

# BRIGADE INSIGHT

For private circulation only

VOL.17 NO.2

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN AUGUST 2013

“Sisters and Brothers of America,  
It fills my heart with joy unspeakable to rise in response to the warm and cordial welcome which you have given us. I thank you in the name of the most ancient order of monks in the world. I thank you in the name of the mother of religions, and I thank you in the name of millions and millions of Hindu people of all classes and sects.



The present convention, which is one of the most august assemblies ever held, is in itself a vindication, a declaration to the world of the wonderful doctrine preached in the Gita: “Whosoever comes to Me, through whatsoever form, I reach them; all are struggling through paths which in the end lead to Me.”



Sectarianism, bigotry, and its horrible descendant, fanaticism, have long possessed this beautiful earth. They have filled the earth with violence, drenched it often and often with human blood, destroyed civilization and sent whole nations to despair.



Swami Vivekananda statue, commissioned by Brigade Group, at Vivekananda Park, Ulsoor



Had it not been for these horrible demons, human society would be far more advanced than it is now. But their time is come, and I fervently hope that the bell that tolled this morning in honor of this convention may be the death-knell of all fanaticism,




I am proud to belong to a nation which has sheltered the persecuted and the refugees of all religions and all nations of the earth. I am proud to tell you that we have gathered in our bosom the purest remnant of the Israelites, who came to Southern India and took refuge with us in the very year in which their holy temple was shattered to pieces by Roman tyranny. I am proud to belong to the religion which has sheltered and is still fostering the remnant of the grand Zoroastrian nation.



I will quote to you, brethren, a few lines from a hymn which I remember to have repeated from my earliest boyhood, and which is every day repeated by millions of human beings: “As the different streams having their sources in different places all mingle their water in the sea, so, O Lord, the different paths which people take through different tendencies, various though they appear, crooked or straight, all lead to Thee.”

of all persecutions with the sword or with the pen, and of all uncharitable feelings between persons wending their way to the same goal.

My thanks also to some of the speakers on this platform who, referring to the delegates from the Orient, have told you that these men from far-off nations may well claim the honor of bearing to different lands the idea of toleration. I am proud to belong to a religion which has taught the world both tolerance and universal acceptance. We believe not only in universal toleration but we accept all religions as true.



A rare collection of homes,  
for the connoisseurs of fine living

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

Brigade Group presents 4 premium properties from its Signature collection, in prime locations across Bangalore. Reserved for those with an inclination for the finer side of life, these residences are eloquent metaphors of fine taste and refinement.

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**Area** : 4190 - 4290 sq.ft.

**Status** : Ready to move in

LAST FEW UNITS!

**BRIGADE RHAPSODY**

**Palace Cross Road, 4-bedroom residences**

**Area** : 4730 sq.ft.

**Status** : Under construction

**BRIGADE SONATA**

**Palace Road, 3-bedroom residences**

**Area** : 2560 - 2780 sq.ft.

**Status** : Ready for possession

LAST FEW UNITS!

**BRIGADE CALADIUM**

**Hebbal, 3 & 4-bedroom residences**

**Area** : 3450 - 4450 sq.ft.

**Status** : Under construction

Grand Reception Lobby | Rooftop Swimming Pool with Deck | Gymnasium | Recreation Zone

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**For a better quality of life, Upgrade to Brigade**



B R E A K I N G   N E W S   . . .

Brigade Showcase 2012 campaign wins award



Brigade Group won the Paul Writer Award in the "WOW-360–Best Integrated Marketing Campaign" at the Great Indian Marketing Summit–Realty Edition at Leela Palace, Bangalore, on 21 June. The award was for our Brigade Showcase 2012 campaign.



Viswa Pratap Desu, VP—Sales and Marketing, receives the award from Prof. Abraham Koshy, Professor of Marketing, IIM Ahmedabad.

For the third time in a row!  
Brigade Group amongst India's Best Companies to Work for 2013



Brigade Group is ranked 52nd in India's Best Companies to Work for 2013 and 2nd in the Real Estate industry in the annual research study conducted by Great Place to Work

Institute and Economic Times. This is Brigade Group's third consecutive win. Brigade is also one of the few organisations which has gone up in ranking.



BRIGADE RUBIX: 'COMMERCIAL PROPERTY OF THE YEAR—NORTH BANGALORE'

Brigade Rubix won the award at the Bangalore Real Estate Awards 2013, sponsored by Silicon India in Association with Axis Bank, held at Hotel Lalit Ashok, Bangalore, on 2 August.

Orion Mall wins at Images Shopping Centre Awards

Orion Mall at Brigade Gateway won "Images Most Admired Shopping Centre Launch Of The Year: GLA over 3,00,000 Sft" at Images Shopping Centre Awards held on 8 May at Mumbai.

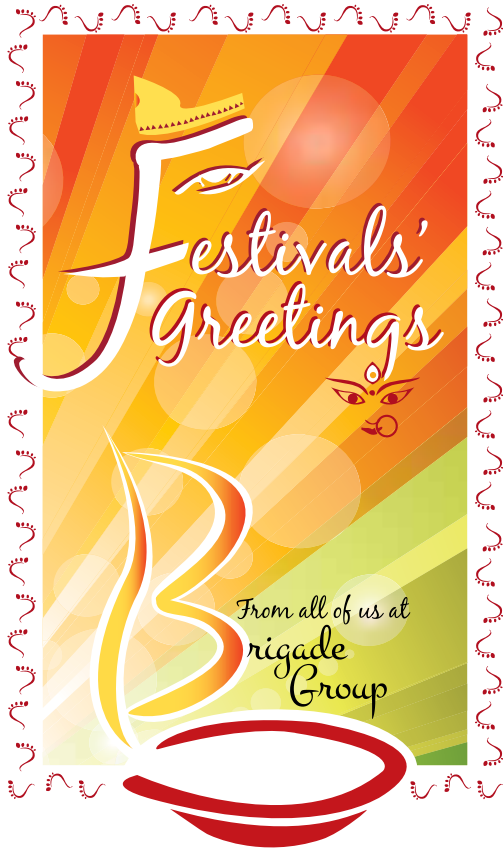
The Images Shopping Centre Awards are among the most prestigious awards in the Retail sector.

Vishal Mirchandani, CEO, Brigade Retail, and team, receiving the award from Vineet Gautam, Country Head, Bestseller.



I N   T H I S   I S S U E   . . .				
5	7	9	10	13
Brigade Group develops Kempegowda Playground, Malleswaram	Two new residential projects launched	Bangalore's first Precast Plant at Brigade Orchards	Inauguration of State-of-the-art Sales Lounge @ Summit	Brigade Rubix completed
14	15	16	19	23
IME at the TCS World 10K Run	Events @ World Trade Center Bangalore	Happenings at Orion Mall	Sheraton Bangalore Hotel's Awards Gallery	"Atmano mokshartham jagat hitaya cha"

Text on cover excerpted from Swami Vivekananda's message, delivered at the World's Parliament of Religions. The first attempt to create a global dialogue of faiths, this congress was held in Chicago on September 11, 1893. Swami Vivekananda received a three minute standing ovation from the audience of 7,000. See Pg 23 for more on Swami Vivekananda ...



OUR country is experiencing a crisis of confidence. The sudden and sharp depreciation in the value of the rupee has caught the political establishment and the corporate world off guard. Why has this happened? To put it simply, it is because of complacency, deficiency in governance and a series of scams of very high proportion. When India was Shining with 9% GDP growth, the governing fraternity thought India was moving towards super power status and took the liberty of making a series of bad decisions and introducing socialistic schemes, which India could ill afford. With BRIC countries' steady growth in the past few years, it was felt that the United States' influence over the world had reduced. But the USA has once again proved that 'if it sneezes, the world still catches a cold' (this time by way of 'Quantitative Easing'). For India to get out of this mess, it is essential to focus on strengthening its economic fundamentals rather than trying to depend on FII hot money.



However sound the intentions behind socialistic schemes like NREGA, RTE and the Food Security Bill may be, they are bound to adversely impact our country's current account deficit—primarily because of our record of very poor delivery and execution, resulting in huge leakages. As a developing country, we are not in a position to fritter away lakhs of crores of rupees. If the same amount is spent, year after year, on employment generation projects rather than doles, it would help in self-sustenance of the poor. The old proverb of 'teaching a man to fish, rather than feeding him fish' is what needs to be done. The deadly combination of socialistic schemes of the central and state governments will have a huge negative effect on the availability and productivity of labour willing to work, in spite of our having a population of 1.23 billion.



If the government continues to act on the basis of political expediency and the 2014 parliamentary elections, the only thing left for citizens is to pray for the economy to stabilise on its own and to also pray for a stable central government to be elected in 2014. Luckily, the people of Karnataka have got a stable government after many years of instability.



In an otherwise precarious situation, a silver lining may be that Indian exports will become substantially more competitive and may result in exports exceeding imports, leading to current account surplus.

### A few thoughts ...



Even at this stage, it is heartening to know that international investors still think the long term India story is good, due to its population and resultant demand, and the possibility of graduating from a developing country to a developed country.



One needs to have hope. To quote Barack Obama, "Hope in the face of difficulty. Hope in the face of uncertainty .... A belief that there are better days ahead." Based on this hope, we in Brigade Group will continue to plan to start more projects in the cities in which we operate. The two recent launches—Brigade Golden Triangle on Old Madras Road and Brigade LakeFront in Whitefield—were well received. More launches are planned in Bangalore and Mysore in the next few weeks, and in Chennai in the new year.



It is a nice feeling to find ourselves, for the third year in a row, to be amongst the Best Employers in the country. Economic Times and Great Place to Work Institute has rated Brigade Group as number 2 in the real estate sector and number 52 amongst all industries surveyed. Our ranking has consistently improved year after year. I sincerely thank the entire staff of Brigade Group for this coveted honour.



After redeveloping the 3-acre Sangolli Rayanna Park in Malleswaram, another of our major CSR initiatives was completed recently. This was the development of the city authority's 5-acre land in Malleswaram West into a well-planned playground for track & field and other sports. The playground is aptly named after the founder of Bangalore, Kempegowda.



The year 2013 marks the 150th birth anniversary of the noble soul Swami Vivekananda. It is important to recollect his words of wisdom in this strife torn world. In my opinion, only good economic development can steer us away from political unrest of the kind Egypt, Pakistan and Syria are experiencing. This issue of Brigade Insight is dedicated to Swami Vivekananda.



Lastly, as major festivals—Ganesh Chaturti, Dussera and Diwali—approach, it is time to celebrate and pray for a happier tomorrow.

—M. R. Jaishankar, CMD

## BRIGADE INSIGHT

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# Brigade Group delights sports enthusiasts with a playground in Malleswaram



As part of our CSR initiative to encourage sports enthusiasts, we have developed the Sri Nadaprabhu Kempegowda Playground in Subramanyanagar, Malleswaram.

The playground was inaugurated on 15 August by R. Ashoka, former Deputy CM of Karnataka. D.C.N. Ashwath Narayan, MLA, Malleswaram constituency, presided over the function and D. B. Chandregowda, Former MP, was the Guest of Honour. Other dignitaries present on the occasion included the Mayor, D. Venkatesh Murthy, and Shashikala Krishnegowda, Councillor.



As mentioned in the last issue of Brigade Insight, Brigade Group had redeveloped the Sangolli Rayanna Park at Malleswaram 17th Cross, close to the Kempegowda Playground. After the redevelopment, the park was awarded first prize in the Big Garden Category by the Department of Horticulture.

## KEY HIGHLIGHTS OF THE PLAYGROUND INCLUDE:

- AN ATHLETIC TRACK (100M AND 200M)
- CHILDREN'S PLAY AREA
- TWO CRICKET PRACTICE PITCHES WITH NETS
- WALKING TRACK LAID WITH PAVERS
- LONG JUMP AREA
- KARATE / YOGA
- BASKETBALL COURT
- SEATING GALLERY
- VOLLEY BALL COURT
- TREE GROVE AREA
- REST ROOMS
- SKATING RINK

“ We at Brigade Group feel the responsibility of giving people a better life. We believe in encouraging talent, and today, on the occasion of Independence Day, we would like to dedicate this playground to all the sports enthusiasts of the city.”

—M. R. Jaishankar, CMD, Brigade Group, speaking at the inauguration



## 18TH ANNUAL GENERAL MEETING

The 18th Annual General Meeting of Brigade Enterprises was held on 31st July 2013 at the MLR Convention Centre, Brigade Millennium Campus, J. P. Nagar, Bangalore.



l to r: Om Prakash, Company Secretary; K. R. S. Murthy, Independent Director; Dr Anumolu Ramakrishna, Independent Director; P. M. Thampi, Independent Director; Githa Shankar, Wholetime Director; M. R. Jaishankar, CMD; P. V. Maiya, Independent Director; M. R. Shivram, Director; M. R. Gurumurthy, Director.



### Dr A. Ramakrishna

20<sup>th</sup> December 1939 – 20<sup>th</sup> August 2013

Director, Brigade Enterprises Limited  
Former Deputy MD, L&T Limited



*A man, karma yogi, of many great contributions and a true inspiration, he leaves us with many fond memories.*

*We at Brigade Group are deeply saddened by the sudden demise of our friend, philosopher and guide, and pray for his soul to rest in peace.*

### Brigade Group is the Presenting Sponsor of 'Prime Property'



Brigade Group is the Presenting Sponsor of Prime Property, CNBC TV 18's very popular property show. The weekly real estate reckoner features Nayantara Rai tracking all the new launches, hot deals and trends related to the sector. The programme gives viewers an idea of rentals in major cities and focuses on what customers are looking at while buying property. Prime Property is aired on Saturday at 8 p.m. and Sunday at 7 p.m.

### Remembering Dr A. Ramakrishna

Dr Anumolu Ramakrishna joined L&T in 1962. He was appointed on the Board as a Whole-time Director in 1992, and was elevated to the position of Deputy Managing Director in March 2000. He retired from the services of the Company in 2004.

Dr Ramakrishna had contributed significantly towards building the construction business of L&T during his long tenure. Under his leadership, the business grew manifold and consolidated its position as the country's largest and most respected construction organisation. He also played a pioneering role in the development of projects under the public/private partnership model. Many of the projects built under his leadership of the construction business have contributed to India's economic growth and have become international landmarks.

Dr Ramakrishna was a Director on our Board and was associated with the Company for over 5 years.

He is survived by his wife and three sons.





# LAUNCHED:



## Brigade Golden Triangle, Old Madras Road

Brigade Golden Triangle—a mixed-use project with residential, office and retail components—was launched on 27 April. Registrations have been excellent at pre-launch and launch stages.

The project is strategically located on Old Madras Road. The CBD and International Airport are just 30 minutes away; Whitefield can be reached in about 15 minutes.

The residential section will have six residential blocks, three of which are launched. Blocks will comprise a selection of 2-, 3- and 4-bedroom apartments, ranging in size from 1200 sft to 2010 sft. The project will have a well-equipped clubhouse with swimming pool, sports facilities that include a cricket pitch, tennis and basketball courts; and landscaped open areas. Brigade Golden Triangle will also contain a Signature Office Tower and a shopping complex.



Potential customers at the launch event.

## Brigade LakeFront, EPIP, Whitefield

Another lifestyle enhancing project in a great location



Visitors take a look at the impressive scale model.

Launched on 29 June, Brigade LakeFront is a residential project set in a 20 acre campus, overlooking a lake. The project offers around 1200 apartments spread across three independent blocks (Amber, Blue and Crimson). The 2-, 3- and 4-bedroom apartments range in size from 1330 sft to 3360 sft. The model apartment can be viewed at Summit @ Brigade Metropolis.

Facilities include a well-appointed clubhouse of around 30,000 sft, with a gym, swimming pool, indoor games and party areas. Brigade LakeFront will also offer outdoor sports facilities like tennis and volleyball, as well as a cricket pitch.

Brigade LakeFront enjoys a very strategic location in EPIP, Whitefield, Bangalore. It is in close proximity to over 500 IT and ITES companies, schools and shopping complexes and the planned *Namma* Metro station.



## Brigade Cosmopolis - Launching shortly!

**International lifestyle** With Brigade Cosmopolis, you don't just get the privilege of self-reliant community living, proximity, an affluent neighbourhood but also very modern, tastefully built, contemporary living spaces and a wealth of green bays.

**Whitefield advantage** Located in the heart of the bustling IT capital, on Whitefield Main Road, Brigade Cosmopolis is diagonally opposite Forum Value Mall. The proposed residential development brings together the convenience of schools, hospitals, malls and work places. Everything being just a short distance away.

**Key features:** 9.3 acres • Spacious 2, 3 & 4-bedroom premium apartments and penthouses  
• Terrace gardens • 30,000+ sft clubhouse with lifestyle amenities • Landscaped courtyards

BRIGADE  
**COSMOPOLIS**  
WHITEFIELD

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## Events in Dubai

Indian Property Show, held at WTC, Dubai, on 20 and 21 June.



Dignitaries at Brigade's stall at the Sumansa Event.



Brigade Group tied up with City 101.6 FM for promotion of Brigade Orchards Villas. The co-sponsored programme consisted of radio spots / radio quiz and cash giveaways.

## Brigade at two CREDAI Realty Expos



Brigade Group participated in two very successful back-to-back Realty Expos organised by CREDAI Bengaluru. The first was held at Lalit Ashok on 6 and 7 July and the second at Park Plaza, Outer Ring Road, on 13 and 14 July.

## LEGION REAL ESTATE completes one year

Legion Real Estate, the accredited agent of Brigade Group in the US and Canada, completed its first year of operations in July. The Legion office is based in Menlo Park, California, in the heart of Silicon Valley. The Bay Area has proved to be an excellent launching pad for the office since many NRIs who live and work in this area have close ties to South Indian cities where Brigade has a strong presence. Over the past year, Legion has enabled Brigade to expand its reach in the North American continent by partnering with local community and cultural organisations, advertising in South Asian publications, and participating in property shows. Legion provides information about all investment opportunities available with Brigade Group, as well as facilitates communication and coordinates transactions with the Brigade sales team in India. Visit [www.legionre.com](http://www.legionre.com) for more information.

## Brigade @ Sevathon 2013, USA



Praveen Venkatpathi, Manager, at the Brigade Group stall at Sevathon 2013, organised by the Bay Area India Community Center.

## Great Indian Marketing Summit—Realty 2013

Viswa Prathap Desu, VP—Sales & Marketing, was one of the panelists on a discussion titled *Customer Communities: Nurturing Relationships for the long term* at GIMS Realty Edition 2013.



(l to r) Viswa Prathap Desu, VP—Sales & Marketing, Brigade Enterprises Ltd; Naga Chokkanathan, Senior Director, CRMIT Solutions Private Limited; Ajay Nambiar, Chief Service Officer, Emaar MGF Land; Sunder Madakshira, VP Marketing and Communications, SAP Labs India.



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## [Launch of Bangalore's first Precast Plant at Brigade Orchards, Devanahalli]

Brigade Group has taken an innovative leap forward with the setting up of its precast concrete technology plant at Brigade Orchards in Devanahalli. The plant has been set up with equipment imported from Italy, Germany and Singapore, and is manned by a team of experts with extensive experience in the precast industry in India and the Middle East. The technology will initially be implemented for residential apartments, and will later be used in commercial properties as well.

With the present capacity being up to a total volume of 70–100 m<sup>3</sup> per day, Brigade Group plans to erect the shell for two apartments on a daily basis. With this technology Brigade Group will be able to offer superior quality constructions at reduced time and manpower.



M. R. Jaishankar, CMD, Brigade Group, inaugurating the plant on 21 June.



Presenting:

### STEVE WAUGH'S WORLD-CLASS SPORTS ACADEMY @ BRIGADE ORCHARDS



To coincide with Steve Waugh's visit to promote the Sports Academy at Brigade Orchards, a 30-minute panel discussion titled Education or Sports-Eliminating the "Either-Or" was recorded on 1 August at the Sheraton Bangalore Hotel. The programme was aired on 24 and 25 August. The eminent panel comprised (l to r) Bianca Ghose, Moderator, NDTV; Steve Waugh; Dr Sunita Maheshwari, Pediatric Cardiologist; Ashish Ballal, Asian Gold Medalist and Former Captain, Indian Hockey Team; Dr A. Ravindra, IAS (Retd), former Chief Secretary, Govt. of Karnataka; Dr Chenraj Roychand, President, Jain University Trust.

Steve Waugh's company, Sporting Edge, will be creating a world-class sports academy at the upcoming Brigade Orchards, a 130+ acre development located in Devanahalli, Bangalore. Sporting Edge will bring sport- and leisure-related activities to the residential township, offering world-class coaching infrastructure in cricket, soccer, tennis, football, swimming and athletics, with globally trained coaches.

Waugh believes that Sporting Edge 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," he says.



Steve Waugh meets young sports enthusiasts at Orion Mall.



An exclusive sit-down dinner with sporting legend and philanthropist Steve Waugh was held at the Sheraton Bangalore Hotel at Brigade Gateway on 1 August. The event was jointly hosted by Brigade Group, Classic Group and Valmark.



Steve Waugh with (l to r) M.R. Jaishankar, CMD, Brigade Group; Pavitra Shankar, Director, Legion Real Estate; and Nirupa Shankar, Director, Brigade Hospitality.





*Inauguration  
of State-of-the-art  
Sales Lounge @ Summit*

The Sales Lounge at Summit, in the Brigade Metropolis enclave in Whitefield, is a world-class customer interaction space. With various conventional and new-age media options, the lounge is an exciting new step in real estate marketing. It offers unmatched customer experience and showcases the Group's properties in the best possible way. This is Brigade Group's second interaction space in Bangalore; the first being the Experience Centre at WTC Bangalore in Brigade Gateway.



Come home to  
the Mysore way of life.

Presenting,  
Brigade  
Symphony.

Luxury  
apartments  
on KRS Road,  
Mysore.

Welcome to Brigade Symphony, a contemporary expression of the Mysore way of life. Look around, and you'll discover so many wonderful features that have always been part of homes in Mysore. For instance, every apartment has a large patio where you can sit down and enjoy the lovely Mysore weather, just like the good old times. The living spaces are large, well-ventilated and exude a feeling of comfort. Outdoors, you'll be reminded of the Mysore you've always loved, with its green open spaces, playgrounds and walkways, undisturbed by vehicular traffic. Of course, there's enough and more space for recreation, whether it's a game of badminton or a refreshing swim in the pool. If you've always loved the Mysore way of life, it's time to enjoy it with a touch of modernity.

1, 2, 3 & 4-bedroom luxury apartments | 790 - 3360 sq.ft.



Clubhouse with indoor games & multi-purpose hall



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Swimming pool



Landscaped gardens

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SYMPHONY  
KRS ROAD, MYSORE

## Reception for World President of FIABCI



Cyriac Joseph, GM—Marketing, Brigade Group, being facilitated by Kirkor Ajderhanyan, President, World Council of Brokers, FIABCI, and Irshad Ahmed, President, Capital BRAI. Also seen (extreme left) Farooq Mahmood, (extreme right) Ayub Khan.

The Bangalore Realtors Association—India hosted a dinner for Flavio Gonzanga Nunes, World President of FIABCI, the international real estate federation, at the Chancery Pavilion Hotel, Bangalore on 2 July. Mr Ambreesh, Hon. Minister for Housing, and Mr Ramalingam Reddy, Hon. Minister for Transport and District-in-Charge, Govt of Karnataka, felicitated the international guests. Members of CREDAI formed a large part of the guest list for the evening. Nunes was in India, along with delegates from all over the world, to attend the Fifth Annual NAR—India Convention at New Delhi. The delegates visited Bangalore to study the city's real estate markets, explore business opportunities and network with members of the real estate industry.

## In praise of Brigade Palmgrove, Mysore

"The property has given good vibes for us. Thanks for giving such fine products for people like us."

— D. Devaraj, FCA, Partner, Sighvi, Dev and Unni, Bangalore



Over 30 Brigade properties in six cities exhibited at



Brigade Showcase was inaugurated by S. N. Nagendra, Regional Business Head–Karnataka and Goa, HDFC Ltd, in a preview on 26 July, also attended by our clients, business associates and patrons. Also seen in the picture (l to r) M. R. Jaishankar, CMD, Brigade Group; Ashwini Mital, DGM, SBI; and P. V. Maiya, Director, Brigade Group.

The fifth edition of Brigade Showcase was held on 27 and 28 July at the Grand Ballroom of the Sheraton Bangalore Hotel at Brigade Gateway. The event was well attended with many customers choosing to Upgrade to Brigade!

Brigade Group showcased its entire range of ongoing and forthcoming projects—across residential, office, retail, hospitality and school domains. Customers not only had a wide range of projects from which to choose, they also had a choice of locations (Bangalore, Chennai, Chikmagalur, Hyderabad, Mysore and Mangalore), various budget ranges (Rs 24 lakhs to Rs 8 crores) and different stages of project completion.

Special prices, offers and gold coins on bookings made at the event were an added incentive to move towards a better quality of life.



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CALADIUM  
HEBBAL

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Brigade Caladium,  
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Ground Level, World Trade Center,  
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## Limited edition residences, reserved for those who choose only between the finest and the finest.

Brigade Caladium, premium residences that redefine living spaces. Accentuated by bold architecture that's a fine blend of new-age aesthetics and intuitive design. Intelligently planned living spaces accommodate sense and sensibility. Outdoors, between earth and sky, is a rooftop swimming pool. Located in Hebbal, Bangalore's high potential growth corridor, Brigade Caladium is well-connected to the Central Business District, and is just a 30-minute drive to the airport. If there's one place where accessibility and privacy co-exist, it's your residence at Brigade Caladium.

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## The Brigade BROU HAHA

*Brouhaha*: Excited public interest, discussion, or the like, as the clamor attending some sensational event; hullabaloo

We called this year's annual fest Brigade Brouhaha and it certainly lived up to its name!

The gala event for Brigadiers and their families was held at the MLR Convention Centre on 13 July. The theme of the fest was comedy / humour, and both were in ample evidence in the décor, entertainment, stalls, performances and mood of all attendees, young and old.

Jokers welcomed guests into the MLR Convention Centre. The carnival of delights ahead of them included multiple entertainment counters, featuring games and activities like Splash Pool, Tattoo Stall, Caricature, Bouncing Castle, Minute-to-Win-It games, Mini Bowling, Giant Snakes & Ladders and lots more. Then came a series of mouth-watering food stalls, offering a lavish choice of scrumptious Indian and Continental delicacies.

The second half of the day was a laugh riot with rib-tickling performances by six teams who showcased their talent in dancing, theatre and stand-up comedy. These finalists were trained by professionals from Punchatantra Troup (Skits), Agni Dance Steps (Dance) and Mark Zubair (Stand-up comedy). A bonus was special appearances by Vineeth Vincent (Guinness record holder in Beat Boxing), Amrit Rao (Lead singer of Live Banned) and MC Abhishek, who performed a comic skit that brought the house down.

The event was managed and catered by Celebrations, Brigade Group's event management company.





## Momentum builds up!

It was a very busy quarter for the commercial leasing team of Brigade Group as they transacted over 4,00,000 sft of space in various projects across the city.



### THE JEWEL IN BANGALORE'S REAL ESTATE CROWN Over 95% of WTC Bangalore's 1.1 million sft is now leased out

The World Trade Center Bangalore at Brigade Gateway is proud of its tenant profile, which includes: Amazon | McKinsey | H&M | KPMG | Samsung | Siemens | UEC | Regus | Toyota Networks | HDFC | Coca Cola | Bank of Tokyo | Center for Asia Pacific Aviation | Euro Monitor | Canadian Consulate | Spice Retail | Pramati Technologies | IEEE | Gerdau Steels India Ltd | Mytrah Energy | Celestial Systems | QSG Technologies | Karneet Enterprises | Bagzone | Lifestyle | ConvaTec India | ESA | Quadgen Wireless | Master Key Holdings | Tellabs | Bindu Urja | Muthoot Group | Alufit | LS Law and many more leading corporates.

Further, Amazon has doubled their footprint at WTC Bangalore by taking on an additional 2.65 lakh sft of space.



## Brigade Rubix completed

Clients have begun operating from the eye-catching Brigade Rubix mixed-use tower in HMT Township. Only the last few premium units in this popular building are now available for sale.

Inspired by the geometric formation of the famous Rubik Cube, Brigade Rubix has a unique façade in which blocks turn at an angle every 3 floors. The building is designed with a central core, around which all services and office spaces are located. This ensures each office unit has an 'outside' view and plenty of natural light and ventilation. The building comprises G+11 floors and has two levels of basement parking.



Brigade Group's maiden retail venture in Chennai is progressing well. Located on Old Mahabalipuram Road, this mall covers 1.3 lakh sft of space and will have a department store, hypermarket and consumer durable and IT (SCIT) store.

## Bhoomi Pooja:

### BRIGADE METROPOLIS ANNEXE



M. R. Jaishankar, CMD, Brigade Group with N. A. Harris, MLA, Shanthinagar, at the Bhoomi Pooja.

## Prime office & retail space now available.



Proposed convenience stores, ATM, coffee shop, cafeteria, etc.

## BRIGADE RUBIX —HMT Township—

Total area 2,11,000 sft	Area available 1,750 sft to 15,000 sft
----------------------------	---

Call: 1800 102 9977  
BrigadeGroup.com



IME AT THE TCS WORLD 10K RUN  
— A first hand report —



As a first time participating NGO at the TCS World 10K Run, we at the IME didn't know what to expect from the event. We had our fantastic team of runners including musicians, music enthusiasts and corporate supporters (thank you SAP Labs!). We were all excited and raring to go.

On 19 May, the day of the run, we were amazed by the huge number of people that turned up for the event—that too, early on a Sunday morning! The energy and excitement in the air was palpable, and we reveled in the festive atmosphere.

Armed with our music instrument-shaped placards and megaphones, we set off singing different kinds of songs (ranging from classical tunes to the patriotic and pure entertainment numbers), gaining curious looks and participation from fellow runners along the way. The entire event surpassed our expectations. We had an absolutely fantastic time and hopefully we will be back with a bigger bang next year!



World Environment Day  
at Brigade Meadows

Trees are the earth's endless effort  
to speak to the listening heaven.

—Rabindranath Tagore,  
Fireflies, 1928.



Brigadier's son wins  
Karate Championship



Our congratulations to Shriabhay S., son of Shriharsha S. C., DGM—Projects, who won two gold medals (Individual Kata and Kumite events) at the 1st International Invitation Karate Championship 2013 held in Kandy, Sri Lanka, on 9 June. The event was organised by the Japan Karate-Do, Tenshinkan, Sri Lanka branch.



Brigade Meadows,  
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

The only integrated enclave  
on Kanakapura Road, Bangalore.

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

1+study, 2-bedroom apartments, 700 - 950 sq.ft.

Clubhouse with Gym  
and Swimming Pool

Indoor and  
Outdoor Games

School, Hospital and  
Neighbourhood Shopping Centre

Landscaped  
Gardens

CONSTRUCTION IN FULL SWING!

Visit the Model Apartments today!

Call 1800 102 9977

BrigadeMeadows.in  
salesenquiry@brigadegroup.com





## Dinner Reception for Executive Vice President, WTCA



Bella Heule, Executive Vice President, WTCA, with Kyle Nunas, Consul General and Senior Trade Commissioner, Canada, and Bose Nair, VP, WTCB, on the skywalk linking Sheraton Bangalore Hotel with WTCB.

WTC Bangalore hosted a dinner reception for Ms Bella Heule, Executive Vice President, WTCA, on 24 April. The dinner was held at the Persian Terrace, Sheraton Bangalore Hotel and was followed by a meeting at the seminar rooms of the WTCB offices next door.

The high profile event was attended by senior government officials, office bearers of Chambers of Commerce and trade support associations, captains of industries and foreign diplomats present in Bangalore. Ms Bella Heule and

Steve Austin, President, WTC San Diego, addressed the gathering, sharing their experience at the WTC and highlighting the strength of the WTCA network. Maheshwar Rao, IAS, Commissioner for Industrial Development and Director of Industries & Commerce, Govt. of Karnataka, in his speech acknowledged the WTCA network and assured the support of Government agencies towards the WTC fraternity.

## Women business leaders from the US

**Connecting**

with women entrepreneurs from India



On 22 May, WTC Bangalore organised a networking event focused on encouraging "Women in developing countries in the field of Information & Communication Technology (ICT)". The event was jointly organised by WEConnect International, NASSCOM and World Trade Center Bangalore and was attended by more than 180 women entrepreneurs and corporates.

Alyssa Ayres, Deputy Assistant Secretary for South & Central Asian Affairs, U.S. Department of State, and Consul General Jennifer McIntyre, led a delegation of senior women leaders from major U.S. corporations, including Citrix, Goldman Sachs, HTC, Intel, Qualcomm, Microsoft and Twitter.

M. N. Vidyashankar, IAS, Principal Secretary, Department of Industry & Commerce, Govt. of Karnataka inaugurated the plenary session, focused on "Fostering Business between U.S. and India".

## WTC Delegates visit World Trade Center Bangalore



Trade Mission at Infosys campus.

A Trade Mission from the World Trade Centers (WTCs) fraternity visited WTC Bangalore between 24 and 28 April. The delegates included Boon W. Tan, Director, WTC Arkansas; Karen Gerwitz, President, WTC Denver; Emmanuel Thauvier, President, WTC Rennes; Bertrand Gervais, Director, WTC Rennes; and Alfred Zucaro, Chairman, WTC Palm Beach. WTC Bangalore organised one-to-one meetings with Vijayshankar, Director, Department of ITBT (Information Technology, Bio-Technology), Government of Karnataka, and a tour of Infosys for the visiting delegates.

## Seminar on Practices to Better Health



On 27 April, WTC Bangalore, in association with eMERG (Engineering Manufacturer Entrepreneurs Resource Group, an association for women in technology, business and service) and WEConnect International, organised a seminar on maintaining good health. Titled *Health in Your Hands*, the seminar covered areas that included how to be in charge of one's own health, methods of disease prevention and how to network with professionals from other fields. The programme was organised during World Immunization Week by World Health Organisation and was supported by Pfizer vaccines.

## Vendor Development & Technology Show Meet



WTC Bangalore supported the Vendor Development and Technology Show (VDTS) Meet—2013 organised by Peenya Industries Associations (PIA) and held at BIEC, Bangalore, between 6 and 8 June. The programme was inaugurated by K. H. Muniyappa, Hon'ble Minister of State for MSME (Independent Charge), Government of India.

The event focused on the following sectors: aeronautics, automobiles, general engineering, non-conventional energy sources and clean and green technology. More than 250 manufacturing SMEs and over 40 supporting organisations were in attendance.



# Brigade Retail

Orion Mall celebrated an important milestone—a First Anniversary—with a grand, 18-day festival. Aptly titled **Orion is 1**, the celebrations saw the mall at its most vibrant: decorated in style, abuzz with events and entertainment and full of people.

The **Orion is 1** festivities included interactive games; The Orion Style Awards contest; and entertainers in the form of clowns and roaming serenaders (with guitars and saxophones in hand). Mr Banana—the internationally famous juggler and street performer, well known in over 40 countries—

ORION **IS 1**

mesmerised shoppers with his breath-taking acts. Celebrations ended with a fantastic finale on 21 August: a music concert at which Sinchan Dixit and Asit Tripathy set the tone before welcoming The Raghu Dixit Project on stage to rock the mall with a high decibel performance.

Incidentally, the celebrations not only marked Orion crossing an important landmark, but also its acceptance by the people of the city as their preferred destination for shopping and entertainment.



Sinchan Dixit and Asit Tripathy serenading the audience.



Raghu Dixit Project rocking the 1st anniversary celebrations.

## ORION STYLE AWARDS

As a part of the **Orion is 1** celebrations, Orion Mall instituted a unique award specially structured for students of Fashion Institutes of the city. Students were asked to select fashion available in the mall and style them on mannequins, which were later displayed in the central atrium of the mall—giving students an opportunity to showcase their work to a large audience. The contest also included a fashion photography round and culminated in a grand fashion show choreographed by Prasad Bidapa. Winners were selected based on votes by a jury comprising fashion experts, mall visitors and a social media poll. The finale of the Orion Style awards was held on May Day in the atrium.



The winners of Orion Style Awards.

Shoppers love July at Orion. That's when all the brands in Orion Mall go on an end-of-season sale. *The Orion Sale Fest*—held between 12 and 28 July—rewards its shoppers with prizes from the F&B, entertainment and grooming brands of the mall after they enjoy the offers from the brands on sale. A highlight of the Sale Fest was the **Flat 50% off** sale in which nearly 30 international and national brands participated. This year's Flat 50% off sale, organised on 20 and 21 July, drew a record crowd.

**JULY @  
ORION**  
*A much  
awaited  
month*

## MAHINDRA MONSOON CAR RALLY FLAGS OFF FROM ORION



Mahindra Rally being flagged off.

For the second consecutive year, Orion Mall was the chosen venue to flag off the Mahindra Monsoon Car Rally. On 25 July, 36 cars left from Orion on a 3-day rally that covered Coorg and Mangalore and concluded in Goa.





## Celebrating those special occasions

### World Music Day



Dr Kadri Gopalnath's World Music at the music fest.

The spirit of World Music was celebrated with a fortnight-long World Music Fest. Jointly presented by Orion Mall and Centre for Indian Music Experience (IME), the Fest programme included performances by Agam

Band, Dr Kadri Gopalnath, Lagori and Prakash Sontakke. Another highlight was The Orion Singing Nakshatra, a Karaoke Contest specially organised for Orion Mall visitors to participate and win big!

### WORLD BLOOD DONORS DAY Orion Mall—Community Connect



Pankaj Advani leading by example

World Blood Donors Day was observed on 14 and 15 June, with Columbia Asia Hospital and the Red Cross Society organising a blood donation drive at Orion.

### New @ Orion



### Fun Day @ Orion for future Olympians



Rohan Bopanna enjoying a round of TT with shoppers.

GoSports Foundation, an NGO which supports future Olympians, held their annual Athletes Conclave at Bangalore on 17 and 18 July. The second day of the Conclave was earmarked as *Fun Day* and Orion Mall was happy to host the 40 athletes who participated in the conclave. Special invitee Rohan Bopanna, star tennis player, encouraged the athletes to go for gold. Some customers to the mall got to play a game of Table Tennis with Rohan Bopanna and a round of mini-Golf with the athletes. Very appropriately, the Athletes Conclave ended with a special screening of *Bhag Milka Bhag* at the mall's PVR cinemas.

### Celebrity visitors promote upcoming movie releases



Deepika Padukone promotes Ye Jawaani Hai Deewani.



Sunny Deol and Bobby Deol promote Yamla Pagla Deewana 2.



**Celebrations**—a catering and event management initiative of Brigade Hospitality—was launched on 1 April this year. The venture focuses on providing outdoor catering, industrial catering and event management services at competitive rates. *Celebrations* caters to a range

of events: from weddings to corporate parties to social gatherings. In its short span of existence, it has already catered to events with 30 to 3000 people.

The company has an in-house team of specialists to ensure that the food is of high quality and served with a smile to clients. The chefs' culinary expertise provides for both comfort cuisines as well as dishes with a dash of panache! The Event Management

## CELEBRATIONS

CATERING AND EVENTS

team forms a crucial part of *Celebrations*, as they recognise the importance of special moments that are remembered for a lifetime. The team is technically proficient with AV equipment and has a wide network of vendors for all services.

*Celebrations* currently operates the cafeterias of Brigade Tech Park and Brigade Summit and is scheduled to soon take over cafeteria management at the World Trade Center Bangalore as well. Working lunches are provided to companies such as Microsoft and Coke. *Celebrations* is also managing large scale outdoor catering events such as the 'Edinburg International Science Festival' conducted at Bhartiya City, VM Ware and more.

If you would like to organise social or corporate events, contact [info@cateringandevents.in](mailto:info@cateringandevents.in) or call **+91 99000 88419**

## A multi-purpose venue



The banquet hall at the Regent Club, located in the Brigade Metropolis enclave, Whitefield, is a popular choice with both corporates and club members alike. Since its launch, it has been the venue of conferences by Manipal Group, Capgemini and Volvo; it has also

played host to birthday parties of our club members.

The venue, which can seat up to 175 people, is perfect for meetings and seminars; as also for anniversary and birthday celebrations.

To book this versatile venue, call **99723 05352**



## HEALTH BAR @ WOODROSE CLUB

A delicious menu with preservative-free ingredients

*Herbed Bread Sandwiches*

*Salads with low-calorie dressing*

*Smoothies with low-fat yogurt*

*Freshly squeezed vegetable and fruit juices and much more ...*

With the health and welfare of our members and guests in mind, Woodrose Club launched a Health Bar in early April. In keeping with healthy practices, there is no sugar in our products; honey is offered as an optional alternative.

*Where:* Overlooking the pool

*When:* 8 am to 12 noon and 4 pm to 7 pm

Closed on Tuesdays

## In the Press ...

### What They Said.

Hoteliers are passionate about the industry in which they work. Every month, *Hotelier India* presents the sound bites that could spark discussion among experts.

"What we do when planning our hotels is to choose energy efficient options, but not at the cost of customer comfort. Lighting should enhance guest experience and not affect it negatively."

**Nirupa Shankar,**  
Director, Brigade  
Hospitality

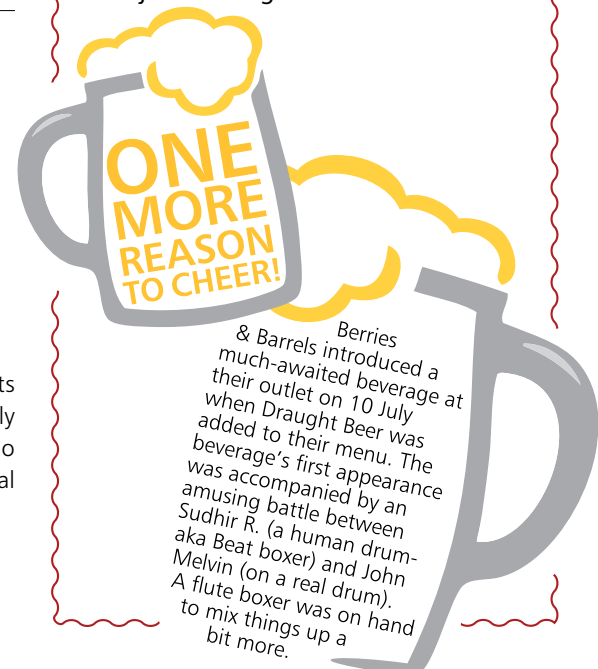


SOURCE: *Hotelier India Magazine* - June 2013 issue



Proof of flavour:  
In the cup  
and in the awards!

Berries & Barrels won two awards at the *Flavour of India 2013 Awards* conducted by the Coffee Board of India at the *SCAE Annual Conference* held in Nice, France. An international panel of coffee experts selected Berries & Barrels as winners in two categories: **Best Indian Specialty Coffee: Robusta Kaapi Royale** and **Best Robusta: Manjarabad Region**.







# SHERATON

## Awards Gallery



**1<sup>st</sup>**  
Amongst 528 Hotels In Bangalore!  
Business Hotel  
Family Hotel  
Luxury Hotel

**Sheraton Bangalore Hotel at Brigade Gateway**  
2011 Dr. Rajkumar Road | Rajkumar Nagar | Bangalore 560025, India  
Hotel amenities

**96%**  
Ranked #1 of 528 hotels in Bangalore  
★★★★★ 4.4 Reviews  
Travelers' Choice 2012 Winner  
Lodging

### Certificate of Excellence

2013 WINNER

BENE  
\*  
FEAST  
\*  
PERSIAN TERRACE  
\*  
SHERATON

### Outstanding Talent Developer, Starwood Asia Pacific Divisional Awards

Awarded to Martin Wuethrich,  
Former General Manager,  
Sheraton Bangalore Hotel



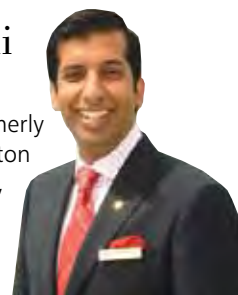
### Ospitalita Italiana Award

Awarded to Bene by the Indo-Italian  
Chamber of Commerce and Industry for  
being 100% Italian.



### Saurabh Bakshi is the new GM

Saurabh Bakshi, formerly  
Hotel Manager of Sheraton  
Bangalore Hotel,  
has been appointed  
General Manager. He  
takes over from Martin  
Wuethrich, who has



been appointed General Manager of Le Meridien Suvarnabhumi Golf Resort & Spa, Bangkok. Speaking on his appointment, he said, "Sheraton Bangalore has consistently broken records and is counted among the best hotels in the city. It is now my duty to ensure we maintain the level of service and continue to outperform competition and ourselves."

A graduate of the School of Hotel Administration, Cornell University, USA, Saurabh has an extensive background in the hospitality industry. Prior to his engagement with Sheraton, he has held several senior management positions with reputed hospitality brands.

### Bring on the brunch! Feast on Sundays

Sunday Brunches at Feast—between 12 noon and 4 pm at the Sheraton Bangalore Hotel—feature Indian and International flavours, created at customized live cooking stations, and a variety of drinks. Kids will enjoy a specially created kid's buffet. This whole package is priced at Rs 1695 (non-alcoholic), Rs 2195 (alcoholic) and the Kid's Buffet at Rs 850. (Taxes extra as applicable)



**DJ night  
at Durbar**

Join the Durbar  
at Sheraton  
Bangalore Hotel  
on Saturday  
nights for a  
mix of music—  
live, loud and  
pulsating—from  
7 pm onwards.

**The beat goes on!!**

### BEST SPA OF THE YEAR 2013



**ANGSANA  
Spa**  
SHERATON BANGALORE  
BRIGADE GATEWAY



**EPICURUS**  
SOUTH INDIA  
HOSPITALITY AWARDS  
2013  
Certificate of Award

This is to certify that **ANGSANA SPA (SHERATON BRIGADE GATEWAY)** of Bangalore, Karnataka has been awarded **BEST SPA** of the Year 2013 at the EPICURUS South India Hospitality Award Ceremony, held on 31<sup>st</sup> March 2013 at EPICUS, Hyderabad. Angsana Spa, PUNE.

Angsana Spa at Sheraton Bangalore Hotel, Brigade Gateway, won the *Best Spa of the Year 2013 Award* at the prestigious *Epicurus South India Hospitality Awards 2013* held on 2 March in Hyderabad.

**Now Launching  
Sparkling Brunch**

**LET  
GOOD  
THINGS  
HAPPEN**

**BANGALORE  
Grand Mercure**

**LAZE**

**PLAY**

**RELISH**

**THE  
GOOD LIFE  
SERVED LARGE**

**Sunday  
BRUNCH**

**BY THE BLUE**  
Inspired Indian cuisine

12th Main, 3rd Block,  
Koramangala, Bangalore 56  
www.grandmercurebangalore.com

a delightful pool side picnic for the complete family!  
For reservations call 080 45121212

**Brunch starting from Rs. 1099 plus taxes**





## THE BRIGADE SCHOOL @ J. P. Nagar

Celebrating **10** YEARS of excellence and success

**100% results in both  
AISSE and AISSCE Exams!**



Kumaresh Krishnan, School topper in AISSCE-96.2%.  
Nominated for INSPIRE Scholarship.

### *Passion with Compassion*

*Excerpt from the speech by Bharath Kayyar, School Captain.*

The students at The Brigade School have an ideal that drives all their endeavours—'Passion with Compassion'. They believe in participating in every activity with immense zeal and passion, but also keep in mind the less fortunate and down trodden and try to reach out to them with enormous compassion.

These students have embarked on a journey that can never end, for there will always be someone in need of help. Over the last few years, they have been given several opportunities that have enabled them to render services to those who need it. This experience of working with the needy has been truly fulfilling and rewarding.

The school has established an association with an NGO called Premanjali. Students help as scribes for blind candidates from Premanjali for various Bank Recruitment exams.

The students help improve conversational skills of first generation school goers at Shri Ramakrishna Vidya Kendra at Shivanahalli.

Shri Ramana Maharishi Academy for the Blind is a school with which The Brigade School is closely associated. The visually impaired children are taught English, music and computer science by student volunteers.

The Brigade School strongly believes that they can be the catalyst required to change the lives of the 'Children of the Lesser Gods'. With this motive, students of classes 9 to 12 organised Flash @ Brigade, an annual event, the proceeds from which were given to Shri Ramana Maharishi Academy for the Blind. This year, the carnival was held on 8 August at The Brigade School Campus @ J. P. Nagar.



Volunteer teaching computer.



Ms Githa Shankar distributes prizes for academic excellence.



Members of the new  
School Council and faculty.



(Left): Vighnesh  
Iyer, Best Student-  
Academics, Jr,  
2012-13.



(Right):  
Sanjan Das,  
Best Student-  
Academics, Sr,  
and Outstanding  
Student of the  
Year, 2012-13.

### The Soaring Seagull appears



The latest edition of Soaring Seagull, our school magazine, was released on 28 March.



**Think,  
Eat and  
Save**

World Environment Day 2013 was celebrated on the 5 June with a Special Assembly. It was the perfect occasion to introduce the theme for the year: Think, Eat and Save. An important focus was on the critical need for awareness on the subject and the measures each student can practice towards creating a cleaner, greener and protected environment.

### Sports Opening Ceremony



The new academic year was kick-started with the opening ceremony for sports on 31 May. This flagged off an exciting month of intra-mural sports events.

### ACHIEVEMENT ROSTER



**Swimming:** Chirag Bipin Kundgol (Std 11A) 3rd place in 400m Individual Medley in the Karnataka Swimming Association State Aquatic Championship.

**MARRS International Spell Bee, International Championships:** Vighnesh Iyer (6A): Rank 5 and cash scholarship of \$222 • Janet Maria Sajan (Alumni 2013): Rank 3 and cash scholarship of \$1111 • The Budding Stars: Aditi Sandeep Kulkarni (4A); Sreenidhi Boopathi (6A); Ananya Kharidhi (7B). The budding stars were awarded cash scholarship of \$111 each.





## THE BRIGADE SCHOOL @ Malleswaram

### *Beyond Books* Library activities of other kinds



Creative writing with Ms Aditi De

**Creative Writing:** Popular author Ms Aditi De spoke to the students of Std 8 about creative writing. The children first listened to a short story and then, inspired by tips from Ms De, wrote short stories of their own.

**Storytelling Time:** Students of Std 2 were all ears and listened enthralled as author and storyteller, Ms Asha Nehemiah, brought to life the story of 'Mrs Woolly's Funny Sweaters'.

**Poetry Appreciation:** Poile Sengupta wears many hats: author, theatre person and poet. She gave students of Std 6 an insight into poetry appreciation and poetry writing. After the workshop, students tried their hand at writing short poems on different topics.



Workshop on poetry with Ms Sonali Bhatia

**Poetry Recitation:** Ms Sonali Bhatia also brought in a poetry focus when she held a workshop on poetry recitation for students of Std 3.



Library activity with Ms Poile Sengupta

#### Out-of-School Programmes

- Students of Stds 4 and 5 watched a play Ali Baba and the Forty Thieves, set in an Indian scenario.
- Std 6 students attended a show at the Jawaharlal Planetarium to learn more about our sun and solar system.

### Seeing is believing



UKG students watch wide eyed

**Volcano in the classroom:** Students of UKG learned how to make a volcano in class. Even more thrilling was watching the lava spew out!

**When white turns red:** Students of Std 3 discovered that roots do indeed absorb water when the white radishes they had placed in red-coloured water began to take on shades of red a few days later.

**Tasty lessons:** As part of the school's composite science activity, 'UKG babies' were taught about the goodness of fruits and fruit juices. They then reaped the benefits of this lesson by making and drinking orange juice.



**Getting eco wise:** Natural dyes are colourful and have the advantage of being less harmful to the body than their chemical counterparts. Students of Std 2 learned to make natural dyes with flowers, and then used these dyes to paint pictures.



## THE BRIGADE SCHOOL @ Mahadevapura

### 'Save Our Mother Earth'

#### World Environment Day

World Environment Day was observed very meaningfully at the school, with the focus being on how each of us can play a part in preventing further destruction of our fragile planet. Children were told how a single act against nature can have far-reaching effects. For instance, deforestation can ultimately lead to loss of life supporting oxygen. The message is simple: Nature is you, Nature is me, May Nature be forever free.



### Enhancing the curriculum



Students of Std 6 visited the planetarium and were given a look at worlds beyond our own.

Students of Stds 4 and 5 attended a performance of Ali Baba and the Forty Thieves at Chowdiah Memorial Hall. The famous Arabian folk tale was organised by The Bangalore School for Speech and Drama. Needless to say, it captured the attention of the students from the moment the curtain went up.

#### PARENT ORIENTATION



This scholastic year has been activity oriented. It began with the Teacher Empowerment Programme. This was followed by the Parent Orientation, presided over by our Chairperson, Ms Githa Shankar. This was not only informative and interactive, but also enabled parents to know more about the school: the various activities, student assessment, Montessori based Pre-primary methodology and the calendar of events.

#### Getting literary



Our literary activity panel includes some wonderful writers, editors and theatre people. Recently, Sonali Bhatia, Poile Sengupta and Aditi De conducted workshops with students of different age groups. Subjects covered included storytelling, reciting poetry and creative writing.





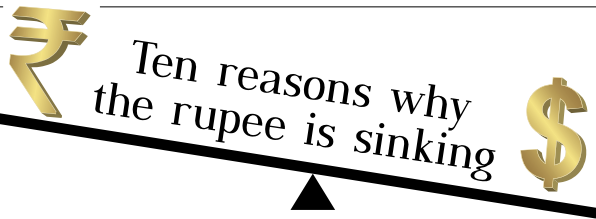
## Making space for culture



That Bangalore has a vibrant and growing cultural scene has never been disputed, but is the cultural infrastructure of the city keeping pace? Most young musicians, dancers and theatre persons in the city feel that to truly encourage the arts, Bangalore needs more spaces and a larger variety of well-equipped venues.

The onus of creating such spaces lies with the government as well as civil society, feels Koilpillai (*Preetam Koilpillai, Director, Black Coffee Productions*). "I think the responsibility should be a collective one. The best spaces that are available now have been built by passionate individuals who are seriously interested in the arts. If the government can contribute more significantly to these efforts, we'd have far more and better-equipped spaces than we do now", he says.

Source: timesofindia.indiatimes.com, 5 Aug



- 1. Widening Current Account Deficit:** This is resulting in creating more actual as well as speculative demand for the dollar and other convertible currencies.
- 2. Policy Inaction:** Perception of lack of clarity on policy front is also fanning speculative demand.
- 3. Low Forex Reserves:** India's Forex reserves are enough to cover imports of seven months only. Due to low reserves, the RBI can't intervene aggressively in the currency markets.
- 4. Economic Growth Slowdown:** India's GDP growth fell to a decade low of 5% in 2012-13. Foreign investors are pulling money out of the Indian markets due to slow growth.
- 5. Dependence on Foreign Money:** Withdrawal of money by overseas investors is leading to the weakness in the rupee.
- 6. Recovery in the US:** The slow but steady recovery in the US is making the greenback stronger against other currencies.
- 7. Stimulus Withdrawal:** Indications that the US may withdraw or ease the fiscal stimulus package that has been on since a few years ago to tide over the economic crisis there, could potentially put the brakes on funds for developing economies.
- 8. Capital Controls:** The decision by RBI and the government to impose temporary restrictions on capital flows will not only discourage Indian companies from investing abroad, but also foreign firms from pumping money into India.
- 9. Trends in other markets:** The rupee is also following the trend seen in the currencies of other emerging economies.
- 10. Speculative Trading:** Speculative trading in the currency markets is putting further pressure on the Indian rupee.

Source: Excerpted from The Economic Times, Bangalore, 23 Aug

## KSRTC's flybus to connect BIA to Mysore



Photo Credits: Pictures from skyscrapercity.com and economictimes.indiatimes.com.

Mysoreans travelling out of Bangalore airport will soon have it easier. KSRTC will launch a luxury bus service which will connect their city with Bengaluru International Airport.

Flybus will operate twice a day and buses will be equipped with GPS locators that will provide real-time information on expected time of arrival. Other features include a pantry, chemical toilet, seats fitted with TV screens capable of streaming over 70 live channels and Video On Demand using wi-fi. Passengers can also access information on flight arrivals and departures. Advance booking can be made on [www.ksrtc.in](http://www.ksrtc.in) as well as via online channel partners like Make My Trip, RedBus and Via.Booking.

Source: timesofindia.indiatimes.com, 4 Aug



## Bill in Rajya Sabha to regulate real estate

Introducing the Real Estate (Regulation and Development) Bill 2013 in the Rajya Sabha recently, Housing Minister Girija Vyas said the bill seeks to establish the Real Estate Regulatory Authority to protect the interest of consumers in the real estate sector. Ms Vyas also said the bill is for regulation and promotion of the real estate sector and to ensure sale of plot, apartment or building, as the case may be, in an efficient and transparent manner.

Under the bill, there will be a model builder-buyer agreement which is expected to reduce ambiguities in real estate transactions that many buyers are unfamiliar with. Real estate agents will also be asked to register with the regulator. Agents, an important link between the promoter and buyer, have been an unregulated lot till now.

For fast tracking settlement of disputes, an adjudicating officer not below joint secretary in the state will be appointed by the authority. There will also be a Real Estate Appellate Tribunal that will hear appeals from orders, decisions or directions of regulator and adjudicating officer.

—Sources: Tol, 6 June and The Hindu, 15 Aug

## 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. 9.70% p.a.	9.95	1319	1072	962	905	874
Above Rs 30 lakh	0.40% above Base Rate i.e. 9.70% p.a.	10.10	1328	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

## Swami Vivekananda's Rath Yatra

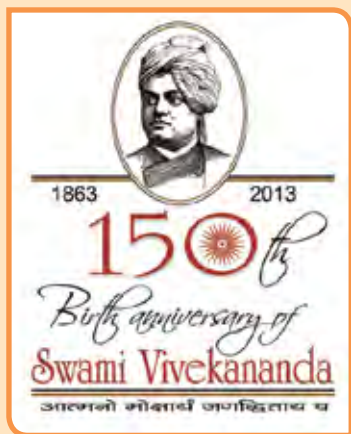


As part of Swami Vivekananda's 150th Birth Anniversary, the Ramakrishna Mission organised a Rath Yatra across Karnataka, covering about 10,000 kms and visiting 220 towns and 30 districts. Orion Mall was chosen as the point for display when the Rath visited Bangalore on 8 June.



# "Atmano mokshartham jagat hitaya cha"

"For one's own salvation and for the welfare of the world"



150 years after his birth, Narendranath Datta is remembered and revered as a major philosopher, patriot, humanitarian and yogi. He founded the Ramakrishna Mission, played a pivotal role in the revival of Hinduism in India and in its introduction to the western world. In India, Vivekananda is considered a patriotic saint and his birthday is celebrated as National Youth Day. The statue of him that we installed in Vivekananda Park (see cover) reflects our respect for a man who touched minds and hearts around the world.

Narendranath Datta was born in 1863. One of nine siblings, he belonged to an aristocratic family in Kolkata. He led a privileged life, went to the best educational institutions, and excelled in music, gymnastics and academics. He seemed like any other Bengali boy of his times, except for the fact that he showed a spiritual turn of mind from a very young age. In college, however, Narendra went through a period of spiritual doubt and confusion, even questioning the existence of God. It was then that one of his professors told him about a sage, Sri Ramakrishna. Intrigued, the 18-year-old went to meet Sri Ramakrishna, who was then staying at the Kali Temple in Dakshineshwar.



Sri Ramakrishna Paramahansa found a spiritual advisor who would change his life.

## Sri Ramakrishna Paramahansa

Sri Ramakrishna did not know Sanskrit; his knowledge of Hindu texts and epics was through hearing them recited. But his spirituality was both deep and profound; an intense contemplation of God. He worshipped with Muslims and Christians, and propounded religious tolerance. He spoke in simple language and used aphorisms, parables and metaphors to explain complex ideas. His teachings drew people of all ages, social strata and economic backgrounds. In him, Narendra

## A new monastic order

Narendra became a constant visitor to Dakshineshwar and formed deep bonds with other young disciples he met there. Then fate dealt a harsh blow: Sri Ramakrishna was diagnosed with cancer. In 1885, he was moved to Cossipore, where he was attended to devotedly by his young disciples. The group was led by Narendra. Living together, united in a common belief and cause, the group absorbed the spirit of renunciation and brotherly love propounded by their guru. They wore the ochre robes he gave them and followed his order to beg for food. When Sri Ramakrishna died in 1886, his brotherhood of disciples moved into a crumbling building at Baranagar, North Kolkata. Then, one year after their guru's passing, they took the vows of sanyasa and adopted new names. Narendra, in time, became known as Swami Vivekananda.

*If the mind is intensely eager, everything can be accomplished—mountains can be crumbled into atoms.*



In 1888, Vivekananda left the math and began life as a wandering monk.

## A voyage of discovery

Vivekananda felt he had to fulfill a greater mission in life. So he began a journey that took him throughout India. He was appalled and moved by the poverty of the masses. He did not hesitate to speak his mind, becoming the first Indian religious leader to attribute India's condition to the oppression and neglect of the masses. He advocated education of two types: secular knowledge to improve their economic condition and spiritual knowledge to empower them with confidence and faith in their ability to succeed.

## The Ramakrishna Mission is born

To achieve these goals, Vivekananda realised he needed the support of men and women who would dedicate themselves to the upliftment of the masses. He wanted "to set in motion machinery which will bring noblest ideas to the doorstep

of even the poorest and the meanest." The Ramakrishna Mission was created in 1897 to achieve these lofty objectives. Theirs was a concept of 'Practical Vedanta' and they embarked on social service initiatives to help the suffering masses through educational, cultural, medical and relief work.

## Beyond Indian borders

The World's Parliament of Religions, an inter-faith congress, was scheduled to be held in Chicago in 1893. At the urging of his disciples, Vivekananda decided to attend. His goals were two-fold: to present his Guru's teachings and to raise money for India's underprivileged and downtrodden masses. He set sail for America on 31 May 1893. The

*Condemn none: if you can stretch out a helping hand, do so. If you cannot, fold your hands, bless your brothers and let them go their own way.*

speeches he delivered at the World's Parliament of Religions won him respect not only for his enlightened philosophy, but also for his masterful oratory. The next three years saw him travelling to different parts of the world, preaching the teachings of his Guru.

## Vivekananda's impact in India

On his return to India in 1897, Vivekananda gave lectures all over the country. He aspired to see the birth of a more equal and harmonious society; one in which people would have pride in their cultural and religious heritage; become involved in bettering the lives of the poor, sick and displaced; and focus on the commonalities that bound people together rather than the differences.

## Ramakrishna Math

Vivekananda set up the Ramakrishna Math in Belur, near Kolkata. He consecrated the grounds in 1898 by worshipping the urn containing the sacred relics of Sri Ramakrishna. On that occasion he said, "The blazing light of universal harmony that will emanate from here will flood the whole world." The Math and the Mission together have 176 branch centres all over India and in different parts of the world.

## The last days

The year after establishing his Belur Math, Vivekananda made a second trip to the USA, delivering lectures and explaining the ideas and ideals of Sri Ramakrishna. He returned to the Belur Math in 1900 and was soon absorbed in training his disciples, shaping the organisation's goals and imparting the teachings of his guru and himself to monks and laymen alike. The pace he set for himself began to tell on his health, which deteriorated slowly. He passed away, while in deep meditation, on 4 July 1902. He was just 39 years old.



The Swami Vivekananda temple at Belur Math, where he was cremated



Vivekananda at the Parliament of Religions, 1893; left to right: Virchand Gandhi, Dharmapala, Swami Vivekananda



Swami Vivekananda, Jaipur



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