parking, Brigade Vantage is ideal for large format stores. The project is currently under construction.

Brigade Vantage offers another advantage: it is strategically located on Old Mahabalipuram Road (at Perungudi, before the toll gate), in Chennai's emerging IT Corridor.

## Plug into the best office spaces in town

A diagram showing three network cables (blue, red, and green) plugged into a single blue network cable. The blue cable is labeled 'CBD', the red cable is labeled 'WHITEFIELD', and the green cable is labeled 'NORTH BANGALORE'. The blue cable is also labeled 'Ready to occupy' and '5,500 sft to 60,000 sft'.

BrigadeGroup.com

Call 1800 102 9977



This is a little known tale of two unusual people and the common thread that linked them together to leave an invaluable legacy for posterity ...

# MEDTNER, MUSIC & A MAHARAJA

**N**ikolai Medtner was a Russian composer and pianist. Born in Moscow in 1880, Medtner studied at the Moscow Conservatoire, under the tutelage of some of the great pianists of his time.

Medtner was more interested in composing than performing and his work came to include fourteen piano sonatas, three violin sonatas, three piano concerti, a piano quintet, many shorter piano pieces, and 108 songs.

## The curse of obscurity ...

Unlike his famous friend Sergei Rachmaninoff, Medtner remained in Russia well after the Revolution ended. During those difficult years, he lived at home with his parents. He was little known and lacked the skills to promote himself. His music has been described as *"subtle and complex ... the melodies remain reserved, modest, apparently unassuming, until you approach them on their own terms, and then their beauty opens like a lover's eyes"*.

Medtner lived most of his life in exile, much of it in England, earning a modest income teaching and composing music. He was plagued by poverty, ill-health and the pain of indifference from both critics and the public.

## ... and moments of light

There were moments of recognition. Rachmaninoff was a supporter and admirer throughout. Vladimir Horowitz bemoaned, 'Why nobody plays Medtner?' He is wonderful composer'. And, remarkably, his life was briefly touched by a man far removed from him in means, background and geography. This unlikely patron founded a Medtner Society in London in 1949, to record all of Medtner's works. These historic recordings have preserved Medtner's genius for posterity—and given him some of the recognition denied him in life. In gratitude,

Medtner dedicated his Third Piano Concerto to his patron—the last Maharaja of Mysore.



The 25th and last Maharaja of the princely state of Mysore, **Jayachamarajendra Wodeyar** (1919–1974), was a man born to pomp and privilege. Wodeyar was a man of substance and depth: he toured Europe, becoming familiar with artists, scholars, thinkers and the cultural institutions of the day. And he was a musicologist; a connoisseur of both western and South Indian classical music.

## A royal connoisseur

Jayachamarajendra Wodeyar's tryst with music began with western music, of which he was deeply knowledgeable on many levels. The Maharaja was a gifted pianist. He had nurtured hopes of becoming a concert pianist; a dream that necessarily ended with his

ascension to the throne. He was a Licentiate of the Guildhall School of Music, London; an honorary Fellow of Trinity College of Music, London; and the first president of the Philharmonia Concert Society, London. His collection of musical instruments and records, built up on his trips abroad, was extensive and impressive.

He was an erudite critic, with "views as trenchant as they were refreshingly unpredictable". For instance, he opined that

*"The visit to Mysore was a fantastic experience. The Maharajah was a young man, not yet thirty. In one of his palaces he had a record library containing every imaginable recording of serious music, a large range of loud speakers, and several concert grand pianos..."*

—Walter Legge (1906-1979), English musician, critic and record producer

*me to put the Philharmonia Orchestra and the Philharmonia Concert society on firm basis...."*

## Maharaja of Carnatic Music

The Mysore court being a place of cultural vibrancy, it didn't take long for

Jayachamarajendra Wodeyar to be drawn to Carnatic music. He learned to play the veena under Vidwan Venkatagiriappa; studied Carnatic music under Mysore Vasudevacharya and was initiated into the secrets of Shri Vidya as an upasaka by his guru Shilpi Siddalingaswamy. He composed 94 Carnatic music krutis—in different ragas and some for the very first time—under the assumed name of Shri Vidya. His composition *Shri Maha Ganapatim Bhaje Ham* in Athaana raga is famous.

The Indian musicians who were recipients of royal patronage included Mysore Vasudevachar,

Veena Venkata Giriappa, B. Devendrappa, V. Doraiswamy Iyengar, T. Chowdiah and Tiger Vardachar.

## A scholar and an author

Jayachamarajendra Wodeyar's wide-ranging interests included Indian philosophy and religion, for which he was well known in intellectual circles around the world. He wrote several scholarly books brought out by leading publishers in India, U.K. and the USA. They include *The Quest for Peace: An Indian Approach*, *Dattatreya: The Way & The Goal*, *The Gita and Indian Culture*, *Religion And Man* and *An Aspect Of Indian Aesthetics*.

At his death on 23 September 1974, at the age of 55, Jayachamarajendra Wodeyar was the last living premier prince of the Indian Empire to be honoured with a 21-gun salute.



Nikolai Medtner (1880–1951)

Wikimedia Commons

Chowdiah and Parvati Blog



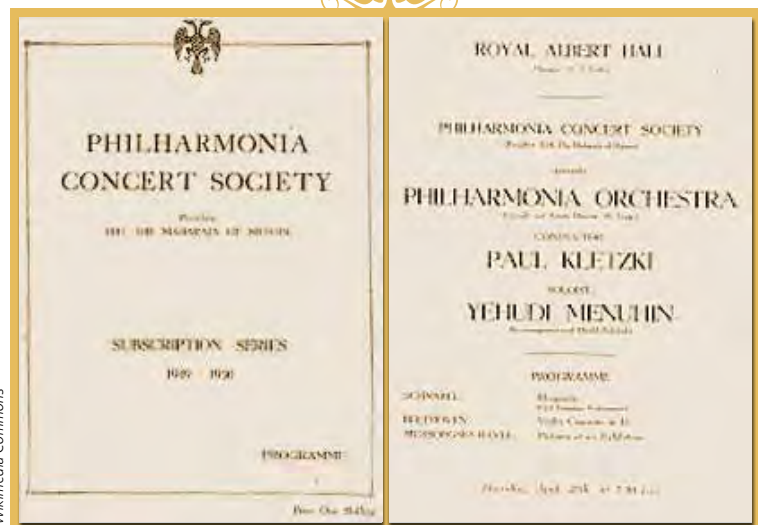
Young Jayachamarajendra Wodeyar, gifted pianist and patron of music

Wikimedia Commons



Jayachamarajendra Wodeyar in royal costume

Herbert von Karajan's Vienna Philharmonia recording of Beethoven's Fifth Symphony was "as Beethoven wished it to be" and felt Arturo Toscanini's recordings displayed "the speed and energy of a demon, not an angel or superman as one would ardently hope for". His understanding of music—individually and interpretive, personal and profound—allowed him to see beyond known and accepted horizons.



A programme brochure of London's Philharmonia Society, showing His Highness Maharaja of Mysore, as President. (Archival image of poor quality)



# O for Oxygen O for Omega



## Brigade Omega. Off Kanakapura Road.

Established in 1986, Brigade Group is one of India's leading property developers, with a uniquely diverse portfolio that comprises residential, offices, retail, hospitality and education. Brigade Group has been consistently featured amongst 'India's Top 10 Builders', a testimony to its innovation and quality.

O for Opposite a forest! Presenting Brigade Omega, opposite the 600-acre Thurahalli Green Reserve. Here, O is for Oxygen, thanks to the clean, fresh air, free of pollution. O is for Open spaces, that your kids will enjoy playing in. O is for On-time dinners, because your home is just a short drive from your workplace. O is for Opportunity, to benefit from the rising demand for real estate in South Bangalore.

**If you're looking for a home that gets the ABC of living right, begin with an O!**

**2 & 3-bedroom luxury apartments    1290 - 1800 sq.ft.    ₹56 lakh\* onwards**



Clubhouse with gymnasium, swimming pool & recreation zone



Children's play area



Outdoor sports



Exquisite landscaping

**Call 1800 102 9977**

**Destinations within 5-20 minutes:** • Bangalore - Mysore Expressway • Namma Metro Station • Delhi Public School • Metro Cash and Carry • NICE Corridor Road • Jayanagar Shopping Complex • Electronics City

**Visit the Model Apartment today.**

[salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com) | [BrigadeOmega.com](http://BrigadeOmega.com)

BRIGADE  
**OMEGA**  
OFF KANAKAPURA ROAD

**Project Sales Office:** Opp. Thurahalli Green Reserve, Off Kanakapura Road, Bangalore.

**Bangalore:** Brigade Enterprises Limited, World Trade Center, Brigade Gateway Campus, Malleswaram-Rajajinagar, Bangalore.

**Dubai:** Brigade Enterprises Ltd. Ph: +971- 4-355 5504    **USA:** Legion Real Estate: Ph:+1(650)494 4975

\*Exclusive of car-park and statutory expenses.