



BRIGADE INSIGHT

For private circulation only

VOL.17 NO.3

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN DECEMBER 2013



Bangalore's tallest Christmas tree, on display at Orion Mall, Brigade Gateway enclave

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—Ramesh and Thanuja Ramadoss, Brigade Exotica.

Deepak Parekh visits Brigade Gateway Enclave



During his visit to Bangalore, Deepak Parekh, Chairman, Housing Development Finance Corporation, toured the Brigade Gateway Enclave and met with the senior management of Brigade Group.

Karnataka at the foremost global business gathering in Asia



Dinner visit to Taegu Tec, Dalian.

M. R. Jaishankar, CMD, Brigade Group, was part of the State delegation—led by the Hon'ble Chief Minister, Sri Siddaramaiah—to the World Economic Forum Annual Meeting of the New Champions at Dalian, China, between 11 and 13 September. The delegation included senior government officials and industrialists from different fields. Also known as the “Summer Davos”, the Meeting creates a unique opportunity for exchange between business, political, academic and other leaders of society to shape global, regional and industry agendas.

BRIGADE GROUP & IHG TO OPEN 10 HOLIDAY INN EXPRESS HOTELS IN SOUTH INDIA

"Hospitality is an important business segment for Brigade Group and we are working on strengthening this expertise. Partnering with IHG is ideal as the company brings with it many years of international hotel management experience with globally recognised brands like Crown Plaza and Holiday Inn. This will complement our local business knowledge and add to our success."

—M. R. Jaishankar,
CMD, Brigade Group



Paul Logan, VP-Development for Asia, Middle East & Africa (AMEA) of IHG, and M. R. Jaishankar, CMD, Brigade Group, with the Brigade Hospitality and IHG Development teams.

Brigade Group will be partnering with InterContinental Hotels Group (IHG) to set up 10 Holiday Inn Express Hotels in South India. The hotels will be built and owned by Brigade Group and managed by IHG. The newly-signed hotels will add to Brigade's existing hospitality portfolio of 4 hotels—2 operating and 2 under construction.

The first two hotels under this partnership will open in Bangalore in early 2017, while the remaining eight hotels are scheduled to open within the next four to seven years. Brigade Group and IHG are currently in partnership for the Holiday Inn-Tidel Park Hotel on Old Madras Road (OMR) in Chennai, scheduled to open in the second quarter of 2015.

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A unique concert: Brigade Calendar 2014

Over the years, our calendars have featured themes rooted in the arts—from art to architecture, from work in stone to works of nature. This year we pay tribute to painting and music, two sublime arts that stir the soul in different ways. This theme is particularly appropriate, since an initiative in which we are involved—the Centre for Indian Music Experience or IME—is in the process of development.



A FEW THOUGHTS ...

THE hot news, transformational in nature, which is on everyone's mind, is the kind of electorate support the Aam Aadmi Party received in the Delhi Assembly elections. One could see the freshness of their approach, genuineness in their statements and a desire for change by the citizens of Delhi. I only hope and wish AAP succeeds in administration, if they agree to form the government.



Very unfortunately, in the last few years, the Indian economy has lost direction and has slid in importance and stature in the world economy. The only possibility of regaining the lost credibility would be to have a strong leadership and a stable government which cares for the nation and its people. I hope the April-May 2014 elections will bring such a government in to the Parliament.



In the last two to three months, the Central Government has taken some positive policy steps, though only after getting pushed against the wall. Investors, always eager for positive news, have lapped it up. The silver lining, of course, is the appointment of a very forward looking and intelligent RBI Governor—Mr Raghuram Rajan.



Brigade Cosmopolis on Whitefield Main Road, our joint venture residential apartment project with GIC (Govt of Singapore Investment Corporation), was launched in October. It has been very well received by customers. Brigade Symphony on KRS Road in Mysore, a well planned residential project with plentiful amenities and large open spaces, has received a similarly satisfying response.



The first phase of our large Affordable Value Homes project—Brigade Meadows, next to Art of Living in South Bangalore—is nearing completion. It is good to know that CNBC Awaaz has recognised the project as the 'Best' in its category. This should auger well for the launch of the second phase, to begin shortly.



Brigade Group has recently introduced ESOPs (Employee Stock Options), to begin with, to its middle- and senior-level managers. It is probably the first initiative of its kind among Real Estate Developers in the country and one hopes it helps in motivating the staff to perform better.



Iam glad Mr Aroon Raman, Wharton educated industrialist and fiction writer, has joined the Board of Brigade Enterprises Ltd as an Independent Director, in place of the late Dr A. Ramakrishna. The Group will surely benefit from his guidance and support.



Our corporate philanthropic support to the Centre for Indian Music Experience or IME (an interactive museum of music coming up in South Bangalore) is certainly helping to speed up project completion. The base building was unveiled by the Chief Minister Sri Siddaramaiah, in the presence of Sri S. M. Krishna, MP, and Sri Ananthkumar, MP.



As 2014 approaches, I wish all readers a Merry Christmas and a Happy New Year.

—M. R. Jaishankar, CMD

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Brigade Insight 1-18x12-2013

Season's
greetings
and a happy
2014
From all of us at Brigade

Real Leader Award for M. R. Jaishankar



M. R. Jaishankar, CMD, Brigade Group, was featured in a coffee table book—**Real Leaders**—about exemplary CSR Leaders in Real Estate. The book was launched at *The Indian Realty Awards—Newsmaker of the Year 2013*, held at The Lalit, New Delhi, on 28 September. The event was organised by 100 Communications, a publishing house, in association with NDTV Profit and 99 acres. The chief guests were noted actors Soha Ali Khan and Chitrangada Singh and boxer Vijendra Singh. Venugopal S., Sr GM—Commercial, Brigade Group (third from left), received the plaque on Jaishankar's behalf.

Brigade Showcase 2013 Lucky Draw! Winners get discounts worth Rs 9 lakhs



One of the winners with the Brigade Team.

A Lucky Draw for bookings of Brigade projects on the occasion of Brigade Showcase was held at our Experience Centre in WTC Bangalore, Brigade Gateway, on 29 October. Ten lucky winners received prizes that entitled them to discounts on their apartments. The Bumper Prize was a Rs 3 lakh discount; 3 Platinum and 6 Gold Prize winners received discounts of Rs 1 lakh and Rs 50,000 respectively.

Dr B. R. S. Murthy felicitated on Engineers Day

The 15th of September marks the birthday of Sir M. Visvesvaraya, the legendary engineer-statesman from Karnataka. In tribute to his life and work, Visvesvaraya's birthday is celebrated as Engineers Day, also Vishwakarma Day, across India.

At Brigade Group, it has become a custom to felicitate an outstanding Civil Engineer on this occasion. This year, we honoured Dr B. R. Sreenivasa Murthy, a renowned engineer, academican, researcher and artist. Dr Murthy, a retired professor from IISc, is one of India's most sought after geotechnical engineers. Dr Sreenivasa Murthy was presented a citation and a silver plaque by M. R. Jaishankar on 21 Sept, during the monthly Engineers Meet at the World Trade Center Bangalore.



Exchange of Agreements



l to r: Dinesh Kumar Meel and Kishore Gotety of GIC, with M. R. Jaishankar, Pradyumna Krishna Kumar and Om Prakash P. of Brigade Group, exchanging agreements for Brigade Cosmopolis Project.

Brigadier a winner at Real Estate Awards 2013






R. Subramanya, Sr DGM—IT Infrastructure, Brigade Group, received the *Outstanding IT Infrastructure Facilitator Award* at the Worldwide Achievers Real Estate Awards 2013, held at Hotel Ashok, Delhi, on 26 October. The Awards celebrate the highest levels of achievement by companies and individuals operating in all sectors of the property and real estate industry.

Brigade Pinnacle, Luxury apartments in Derebail, Mangalore.



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-  Clubhouse with gymnasium, swimming pool & recreation zone
-  Children's play area
-  Exquisite landscaping

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PANEL DISCUSSION ON BANGALORE REAL ESTATE



Panelists l to r: Sushil Mantri, MD, Mantri Developers; Shrigopal Kabra, President, Ram Ratna Group; J. C. Sharma, MD, Sobha Developers; Vipin Bhatt of CNBC Awaaz; Irfaan Razack, MD, Prestige Group; Pankaj Kapur, Founder & MD, Lias Foras; and M. R. Jaishankar, CMD, Brigade Group.

M. R. Jaishankar, CMD, Brigade Group, participated in a panel discussion on the Bangalore real estate market organised by CNBC Awaaz at Sheraton Bangalore Hotel on 9 November. Issues like the Real Estate Regulator, land acquisition bill, REIT and its

impact on local market were discussed by an eminent panel comprising leading names in the field of real estate and property development. The discussion was moderated by Vipin Bhatt of CNBC Awaaz.

Precast Concrete India Seminar



M. G. Ganapathi, VP-Precast, BGV Developers, was a speaker and panelist at the Precast Concrete India seminar at Hyatt, Pune on 6 September. As mentioned in the previous issue of Brigade Insight, a precast concrete plant was set up at Brigade Orchards in Devanahalli. The plant has 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. Major advantages of the pre-fabrication method are lower costs, shorter construction time, superior implementation of project schedules and better quality control.

Ground breaking and foundation stone laying ceremonies

The Ground Breaking Ceremony of the Holiday Inn Express Hotel and a Hostel, both in the Arya Vysya Mahasabha property (popularly known as Vysya Hostel property) on Seshadri Road, opposite the Race Course, was held on 30 November. The stone laying ceremony of the Hostel was held at Chowdiah Memorial Hall in the evening. His excellency Dr K. Rosaiah, Governor of Tamil Nadu, laid the foundation stone.



Gold Coin contributed by Brigade Group presented to winner of the raffle.

Brigade Group was the Premier Sponsor of a seminar organised by the Institute of Chartered Accountants of India–Abu Dhabi Chapter, on 14 and 15 November at the Armed Forces Club, Abu Dhabi. The two-day seminar, held

on the occasion of their Silver Jubilee, was attended by over 600 chartered accountants from the UAE and Gulf countries. The seminar was followed by dinner and a live concert by Shaan.

Launch of Smart Cities Council—India



M.R. Jaishankar, CMD, Brigade Group, addressing the gathering. Seen on stage (l to r): Shanker Annaswamy, Former MD, IBM; Srinivas Acharya, Principal Secretary, Urban Development, GOK; A Ravindra, IAS, Former Chief Secretary, GOK; and M. Ramachandran, IAS, Former Secretary, Ministry of Urban Development, GOI.

Smart Cities Council—India, a collaborative forum for smart city solutions in India, was launched on 12 December at ITC Windsor, Bangalore. Kaushik Mukherjee, IAS, Chief Secretary, Government of Karnataka, was Chief Guest. M.R. Jaishankar, CMD, Brigade Group, was one of the speakers at the launch event.

BRIGADE CUP 2013



Winners at the Brigade Cup 2013 with M. R. Jaishankar, CMD, Brigade Group.

Brigade Cup 2013 was held at the Bangalore Golf Club on 13 and 14 December. The 2-day event attracted over 185 enthusiastic participants.

Our new office in Hyderabad



We opened our new Sales Office in Hyderabad on 11 September. The office is located in the prestigious Banjara Hills locality, at: G3, Ashoka Capital, Beside Hyundai Showroom, Banjara Hills Rd No 2, Hyderabad 500 034.

Indian Property Homes Exhibition, Dubai



Brigade Group participated in the event, conducted by Citibank on 29 and 30 August at the J. W. Marriot Marquis hotel in Dubai. M. K. Lokesh, Ambassador of India, visited the Brigade Stall.

Expanding Spaces, Options and Choices

We have developed about five million sft of commercial space in the last 27 years. Many of our projects have set benchmarks and become landmarks. World Trade Center Bangalore, for instance, has become one of the most prestigious business addresses in the city and won us numerous awards and recognitions. Our client portfolio includes some

of the biggest and most respected organisations, across sectors.

We have a variety of spaces on offer: small- and medium-sized offices; large working environments, with built-to-suit options; state-of-the-art techparks and SEZs.

Ready-to-Occupy, Furnished Office Spaces

13,000 to 32,000 sft

Brigade South Parade, M.G. Road
Brigade TechPark, Whitefield



*Brigade Tech Park,
Whitefield*

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Brigade Rubix

Brigade Rubix HMT Layout

- Award-winning building
- 1300 to 10,000 sft
- Ready for fit-outs
- Huge, untapped catchment area
- Well connected to Metro, bus and railway stations.

Brigade IRV Centre Whitefield

- Under construction
- 3,500 sft to 12,000 sft
- Small office investment options
- Ideal for small start-ups, companies looking for growth and large organisations in need of additional space

Iconic Offices

Brigade Magnum, Bellary Road, Hebbal

- Under construction
- Grade A • LEED Pre-certified Gold
- Floor plates 25,000 sft to 50,000 sft, with a scalability of 5,25,000 • G+ 9 Floors • Ample



parking across 2 basement floors

- Strategically located in Bangalore's bustling international airport corridor

Built-to-Suit Options



Brigade Nalapad Centre

Brigade Nalapad Centre Whitefield Road

- Under construction • Part of the hugely successful Brigade Metropolis, a peopled-and-running 40-acre mixed-use integrated enclave • Upto 5,50,000 sft

Brigade Bhuwarka Icon Whitefield Main Road

- Under construction • 3,60,000 sft building, with floor plates of 30,000 sft and 42,000 sft
- Combination of Retail space with excellent frontage • Ideal for global MNC, single IT occupant or start-up with ambitious scale-up plans

SEZ

Brigade Technopolis Kochi Info Park, Kakanad

- Under construction • Grade A office building
- LEED Pre-certified Gold
- 8,90,000 sft building with professionally managed facilities, spacious elevators, food courts and scientifically designed parking
- Co-developed with the Kochi Infopark SEZ.



Launching Soon

Signature Tower at Brigade Golden Triangle

Part of an integrated development that comprises 670 apartments, a club and retail

- Strategically located in Bangalore's fastest developing growth corridor connecting the IT hub of Whitefield to the international airport.



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Because the best in the world...

Cisco, Siemens, GE, Metlife, Amazon, Coca Cola...

...like to be associated with the best.

Brigade Group, one of South India's leading property developers, is hub to some of the finest clients in the business world. With state-of-the-art infrastructure, innovative thinking and professionalism, the Brigade Group has carved a niche for itself in the commercial real estate sector.

When the likes of **Fortune 500** companies have chosen Brigade Group as their business partner, need we say more.

CREDAI
Real Estate Awards 2013
Best Office Building
in Bangalore

CNBC AWAAZ
Real Estate Awards 2012
Best Commercial project
(City based)

CREDAI
Real Estate Awards 2012
The Best Office Space
of the Year

ACCE-BILLIMORIA Award
Best Construction in
High Rise Buildings - 2011

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BOND. GAMES BOND.



The Brigade Sports Day, *Games Bond–Bonding with Games*, certainly lived up to the promise in its name. The event, held on 9 November, was filled with high spirits, healthy competition and, of course, great bonding. The venue was Nadaprabhu Kempegowda Playground in Rajajinagar which, incidentally, was developed and is maintained by Brigade Group.

All registered players, spectators and cheer leaders were given Brigade tee shirts, caps

and wristbands, along with a gift voucher. By 9.00 am, the playground was a sea of blue with over 200 Brigadiers cheering on their favourite cricket, volleyball, throwball and lagori teams.

Fourteen teams of eight Brigadiers each took part in the knock out round of 7 games. This was cricket with a difference: each team had to have at least one lady player, one player above the age of 35 and one down

batsman had to be a batswomen. The top four teams who played the semi-finals match were decided through a rigorous calculation of the Net Run Rate. Keen competition was seen in the volleyball, throwball and lagori matches as well.

The day concluded with a tug-of-war and the sun setting on a very tired, happy and bonded set of Brigadiers.

Ayudha Pooja celebrations at Brigade



Dasara began with a grand Ayudha Pooja celebration at our corporate offices. This included an ethnic dress competition, in which the best dressed gentleman and lady were awarded prizes, and a floral rangoli competition, in which ten teams competed.

M. R. Jaishankar, CMD, Brigade Group, participated in the celebrations and extended his best wishes to all. The programme ended with a pooja and distribution of sweets.



**A HOME THAT COMES
WITH EVERY LUXURY.
AND A SPECIAL ADDITION
TO ITS GARAGE.**

The Pavilion Villas at Brigade Orchards now come with a brand new Harley-Davidson®. So while at home you have the finest luxuries, in your garage is a beautiful piece of machinery that befits your home. We've planned 130 acres in a greener, more open environment with world-class sports, entertainment and education facilities. Take advantage of living in a township designed to global best practices. And located close to highways, so that you can escape on your Harley-Davidson® any time you want!

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WTCA Member Seminar in New York



Dr Bose K. Nair, Vice President, World Trade Center Bangalore, attended the World Trade Centers Association (WTCA) Member Seminar held at New York between 2 and 4 October. Points discussed during the Seminar included the power of the WTC brand, a digital platform for connecting the WTC fraternity and the General Assembly 2014, to be held at Bucharest, Romania.

Some of the eminent speakers who addressed the gathering were Wendy Clark, Senior Vice President, Global Sparkling Brand Center, The Coca-Cola Co; Debra Russeth, VP of Strategy and Segmentation for Commercial Bank Marketing, HSBC; and Stephen G. Austin, Director and Managing Partner, Sweson Advisors.

WORKSHOPS

Smart-Sustainable Cities and Communities Initiatives in India, 6 September



WTC Bangalore supported a workshop on Smart-Sustainable Cities and Communities Initiatives in India. The workshop was conducted by the Indo-Italian Chamber of Commerce and Industry (IICCI), in collaboration with Politecnico di Torino, Italy and the European Business and Technology Centre (EBTC). H. E. Daniele Mancini, Ambassador of Italy to India, visited WTC Bangalore on the occasion.

IPR Capacity Building among Investors in India, 25 September



The workshop, jointly organised by the Indo-German Chamber of Commerce (IGCC) and European Business and Technology Centre (EBTC), was supported by WTC Bangalore. Meant for European companies which have invested in India, as well as those wish to invest in India in the future, the workshop focused on practical aspects of IPR and capacity building in the field of IPR. Hans-Gunter Loffler, Deputy Consul General, German Consulate, Bangalore and Poul V. Jensen, Director, European Business Technology Centre (EBTC), visited WTC Bangalore and attended the workshop.

SEMINARS

Relevance of Energy Management for MSMEs, 29 August



Engineering Manufacturer Entrepreneurs Resource Group (e-MERG), in association with WTC Bangalore and Petroleum Conservation Research Association (PCRA), organised a seminar on the Relevance of Energy Management for Micro, Small, and Medium Enterprises (MSMEs).

National Foreign Trade Policy and Export Promotion Schemes, 26 September

The Institute of Business Laws and World Trade Center Bangalore organised and conducted the seminar at WTC Bangalore. The objective of the seminar was to guide exporters, importers, manufacturers and service exporters on national foreign trade policy and export promotion schemes.

An Insight into the Companies Act 2013, 18 October



J Sundharesan, Compliance Guru, Chief Advisor and Founder, J. Sundharesan & Associates, with World Trade Center Bangalore, organised the seminar which was conducted at WTC Bangalore.

LAUNCHED

Brigade Symphony

The old with the new

Brigade Symphony, launched on 7 September, is our largest project in Mysore. It features 304 luxury apartments spread across 3 blocks within a 7 acre campus. It is strategically located on KRS Road.

The entire project has been designed keeping Mysore's culture, traditions and lifestyle in mind. At the same time, it includes modern concepts and conveniences that will further enhance the lives of its future residents. So, amongst other unique features, Brigade Symphony will include patios that connect with living and dining rooms, open spaces and walkways.

Brigade Symphony is ideal both as a primary residence or a second home. The project comprises 1- to 4-bedroom apartments, in sizes ranging from 790 sft to 3360 sft. It also features a well-appointed clubhouse with swimming pool, and basketball, tennis and badminton courts.



Discover the serene side of life



Presenting, 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.

- Swimming Pool
- Landscaped Greens
- Party Area
- Gymnasium

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Rewriting the definition of luxury,
in a city with a 500-year history of royalty.



Presenting Brigade Palmgrove, on Bogadi 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 Jayalakshmpuram 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.

3- and 4-bedroom Villas & Townhouses | 3750 - 4790 sq.ft.

- Social and Sports Club
- Recreation Zones
- Landscaped Gardens
- Jogging Tracks

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Brigade Lakefront

Fabulous lifestyle & fantastic location



“My wife and I would like thank Ashish Sharma for his help during our interactions with him during the past few months. Such service truly reaffirms the Brigade brand and gives us a very positive feeling that we are truly being upgraded! It is this human touch that makes the difference between a good organisation and a great organisation!!”

—Subramanian (Subbu) & Usha, Brigade Lakefront



“Brigade is synonymous with quality work. When my wife and I started searching to buy an apartment, the first stop we made was at Brigade Omega. And this turned out to be our only stop. We thought of Brigade since we had seen a lot of their previous projects and knew the construction quality is first class and the design of every project comes along with ample amount of open space and amenities. This project was within our price range and suited our every need. Location wise – brilliant with good connectivity to the upcoming Metro. Design of apartment– top notch. Sales team (Mr. Narasimha) was readily available to answer any of our queries. They have been very transparent with the paper work, the pricing and everything. We are indeed looking forward to “Upgrade to Brigade.”

—Lalit Wadhvani, Brigade Omega.

"We bought an apartment in Brigade Omega as it offers a serene environment, fresh air and ample greenery, thanks to its proximity to Thurahalli forest. Omega has the added advantage of being close to the upcoming Metro network and is well connected to the good schools, hospitals and other essentials of day to day life."

—Ipsita and Praveen, Brigade Omega.

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.

3 & 4-bedroom premium residences | 3450 - 4450 sq.ft.



Rooftop Infinity Swimming Pool and Lounge Deck



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1 square metre = 10.764 square feet

Steve Waugh:

"My five most memorable moments on the cricket pitch"



Orion Mall, in association with Wisden India, organised an exclusive interaction with the legendary Australian cricket captain Steve Waugh on 1 August at the Mall's Main Atrium. Dileep Premchandran, sports journalist and Editor-in-Chief of Wisden, moderated the discussion. Steve Waugh's recollections were accompanied by videos of the actual moments unfolding on the pitch. The large audience included about 100 students from various cricket academies of the city, who participated in the interaction and benefited from a priceless masterclass. Contests were held and autographed cricket balls by Steve Waugh were given out to the worthy winners.

*** Friendship Day the Orion Way ***



A huge 4-seater cycle in the Mall gave friends a fantastic photo opportunity to capture the spirit of the day. There was a rush to record the moment, which later made its way into social media.

Remembering the Mahatma

Gandhi Jayanti celebrations at Orion Mall have become a much awaited event for the artist community of the city. As this year marked the 144th birthday of Mahatma Gandhi, Orion hosted 144 professional and amateur artists at the mall. Visitors to Orion were fascinated at the different interpretations of the life and times of the Mahatma, coming to life on canvas in front of their eyes. The works of art that emerged from the unique event were later put on display at the Mall.



Orion Mall and Narayana Nethralaya promote eye donation



Between 28 August and 1 September, Orion Mall hosted a camp organised by Narayana Nethralaya, one of Bangalore's leading eye hospitals. The objective was to spread the idea of eye donation and Narayana Nethralaya had arranged for eminent artists of the state to come to Orion Mall and paint live through the week. This generated interest from curious shoppers, who were then educated on the importance of eye donation. On the final day, children took part in a painting competition based on this theme.

At a glittering event held during the camp, Jnanpith Award winner Chandrashekhara Kambara; Former DGP of Police, Jija Hari Singh; Parvathama Rajkumar; and Dr K. Bhujang Shetty, CMD of Narayana Nethralaya, felicitated the artists and distributed trophies to the winners of the painting competition.



Respect your Freedom



Independence Day at Orion was filled with special events to honour the landmark day in Indian history. The theme—Respect your Freedom—drove home the point the freedom we enjoy is not to be taken for granted. The day began with Air Vice Marshal Dr Pankaj Tyagi, VSM (retd), hoisting the

national flag at the Mall. Later in the day, students from over 20 city schools

participated in a painting competition based on the theme. This resulted in some outstanding works on canvas. Winners took home handsome shopping vouchers from Orion.



ORION SHOPPING FESTIVAL 2013



The Orion Shopping Festival—from 5 October to 5 November—is an exciting month-long gala, filled with amazing shopping, shows and prizes. This year, the shopping festival was inaugurated by Sandalwood Superstars, Upendra and his wife Priyanka, who drew wild cheers and applause as they cut the ribbon.

The festival featured some of the best festive deals imaginable. And every shopper stood a chance to win exciting prizes—hourly, daily



Winner Of Orion Shopping Festival 2013 receiving the keys to the Volvo S60 from Mandira Bedi; Ashok Capoor, President and MD, United Spirits Limited; Bhagwan Ramdas, CEO Martial Motors, Volvo Cars; and Vishal Mirchandani, CEO, Commercial and Retail, Brigade Group.

and weekly! The highlight of this year was the Mega Bumper Prize: a Volvo S60 worth over Rs 30 lakh, awarded through a lucky draw. Apart from the Bumper Prize, the lucky draw also offered international holidays, to be won every week; 24 Inch LED TVs, awarded everyday; and Gift Vouchers from iconic brands worth Rs 2000 presented every hour. Sponsors of the Orion Shopping Festival this year were Volvo Cars India, Mahindra Holidays, Videocon and Debenhams.

KIT*CH and Contemporary @ Caravan



Caravan, the very colourful Flea Market at Orion Mall, was launched in October. It showcases a wide variety of products from small-scale industries and crafts persons, including leather items, brass sculptures, Kashmiri shawls, traditional and modern jewellery, Tanjore dolls and paintings, antiques, clocks and accessories, art works and frames, beauty care products and much more. Caravan was designed by the award-winning Michael Foley.



High on the spirit of christmas



Orion Mall decked up in Christmas splendour with the city's tallest Christmas Tree and the unique castle by the lakeside.



ORION

ORION 2

COMING SOON TO EAST BANGALORE



Following the stupendous success of Orion mall at Brigade Gateway in Bangalore, the Brigade Group is now developing a second Orion mall in the established East Bangalore. This second mall development named 'Orion East' will be the only lifestyle mall in about a 7 km radius, and will serve as the destination of choice for a young population in the upmarket areas of Fraser Town, Benson Town, HRBR Layout and Kamanahalli. With Brigade Group and Orion Mall's impressive track record in design, development, marketing and operations management, Orion East is poised to make a mark yet again in Bangalore's retail landscape

www.orionmalls.com

Follow us on



Forthcoming projects



ARTIST'S IMPRESSION: BRIGADE VANTAGE, CHENNAI

Brigade Vantage
Chennai – GLA: 1,40,000 sft

Brigade Vantage
Mysore – GLA: 1,30,000 sft

The Bouquet Of Services At Celebrations

"Celebrations"—the catering and event management initiative of Brigade Hospitality—has grown by leaps and bounds in a short period of time.

The venture has taken over the Corporate Cafeterias at Brigade Summit, Brigade Techpark and more recently, the Cafeteria at the World Trade Center Bangalore.

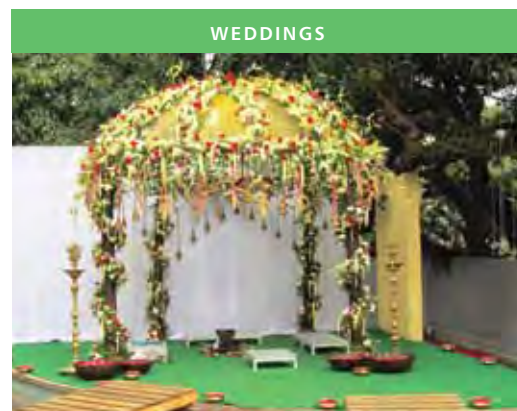
Apart from this, the Celebrations team has gone on to manage more than 70 events in the past few months. These events include weddings, birthday parties, corporate and social get-togethers, for crowds ranging from just 40 people to 2500! Here's a quick glimpse of the core businesses of Celebrations.



For enquiries: **+91-99000 88419**

info@cateringandevents.in

www.cateringandevents.in



Christmas Celebrations At Brigade Hospitality

Special Christmas Brunch



Apart from the beautifully decorated Christmas tree and cheerful, Christmas décor, you will see the buffet tables laden with delicious Christmas specialties like Roast Chicken in Red Wine Sauce, Christmas Cake and traditional Christmas Pudding. Not to forget the live appam counter for South Indian food lovers!

Join us for palate-thrilling brunch at the Woodrose.

25th December | 12:30 pm – 3:00 pm
Rs 325 + Taxes.

For reservations or queries call **+91 80 4199 5999**

Cake Mixing Ceremony



Cake Mixing Ceremony at Woodrose Club

The Cake Mixing Ceremony, a much loved preface to Christmas, was spearheaded by the Chefs at Galaxy, Regent and Woodrose Clubs. Chopped sultanas, raisins, apricots, dates, mixed peels, orange peel, glace cherries, figs and prunes were poured into the tray with dark rum.

A fine all-ground-spice mix of cinnamon, nutmeg, star anise, fennel, cloves, cardamom and dry ginger powder was created to add the fruit mix. And now the Clubs will gear up to add the mixture to the cake mix and create the famed Christmas Cake!

CHILDREN'S PARTY!

Inviting all junior members to join in the excitement @ Woodrose Club on 21st December and @ Regent Club on 22nd December!



Christmas Goodies for your loved ones!

Celebrate the season with gifts of Christmas Cupcakes, Traditional Christmas Pudding, Christmas Cake and Yule Log.

ENQUIRE TODAY !

Call us on **+91 80 4199 5999** to place orders! You could even pick them up from the Bakery Counters at Woodrose Club.

Free Home Delivery for orders above Rs 500! *T&C Apply.



THIS SEASON,
UPGRADE TO BETTER LIVING WITH
BRIGADE HOMESTEAD.

Enjoy free late check-out with complimentary upgrade too at Brigade Homestead! Book any room and get a complimentary upgrade to a superior category of serviced residence. Enjoy free late check-out till 1800 hrs too!

*T&C Apply | Offer Valid till
31st January only.



A Grand Mercure in Mysore



Top: Team members of Brigade Group and Accor at the signing event. Right: M. R. Jaishankar, CMD, Brigade Group, and Jean Michel Casse, Senior VP-Operations, Accor Hospitality, signing the agreement.

Brigade Group and Accor, one of the world's leading hotel operators, have signed an agreement to develop a second Grand Mercure hotel. Brigade Group will own and develop the hotel and Accor will manage the hotel under the Grand Mercure brand. The hotel will be located in a prominent location in Mysore. The signing event was held at Grand Mercure, Bangalore, on 11 December.



New Year's Eve— The Grand Mercure Way!



BY THE BLUE

Join us for an unforgettable evening with a hand crafted menu, live cooking stations and treats in store for the little ones.

31st December | 7 pm to 12 am
Rs 2750 + taxes per person

12TH MAIN

Let the countdown begin with an elaborate buffet spread and unlimited beverages. Revel in an evening of dining and festivities at 12th Main.

31st December | 7 pm to 12 am
Rs 1599 + taxes per person

BY THE BLUE BRUNCH

With a buffet spread including unlimited pour of sparkling wine and delectable cuisine, indulge in a hearty brunch at the poolside.

1st January 2014 | 12 pm to 3 pm
Rs 1799 + taxes per person

For reservations: **+91-80-4512 1212**



MERRY CHRISTMAS

Christmas Eve @ 12th Main
24th Dec, 7 pm to 11 pm

Christmas Brunch @ By The Blue
25th Dec, 12 noon to 3 pm

for reservations call 080 45121212



Quote promo code FB06 and win goodies from specialty pastries or wine bottles to a one night stay at the hotel.



A life-size Ginger Bread House filled with Christmas Cookies, mouth watering Chocolate Santas, Sugar Plum Stollens and lots more to satiate your Christmas appetite!

This Christmas, join us at any of our award-winning venues—Feast, Bene, Persian Terrace and Durbar—to enjoy our gourmet delights, exotic cocktails and the festive ambience!

To place orders or for further details, call **080 42521000**

Begin 2014 the Sheraton Way!

With 'Angels & Demons' as the theme for the night, extravagant live buffet spreads, high spirited drinks and a special kids' zone, you can be sure of an exhilarating and fun-filled trip into 2014. Join us anytime from 7:30 onwards.

A demonic celebration at Feast
Adult: Rs 3,999 Kid: Rs 2,999

Fiesta at Feast & Durbar
Rs 4,555

An extravagant evening at
Bene and Persian Terrace
Adult: Rs 5,777 Kid: Rs 4,777

A boisterous fête at Durbar Rs 2,999



Angels and Demons

For further details, call **080 4252 1000**



O nanna chetana,
aagu nee aniketana

THE BRIGADE SCHOOL @ J. P. Nagar



Flash @ Brigade A fest for the greater cause

Flash @ Brigade was held in the school campus on 8 August. Keeping in mind the philosophy of the school, 'Passion, with Compassion', students planned this mega event to raise funds, which would be used to help the needy and the less fortunate. Planning and executing an event of this magnitude gave students an opportunity to hone their leadership and organisational skills.

The Carnival was a whole day affair and was thrown open to the public. The school wore a festive look with colourful balloons and streamers and foot tapping, loud music.

There was excitement in the air. People flocked to the food stalls which sold cuisine to suit every palate. The mela section selling accessories and fashion jewellery attracted a big crowd. Children thronged to the kiddies' corner and the games stalls. The Photoshop, Housie and Zumba Workshop were a big hit.

Students of the Sri Ramana Maharishi Academy for the Blind put up a beautiful entertainment programme. The evening gave alumni a great opportunity to meet up. The Carnival was a huge success and everyone had an enjoyable and fun-filled day.



Special Assemblies

For Independence Day, the school staged a song and dance programme to stir a sense of patriotism in the hearts of the students. The highlight of the programme was a dance choreographed to the song *Maa Tujhe Salaam*.

Later in the day, Intramural relays for both Juniors and Seniors were conducted. As a grand finale to all the sports events, the students put

Jai Hind

up a spectacular Aerobics display. Although rain played spoilsport, it did not dampen the Brigadiers. The show went on in spite of the rain ... a true spirit of sportsmanship. Prizes were awarded for individual as well as team events at the end of the function.



Salutations to
Mother India



Intramural Relay (Senior Girls)



Niyathi Prasad, Best Student in Sports (Jr)



Amritha Subramaniam, Best Student in Sports (Sr)



Best House in Sports



Students perform for Kannada Rajyotsava



Jai Karnataka

Kannada Rajyotsava Day was celebrated with much fervour. Red and Yellow was the theme for the day. A special assembly was conducted in Kannada. The invocation dance was choreographed to the song *Hutchevu Kannadada Deepa*. The programme ended with *Huttidare Kannada Nadunalli Huttirabeku*.



THE BRIGADE SCHOOL @ Malleswaram

On a
patriotic note...



Independence Day was marked with a special assembly featuring patriotic songs and dances.



Kannada Rajyotsava was celebrated on 5 November, with programmes bringing out the colourful traditions and the beauty of the state.

Swimming to success



Trisha Jawahar of Std 6 won the Silver Medal in the free style category at an inter-school swimming competition organised by Gopalan International School.



Theme of the Year: Россия



At the start of every academic year we select a region—it could be a foreign country or an Indian state—to be the Theme for the Year. This theme becomes the focus of activities for our cultural events, sports and Mindspace projects. The theme for this year is Russia. Students of Std 6 and 7 were introduced to the Russian language by Ms Luba and Ms Sunder. Children learnt the Cyrillic alphabets and could speak a few sentences in Russian by the end of the month.



Of teachers...



On Teachers' Day, students put up a wonderful show filled with songs and dances.

...and teaching



As part of our integrated curriculum, students of Std 2 learn math concepts using different activities.

Explorations big and small

Students of Std 6, 7 and 8 imbibed a slice of Indian history when they visited Hampi, Badami and Pattadakal.



Students of Std 1 and 2 explored their immediate neighbourhood—the Brigade Gateway Enclave—as a part of their Composite Science activity.



THE BRIGADE SCHOOL @ Mahadevapura

Making a splash

The Brigade School @ Malleswaram joined their sister-school in Mahadevapura to enjoy some healthy competition in the pool at an intra-school swimming gala on 25 July. The event began with representatives from both schools diving into the pool to retrieve their respective banners. Enthusiasm and sportsmanship were the order of the day.



Independence Day Assembly

The special Independence Day assembly began with patriotic songs sung by the children of Stds 1 to 4. Our country truly represents unity in diversity, and this was brought to life by students of Stds 5 to 7 through a silent play. It reminded everyone of the values of non-violence and unity that Mahatma Gandhi exemplified.



Let the games begin!

Children's Day began with a special morning assembly. Then the games began! For Std 1, it was musical chairs and bursting the balloon. Students of Stds 2 and 3 were divided into teams and took part in a relay race with a twist: each member had to successfully complete different tasks (ranging from a lime-and-spoon race to a three-legged race, to name just two examples) before passing on the baton. Students of Stds 4 to 7 went on a treasure hunt, searching familiar haunts for clues. Additionally, the boys of Stds 6 and 7 took part in a soccer match.



MAD HATTER'S TEA PARTY

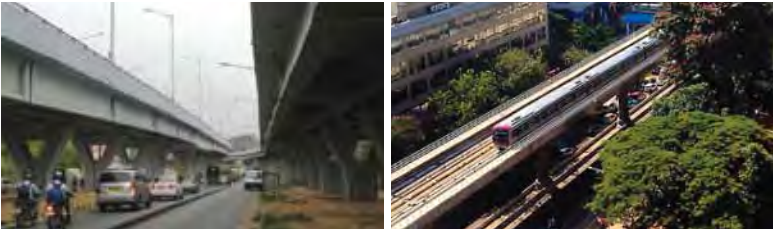
After reading an extract from the book *Alice in Wonderland*, the children of Std 3 made their own mad hats—which they wore at a tea party with pride and excitement.

RS 6,540-CRORE BUDGET FOR BANGALORE INFRASTRUCTURE

Chief Minister Siddaramaiah announced a budget bonanza of Rs 6,540 crore to improve infrastructure facilities in India's tech hub. Presenting a budget for 2013-14 in the assembly, Siddaramaiah told the lawmakers that the government would accord high priority for the infrastructure development of Bangalore to improve the quality of life of its people. The state government will contribute its share of Rs 320 crore for civic projects to be taken up with the central government under the Jawaharlal Nehru Urban Renewal Mission (JNURM).

Proposed Allocations

- Rs 1,600 crore on developing arterial and sub-arterial roads, building grade separators at important junctions, widening of corridors, elevated roads and skywalks for pedestrians during this fiscal to ease the chronic grid lock across the city.
- Rs 250 crore on basic infrastructure in about 110 villages under BBMP civic limits.
- Rs 100 crore for solid waste management by BBMP
- Rs 100 crore to build multilevel car parking facilities
- Rs 200 crore on building railway over and under bridges at level crossings
- Rs 8,759-crore suburban rail system, connecting Bangalore with Tumkur (70km), Ramanagaram (40km) and other satellite towns within 100km radius. "We have done a feasibility study for the suburban rail system. A detailed project report will be prepared soon for phase-one," the Chief Minister said.



Siddaramaiah, who also holds the finance portfolio, informed the legislators that the central government would soon clear the Rs 26,405 crore second phase of 'Namma Metro' rail link to cover an additional 72 km across the city.

Source: Based on a report in Business Standard, November 14

Non-IT takes a big bite of Bangalore's property sales

The changing consumer profile of the city's real estate market, which clocks average residential sales of 35,000 units a year, is reflected in the share of office space absorption by the non-IT sectors. A recent report by international

property consultants Knight Frank showed the share of office space absorption by 'other sectors' (that includes pharmaceutical and healthcare, media, consulting and telecommunication) had expanded to 26% in the first half of this calendar year, from 11% in the same period a year ago. The share of IT/ITeS in office space absorption fell by four percentage points to 61% in the first half of this year.

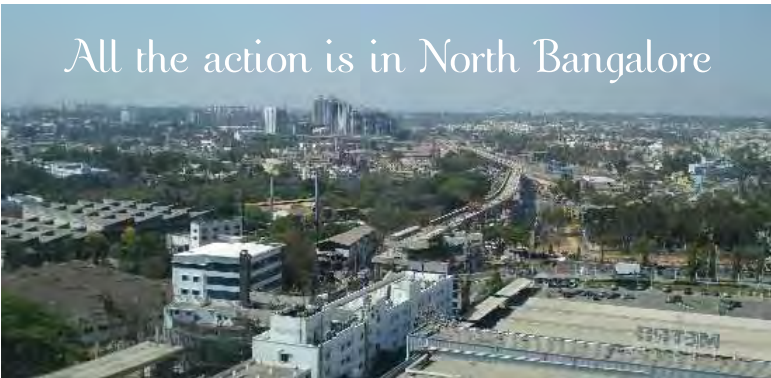
Source: Excerpted from Tol, 21 Nov

Bangalore 3.0 could shape the country's IT and innovation future

Consider a powerful and astonishing fact. Bangalore today is the world's second largest IT/ITeS cluster, second only to Silicon Valley. According to the KIG 2020 study carried out by the Karnataka ICT Group, by 2020 it will become the largest collection of talent in a single location on the planet, with 20 lakh IT professionals, about 60 lakh indirect employment and exports worth Rs 4 lakh crore. The corresponding numbers today are 9 lakh, 27 lakh and Rs 1.35 lakh crore. This is more than the combined numbers of Chennai and Hyderabad, by a wide margin.

What should one do to nourish and strengthen India's foremost IT cluster, namely Bangalore?... The objective should be to move Bangalore up the value chain to become a global innovation centre by creating the best entrepreneurial ecosystem in the world, over the next decade...India and Karnataka stand at the cusp of history. They can, with some imaginative policy and strong positive steps from industry, create history and arrest the secular decline of India's global image as an investment destination. Or they can let go and slip away silently into the womb of time, unsung. The choice is entirely theirs.

Source: Excerpted from an article in Tol, Oct 22, by Srivatsa Krishna. IAS



Smart growth is the buzzword for cities struggling to overcome the horrors of urban sprawl. 'New guard' urban planners at the Rio de Janeiro United Nations Conference on Environment and Development while accepting that growth and development would continue to occur, sought to put in place sustainable communities that are good places to live, to do business, to work, and to raise families. The aim was to facilitate residents' access to quality education to livable, safe and healthy places and stimulate economic activity.

Remarkably, these are the very parameters that are powering North Bangalore. Not since the introduction of software industry and the resultant emergence of Electronics City has any economic activity so recharged Bangalore as the new international airport at Devanahalli.

But what's working for North Bangalore is that the social infrastructure—good schools and hospitals—had started emerging in this area even before the airport came up. Many of these schools now top national lists and are, in many cases, the first choice preference of even third and fourth-generation Bangaloreans.

Source: Excerpted from Tol, 18 September
See 'Snippets' on page 19 for more on airport-related development.

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	0.30% above Base Rate i.e. 10% p.a.	10.3	1339	1094	985	930	900
Above Rs 30 lakh	0.50% above Base Rate i.e. 10.15% p.a.	10.5	1350	1106	999	945	915
Fixed interest	No fixed rate option in any limit bracket						

EMI quoted above are for loans availed from State Bank of India • Loan amounts that can be availed depend on the housing finance institution • Loan amount limit depends on the income of the applicant • Security of the loan is the first mortgage of the property to be

financed • Interest rates and EMIs are subject to change without notice • Loan sanctions will be at the sole discretion of SBI & other terms & conditions prevailing on the date of sanction. Please check with Banks for latest rates.

Source: State Bank of India

Yeshwantpur-Peenya Metro Line before the New Year

In what could bring cheer to hundreds of commuters who travel between Peenya and Yeshwanthpur, the BMRCL is all set to start the commercial operations of its new Metro line by the end of 2013. However, there is still one hurdle — the clearance by the CRS (Commission of Railway Safety) which has to conduct oscillatory tests before the 9.9 km line is cleared for public use. Despite this, the BMRCL officials are positive about the Metro line starting its commercial operations by the end of next month. As of now, the Research, Design and Standards Organization (RDSO) certifications are on for this line.

Source: Excerpted from Deccan Herald, 7 December

Metropolis and Cosmopolis are well known words, even outside the Brigade Group context. The first is a concept, the second a movie. We present a third 'polis' in the news:

THE AEROTROPOLIS

The term was first coined by Nicholas DeSantis, a commercial artist, for his drawing of a skyscraper rooftop airport that appeared in a 1939 issue of Popular Science. In 2000, Dr. John D. Kasarda, an academic and



"Look for yesterday's busiest train terminals and you will find today's great urban centers. Look for today's busiest airports and you will find the great urban centers of tomorrow."

—John D. Kasarda,
The Aerotropolis

air commerce expert, made the term meaningful and relevant. He proposed that just as development was driven by seaports in the 18th century, railways in the 19th century and highways in the 20th century, the aerotropolis would become the logistical backbone of trade and commerce, shaping economic strategy and growth in our immediate future.

Dr Kasarda points out that, in our globalised world, the 'evolved' airport facilitates speed and agility, decides business locations and processes—and defines urban development. A case in point is Dubai, which illustrates how economic strategy based on a superb airport and location can transform a region. Many major airports have "developed significant non-aeronautical commercial facilities, services and revenues, enabling them to operate like multi-functional urban centres". By becoming a key node in global

production and enterprise, an airport extends its value exponentially. It metamorphoses into an aerotropolis.

South Africa Example

Tambo International Airport is South Africa's biggest airport, with an annual passenger turnover of about 18 million. In 2011, the Ekurhuleni

After most Memphians have gone to bed and before they switch on their coffee-makers, around 150 jets land at Memphis International Airport and take off again. They have no passengers—just stuff. A Boeing 777 jet may feel cramped to those sardined in coach class, but with all the seats and compartments stripped out it is immense—able to carry 225,000 pounds (102 tonnes) of cargo non-stop from Tennessee to Shanghai.

—The Economist, Nov 2013

Metropolitan Municipality, in which it is located, announced its intention to transform the municipality into the first functioning African aerotropolis. This year, Ekurhuleni hosted Airport Cities: World Conference and Exhibition. It drew over 350 participants. With South Africa's inclusion in the BRICS (Brazil, Russia, India, China and South Africa) group, urban planners from Durban to Cape Town are looking to exploit their city's potential in this upward trajectory.

The FedEx and UPS Uplift

The economies of both Memphis and nearby Louisville were on a downturn until FedEx and its main competitor, UPS, arrived on the scene. By making the city their hub, each courier giant transformed both the regional landscape and economy.

FedEx anchors Memphis airport. It has around 10,000 people manning its overnight shift, sorting around 1.5 million packages. If you go by cargo levels, the airport at Memphis is the second busiest in the

world. It registered an output of about \$22.1 billion in the last financial year and accounted for over 132,000 jobs. Louisville has a similar story: in 2011 its two airports were responsible, directly or indirectly, for roughly 9% of all jobs in the area.

Aerotropolis consists of an airport city and outlying corridors and clusters of aviation-linked businesses and associated residential developments. A number of these clusters such as Amsterdam Zuidas, Las Colinas, Texas, and South Korea's Songdo International Business District have become globally significant airport edge-cities representing planned postmodern urban mega-development in the age of the Aerotropolis.

Apart from generating business, FedEx and UPS attracted businesses that could benefit from proximity to a direct-mail hub. Time- and distribution-sensitive organisations, like retailers and healthcare organisations came in numbers. So did service providers who could meet the needs of these two aerotropolises.

The Age of the Aerotropolis

The anticipated number of commercial air passengers in 2030 is pegged at 13 billion. Air cargo volumes are expected to triple in the same time period. Sectors that will directly benefit from this growth are aviation, travel, cargo and logistics, and companies dealing with airport services. Indirect beneficiaries will span a range of sectors and services.

Of course, not all stories of attempted metamorphosis have a positive ending. Poor governance, planning, management or infrastructure development have put paid to many efforts to evolve from airport to aerotropolis. To summarise the view of Dr Kasard, the real question is not whether aerotropolises will evolve around major airports (they



Oliver Tambo Airport surrounded by different modes of transportation and businesses.

More than a third of all the goods traded in the world, some \$3-trillion worth—but barely 1% of its weight!—travels via air freight.'

—Grey Lindsay
Aerotropolis: The Way We'll Live Next

surely will). It's whether they will form and grow in an intelligent manner, minimising problems and bringing about the greatest returns to the airport, its users, businesses, surrounding communities, and the larger region they serve.

—Team Insight

Two great luxury living options in Whitefield ...

HOME TO GLOBAL LIVING

Whitefield is buzzing with excitement. And with good reason too. Here's another landmark residential project by Brigade Group, the Brigade Cosmopolis. Designed with the well-travelled, global citizen in mind. Everything you expect in any global city is exactly what you can look forward to here.

Brigade Cosmopolis is quite inherently international in flavour. With landscaped gardens, a luxurious clubhouse, premium specifications, a wealth of lung spaces and a location that's the best in Whitefield, Brigade Cosmopolis redefines international standard community living. This really is the jewel in the crown for all things you desire in your dream home.

2, 3 & 4-bedroom premium apartments & penthouses.
1250 - 4020 sq.ft.



Luxurious 32,000 sq.ft. clubhouse with a rooftop swimming pool



Sky & terrace gardens, a tree grove & landscaped gardens



Tennis, squash, badminton & basketball courts, a cricket pitch & more

1 square metre = 10.764 square feet.



BRIGADE COSMOPOLIS

WHITEFIELD MAIN ROAD

Call: 1800 102 9977
salesenquiry@brigadegroup.com
BrigadeCosmopolis.com

Brigade Cosmopolis: A project by Brigade Properties Pvt. Ltd.
A joint venture between Brigade Enterprises Ltd.
and Government of Singapore Investment Corporation (GIC)

Live the '&' lifestyle next to a lake



Who says you can't have both - **an impeccable home & a fantastic location?**

Brigade LakeFront, premium lifestyle homes in EPIP, Whitefield. A lifestyle that includes luxurious living spaces & impeccable interior finishes & scenic balcony views & tennis courts & a 30,000+ sq.ft. clubhouse & a rooftop swimming pool & cricket pitches & acres of greenscapes & vehicle-free walkways & a lake as a neighbour & a fantastic location & of course, everything you need just a walk away. It's time to stop settling for either quality or location. **It's time to experience the '&' lifestyle!**

2, 3 & 4-bedroom luxury apartments
1330 - 3360 sq.ft.

BRIGADE
LakeFront
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To know more, call 1800 102 9977 | salesenquiry@brigadegroup.com | BrigadeGroup.com

1 square metre = 10.764 square feet.