

# BRIGADE INSIGHT

*For private circulation only*

VOL.17 NO.1

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN APRIL 2013





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B R E A K I N G   N E W S   . . .

WTC Bangalore certified a Center of Excellence

The World Trade Centers Association (WTCA) has awarded the World Trade Center Bangalore Certification of Excellence in the following facilities and services: Trade Information Services, Business Services, Trade Education Services, Conference Facilities, Group Trade Missions (Inbound) and Tenant Services. The certification was received after a rigorous assessment process and recommendation by Sirota, a survey



Bose Nair, Vice President, WTC Bangalore, receiving the Award from Eric Dahl, CEO and Ghazi Abu Nahl, Chairman of the Board, of World Trade Center Association, New York.

research and organisational performance certification institution.

**In addition, WTC Bangalore has been awarded a “Best Practice” in Tenant Services.** The Award function was held on 22 April, during the 44th WTCA General Assembly in Mumbai.

WTC Bangalore wins at CREDAI Awards



From l to r: Vijay Mirchandani, Hon. Secretary, CREDAI National, and Chairman, CREDAI Madhya Pradesh; M. R. Jaishankar, CMD, Brigade Group; and A. Balakrishna Hegde, Past President, CREDAI Bengaluru, and Managing Director, Chartered Housing.

WTC Bangalore, the city's iconic building, received the Best Commercial Complex award in Bengaluru zone at the CREDAI Real Estate Awards Karnataka 2013. The awards were given at a glittering ceremony held at Sheraton Bangalore Hotel on 27 April.



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The Most Innovative City in the World 2012



## A few thoughts ...

**B**Y the time this issue reaches its readers, suspense over the Karnataka Assembly Elections will be over. I hope and pray we get a stable government which can give us good governance. The patient and hospitable citizens of Karnataka deserve a government that cares about the development of the State and the welfare of its people. Going by past experience, is this a case of wishful thinking and expecting too much?

**T**he political situation in the Centre is a cause for even greater concern. In another year, if not earlier, the nation will go to the polls to elect a new government. So we are sure to witness all kinds of permutations and combinations amongst the political parties, with the common purpose of unseating the current government. Narendra Modi gives us hope, but it remains to be seen whether internal NDA politics will trouble him more than his competitors. His performance at the India Today Conclave was brilliant.

**A**fter allowing the steadily growing economy to slide, our government seems to have woken up from a deep slumber. They are making the right noises and pronouncements. Investors and businessmen would want the feel good factor to come back. Whether it is too little, too late, is the question. International money is fungible. International investors don't have patience or any special love for India. Although India, with its vast population, has tremendous potential, erratic policies of the government can lead to the flight of capital. Political uncertainty for the next one year will certainly not help our cause.

**T**he silver lining for Indian business may come from positive developments elsewhere. With the US economy showing signs of recovery and the worst being over in Europe and Japan, the world economy is more likely to bounce back than slide. The decrease in prices of gold and oil is a definite indicator of better times ahead. How

much of a rub off effect it will have on India remains to be seen.

**I**tend to feel that big brother China has taken undue advantage of our country's political instability. We are left with the impression of being surrounded on all sides by them. On the east, they have control over two strategic islands in the Bay of Bengal near the Andaman Islands, thanks to Burma. On the west, they plan to build a highway cutting across Pakistan to access the Arabian Sea. On the south, they have entered Sri Lanka. It is extremely important that our government protects the sovereignty of the nation.



**2**013 should be a better year for Brigade Group; having launched a few projects already and with the imminent launch of several more projects in the Whitefield area. After much effort, we entered the Hyderabad market with the launch of premium apartments—Brigade at No. 7—in the prime Banjara Hills area.

**A**s part of our CSR and neighbourhood improvement initiative, we redeveloped the 3-acre BBMP Park, adjacent to the 17th Cross Malleswaram over-bridge. The newly greened and developed park has been well appreciated by its many users. The 5-acre open space on the other side of the bridge is being developed into a nice playground for multipurpose activities. This will be especially enjoyed by children. Incidentally, while on the subject of children, our Brigade Foundation is amongst the first to have embraced RTE students in all its three schools.

**W**hat commitment, determination and innovation can do to urban living is aptly demonstrated by the city Medellin in Colombia, South America. Let us hope against hope that Bangalore will experience a similar reinvention, to make it “a greater city than any other city and a city of the future”, in the words of our first Prime Minister, Jawaharlal Nehru.

—M. R. Jaishankar, CMD

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## Brigade Group redevelops Sangolli Rayanna Park

One of the objectives of our corporate social responsibility initiatives has been to reach out and enhance the quality of life of communities who live and work around our projects. We put that thought into action with the redevelopment of Sangolli Rayanna Park at 17th Cross, Malleswaram. The beautification and redevelopment project cost over Rs 125 lakh.

We are delighted to announce that on 24 January, the park was awarded First Prize in the Big Garden Category by the Department of Horticulture and the Governing Council of the Mysore Horticultural Society.



The redeveloped Malleswaram Park was inaugurated on 5 January by Ashwath Narayana, the area MLA; Chandre Gowda, MP; Venkatesh Murthy, Mayor; Shashikala Krishnegowda, Corporator; and M. R. Jaishankar, CMD, Brigade Group. Close to 2000 people witnessed the function—and enjoyed the environment in which it took place.

“As part of our CSR initiative, we undertook the redevelopment of the park. We strongly believe in our philosophy of providing a better quality of life for people within our projects as well as the neighbourhood. The redevelopment of the park at Malleswaram is our contribution towards improving the life of people there.” — M. R. Jaishankar, CMD, Brigade Group





## ORION MALL DOMINATES AWARDS AT ET NOW—ASIA RETAIL CONGRESS 2012

Orion Mall won four prestigious awards at the ET Now—Asia Retail Congress 2012, held at Taj Lands End, Mumbai, on 13 and 14 February. The award ceremony was attended by many stalwarts from the industry.

Brigade Retail dominated the awards in its category of Retail Real Estate. In the Retail Category, at the Company level, Orion Mall won awards for Best Retailer of the Year (Real Estate), Best Emerging Retailer (Real Estate) and Best Marketing Campaign of the Year. At the individual level,

Vishal Mirchandani, CEO, Commercial and Retail, Brigade Group, received the award for Retail Leadership of the Year. Viswa Prathap Desu, VP Sales and Marketing, Brigade Group, won an award in the '20 Most Talented CMOs of the Year in Real Estate' category.

Orion is perhaps one of the country's first malls to break ground on innovative events for its customers as well as retailers. The mall has had an astounding year in terms of footfalls, with more than 12 million people walking in and with record sales in December 2012. Orion Mall is riding high on its success at a time when the retail sector is treading with unsure steps. Contrary to the recent trend prevailing in the market, where malls are experiencing a sluggish market, Orion Mall has experienced steadily growing sales and footfalls.

Orion Mall is Brigade Group's flagship retail venture, launched in April 2012. It has garnered many accolades in the past one year. Apart from the ET Now—Asia Retail Congress 2012 awards for Retail Excellence, Orion Mall also bagged the "Best Retail Project" Award at the CNBC AWAAZ Real Estate Awards 2012.



Brigadiers with the awards received at the ceremony.

“We are happy that the team's efforts to build a world class experience at Orion Mall have been recognized in the industry. It gives us a great sense of achievement and motivates us to outperform again. At the end of the day we want to ensure that our efforts are directed rightly toward synergy in movement to a better future.”

—Vishal Mirchandani,  
CEO, Commercial & Retail, Brigade Group



### Special Jury Award

Brigade Group won the Special Jury Award for Apartments at the CREDAI Mysore Real Estate Awards 2013 at Silent Shores on 23 March. The award was for constructing Mysore's First Tallest Building—Brigade Horizon. Suresh B. C., Krishna Kumar and Suchendra received the award on behalf of Brigade Group.

◀ Brigadiers Suresh B.C., Krishna Kumar and Suchendra receiving the Special Jury Award for Apartments from Dr Shakeeb-Ur-Rehman, Vice Principal, SJCE, Mysore. Also seen: Shashi Kumar, JDTP, Mysore Rural (centre, left) and Nitesh Bhat, architect (right).

### Posthumous Lifetime Achievement Award for the late R. L. Kumar



M. R. Jaishankar presented the Lifetime Achievement Award to the wife and professional associates of the late R. L. Kumar, Centre for Vernacular Architecture, at the Durian Society Interiors Awards 2013, held at Lalit Bangalore on 23 February. These awards, instituted 12 years ago, recognise and honour architects of tomorrow and senior architects for their contribution to India's architectural landscape.

R. L. Kumar, born in 1962, was a Chartered Accountant by profession and an architect by choice. He spearheaded the establishment of a co-operative of building craft persons. Kumar's philosophy has inspired the many students, architects, artists, teachers and clients who crossed his path. His sudden passing on 23 June 2012 has robbed vernacular architecture of one of its most ardent advocates.

◀ M. R. Jaishankar, CMD, Brigade Group and Jaisim, architect, presenting the award to R. L. Kumar's team.



# BRIGADE GROUP & ROTARY BANGALORE MIDTOWN Young Achiever Award 2012



From l to r: M. R. Jaishankar, CMD, Brigade Group; Young Achiever winner Varun Agarwal; and Chief Guest, Sugata Srinivasaraju, Editor, Vijaya Karnataka.

The results of the annual state-wide search for the Young Achiever 2012 were announced at a function held at Sheraton Bangalore Hotel at Brigade Gateway on 13 January. Currently in its seventh successive year, the Young Achiever Award was instituted by Brigade Group, in association with Rotary Bangalore Midtown.

Chief Guest Sugata Srinivasaraju, a well-known author and Editor, Vijaya Karnataka, presented a trophy and citation to winner Varun Agarwal. M. R. Jaishankar, CMD, Brigade Group, then presented the winner with a cheque for Rs 100,000. Special mention awards were presented to two other young achievers: Adil Arif and Vijayalakshmi V. For profiles of the winners please visit: [www.youngachiever.in](http://www.youngachiever.in)

The Young Achiever Award was instituted in 2004 to identify, recognise, applaud and encourage the efforts of young achievers (between 16 and 28 years of age) in Karnataka. Areas of endeavour include agriculture, communication, community service, entrepreneurship, environmental awareness, film, fine arts, innovation, literature, science, social work, sports and the performing arts.



A dance performance by visually challenged artists from Samarthanam Trust.

The Young Achiever Committee with winners.



## Two of our past Young Achievers win Namma Bengaluru Awards 2012



Founder-Director of Vindhya E-Infomedia, receiving the award from Prakash Padukone.



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

We are proud and delighted that two of our past Young Achiever Award winners—Y. S. Pavithra (2010) and Kuldeep Dantewadia (2011)—have won the prestigious Namma Bengaluru Award 2012. All of us at Brigade Group congratulate them and wish them every success in their future endeavours.

The Namma Bengaluru Awards are an initiative of the Namma Bengaluru Foundation, spearheaded by Rajeev Chandrasekhar (MP). The awards were instituted in 2009 to recognise and reward individuals and organisations who have made a difference to this iconic city of ours.





## Launched: Brigade Golden Triangle

*The only mixed-use development  
on Old Madras Road.*

Spread across 18-acres, Brigade Golden Triangle is the only mixed-use development on Old Madras Road. It comprises over 670 spacious and well-planned apartments, spread across 6 blocks; premium office spaces; a retail complex and everything essential to accommodate an enriching way of life.

Strategically located in one of Bangalore's fastest developing growth corridors, Brigade Golden Triangle comes with the double advantage of excellent connectivity and the promise of greater returns in the future. This new-age lifestyle project from Brigade Group is a joint development with Krishil Capital Holdings Pvt. Ltd.

For more details visit [brigadegoldentriangle.com](http://brigadegoldentriangle.com)

## Brigade Altamont

*A unique combination of form and function*



Brigade Altamont comprises 189 intelligently designed 2- and 3-bedroom apartments, ranging in size from 1260 sft to 1830 sft. The unique structure of the building ensures an abundance of natural light and ventilation. A resident's quality of life is further enhanced by a clubhouse with facilities like a gymnasium, indoor games zone,

swimming pool, basketball and badminton courts, an amphitheatre and children's play area. Located off Hennur Road, Brigade Altamont is conveniently connected to all the key landmarks in one of Bangalore's fastest growing corridors.

For more details visit [brigadealtamont.com](http://brigadealtamont.com)



# Ground breaking ceremonies

## BANGALORE

ARTIST'S IMPRESSION



**On 24 January:**  
**Brigade Golden Triangle**

Mixed-use development project near Budigere Cross (less than 2 km from Brigade Exotica), Old Madras Road, Bangalore East.

ARTIST'S IMPRESSION



**On 1 February:**  
**Brigade Bhuwarka Icon**

Proposed commercial project on Whitefield Road, next to ITPL and Brigade Techpark, Bangalore East.

ARTIST'S IMPRESSION



**On 14 March:**  
**Brigade Lakefront**

Proposed luxury residential apartment project in EPIP (Export Promotion Industrial Park) Opp. Graphite India, near Keys Hotel, Whitefield, Bangalore East.

ARTIST'S IMPRESSION



**On 17 April:**  
**Brigade Begonia**

Proposed luxury residential apartment project on Whitefield Main Road, diagonally opposite The Forum Value Mall, Bangalore East.

Brigade Begonia is a joint venture project with the Government Investment Corporation, Singapore (GIC). Their India Real Estate Head, Kishore Gotety, along with his colleagues from Singapore, Kok Sun and Wai Keong, attended the Ground Breaking Ceremony.

### In Appreciation ...

We visited your project Brigade Gateway in Bangalore. We really liked the quality of development and the deep thought that has gone into building the project, specifically the development of the lake in the centre, the walkways, the footpath, quality of plumbing and other services.

It was a treat to see this kind of development in the country. We hope to learn from you and wish you the very best in developing projects that will have a lasting impact on the society and the country.

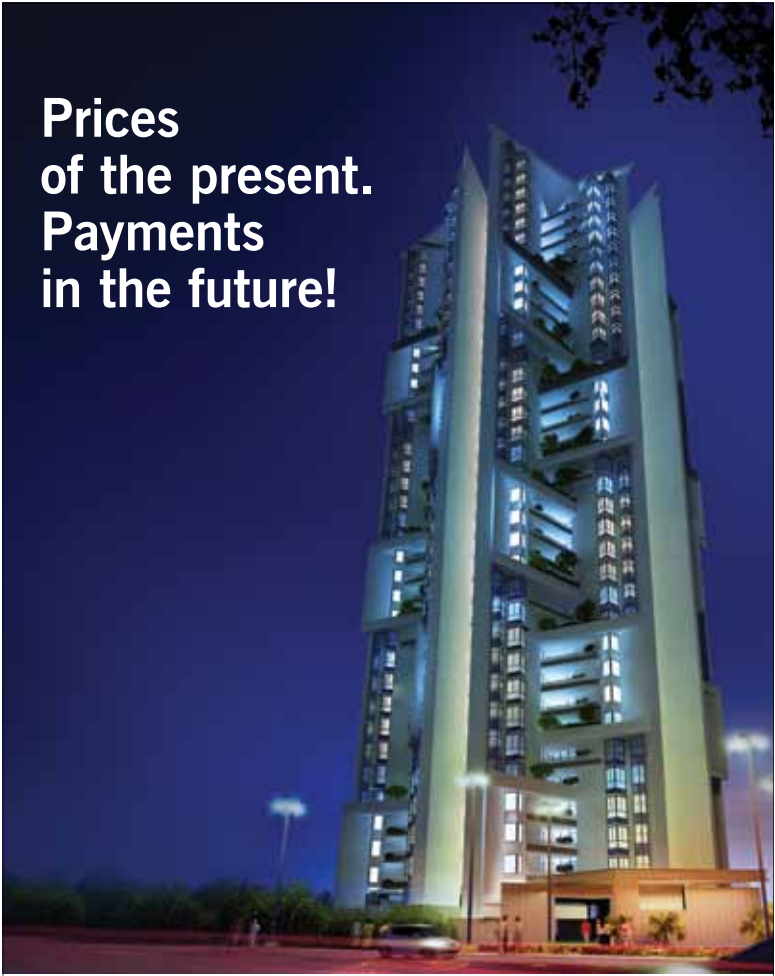
—Varun Gupta, Director, Ashiana Housing Ltd, Delhi

Ashiana Housing Ltd, a 30 year old property development company, has delivered over 117.54 lac sft. of residential and commercial space in Bihar, Jharkhand, Haryana, Uttar Pradesh, Rajasthan and Delhi NCR. Varun Gupta, a Whole Time Director of the Company, is a graduate of the Stern School of Business, New York and manages Land and Finance areas for the company.

Although a bit delayed, I wanted to thank you and your team, especially Sheeba and Santhosh, both of who we felt were very polite, courteous, and who also helped in the sale/possession of the house...At times when good customer service is no longer the norm or driver in a high-demand market, you and your team have stood out. We therefore would like to thank you all for the experience.

—Bhavani and Namrata. Owners of L-103, Brigade Metropolis


Prices of the present. Payments in the future!




Book a home at Brigade Exotica now and pay nothing till possession.\*

3 & 4-bedroom premium residences  
2640 – 3800 sq.ft. | ₹1.2 crore onwards\*\*


Presenting a special pre-EMI scheme on premium residences at Brigade Exotica. Book a home today, and don't pay anything till possession.\* Visit **Brigade Exotica** and avail exciting offers! Located strategically on Old Madras Road, with excellent connectivity to ITPL, M.G. Road and the Airport, and equipped with world-class amenities, **Brigade Exotica is the address of the future.** And now, it comes with an offer tailor-made for the future!




Indian Green Building Council




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Clubhouse



Balinese Landscape



Retail

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\*Pay after 18 months or on possession, whichever is earlier. \*\*Exclusive of car-park and statutory expenses.



**L**OCATED in Devanahalli, the 130+ acre Brigade Orchards is Bangalore's largest integrated township development. Brigade Orchards is being designed to global best practices by master planner nbbj from the USA. A distinguishing feature of the project is the use of natural materials and eco-friendly provisions like solar power for heating water and street lighting, rain water harvesting and recycling of water.

**A MULTI-SEGMENT RESIDENTIAL PROJECT**  
Being a truly integrated enclave, Brigade Orchards will offer residential options covering all segments of the residential vertical. A total of about 3500 residential units—ranging from villas to super luxury and luxury apartments to value homes—will be developed in a phased manner.

## BRIGADE ORCHARDS

Devanahalli, Bangalore



As per the masterplan, 98 villas will be spread across 28 acres. Designed around trees, the villas will feature large rooms, open spaces and courtyards. At the other end of the spectrum are the no-compromise, Value Plus Homes.

### A MOST INTEGRATED ENCLAVE

Proposed features of the enclave include: an Integrated Sports Complex in partnership with Sporting Edge, a Steve Waugh company; the Signature Club; a world-class leisure destination with sports, leisure, business and dining facilities; office spaces; retail options for daily-need and boutique formats; fast food restaurants and take-aways; traffic-free cycling and jogging tracks; hospital/nursing home; provision for fire station; police station; school and Arts Village.



Actual shot of pavilion villa



An enclave in the making



Entrance to the enclave



Actual shot of the value home model apartment



A home that comes with **every luxury**.  
And now, a **special offer** as well.

Brigade Orchards, a 130-acre enclave, from one of India's leading developers, is designed to be **livable, marketable and sustainable**. Each luxury villa is built with thoughtful amenities, in a greener, more open environment with world-class sports, entertainment and education facilities. Invest now in a signature home and **get the advantage of a hugely attractive offer**.

### OVER 130 ACRES HAVE BEEN THOUGHTFULLY DESIGNED TO INCLUDE:

- Signature Club • Sports Arena by Sporting Edge, Steve Waugh's company • Commercial Complex • Villas & Apartments • Provisions for Arts Village, Healthcare & School

Call Anil @ +91-77609-87341 or Veeresh @ +91-99000-59071 for a personalised tour of the showcase villas on site.

SPECIAL OFFER FOR BRIGADE INSIGHT READERS

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**BRIGADE ORCHARDS**  
Devanahalli  
[BrigadeOrchards.com](http://BrigadeOrchards.com)



# Retirement Homes at Brigade Orchards: Brigade Group ties up with Age Ventures India

M. R. Jaishankar, CMD, Brigade Group, has been an early proponent of the retirement home concept. It has been his vision to create an exclusive, fully-equipped and serviced retirement home facility as an integrated part of one of Brigade Group's enclaves, so that senior citizens can lead independent, fulfilling and happy lives in a secure environment. This vision is becoming a reality at the 130+ acre Brigade Orchards in Devanahalli—Bangalore's largest integrated township development. Brigade Orchards is an ideal choice for the purpose, being located in a serene, calm and green environment, close to Bangalore International Airport. The project is in an advanced design stage, pending application for plan sanction from relevant authorities.

### With Age Ventures India

Brigade Group is in the process of setting up retirement homes with assisted living facilities, in association with Age Ventures India (AVI), an associate of Help Age India. AVI will provide all the technical knowhow required to design the project and will also be running the facility, post-completion. AVI has a knowledge sharing agreement with United Kingdom's well-known MHA, who have provided care homes, housing and support services for older people throughout Britain for the last 65 years.

### Post-retirement can be the best years of your life

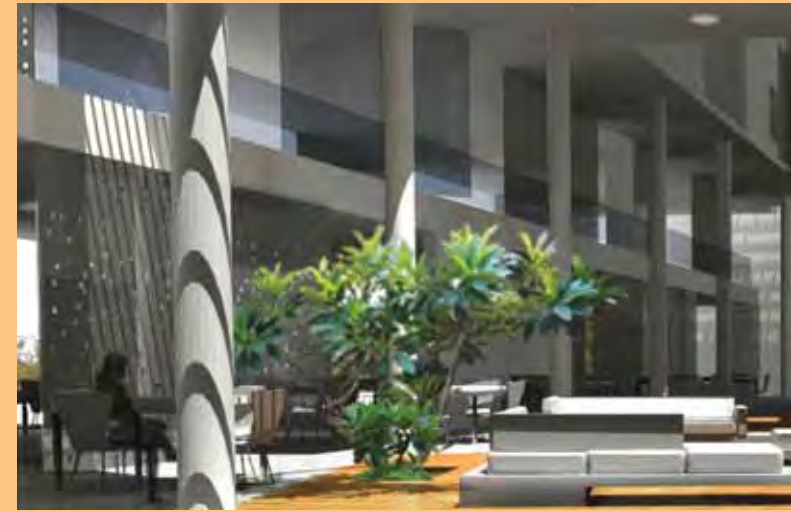
Brigade Orchards' retirement community is located in a green setting, with almost 75% open space. The project will comprise about 140

one- and two-bedroom apartments, designed by specialists for senior lifestyles, with ramps and hand rails in all important areas, non-skid tiles, wheelchair friendly access, scientific lighting and more. Other amenities include:

- Stretcher lifts for emergency evacuations with generator back-up.
- Centrally air-conditioned medical and nursing facilities; assisted care with a resident doctor, nurse and physiotherapist, and an ambulance.
- Luxurious centrally air-conditioned dining facilities with dietician-monitored hygienic food.
- Housekeeping services including cleaning and mopping inside the house and laundry.
- 24x7 security; garbage clearing arrangements; electrical, plumbing and other preventive maintenance services.
- Travel services including pick up, drop and ticketing.
- Payment of bills and taxes, and arranging banking facility.
- Guest rooms for guests and relatives.
- Geriatric gym, ayurvedic massage centre, swimming pool and hydrotherapy.
- Library, reading room, open-air auditorium, indoor games, cards, TV room, badminton court.
- Dementia Garden, temple, prayer rooms, vertical garden, viewing gallery and more.
- Recreation arrangements will include social evenings, picnics, entertainment, dance and music, event management services for celebrations like birthdays, wedding anniversaries and so on.



Artist's impression of the main elevation



Artist's impressions of the central lobby and swimming pool



## When HARLEY-DAVIDSON roared into BRIGADE ORCHARDS

'Bangalore Pandhis', a Harley Davidson Owner's Group, visited Brigade Orchards on 3 March, Around 60 Harley-Davidson bike owners, with their companions, spent a couple of hours at Brigade Orchards. They went around the model villas and were very appreciative of the design and quality. This was followed by a sumptuous brunch, with DJ music in the background.



# Brigade Meadows, Kanakapura Road, Bangalore

## CGM of SBI visits Brigade project sites

Ashwini Mehra, Chief General Manager, State Bank of India, and other senior officials of SBI, visited two Brigade projects—Brigade Meadows and Brigade Omega—on 21 February. He was briefed on the projects and visited the model apartments at both the sites.



From l to r: L. Hanumanth, AGM, SBI; Nilesh Dwivedi, Chief Manager, SBI; Viswa Prathap Desu, VP, Sales & Marketing, Brigade Group; Ashwini Mehra, CGM, SBI; N. Shivaram, VP, Brigade Meadows Project and Raghu Nandan, DGM, Brigade Group.

## Brigade Meadows staff reach out

The staff at Brigade Meadows has been making small contributions to better the environment at the Government school opposite their project site. The round tables you see in the photograph were gifted to the school last year. This year, the Brigade Meadows team presented the school with a DVD player that was inaugurated at their Republic Day celebrations.



## HOME FEST AT BRIGADE MEADOWS: the only Integrated Enclave on Kanakapura Road

Our on-site, three-day Home Fest at Brigade Meadows, between 8-10 March, gave potential home buyers an opportunity to learn more about our 60+ acre mixed-use development on Kanakapura Road (next to the Art of Living campus) in South Bangalore.

The projects offers a choice of 1-bedroom+study, 2- and 3-bedroom apartments set in a campus that comprises apartments, clubhouse, playgrounds, school, hospital and shopping arcade.

The Home Fest drew an excellent response. Special prices and a gift of gold coins were given to all those who booked during the Fest.



Prospective customers at Brigade Home Fest.

## The only integrated enclave on Kanakapura Road.



From the pioneers of integrated enclaves in Bangalore.

- Brigade Millennium, JP Nagar • Brigade Gardenia, JP Nagar
- Brigade Metropolis, Whitefield • Brigade Gateway, Malleswaram–Rajajinagar

**Brigade Meadows**, a 60+ acre integrated enclave that comprises apartments, clubhouse, playgrounds, school, hospital, shopping arcade, and everything else essential for a well-balanced lifestyle, making it the first integrated enclave on Kanakapura Road, South Bangalore’s fastest growing corridor.

1+study, 2 & 3-bedroom apartments | 700 - 1150 sft | ₹21.2 lakh\* onwards

- Clubhouse with Gym and Swimming Pool
- Indoor and Outdoor Games
- Shopping Arcade and Hospital
- Landscaped Gardens

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Visit the Model Apartments today!  
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**BrigadeMeadows.in**



\*Exclusive of car-park and statutory expenses.



# BRIGADE IN MYSORE

## Launch of Mysore's first premium villa project

Brigade Palmgrove, a path-breaking gated community and the first-of-its-kind in Mysore, was launched on 18 January. The 14 acre project will feature 72 well-planned, spacious, premium villas and townhouses. The 4-bedroom villas range from 4650 sft to 4790 sft while 4-bedroom townhouses are 4070 sft.

A main driveway will bisect the project into two well-planned neighbourhoods, with Ebony and Ivory Villas on the left and Coral Townhouses on the right. The villas are designed as standalone units, while the townhouses are planned as pairs of conjoined duplexes. The topography of the area around the villas and the townhouses has been left undisturbed to enhance the quality of life. Residents will be entitled to membership of a social and sports club, with lifestyle amenities that include a swimming pool, gymnasium, and recreation zone for a healthy and balanced life.

Brigade Palmgrove is located on Bogadi Road, just 4 kms from Jayalakshmipuram, and less than a km from the Ring Road.



Top: M. R. Jaishankar, CMD, Brigade Group addressing the media at the press conference on the launch of Brigade Palmgrove. Also seen are B. R. Suchendra and V. P. Desu. Bottom: Invitees at the launch appreciating the scale model of Brigade Palmgrove

## Three new projects starting soon

Brigade Group is making a stronger impression in Mysore with ground-breaking ceremonies of three new projects having been performed on 18 January.







The first of these is Brigade Symphony, a luxury residential apartment project located on KRS Road, Metagalli. The project features 2- and 3-bedroom apartments ranging in size from 1400 sft to 1850 sft.

The two other prestigious upcoming projects are Grand Mercure Hotel on New Sayyaji Rao Road and Four Points Hotel by Sheraton, on KRS Road (after the Ring Road).



Mysore's tryst with a new avatar of luxury begins here, at Brigade Palmgrove. A 14-acre, low-rise, villa development comprising 72 well-planned, spacious, premium villas and townhouses, all designed to usher in a contemporary way of life. While the exteriors exhibit straight-line architecture, the indoors are a fine example of intelligent use of architectural elements to enhance light and ventilation. Located on Bogadi Road, just 4 kms from Jayalakshmipuram and less than a kilometre from the Ring Road, Brigade Palmgrove is the first-of-its-kind residential offering in Mysore. No second thoughts about that.

4-bedroom Villas & Townhouses | 4070 - 4790 sq.ft.  
₹2.25 crore\* onwards

-  Membership to a Social and Sports Club
-  Recreation Zones
-  Landscaped Gardens
-  Jogging Tracks



Call 1800 102 9977

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

\*Exclusive of car-park and statutory expenses.

## Just a few 2-bedroom apartments at ...



### Brigade Sparkle, J. P. Nagar, Mysore

Luxury 2-bedroom apts (910 sft and 920 sft) set in a 3 acre oasis of theme courtyards and gardens, with a swimming pool, gym, multiple party areas and an indoor games room.



### Brigade Horizon, Siddhartha Layout, Mysore

With 13 floors, this is Mysore's tallest residential building and a landmark. Apart from spacious 2-bedroom apts (1480 sft), it offers a swimming pool, well-equipped gym, indoor games and party area.

Ready for occupation!



## Chikmagalur: Coffee Cradle of Karnataka



A coffee plantation in Chikmagalur

Serene hills, lush valleys, endless coffee plantations that only meandering streams divide. Welcome to Chikmagalur. Living here amidst such pristine beauty can be a blissful dream. The crisp, cool breeze mingling with the warmth of your home at Brigade Serenity is the first step to realising the beauty of life. Escape the stress of the city and rediscover the real flavour of a wonderful lifestyle in this idyllic project.

On the occasion of the launch of Brigade Serenity, M. R. Jaishankar, CMD, Brigade Group, said, "We are excited about our foray into Chikmagalur and with the launch of Brigade Serenity, Chikmagaloreans 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 Chikmagalur by providing the right product with right amenities at the right location at an attractive price."



## Discover the serene side of life



Brigade Serenity - luxury homes nestled in the lap of nature. Located on Bypass Road, Brigade Serenity is a blissful reflection of Chikmagalur's pristine beauty. Here, you are greeted by thoughtfully designed, luxurious living spaces, enchanting landscapes and an unmatched sense of tranquility. **Welcome to Brigade Serenity, and discover the serene side of life.**

2 & 3-bedroom luxury apartments • 1290 sq.ft. - 2200 sq.ft. • ₹42.5 lakh\* onwards



Swimming Pool



Party Area



Landscaped Greens



Gymnasium

BRIGADE  
*serenity*  
BYPASS ROAD, CHIKMAGALUR

For more details, call  
Prathibha: 98804 05252 Dileep: 97400 13027  
[salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com)

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

\*Exclusive of car-park and statutory expenses

## Brigadiers speak at National Conference

A 2-day national conference on Project Management in the Construction Sector was held on 1 and 2 March at NIMHANS Convention Centre, Bangalore. The event was organised by the Institute for Research Development and Training of Construction Trades and Management (INSTRUCT).

M. R. Jaishankar, CMD, Brigade Group, was the keynote speaker on the occasion. Roshin Mathew, President, and Manjunath Prasad, COO, Brigade Enterprises spoke on the topic "Realising a Dream—Building a Landmark". The objective of the conference was to empower participants to successfully overcome challenges in their respective domains by honing their all-round skills and professional knowledge.



## Brigade Scholarships & Merit Awards presented

As one of our CSR initiatives, in partnership with the educational fraternity, we have instituted scholarship and merit awards for meritorious 3rd and 4th year civil engineering students of R. V. College of Engineering, Bangalore. The sixth Brigade Scholarship award distribution function was held at R. V. College of Engineering on 18 February.



**Faculty from RVCE:** Prof. K. N. Raja Rao, Dr Lourde Anthony Raj, Dr B. C. Udayashankar, Prof. N. S. Narahari. **Students of RVCE :** Anees Naik (Scholarship Student—I Rank), Md. Naseerudin (Merit Award—I Rank Holder), Vitta Sanket Kumar (Scholarship Student—II Rank Holder). **Staff from Brigade Group:** Vineet Verma, Jagan Mohan, Sreenivasa Reddy and Priyaa Sathyamurthi.

## Brigadier publishes academic book



Deepak Sharannavar,  
Dy Manager—Planning  
& Co-ordination,  
Brigade Group

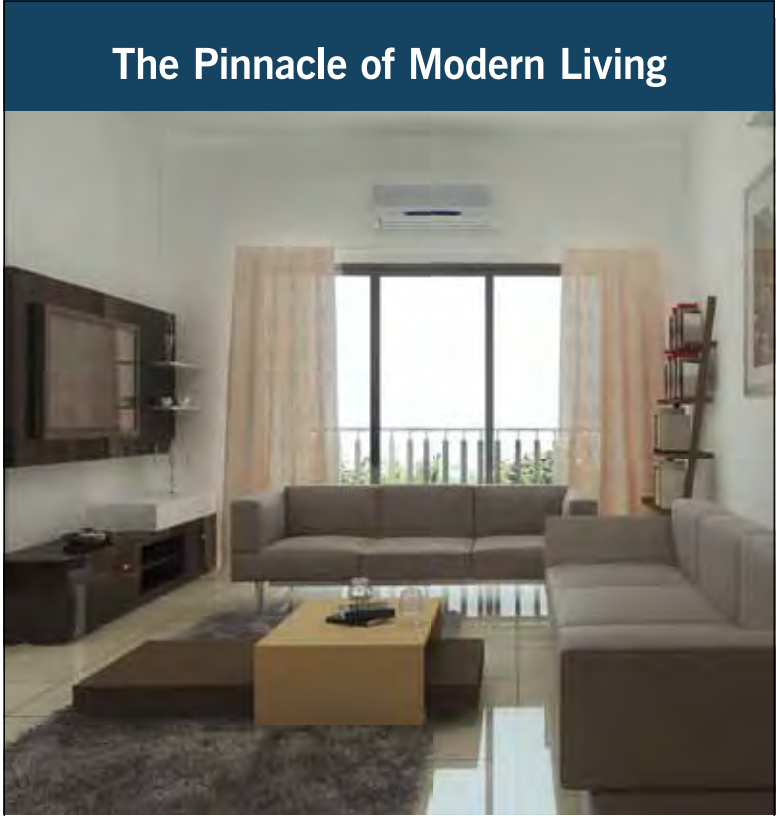
Lambert Academic Publishing published a book written by Deepak Sharannavar, Deputy Manager—Planning & Co-ordination, Brigade Group. The book 'Suspensions & Terminations of Construction Contracts in UAE' was published in February this year and is based on the dissertation he had submitted for his Master's programme in Construction Project Management at Heriot-Watt University, U.K. Deepak is also a Certified Chartered Surveyor—Project Management (MRICS) by Royal Institute of Chartered Surveyors, U.K.



—TAKING MODERN LIVING TO GREATER HEIGHTS IN MANGALORE—



Brigade Pinnacle, our first project in Mangalore, is set in 3.3 acres of prime real estate in Derebail, one of Mangalore’s fastest developing localities. Set to becoming a city landmark, the project comprises 2- and 3-bedroom premium apartments spread across 18 storeys. The 2-bedroom apartments are 1200 sft and 1390 sft; 3-bedroom apartments are 1620 sft and 1770 sft. Facilities and features include a clubhouse with swimming pool, gymnasium and recreation areas, children’s play area, car parking at basement and stilt levels and exquisite landscaping.



Artist's impressions of the interiors and exteriors of Brigade Pinnacle.

The Pinnacle of Modern Living

Brigade Pinnacle, luxury apartments that are designed to offer a modern lifestyle, in Derebail, Mangalore. Meticulously planned, with attention to the last detail, the living spaces at Brigade Pinnacle are thoughtfully designed, with excellent natural light and ventilation. Your apartment also comes with a host of amenities that facilitate an active, fulfilling lifestyle.

**Welcome to Brigade Pinnacle.**

- 2 & 3-bedroom luxury apartments • 1200 - 1770 sq.ft. • ₹44 lakh\* onwards
- Clubhouse with Gymnasium, Swimming Pool & Recreation Zone
- Children's Play Area
- Exquisite Landscaping

BRIGADE PINNACLE

DEREBAIL

Call 1800 102 9977  
salesenquiry@brigadegroup.com | BrigadePinnacle.com

\*Exclusive of car park and statutory expenses.

IN APPRECIATION ...

I recently booked a flat at Brigade Pinnacle ... it has been a great customer care experience so far with Ponappa. I appreciate his communication skills, instant response on any questions, quick response to calls/emails and his flexibility towards timeline. I am sure it's expected from each individual of your organisation and I want to congratulate Brigade that Ponappa has been delivering at its best.

—Ravindra, B1005, Brigade Pinnacle.



# Launch of our first project in Hyderabad: Brigade at No.7, Banjara Hills



ARTIST'S IMPRESSION

M. R. Jaishankar, CMD, Brigade Group, addressing the media at the press conference on the launch of Brigade at No.7. Also seen are Stouvant and Navneet Pittie (Joint Development partners) and V. P. Desu.



Ajay Koshy, Head—Design Management explaining the project using the scale model at the launch.



ARTIST'S IMPRESSION

On 25 January, we launched our first project in Hyderabad: 55 exclusive residences located in the jewel of the city's real estate crown. Brigade at No. 7 offers a choice of 3- and 4-bedroom residences (3350-3510 sft).

Residences are spread across 11 blocks of 5 storeys each—with just one residence per floor. Each block is independent and aligned in a staggered formation, ensuring soothing seclusion and a free play of light and air. Every residence is Vaastu compliant and enjoys an exclusive lobby, lift, servant's room with separate access and 3 covered parking spaces.

A home at Brigade at No. 7 blends old world charm with every amenity you would associate with a superior lifestyle: exclusive residences, expansive greenery, a swish fitness centre, rooftop swimming pool, proximity to outlets retailing everything from high-street fashion to high-end cars and more.

THE MOST SOUGHT-AFTER  
DEVELOPER IN SOUTH INDIA.  
NOW IN THE MOST SOUGHT-AFTER  
NEIGHBOURHOOD IN HYDERABAD.



South India's most-awarded developer meets Hyderabad's most-prized location. Brigade Group launches **Brigade At No. 7**. Located on Road No. 7 in Banjara Hills, the city's most sought-after neighbourhood, this premium residential development comprises just 55 air-conditioned residences. To add to the desirability of these contemporary, *vaastu-compliant* living spaces is an ego-flattering virtue: each floor is reserved for just one residence. Brigade At No. 7, the pearl of Banjara, the possession of the worthy.

3 & 4-bedroom premium residences | 3350 - 3510 sq.ft. | ₹ 3.9 crore onwards\*



Clubhouse with rooftop swimming pool



Indoor games zone



Health club & Fitness centre



Landscaped gardens

BRIGADE  
AT NO.7

BANJARA HILLS

For more details, call 1800 102 9977  
salesenquiry@brigadegroup.com | BrigadeAtNo7.com

\*Exclusive of car-park and statutory expenses



# Brigade Group's commercial portfolio to increase substantially

Brigade Group has contributed prestigious buildings to the cityscape of Bangalore and Mysore and has a client portfolio that includes the biggest and most respected names across many sectors. Having developed about 5 million sft of commercial space in the last 26 years, Brigade Group is now poised to further develop about 7.5 million sft of commercial space within the next 5 years.

In the coming years, Brigade Group projects will be launched in Bangalore, Mysore, Kochi, Mangalore and Chennai; ranging from built-to-suit options to state-of-the-art techparks. Having introduced the concept of small and medium sized offices for sale, we will now develop more options in this category in different parts of Bangalore. We will also be developing SEZ projects in Kochi and Mangalore.

ARTIST'S IMPRESSION



**PROJECT IN FOCUS**

**Brigade Bhuwarka Icon**, Whitefield Main Rd

Mixed use space,  
ideal for large IT / ITES companies and Retail.

**FEATURES:**  
10 floors, 2 level car park  
Area available: 4 lakh sft; Floor Plate: 30,000 to 42,000 sft

ARTIST'S IMPRESSION



**UPCOMING PROJECT**

**Brigade Magnum**, Bellary Rd, Hebbal

Ideal for large corporates, banks and IT companies. Built-to-suit option also available.

**FEATURES:**  
25,000 sft and 50,000 sft  
Scalability of up to 5,25,000 sft

ARTIST'S IMPRESSION




**PROJECT IN PROGRESS**

**Brigade IRV Centre**, Whitefield

Receiving great response

**FEATURES:**  
Total no of floors: G + 10  
Built-up area: 270,000 sft on a 3 acre plot  
Office spaces from 2,350 sft to 30,000 sft

"Once a Brigadier, always a Brigadier."



We have been eager to keep in touch with everyone who was at any time a part of the Brigade family. They helped make Brigade Group what we are and we, in turn, remember them with affection and wish them well in all their endeavors. To keep the channels of information and communication open, we invited all our alumni to continue to share our world through the online version of Brigade Insight, our newsletter. We are delighted that many seem to have accepted our invitation. Here's what one former Brigadier had to say:

*I am indeed overwhelmed by this initiative. It is one-of-its-kind and definitely a first in the real estate industry. I have worked with more than seven large institutions in my career and no organisation, except Brigade Group, has so far made any attempt to reconnect with its ex-employees. I am proud of my association with Brigade Group. "Once a Brigadier is Always a Brigadier."*

—R. J. Shama Sunder

Key Milestones



World Trade Center Bangalore

The Brigade Commercial team has kicked off the first quarter of 2013 on a great note. Lease and sale transactions have seen tremendous response and the market sentiment is positive for many more to come.

World Trade Center Bangalore—40,550 sft  
Brigade Rubix—15,000 sft  
Brigade IRV Center—22,000 sft

**Prime office and retail space on offer now.**



**HURRY! BOOK NOW**

**NEARING COMPLETION**

**BRIGADE RUBIX**  
—HMT Township—

Area available  
2,000 sft to 12,500 sft

Total area - 2,11,000 sft | Proposed convenience stores, ATM, coffee shop, cafeteria, etc.

Call: 1800 102 9977 | [BrigadeGroup.com](http://BrigadeGroup.com)





ARTIST'S IMPRESSION

## centre for indian music experience

Over the last 26 years, we have supported and sponsored a host of lectures, cultural programmes, theatre, and music and dance performances. We will soon be taking our involvement a step further through a project Brigade Group is supporting—the Centre for Indian Music Experience or IME, India's first interactive music museum. Located in the Brigade Millennium enclave in J. P. Nagar, Bangalore, the IME will be a vibrant music epicentre, designed to encourage a rediscovery of various genres of Indian music, from the traditional to the contemporary.

## Shivarathri celebrated with outstanding performances

The Centre for Indian Music Experience (IME), in association with Sri Sreenivas G. Kappanna, presented Shambo Shiva Shambo, a cultural programme held on 10 March at the MLR Convention Centre, J. P. Nagar, on the occasion of Shivarathri.

Vidushi P. Ramaa with hundred disciples, renders songs of Purandara Dasa



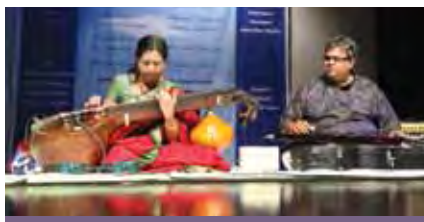
Lighting of the lamp by Sri Vidyabhushana, eminent musician, and P. V. Maiya, Chairman, IMET



Vidwan Venugopal and his students render a flute recital



Suparna and Shwetha Venkatesh in a Kathak duet



An instrumental juaglbandi by Dr Suma Sudhindra and Prakash Sontakke



Vocal duet by Vidushis P. Ramaa and R. Chandrika



Anuradha Vikranth and her students perform Bharathanatyam

## O for Oxygen O for Omega



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. • ₹61 lakh\* onwards**



Clubhouse with gymnasium, swimming pool & recreation zone



Children's play area



Outdoor sports



Exquisite landscaping

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

Call 1800 102 9977  
salesenquiry@brigadegroup.com  
BrigadeOmega.com

BRIGADE  
**OMEGA**  
OFF KANAKAPURA ROAD

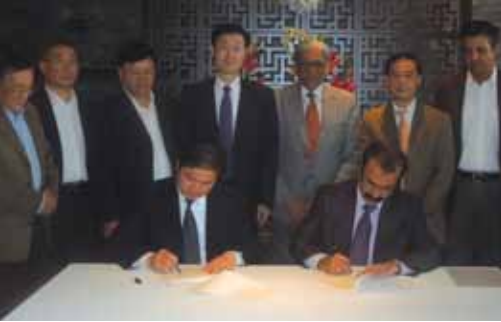
\*Exclusive of car-park and statutory expenses.



## WTC BANGALORE SIGNS TWO MOUS...

### ... WITH JINSHUI DISTRICT GOVERNMENT

WTCB signed an MoU with the People's Government of Jinshui District, which will help further WTCB's facilitation of trade and investments in Karnataka from Jinshui District, thereby contributing to the economic growth of both Karnataka and India.



Bose Nair, Vice President, WTCB, signing the MoU with Zheng Haodong, District Mayor, the People's Government of Jinshui District, in the presence of (standing, r to l): Dr Randhir Mishra, Head of International Affairs, IIM Bangalore; Dr Shawn Chen, Chairman of Board, SIAS International University; Balaram Menon, President, WTCB; Yuehua Wang, Minister of United Front Department and Standing Committee of Zhengzhou Municipal Committee and other Chinese delegates.

The MoU was signed during the visit of a high level delegation from Henan province, Central China, on 10 and 11 December. The delegation was led by Yuehua Wang, Minister of United Front Department and Standing Committee of Zhengzhou Municipal Committee. WTCB organised B2B meetings with senior level officials from deemed universities, B-Schools, trade associations, IT companies and entrepreneurs from Bangalore for the visiting delegation.

### ... WITH INDO-TURKISH BUSINESS ASSOCIATION

On 23 Feb, a high level delegation led by Ms. Ozlem Karaduman, Head of Department, Ministry of Economy, Turkey, visited WTCB to promote business opportunities and investment schemes available for Indian businesses in Turkey. WTCB signed an MoU with the Indo-Turkish Business Association (ITBA), an exclusive business partner of The Confederation of Businessmen and Industrialists of Turkey (TUSKON). ITBA was represented by Mehmet Ali Seker, Vice President.

Raghuram, MD, Karnataka Udyog Mitra, made a presentation on the economic scenario and investment climate in Karnataka.



Bose Nair, VP, WTC Bangalore, with Indo-Turkish Business Association

## WTC Bangalore supports IEEE CONEECT 2013

The 2013 IEEE International Conference on Electronics, Computing and Communication Technologies (IEEE CONEECT), organised by IEEE Bangalore Section and supported by WTCB, was held between 17 and 19 January at WTC Bangalore. The conference focused on recent advances in the fields of electronics, computing and communication and featured tutorials, plenary talks and invited papers by distinguished researchers and technologists from academia and industry. Speakers included international professors, including Fellows of the Royal Society, and corporates.



A plenary session at the IEEE CONEECT 2013

## VISITING DELEGATIONS AND TRADE MISSIONS

### Pennsylvania Trade Mission

On 5 February, WTC Bangalore, in association with the Pennsylvania Trade & Investment Office—India, organised an interactive session-cum-B2B Meet for a Trade Mission visiting from Pennsylvania, USA. Members of the Mission were from areas like IT, mobile apps and biotech.



A B2B session in progress

### Delegation from Brampton, Canada

On 7 January, WTC Bangalore organised an interactive session titled 'Future Agenda for Canada-India Partnership: Unlocking Its Full Potential'. Susan Fennell, Mayor of Brampton, Canada, led the delegation and was Chief Guest at the event. Participants at the interactive meeting included: Confederation of Indian Industry (CII), Indo-Canada Chamber of Commerce (ICCC), Indo-Canadian Business Chamber (ICBC), WTCB and Indian businessmen representing different industries.

Susan Fennell spoke about developing a supportive and stable trade relationship between India and Brampton, which is the ninth largest and second fastest growing city in Canada. Its major economic sectors include advanced manufacturing, retail administration and logistics, information and communication technologies, food and beverages, life sciences and business services.



Balaram Menon, President, WTCB, addressing the gathering; Seated l to r: Naval Bajaj, President ICCC; Kyle Nunas, Consul and Senior Trade Commissioner—South India, Canadian Trade Commissioner Service; L. Krishnan, Chairman, Southern Region, CII; Susan Fennell, Mayor of Brampton Canada; M. Maheswara Rao, Commissioner for Industrial Development and Director of Industries and Commerce, Govt of Karnataka; Pradipta Banerjee, Head, CGI.

### Delegation from Manitoba, Canada

On 11 Feb, WTCB, in association with the Business Council of Manitoba and Global Network, hosted a networking dinner for a visiting business delegation from Manitoba, Canada. More than 70 Indian businessmen interacted with the Manitoba delegation during the interactive session. This was followed by one-to-one meets.

### Training programme on strategies for SME development

On 12 December, under the aegis of the National Institute of Micro, Small & Medium Enterprises (ni-msme), WTCB organised a tour for 18 officials working for SME promotion and development in 11 developing nations. The participants visited WTC Bangalore to understand various strategies suitable for SME development and formulate those policies in their respective nations. Bose K. Nair, Vice President, WTCB, addressed the group, speaking on both the global scenario on SME development and on the services and facilities offered by WTCs to promote trade and investments.

### New clients at WTC Bangalore

Coca Cola, the iconic beverage company. The addition of an FMCG major brings greater diversity to WTCB's tenant base.

Amazon, the world's largest online retailer, has expanded their floor space and become the largest tenant at WTCB.



# Brigade Retail

## FIRST EVER ORION WINE FESTIVAL

Orion Mall, in association with the Karnataka Wine Board, organised the 3-day Orion Wine Festival 2013 at the Orion Mall Lakeside between 18-20 January. This first-of-its-kind wine festival allowed visitors to taste the best Indian and international wines. Visitors also had a chance to interact with wine connoisseurs on various aspects of wine tasting and learn more about the best food-wine pairing.

The wine festival also featured an assortment of carefully chosen food, cheese, chocolates and coffee stalls to make the wine experience even better. An exciting display of vintage cars and bikes; and entertainment options like grape stomping, beat-boxing, flash mobs, music bands, fire-eaters, magicians and more, gave the event a wonderfully festive atmosphere.

The Karnataka wine industry is one of the most important wine industries of the country and the state has started making high quality wines that are appreciated across the world.

WINES FROM: ALPINE, JACOB'S CREEK, HERITAGE, TWIST WINES, LUCA WINES, KINVAH, BIGBANYAN, REVELO, FRATELLE WINES, ELITE, BLACKBUCK, MADHULOKA, SILVER FERN, SPECTRUM ORGANIC WINES, GROVER, HARDYS, SULA, RICO, NINE HILLS, FOUR SEASONS. FOOD FROM: BERRIES & BARRELS, KAATI ZONE, S'BARRO, CAFÉ NOIR, BRIGADE HOSPITALITY.



## Valentine's Day



In honour of Valentine's Day, Orion Mall's brands and restaurants (especially the Fine Dining variety) had special offers in plenty for visitors. Shoppers also got into the mood of the day with love ballads by a two-piece band, Andy and Jewel.



## Music for the soul



At an unforgettable evening at the lakeside amphitheatre, Jalsa gave 3500 music lovers from across the city a chance to hear Maestro U. Shrinivas (Mandolin) and Maestro Hariharan (Ghazal) in concert. The event was co-organised by the team at Indian Music Experience or IME.

## Orion's Flat 50% Off Sale— a grand success



# ORION IS 1

The youngest achiever in mall history turned one this April. The anniversary festival from 10-28 April had great things in store for all mall visitors—including unique Orion Style Awards.

Look out for all the details in the next edition of Brigade Insight!

Dear Mr. Jaishankar,

With vivid impressions of my visit last evening to Orion Mall, PVR Cinemas and Hotel Sheraton, I take this opportunity to sincerely acknowledge my compliments to you and Brigade Group for creating such a wonderful ecosystem at Brigade Gateway. "There are builders who BUILD and then there are builders who TRANSFORM"! Congratulations! Brigade Group has literally transformed the entire locality in and around Brigade Gateway! I am impressed by the vision with which you have planned and executed this massive project – it is a dream which you have delivered to your customers.

—Anil Nahar, Director-Impact Investments,  
Yes We Can Foundation, London-Bangalore-Singapore

My first visit to Orion Mall took me by surprise. Orion is not a mall but a family destination for multiple activities from shopping to entertainment to movies to eating out. It is a beautifully laid out mall; well balanced with the indoor and outdoor areas blending with each other. The best part I like is the way nature has been brought into the destination. The tenant mix laid out beautifully with anchors at the end is clever. Long term vision of the promoters is also visible with clear emphasis on quality of material used and the meticulous maintenance.

—B. S. Nagesh, Founder, TRRAIN and  
Vice Chairman, Shoppers Stop





## What's new at Orion?

### At Saucepan, our Foodcourt



**Wow Momo:** Fast food chain specialising in momos

**Just Mangalore:** An exclusive home grown brand specialising in Mangalorean fare and sea food

**Maxx Popcorn Kiosk:** Various flavours of popcorn

**Sweet World Kiosk:** For candies and sweets



**TIME ZONE** India's leading interactive family entertainment chain in "Out-of-Home" amusement have started their huge facility in Orion Mall. They also manage a Time Zone Creche, an exclusive play zone for toddlers and children.



**Color Bar USA** A kiosk retailing a broad range of innovative beauty products.



### The Raymond Shop

A premium retail store offering complete wardrobe solutions for men which includes top-of-the-line brands: Raymond, Raymond Premium Apparel, Park Avenue, ColorPlus, Parx and Notting Hill.



### BULCHEE

Premium Italian leather ware and a range of accessories for men and woman.



**Premier by Dead Sea Premier** The Dead Sea Premier Cosmetics Laboratories is a major manufacturer of high quality Dead Sea cosmetic products. Their line includes over 150 items that are exported to over 62 different countries.



**Go Colours** For leggings in the widest range of colours.



This is a feat that most other malls in the country take years to achieve!



ORION

MALL AT BRIGADE GATEWAY

# 12.5 MILLION VISITORS IN 12 MONTHS!

Thank you for making us the best mall in Bangalore



## Bringing quality theatre to Bangalore

Om Puri and Divya Dutta brought to life the Punjabi play "Teri Amrita" at the MLR Convention Centre, Whitefield, on 23 Feb. The love story was told through letters exchanged between the two protagonists over a span of 35 years. Om Puri had a lively interactive session with the attendees after the play.



*A whole new definition of tea time!*

With a dart board, games, wi-fi and a variety of popular teas, coffees and delicious snacks, the Tea Lounge at the Regent Club is quickly becoming a popular hangout for our junior members at Brigade Metropolis. Located on the ground floor of the club, the Tea Lounge is open all days of the week, between 11 am and 7 pm. There is also a Live Chaat Counter on weekends.

For more details please contact  
+91-80-42035750/1/2



Children enjoying the newly opened Tea Lounge

**15% savings**  
on your food bill!

Present this coupon at the Regent Tea Lounge, Brigade Metropolis, to avail this offer.

\*Offer Applicable till June 30th 2013.

## A BRAND NEW LOOK!

Members are delighted at the transformation that has taken place at The Melting Pot and Tonic Bar in the Woodrose Club. The restaurant glows in warm beige and orange tones and its glass panels offer lovely views of the serene and lush gardens of the Woodrose Club—making it an even better environment to enjoy a good meal.

The Tonic Bar has a new avatar too: it has separate access and a separate sound system. So watch out for those DJ nights coming your way!

With the launch of a new conference room which has a seating capacity of up to 35 people, our patrons have yet another venue to choose from for their conferencing or banqueting requirements.



Tonic—The Bar



Conference Room at the Woodrose Club



Melting Pot—The Restaurant

## Brigade Homestead Referral Offer

Jayanagar today is the hub of Southern Bangalore, known and loved for its well-maintained parks and green lung spaces. This is where you'll find Brigade Homestead—Jayanagar: a smart, functional property with 28 spacious studios and suites that have well equipped kitchenettes. An attractively landscaped garden creates a pleasant ambience and an on-premise coffee shop adds convenience. Brigade Homestead is located close to the IT/commercial offices in South Bangalore, with easy access to malls

and traditional south Indian restaurants.

This summer we extend a special offer to our patrons.

All you have to do is refer your friends to us, and we'll give you a complimentary meal at any of our Club Restaurants.

**Limited Period offer!**

Call now for further details:

**+91-80-4005 3333**

[www.homesteadbangalore.com](http://www.homesteadbangalore.com)

\*T&C applies



View of Brigade Homestead—Jayanagar

## Brigade Beat—The Brigade Hospitality Newsletter

December 2011



June 2012



February 2013



February 2012



October 2012



Brigade Beat, our Hospitality newsletter, rolls out every four months and reflects the pulse of our young organization. If you'd like to receive a copy of Brigade Beat, write to us at [brigadebeat@brigadehospitality.com](mailto:brigadebeat@brigadehospitality.com)



# Sheraton Bangalore Hotel: Explore the world and please your palate



## School of House Saturdays at Durbar

Every Saturday,  
7 pm onwards

School of House at Durbar, our Colonial style bar, lets you party the night away. Commercial house music—played by Bangalore's upcoming house artists like DJ Sherwyn and three guest artists—along with special one-on-one beverage packages till 9.30 pm will lift your spirits like never before!

For further information  
and guest list details call  
**95919 96923 / 080-4252 1000**

## "An Italian love story under the Persian sky" Saturday at Bene and The Persian Terrace

The lavish buffet includes a variety of kebabs, chicken, lamb and vegetarian dishes from Persian cuisine. Italian food lovers can savour Italian grilled specialties such as herb marinated seafood skewers, cottage cheese with Italian herbs and grilled Mediterranean vegetables. Indian delicacies also make an appearance.

You can choose from the unlimited beverage package offered @ Rs 1295\* per person, which includes a selection of wine, beer and cocktails.

\*Taxes extra as applicable.



Feast @ Sheraton Bangalore

## Indian and International Cuisine

Sunday brunch @ Feast  
(noon to 4 pm)

Brunch at Feast gives you customised live cooking stations presenting the best in Indian and International cuisine: Grills, Kebabs, Chilla, Daals, Quesadillas, Fajitas, Ice Cream Tepanayaki and more. Also on offer are a wide range of sparkling wine, vodka, gin, rum, beer, cocktails, mocktails and other thirst quenchers. Children will enjoy a special play area and kid's buffet! A live band accompanies guests on their gastronomical journey.

Rs 1695\* (Non-alcoholic), Rs 2195\* (Alcoholic), Rs 850\* (Kid's buffet). \*Taxes extra as applicable.

■■■ For reservations please call **91-80-42521 000** ■■■

## Quotable quotes...



"It was an incredible experience performing with my band Rhythmscape at the launch event of MLR Convention Centre, Whitefield. It is truly a world class, state-of-the-art auditorium with great acoustics. I am looking forward to performing again at the MLR Convention Centre."

— Bickram Ghosh, Tabla Maestro

"We have now conducted more than three shows with MLR Convention Centres and have had a fantastic experience each time with a special thanks to their team. It's a superb auditorium and we look forward to conducting more and more performances here."

— Sajesh Nair, Founder, Indianstage



"It was an experience to perform at the superb Brigade MLR Convention Centre auditorium in Whitefield, Bangalore."

— Bombay Jayashri, acclaimed  
Carnatic singer and Oscar nominee








O nanna chetana,  
aagu nee aniketana

It was a  
very  
Merry Christmas



At a special assembly for Christmas on 21 December, students of Std 8 enacted a musical Nativity play. Taking the spirit further, students of Std 2 sang a medley of Christmas carols. Santa made a grand entry on a bicycle, to the accompaniment of children enthusiastically singing *Dashing through the snow* ...

Ms Githa Shankar, Chairperson, Brigade Foundation, presented the prizes to the winners of the MSA Literary Competitions. Vighnesh Iyer (5B) and Sanjan Das (8B) were declared the Best Students in MSA, in Junior and Senior categories respectively. Chalukya House was judged the Best House in MSA.



Eco-friendly Santa on a bicycle.

## MindSpace Day: Impressive at every level

On MindSpace Day, held on 24 January, students of LKG and UKG confidently demonstrated their skills in reading and speaking through simple, effective presentations. They were able to blend sounds, read words and jumbled sentences. Students of UKG further impressed the audience with their confident presentations of concepts like land and water forms, continents and more.

The focus of this year's MindSpace Day, however, was the theme of the year: West Bengal. And everyone seemed to have something to contribute. The unique Bengali culture was brought to life with music and dance. Bengali Arts and Crafts, done by students, were on proud display. Students presented projects concerning West Bengal's history, geography, politics, culture, cuisine, British colonialism and more.



Colour of colonialism—Indigo Plantation, a skit.

## ACHIEVEMENTS & AWARDS

**MI ODYSSEY (Gear Innovative International School):** • First Place, Interpersonal Intelligences • Team members: Nikhita A. J., Surya R. Gubbi, Vedavyas Vempati, Praveen S. V. and Mythili R. Gubbi

**Basketball Tournament, Toyota Technical Training Institute:** • Senior Boys team won the Championship. • Kumaresh Krishnan was declared Player of the Tournament.



**MAARS Spell Bee:** • Sreenidhi Boopathi secured the National level 7th Rank; Vighnesh Iyer secured the National level 10th Rank. Both students were awarded a scholarship of Rs 5000 each and have been selected to represent the school at the International level. • Ananya Kharidhi secured the National level rank 13 and a scholarship of Rs 3000 and has been selected to represent the school at the International level. • Janet Maria Sajjan secured the State level Rank 3, and a scholarship of Rs 3000 and has been awarded the Budding Star at the Karnataka State Championship • Joby Thomas Sajjan secured State rank 4 in category VI at the Karnataka State Championship.

**Kannada Prathiba Pariksha:** • Nitya Ravichandra: State Level Rank 5

• Samyudhata Prasad: State Level Rank 6  
• Srujana A. Rao: District Level Rank 4  
• Achintya Krishna: District Level Rank 5

**City-wide waste management programme organised by BBMP:**

• **Creative Writing:** First Place, Sanjan Das, Second Place: Ashank Rajendran • **Painting:** First Place: Gauri Gaur and Deepthi Mahesh, Second Place: Apoorva M K • **Collage** First Place (Team) Akshita Kabra, Shikha Magar, Rhidhi J Bhinde

**Funda Champs Joint Venture Of BASE**  
• Winner: Sanjan Das

**NSTSE 2013:** • Advik Kabra: State Rank 1  
• Amit P Skanda: State Rank 2  
• Sanjan Das: State Rank 3

## Looking back and looking ahead



The Pre-graduation ceremony for our fifth batch of Standard 12 students was held on 11 January at the MLR Convention Centre, Brigade Millennium enclave. Mr Kincha, former Vice Chancellor of VTU, graced the solemn occasion as Chief Guest. In an inspiring speech, he emphasised the importance of imagination in this world and the need to balance failure with success. Ms Githa Shankar, Chairperson, Brigade Foundation, spoke of the importance of a value system in today's society. Students were reminded that they were the harbingers of change and that the responsibility of a better world lay on their young shoulders.

Students lit the lamp of knowledge and Ms Shalini Jagadish, Principal, administered the pledge. Awards for toppers in each subject were distributed. *The Navaneethan Award* for the *Best Outgoing Student* was presented to Kumaresh Krishnan (12A).



Folk dances of Bengal, Std 5.

Puja, harvest and nationalism—reflecting our theme for the year, West Bengal.

The **Nursery Annual Day**, held on the 30 November at the Millennium Park amphitheatre, was filled with folk dances, Montessori rhymes on the continents, Phonics and a walk down the history of Bengal as the great personalities of Bengal paraded on the stage.

The **Annual Day for Stds 1 to 12** was a spectacular show, enthralling the packed auditorium. It started off with the audience giving the students of 'Sri Ramana Maharshi Academy for the Blind' a standing ovation, for their amazing dance performance. This was followed by a medley of Bengali folk dances, a fusion of semi-classical and western pop by the Senior School Band, the humorous play, *Guppi Gayen Bagha Bayen*, and the awesome portrayal of Tagore's *Tasher Desh* as a dance drama. Awards for the Performing Arts were presented on the occasion: The awards for the *Best Students in Art & Performing Arts* went to Nitya V. Sharma (5B, Junior) and Kushi Chandrashekar (7A, Senior). Ganga House was declared *Best House in Art & Performing Arts*.

## Three different Annual Days!

The **Pre-primary Annual Day** began with a rendition of the school prayer, *Where the mind is without fear*. This was followed by a variety of songs and dances centred around the celebration of the Bengali wedding, Durga Puja, harvest and nationalism—reflecting our theme for the year, West Bengal.



## Student Council elections

On 21 January, students from Stds 6 to 12 cast their vote for the School Captain, House Captains and House Vice Captains.

The new Student Council was instated at an Investiture Ceremony on 28 March.

## Glimpses of Field Trips ...

• Nursery/LKG/UKG: Butterfly Park @ Bannerghatta on 11 January • LKG/UKG: Overnight stay at school on 18 January. The 'sleepover' included party games, painting competitions, pony rides, exciting food and sleeping in tents. • Std 9: Attended a live Assembly session at the Vidhana Soudha. Subject under discussion was the Cauvery Issue.

## THE BRIGADE SCHOOL @ Mahadevapura

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## THE BRIGADE SCHOOL @ Malleswaram

For a change, we thought we'd let pictures do most of the talking for us!



LKG students learning about solids and liquids with a fun activity—baking a banana cake!



The benefits of yoga, pranayama and meditation are learnt at a young age to help children improve their concentration, for healthy minds and healthy bodies.



Republic Day was celebrated at a special assembly with great patriotic fervour. Std 5 students sang a patriotic song and Std 6 students danced to "I love my India".



Teacher's little helpers! UKG students learning all about the goodness of fruits and nuts by making a fruit salad.



UKG children exercise their wrist muscles making butter, cheese and jam sandwich rolls. This is part of our Exercises of Practical Life (EPL) initiative.



The little ones of LKG and UKG had a fantastic time at a sleepover in school, nestled in little tents. They reluctantly left for home after a scrumptious breakfast the next day.



UKG students learnt about 'change of state' when they made orange juice in class—which was later frozen to make orange ice candy. The students then had fun making mock ice cream cones. Chef "Sanjeev Kapoor" put in an appearance!



LKG students use number rods and learn to associate quantities with the numbers.



Students of LKG using the Jolly Phonics method can not only read 3 and 4 letter words, they can also fill in the blank with the missing sound and make a number of words.



Second standard students engrossed in reading story books. This is part of a reading programme to help broaden vocabulary.



Third standard students making Viking helmets as part of their English curriculum.



## THE BRIGADE SCHOOL @ Mahadevapura

### MindSpace: Exploring West Bengal



MindSpace activities are an essential and enjoyable tool for effective learning. The theme for this year, across all three schools, was West Bengal. So the geography of the region was explored through contour maps

of India and Asia, which were on display at the MindSpace event. Students from Stds 4 to 7 worked together, with seriousness and enthusiasm, to make the event a great success.

MindSpace Day was attended by parents and members of our exclusive initiative: Knowledge and Information Bank (KNIB).

Invitees expressed their amazement at how much the children knew about the physical features, culture, religion and political scenario of West Bengal ... and how well they explained it all.



Students of the Pre-primary celebrated the Yuletide season with a play entitled "Joy to the World" The meaningful presentation conveyed

the message that sharing and giving is the best way to bring joy to everyone around you.



### A trip to Cubbon Park!



Pre-primary students enjoyed a wonderful "time out together" at Cubbon Park. They loved the landscape, play areas and aquarium—not to mention the indescribable fun of being together in a new and beautiful setting.

### Circle Time



As part of Circle Time, our LKG students focused on community helpers in society: the doctor, plumber, painter, nurse ...



Orange juice making—another thrilling activity for the tiny tots.





Swami Vivekananda statue, commissioned by Brigade Group, at BBMP Park, adjacent to Ulsoor Lake, Kensington Road, Bangalore.

Take up one idea. Make that one idea your life—think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.

—Swami Vivekananda (1863 to 1902)

Switch to a  
Lower Home Loan Rate or not?

Existing borrowers are a bit confused as to whether they should switch to a lower rate or opt for a balance transfer immediately after a policy rate cut by RBI, followed by reduction in home loan rates by banks. Or should one wait for a while to see if there are any further cuts in home loan rates?

"If a borrower has taken a housing loan of Rs 50 lakh, the legal and valuation charges, stamp duty processing fee etc should cost around Rs 15,000-20,000. The borrower should get the exact cost break-up with the new lender before making the decision," says Harsh Roongta, CEO, Apnapaisa.com. However, with the abolition of prepayment penalty, a borrower can consider this process if the one-time switching charge is more expensive than these charges.

"The switching charges, which are usually 0.5% on the outstanding loan amount, can be expensive for large loan amounts. Hence, the borrower should negotiate with the bank on the lowest possible switching charges and also ensure that the new payable rates are at par with the new borrowers," says Roongta. The borrower can also enquire on the balance transfer costs and the new EMI under that scheme. "Then a borrower should do some EMI math and work out the cost benefit analysis by comparing both the procedures. There are several EMI calculators available online, you can even seek your lender's help with the math," adds Roongta.

Source: The Economic Times Bangalore, 27 Dec

## Union Budget 2013-2014

### Home loan exemption limit increased



India's 82nd Union Budget brings good news for first-time home buyers: a person taking a loan of Rs 25 lakhs for his first home will get Rs 1 lakh additional exemption on repayment of interest component; therefore, the exemption limit has now increased from 1.5 to 2.5 lakhs.

- The benefit can be availed on home loans upto Rs 25 lakh
- Property Agreement Value should be upto Rs 40 lakh
- The property should be the purchaser's first property
- The exemption can be claimed only on interest on EMI (and not pre-EMI). Hence the apartment should be up for possession before 31st Mar, 2015 so that the interest payment starts before the FY2013-14 and FY2014-15 end
- The exemption is applicable only for self-occupied properties
- The benefit is over and above the Rs 1.5 lakh interest tax exemption a home buyer gets

## EIGHT CITY CLUSTERS TO BE DEVELOPED IN BANGALORE

Karnataka government on Thursday decided to develop eight city clusters in Bangalore Metropolitan Region Development Authority (BMRDL) areas at an estimated cost of Rs 2,100 crore.

The state government will avail Rs 1,400 crore loan from Asian Development Bank and contribute Rs 700 crore to develop the city

clusters, Minister for Urban Development, S. Suresh Kumar told reporters after the cabinet meeting here.

The Karnataka Industrial Development Corporation had submitted a plan to the government suggesting development of city clusters in areas falling under BMRDL as its study indicated that the population there would increase to 18 million by 2030, Kumar said.

The cabinet also decided to expand four-lane to six-lane Bus Rapid Transit System corridor project on Hubli-Dharwad road, he said.

Kumar said the city clusters will come up between Hoskote-K.R. Puram, Ramanagar-Channarayana, Anekal-Jigani, Devanahalli-Vijayapura and Nelamangala-Dabaspet. City clusters will also be developed at Magadi, Kanakapura and Doddaballapur, he added.

The cabinet also decided to expand four-lane to six-lane Bus Rapid Transit System (BRTS) corridor project on Hubli-Dharwad road, Kumar said. "The Rs 82 crore project will be allocated to GVR Infrastructure Projects Limited and will have to complete it by 2015," he said.

### 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. 9.95 % p.a.	9.95	1319	1072	962	905	874
Above Rs 30 lakh	0.40% above Base Rate i.e. 10.10% p.a.	10.10	1327	1081	972	916	885
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. Please check with Banks for latest rates.

Source: State Bank of India



# Medellin, Colombia

## THE MOST INNOVATIVE CITY IN THE WORLD 2012



Plaza Botero, in the background the Museum of Antioquia

The 'Innovative City of the Year' competition is a global programme developed by *The Wall Street Journal* and Citigroup, in partnership with the Urban Land Institute, to determine the most innovative urban centre in the world. The Urban Land Institute selected 200 cities based on eight criteria: environment and land use, culture and livability, economic/investment climate, progress and potential, places of power, education and human capital, technology and research, and mobility and infrastructure. People were asked to vote online; over 980,000 did! The three finalist cities were Medellín, Tel Aviv, and New York City. Medellín, in Colombia, won.

Medellin is nestled in the narrow Aburrá Valley, surrounded on all four sides by rugged peaks. The second largest city in Colombia, with a population of about two million people, Medellín is the capital of Antioquia and just an hour away by plane from Bogotá. Like Bangalore, it has a salubrious climate all year round, earning it the sobriquet 'City of Eternal Spring'.

### MEDELLIN AS IT WAS

Not too long ago, Medellín had the dubious distinction of being one of the most violent cities in the world. It was a centre of the drug trade; home to narco-terrorist Pablo Escobar and the Medellín Cartel. It recorded over 3,000 murders per year, and countless robberies, assaults and kidnappings. Public spaces were dangerous and deserted. Violent gangs warred against each

other from the city's many slums.

### THE WINDS OF CHANGE

Medellin has seen 'one of the most remarkable urban turnarounds in modern history'. Change may have begun when Escobar was killed in 1993. More manhunts followed and crime rates slowly but surely plunged. Police and judiciary were empowered. Then other aspects of urban life—from infrastructure to public spaces to people's attitudes—felt the power of innovative change. "Today,

gondolas and a giant escalator shuttle citizens from steep mountainside homes to jobs and schools in the valley below. As a result, travel time for the majority of its citizens has been cut from more than 2 hours to just a few minutes. In this city, a modern underground metro system has eased pollution and crowding in the city's main arteries above, and glistening new



The escalators that helped revitalise Medellín's poorest neighbourhoods

museums, cultural centers, libraries and schools enrich the community," says Michael Mehaffy, Executive Director, Sustasis Foundation, USA.

### HOW DID THIS HAPPEN?

Much of the credit for this transformation is attributed to the vision and spirit of Sergio Fajardo, Medellín's charismatic former mayor. He

replaced conventional tools of urban intervention with out-of-the-box solutions like these:

- Public spaces were created to provide educational and recreational opportunities: libraries, parks, community centres, schools, a botanical garden featuring exotic orchid varieties ...
- Some of the biggest investments were in transportation and public space infrastructure, like the Metrocable system—a series of aerial trams into the steep hillsides.
- Fajardo began "integral urban projects"—projects undertaken in and around the poorest slums.
- One remarkable project was an outdoor escalator system introduced into one of the poorest and most dangerous slums, Comuna 13. The escalators run for 384 metres up a steep hillside and have transformed the area. The dark, dangerous, sewage-laden path people once used has been replaced by a series of covered escalators manned by uniformed attendants. New small public plazas have been developed around the escalator segments; concrete pathways lead to homegrown businesses and remodeled homes with lush landscaping everywhere.

- An innovative series of micro-lending and community-led investment programmes were initiated.

- Seeing that things could actually change, residents bought into the idea of 'co-responsibility'. They become involved in the planning, operation and success of these projects and in the peripheral activity they generated.

- Fajardo was also fortunate to have as advisors leaders with expertise in relevant areas: finance, education, and urban

development. They worked in groups to understand and address specific issues.

- Finally, and very importantly, the old crony reward system gave way to one demanding transparency in interactions and responsibility for outcomes.

—Team Insight



Sports centre Atanasio Girardot



Christmas lighting on the river



Medellin's Metrocable



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