

# BRIGADE INSIGHT

*For private circulation only*

VOL.18 NO.1

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN APRIL 2014



HIGH Ultra Lounge, WTC Bangalore, Brigade Gateway enclave



## Considering a home in Bangalore? Here are two spectacular options in Whitefield.



### BRIGADE COSMOPOLIS

WHITEFIELD MAIN ROAD

#### HOME TO GLOBAL LIVING

Brigade Cosmopolis is quite inherently international in flavour. With landscaped gardens, a 2,973 sqm clubhouse, premium specifications, wealth of lung spaces and a location that's best in Whitefield. These premium homes also include tennis, squash, badminton, basketball courts and a cricket pitch. The perfect home that redefines international standard community living for a global citizen.

2, 3 and 4 bedroom premium apartments and penthouses  
116 sqm - 373 sqm

Visit the model apartment at  
Brigade Cosmopolis, Whitefield Main Road  
[BrigadeCosmopolis.com](http://BrigadeCosmopolis.com)



### BRIGADE LakeFront

EPIP, WHITEFIELD

#### DISCOVER THE JOY OF WALKING

Brigade LakeFront is located in the heart of Whitefield, where everything you need is just a short walk away. These luxury homes include breathtaking views, acres of green spaces, awe-inspiring interiors and a host of other world-class amenities such as a 2,787 sqm clubhouse, a rooftop swimming pool, cricket pitches, tennis and basketball courts.

What more does one want in their dream home?

2, 3 and 4 bedroom luxury apartments  
123 sqm - 312 sqm

Visit the model apartment at  
Summit @ Brigade Metropolis, Whitefield Road  
[BrigadeLakeFront.com](http://BrigadeLakeFront.com)



To book your dream home in Whitefield, call 1800 102 9977  
[salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com) | [BrigadeGroup.com](http://BrigadeGroup.com)

1 sqm = 10.764 sqft



B R E A K I N G   N E W S   . . .

Canadian Consulate inaugurated at WTC Bangalore



M. R. Jaishankar, CMD, Brigade Group, welcoming The Right Honourable David Johnston, Governor General of Canada, and Mrs Sarah Johnston.


On February 26, The Right Honourable David Johnston, Governor General of Canada, opened the consular offices of the government of Canada at World Trade Center Bangalore. The Bangalore Consulate, which will soon have a Consul General, is expected to be the largest diplomatic mission in India. Till now, consular services were available only in Mumbai and Chandigarh. However, with a large percentage of immigrants coming from South India, offering consular services in a location more conveniently accessible to them was considered a necessity. Bangalore was chosen because of its central location in the southern peninsula and its "thriving nature". The Governor General said that he found the trade and innovation from this part of the world quite remarkable.





Standing tall in design, stature and architectural ingenuity, this 10-acre habitat is the preferred choice of senior professionals. **Located on Old Madras Road**, Bangalore's fastest growing investment corridor, the residences at Brigade Exotica have thoughtfully planned, tastefully designed living spaces that converge into a large patio.


To experience Bangalore's new residential landmark, visit the model apartment at Brigade Exotica.


**Spacious 3 & 4-bedroom residences | 245 sqm to 353 sqm**


- 

10 - 30 minutes to Whitefield, Airport & the CBD
- 

Over 80% open spaces with lush tropical landscape
- 

Clubhouse with swimming pool & lifestyle amenities
- 

Tennis court & jogging tracks
- 

CRISIL 5-star rated
- 

Pre-certified Gold by IGBC Green Homes

Phase 1 nearing completion. Pre-launch bookings open for Phase 2.  
Call 1800 102 9977 | [BrigadeExotica.com](http://BrigadeExotica.com) | [salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com)

1 sqm = 10.764 sft

Brigade Meadows wins 'Best 50% Complete Residential Project' Award



The Brigade team at the awards ceremony.

Brigade Meadows, our 60+ acre mixed use development on Kanakapura Road, was declared the 'Best 50% Complete Residential Project' in the affordable segment category at the CNBC AWAAZ Real Estate Awards 2013, held on 21 December at Trident, Mumbai. The function was presided over by Dr Girija Vyas, Hon. Minister for Housing and Urban Poverty Alleviation. The award was received by Roshin Mathew, N. Shivaram and K. R. Jayaprakashan of Brigade Group.

The CNBC AWAAZ Real Estate Awards are arguably the most credible and objective awards in the industry. Their conduct is based on stringent criteria, a robust methodology and a comprehensive multi-city survey. A two-phased jury process identifies India's best and most preferred projects and the winning teams behind them.

Brigade Meadows won the award in the affordable segment category. Value homes are an integral feature of this project, which also offers a range of amenities, including a clubhouse with gymnasium and swimming pool, play areas and parks. It also has areas earmarked for school, neighbourhood shopping centre and hospital.

The eminent jury included Keki Mistry, HDFC Ltd; Rajeev Sabharwal, ICICI Bank; Anuj Puri, Jones Lang Lasalle; Sanjay Dutt, Cushman & Wakefield; Arun Nanda, Mahindra & Mahindra; Kishore Biyani, Future Group; Khushru Jijina-Indiareit, Piramal Enterprises; Anil Harish, D. M. Harish & Co; Altaf Miller, Architect; and Akhtar Chauhan, Rizvi College of Architecture.

Our former Director awarded the Padma Bhushan

It is a matter of pride to all of us at Brigade Group that the late Dr Anumolu Ramakrishna, a former Director on our Board, was awarded the Padma Bhushan by the Government of India. The award is in recognition of his contributions in the field of engineering.

Dr Ramakrishna held a long and successful tenure at L & T, retiring as Deputy Managing Director in 2004. He was associated with Brigade Group for over five years.



In this issue...		
5	Brigade in the News	7 Making a difference
8	Retirement Homes launched at Brigade Orchards	
11	Orion Mall: A Three-month Retrospective	12 Office trends and developments
13	WTC Events	
14	Brigade Hospitality launches HIGH Ultra Lounge	16&17 School Days
19	The Retirement Home Phenomenon	

## A FEW THOUGHTS...

**T**HE Indian parliamentary elections have been the 'hot' topic in the country for the past few months, and will continue to be so for several weeks to come. In no other country in the world will 800 million plus people be exercising their franchise to elect people representatives. The Indian Parliamentary Election 2014 is bound to have a far reaching effect on the entire nation's political and economic well-being for the next five years and beyond. India may now have a chance to regain lost credibility and recover from missed economic opportunities. May 16th will be a red letter day; election results can make or mar the nation.

**U**ncertainties during election time have certainly affected many businesses in the country. Real estate is no exception, although the Bangalore market is relatively better placed. A sound, stable government is bound to positively impact the entire spectrum of business and industry across the country. Equally important, such a government is vital to help improve the current geo-political imbalance in this part of Asia.

**A**nticipating an improvement in the Indian economy and the confidence that it will generate, Brigade Group will be launching a number of new projects in the cities of Bangalore, Mysore, Kochi and, we hope, Chennai, in the next few months.



**W**e have just launched our first project in the senior housing space—Retirement Homes, Parkside at the Brigade Orchards integrated township in Devanahalli. We are happy with the response that our maiden effort has evoked. We are also very pleased with the response to our newly launched HIGH Ultra Lounge, located on the rooftop of the World Trade Center Bangalore at Brigade Gateway. Customer feedback has been excellent.

**W**e gratefully note the grant of Rs 2 crore from Sri Siddaramaiah, Chief Minister of Karnataka, to the upcoming Centre for Indian Music Experience or IME. The state government's donation, along with generous contributions from the Prestige Group and other business associates, will give an impetus to the timely completion of this one-of-a-kind cultural landmark.

**I**t is a great feeling for us, and more so for his family members, that Dr A. Ramakrishna was posthumously conferred with the prestigious Padma Bhushan recognition by the President of India. We have very fond memories of his association with our Group.

**I**t's summer and vacation time for many. I end by wishing all our readers happy holidays. Let us hope the country receives a good monsoon this year.

—M. R. Jaishankar, CMD

## BRIGADE INSIGHT

Released in April 2014

Vol. 18 No. 1

For private circulation only

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

**Co-ordinating Editor:**  
Mathew Abraham

**Editorial Consultancy & Design:**  
Resource Communications

### Brigade Enterprises Ltd:

Corporate Identity Number (CIN)  
L85110KA1995PLC019126

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

Ph: +91-80-4137 9200

Fax: +91-80-2221 0784

enquiry@brigadegroup.com



**BrigadeGroup.com**

An ISO 9001-2008  
Property Developer



## A masterpiece of luxury in North Bangalore



**3 & 4-bedroom premium residences**  
**320 sqm - 413 sqm**

**BRIGADE**  
**CALADIUM**  
HEBBAL

Welcome to Brigade Caladium, a new-age architectural masterpiece crafted to perfection. Every inch and every little detail of this impeccably finished abode resonates with luxury. With just 60 limited edition residences, it is designed to become the chosen address of Bangalore's elite.

- Rooftop infinity swimming pool and lounge deck
- Fitness centre
- Exquisite landscaping

Call 1800 102 9977 | salesenquiry@brigadegroup.com  
**BrigadeCaladium.com**



Brigade featured on ...

Brigade Group featured on Big Guns of Real Estate, NDTV Profit

Brigade Group was one of eight developers, across India, selected by NDTV Profit to feature in their programme, *Big Guns of Real Estate*, telecast on 25 January. The show was anchored by Manisha Natarajan (anchor of NDTV's popular series, *The Property Show*, on NDTV Profit) with reportage by Jude Sannith, NDTV Chennai.

Titled *Brigade Group: Realty for tomorrow*, the documentary style programme looked at how "Bangalore's home-grown realty group has redefined the way a city looks at townships, even as it has continued to build varied assets across markets and segments". It covered Brigade Group's history, growth, roadmap, work ethos and culture. It also introduced viewers to the top management at Brigade. In the span of 30 minutes, the programme managed to convey both a sense of all that Brigade has accomplished from its genesis to date, as also the values that made this success possible.

Visit: <http://www.ndtv.com/video/player/big-guns-of-real-estate/brigade-group-realty-for-tomorrow/306810>

M. R. Jaishankar featured on Tee Time, ET Now

M. R. Jaishankar, CMD, Brigade Group, was featured on *Tee Time, ET Now's* longest running show, currently hosted by Chaiti Narula, aired on 13 March. In this show, business conversations are conducted on the fairway over a game of golf. Over the last few years, *Tee Time* has travelled to Dubai, Bangkok, America and London and featured people of significance in different sectors of business. A few special episodes have included renowned golfers such as Gary Player, Greg Norman, Colin Montgomerie, Jeev Milkha Singh, Arjun Atwal, Tina Mickelson, Gautam Thapar and Raj Jain.



Visit: <https://twitter.com/Chaiti/status/432768022487367680>



Nirupa Shankar in the spotlight on Young Turks, CNBC TV 18

Nirupa Shankar, Director-Brigade Hospitality, was in the spotlight on *Young Turks*, one of CNBC's longest running shows, broadcast on 8 March. *Young Turks* traces the journey of young, dynamic men and women who have achieved challenging objectives, raised the bar and now stand poised to become leaders in their fields. Over the last 11 years, this four-time award winning show has featured the stories of over 1000 impressive young entrepreneurs.

M. R. Jaishankar speaks to Colors Channel

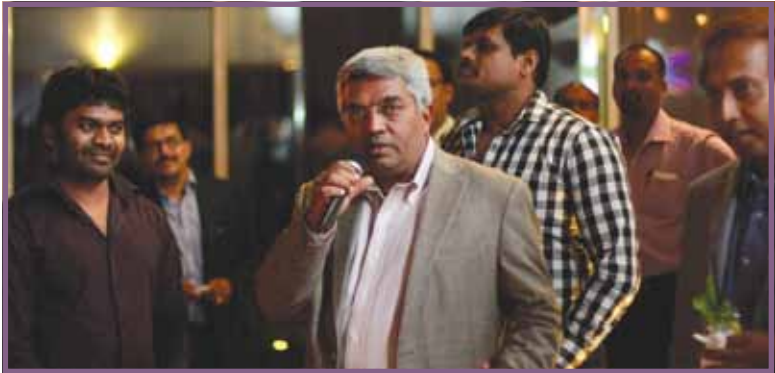
On a recent trip to Dubai, M. R. Jaishankar, CMD, Brigade Group, was interviewed by Neelam of Colors Channel (Middle East) on *PropertyScape*, a weekly Real Estate show aired on 23 December in the Gulf, SE Asia and Africa. He spoke about the real estate investment scenario in South India, with a special focus on the Bangalore market.



M. R. Jaishankar, CMD, Brigade Group, with Colors Middle East and Brigade teams.


Real Estate Professionals invited to HIGH

Brigade Group invited distinguished professionals from the real estate industry to an exclusive get-together at HIGH Ultra Lounge, World Trade Center Bangalore, on 13 Feb. The invitation said it all: "Join us for cocktails and dinner complemented with a spectacular view of Bangalore's skyline". All three were much appreciated.



M. R. Jaishankar, CMD, Brigade Group, addressing business associates of Brigade Group.


### Luxury apartments opposite Thurahalli forest




A home tucked away from the everyday hustle and bustle, overlooking a 600-acre green reserve, with a world of convenience nearby.

BRIGADE  
**OMEGA**  
OFF KANAKAPURA ROAD


2 & 3-bedroom luxury apartments  
123 sqm - 321 sqm




Clubhouse with gymnasium, swimming pool and recreation zone



Children's play area



Outdoor sports



Exquisite landscaping

1 sqm = 10.764 sqft

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



NEWS & EVENTS



The Brigade Mega Home Fest was conducted simultaneously across three different locations—Experience Centre @ WTC, Sales Lounge @ Summit, Whitefield and Woodrose Club, J. P. Nagar—between 21-23 February.

The Mega Home Fest featured a range of properties from Brigade. There were multiple offers for those who booked an apartment during the event, including an exotic holiday and a waiver on Clubhouse Membership for a limited period. Bankers, present at all three locations, provided spot sanctions. The event was well received by prospective customers.

Brigade projects showcased in USA

Legion Real Estate, Brigade Group's accredited agent in the USA, conducted an Open House at two locations in Los Angeles on 29 and 30 March. The event showcased Brigade projects—ranging from value homes to luxury apartments to premium villas—in South India. Special pricing on properties was offered at the successful 2-day event.



### The West Coast or the Middle East, book a Brigade home in India with ease.

**Did you know you can book a Brigade home from San Francisco and Dubai too?**

Through our international offices, we help you fulfill your dream of owning a Brigade home in India. Our sales team also provides you with continuous post-purchase assistance after you've bought your Brigade home. So no matter which part of the world you live in, we ensure you have a pleasant experience buying a Brigade home.

**SAN FRANCISCO**

Legion Real Estate, Accredited agent of Brigade Group in USA  
883 Santa Cruz Avenue Suite, 200 Menlo Park CA 94025.  
Call +1 650 494 4975 | info@legionre.com | Legionre.com

**DUBAI**

Brigade Enterprises Ltd., 708, Atrium Center, Bank Street, Bur-Dubai, Dubai-UAE.  
Call +971 4 355 5504 | BrigadeGroup.com | dubai@brigadegroup.com

LIC Nimma Mane Expo



Viswa Pratap Desu, VP-Sales and Marketing, Brigade Group, welcomes Sunita Sharma, MD, LIC Housing Finance, to the Brigade Stall at the LIC Nimma Mane Expo held at RBANMS Grounds between 17-19 January.

Celebrating Safety Month



Safety Month at Brigade—between 4 and 29 March—was occasion for a variety of awareness programmes and functions at all Brigade project sites and at the corporate office. The comprehensive safety campaign, for both contractors and labour force, included safety lectures, essay competitions, painting competitions, safety demonstrations and fire drills. All staff members took the safety pledge, reaffirming their commitment to make their work environment safe and secure.

The National Safety Day/Safety Week Campaign has been spearheaded by the National Safety Council for nearly thirty years. These initiatives have significantly contributed to reduction in the rate of industrial accidents and created widespread safety awareness. To mark its Foundation Day, 4 March is celebrated as National Safety Day across the country.



Workers taking the pledge at the Safety and Quality Day celebration on 15 March at the precast plant on the Brigade Orchards site.

REGISTRATION CERTIFICATES DISTRIBUTED



At a formal function held at the Brigade Palmgrove project site on 6 March, Brigade Group facilitated the distribution of BOCW (Building and Other Construction Workers) registration certificates to workers. The initiative was organised in consultation with the Department of Labour, Government of Karnataka.

About 80 labour registrations were completed on the occasion. Appayya Sindhihatti, Asst Commissioner, Labour Dept, Mysore, presided over the function. Also present were several dignitaries, including the Honourable Aswathnarayan and Ontigudi, both from the labour court, and Chetan, Sr Labour Inspector.



## Brigade Group supports I WON'T HONK! BMTC Campaign



The *I Won't Honk!* campaign is a citizen initiative against honking that was started last year. Led by Rahul David, the campaign is supported by the Bangalore Traffic Police and anchored by the Global Initiative for Restructuring Environment and Management (GIREM). The *I Won't Honk!* BMTC (Bangalore Metropolitan Transit Corporation) campaign will begin shortly. Brigade Group is sponsoring two buses to promote the campaign for a full year.



## Brigade dedicates billboards to a worthy campaign



India's Election 2014 may be amongst one of the country's most direction-changing elections. Analysts concur that the major differentiators are threefold: a focus on individual leaders, wide use of social media and a large number of first-time voters, estimated at around 100 million. YOU VOTE. YOU DECIDE.

is a call-to-action campaign, propelling urban, educated India to come out and vote. Massive billboards across the city served as constant reminders of this message. Brigade Group, as a responsible corporate citizen, had contributed three strategically located billboards—at BDA flyover, Jayanagar 4th Block, and ITPL Road—to this worthy effort.

## RVCE Scholarship

Brigade Group constituted scholarships and merit awards for Civil Engineering students at RV College of Engineering, Bangalore, seven years ago. The award function for 2013 was conducted at the college on 25 March.



Top row, L to R: Priyaa S; Dr K. N. Subramanya, Vice Principal, RVCE; Manjunath Prasad, Brigade Group; Jagan Mohan, Brigade Group; Dr B. C. Udayashankar (RVCE). Bottom row, L to R: Maheshwar Reddy and Ramesh Kumar Hugar (Scholarship Award Students—Toppers in aggregate 1 to 6 BE Civil Semester); parents of Anees Naik and Goutham G. R. (Merit Award Students—Toppers in BE Civil 2013 batch).

## Brigade transforms the environs of Memorial Church, Whitefield



The 125 year old Memorial Church was built by settlers from the European and Anglo-Indian Association, Madras. Consecrated in 1886, it is one of Whitefield's heritage structures. Fast forward to 2014—a growing pile of garbage, right outside the church, offends both eyes and senses. On 20 December, Brigade Group partnered with the Whitefield Rising team to remove the eyesore, restoring the beauty of the church frontage. Efforts continue to ensure the spot stays spotless.

## Brigade Group helps revive Sitarampalya Lake

Brigade Enterprises is partnering with an NGO, Tropical Research Development Centre or TRDC, to revive Sitarampalya lake, near Whitefield. The plan aims to revive around 23.37 acres of lake area, most of which is now filled with silt and debris, and proposes to increase the storage capacity of the lake from the existing 9,197 million litres to 13,692 million litres after restoration. Under an aqua culture initiative, 25,000 fish (5000 each of five varieties) will be introduced to clear the lake water. Also on the agenda is the laying of a jogging track for local residents.



bangaloremirror.com

## IME receives generous grant from State government



ARTIST'S IMPRESSION

Brigade Group is proud to be supporting the creation of a new cultural landmark: the Indian Music Experience or IME, India's first interactive music museum. Progress on this unique project has been given an impetus with the grant of Rs 2 crore from the Department of Kannada and Culture, Government of Karnataka. This generous financial support, along with donations from corporates and banks, brings the IME project closer to becoming a reality.

The IME is located in the Brigade Millennium enclave in J. P. Nagar. The 4,645 sqm IME building was inaugurated by the Hon'ble Chief Minister of Karnataka, Sri Siddaramaiah, in October last year.



# Retirement Homes launched at Brigade Orchards

“This is an idea whose time has come. It has been our vision for many years to build such a facility as a part of an integrated enclave, which will add life to the golden years of senior citizens.”  
—M. R. Jaishankar, CMD, Brigade Group



Brigade Orchards is a 130+ acre integrated township in Devanahalli, near the Kempegowda International Airport. It is being designed to global best practices by *nbbj*, master planners from the USA. Retirement Homes, Parkside, an exclusive, fully equipped senior retirement home facility, was launched at Brigade Orchards on 1 March.

The retirement facility has been developed in technical partnership with Age Ventures India or AVI, a nonprofit organisation set up and supported by Help Age India. AVI, in turn, have tied up with Methodist Hospital Association (MHA), UK for this project. Help Age India brings 35 years of knowledge and experience in handling age-related issues to the project; MHA 70 plus years.

**The best mix of thoughtful conveniences...**  
With 75% open space, Retirement Homes, Parkside offer a serene, green atmosphere. The 150 homes that make up the facility have been designed for people who are retired from work but still enjoy a vibrant lifestyle. The 1- and 2-bedroom homes are well-planned and airy and the facility incorporates features and facilities that make everyday life convenient. Common-use activity rooms are dispersed across the floors and through the building; the central soaring atrium invites light and gives a feel of expansive space.

## ...and specialised care

Parkside also has Assisted Living facilities, for those in need of more attention and medical care. So senior citizens can enjoy a fulfilling and happy life in a secure environment that will include nursing care, a health club, restaurant and entertainment facilities.

## Other components of Brigade Orchards

- Residences: High-end villas, luxury apartments and value homes
- A signature club with top-of-the-line leisure, business and sports facilities
- Sporting Edge, a world-class sports academy being set up with the legendary Australian sportsman Steve Waugh, to provide sport-and leisure-related activities (including world-class coaching infrastructure with globally trained coaches)
- A school
- Office spaces
- Retail options for daily-need and boutique formats
- Fast food restaurants and take-aways
- Fire station
- Police station
- A proposed Arts Village, to serve as a centre for art, sculpture and the performing arts.

## SPECIAL AMENITIES @ PARKSIDE

### • Rooms and Facilities

- Larger rooms, extra-wide corridors, ramps and hand rails in all important areas, non-skid tiles, wheelchair friendly, scientific lighting.
- Luxurious dining facilities with dietician-monitored hygienic food.
- Geriatric gym, ayurvedic massage centre, laundry, library, reading room, indoor games, cards, TV room, billiards room, music room, computer room, dementia garden, temple, prayer rooms, viewing gallery
- Recreation arrangements including social evenings, picnics, entertainment, dance and music, event management services for celebrations like birthdays and wedding anniversaries.
- Guest rooms for friends and relatives.

### • Medical care

- Centrally air-conditioned medical and nursing facilities, assisted care with a resident doctor, nurse and physiotherapist and an Ambulance.
- Stretcher lifts, with generator back-up for emergency evacuations.

### • Services

- Housekeeping, including cleaning and mopping inside the house.
- 24 x 7 security, electrical, plumbing and other preventive maintenance services.
- 24 x 7 garbage clearing arrangements.
- Travel services, including pick up, drop and ticketing.
- Payment of Bills and Taxes, and arranging banking facility.

## Live in a better Bangalore

Our 130+ acre integrated township will be full of pleasant surprises. Lots of lush greenery; little traffic and noise ... clean, calm and cocooning. Our villas will have the same kind of old-world charm: a generous 464 sqm of well-designed interior space, and a rich spread of trees on the outside. Almost everything that adds to quality of life will be within the township. The international airport is not too far away. Brigade Orchards will be an urban oasis, and the industrial SEZs and IT Parks coming up in the vicinity make it an excellent investment.

Summing up, Brigade Orchards is liveable, marketable, sustainable, enjoyable. Visit and see for yourself.

### 130 ACRES INCLUDE:

- Focus on water and green sustainability
- 7900 sqm Signature Club
- World-class Sports Arena by Steve Waugh's Sporting Edge
- Connectivity to Airport, CBD & Whitefield
- Shopping Centre & Offices



For a personalised tour of a better Bangalore, call Anil on +91-77609-87341  
Anup on +91-95919-96901 or Veeresh on +91-99000-59071

**BrigadeOrchards.com**

BCV Developers Pvt. Ltd.  
A Joint Venture of Brigade Enterprises Ltd. with





## Upcoming projects in Bangalore and Mysore

Pre-launch registrations are open for the following projects located in prime locations.



### Brigade Meadows (Phase II)

Kanakapura Road  
Next to Art of Living, Bangalore

**Luxury apartments**  
2 & 3 bedroom

**Arcade**  
Small offices and retail

### Brigade Panorama

Mysore Road, Bangalore  
2 & 3 bedroom luxury apartments

### Brigade Mountain view

Ooty Road, Mysore  
2,3 & 4 bedroom luxury apartments

**Brigade Northridge**, Kogilu Road, Bangalore  
2 & 3 bedroom luxury apartments

*We invite you to send us your  
Expression of Interest for a*

*60-bed Hospital*

*&*

*Kindergarten School*

*@*

*Brigade Meadows,  
our upcoming 60+ acre integrated enclave  
on Kanakapura Road, next to Art of Living.*

*For more details, please call*

**Anil Kumar Guduru**

**Ph: 77609 87341 or 1800 102 9977**

**For pre-launch details of the above projects, call 1800 102 9977**

## A 60-acre lifestyle outside your doorstep!



When you book a 2-bedroom home at Brigade Meadows, it comes with a lifestyle of comfort and convenience. The first and only integrated enclave on Kanakapura Road, Brigade Meadows is 60 acres of everything you need for a fulfilling life. Here, you can experience all the joys of modern living and become a part of a vibrant community with over 1600 happy families. Visit Brigade Meadows today and see for yourself!

**2-bedroom apartments | 88 sqm**



Brigade Meadows awarded the  
"Best 50% Complete Residential project  
under Affordable Segment in Bengaluru"  
- CNBC AWAAZ Real Estate Awards 2013.

**Call 1800 102 9977**

[salesenquiry@brigadegroup.com](mailto:salesenquiry@brigadegroup.com)  
[BrigadeMeadows.in](http://BrigadeMeadows.in)

**BRIGADE  
MEADOWS**  
KANAKAPURA ROAD  
NEXT TO ART OF LIVING



RESIDENTIAL PROJECTS IN OTHER CITIES

Mangalore

ARTIST'S IMPRESSION



Brigade Pinnacle  
Derebail, Mangalore

**The pinnacle of modern living**  
Thoughtfully designed homes offering the experience of a modern lifestyle in Mangalore

- Features and facilities:**
- 2- and 3-bedroom luxury apartments
  - 111 sqm to 164 sqm • Clubhouse with gymnasium, swimming pool & recreation zone • Children's play area
  - Exquisite landscaping

**BrigadePinnacle.com**

Hyderabad

ARTIST'S IMPRESSION



Brigade at No. 7  
Banjara Hills, Hyderabad

Premium residences in Hyderabad's most coveted location

Here are just some of the many privileges you will enjoy at Hyderabad's most sought-after address: Just one residence per floor. An elevator that stops on your floor, exclusively for you. Air-conditioned living spaces.

- Features and facilities:** 3- & 4-bedroom residences
- 311 sqm to 327 sqm • Vaastu compliant homes
  - Clubhouse with rooftop swimming pool • Health club and fitness centre • Landscaped gardens

**BrigadeatNo7.com**

Chikmagalur

ARTIST'S IMPRESSION



**BrigadeSerenity.com**

Brigade Serenity, Bypass Road, Chikmagalur

Brigade Group's first residential project in Chikmagalur, features luxury homes nestled in the lap of nature. Here you are greeted by luxurious living spaces, green landscapes and an unmatched sense of tranquility.

Mysore

ARTIST'S IMPRESSION



Brigade Sparkle, J. P. Nagar, Mysore

Only a few 2-bedroom apartments are left at Brigade Sparkle. Set in a 3 acre oasis of theme courtyards and gardens, Brigade Sparkle also offers a green environment, a rooftop swimming pool, gym, multiple party areas and an indoor games room.

Come home to the Mysore way of life!



Contemporary homes designed keeping in mind the Mysore way of life.

1, 2, 3 & 4-bedroom luxury apartments  
73 sqm - 312 sqm



Clubhouse with gymnasium, indoor games & multi-purpose hall



Large open spaces, landscaped gardens & children's play areas



Tennis, badminton & basketball courts



Swimming pool

BRIGADE  
**SYMPHONY**  
KRS ROAD, MYSORE

**BrigadeSymphony.com**

1 sqm = 10.764 sqft

Experience Mysore's finest status symbol



4-bedroom villas  
432 sqm - 445 sqm

- Clubhouse with lifestyle amenities
- Recreation zones
- Landscaped gardens
- Jogging tracks

Finally, a home that is befitting of your status. Brigade Palmgrove, a first-of-its-kind premium residential offering in Mysore. Exquisitely designed villas which announce to the world that you have arrived. Equipped with all modern luxuries and privileges, it is the address of the discerning few. Visit the model villas today and discover why Brigade Palmgrove is Mysore's finest.

BRIGADE  
**PalmGrove**  
BOGADI ROAD, MYSORE

**BrigadePalmgrove.com**

1 sqm = 10.764 sqft



A Three-month Retrospective

JANUARY



**Makara Sankranti** (11-14 Jan): Orion Mall reflected the spirit of the harvest festival. In keeping with the theme of regeneration and growth, all visitors were gifted a sapling.

**Flat 50% Sale** (18 and 19 Jan): The city's most awaited sale received a resounding response, with almost all brands recording excellent sales.

**Republic Day** (26 Jan): The day was celebrated with a series of events, including a painting competition themed on the life of Mahatma Gandhi.

FEBRUARY



**Orion Festival of Giving** (13-16 Feb): In an initiative aimed at making a difference, Orion Mall created a fund-raising platform for NGOs from Bangalore. The Orion Festival of Giving was held at Orion Mall's Lakeside.

The 15 NGO's—working in areas that covered women's empowerment, education of the visually impaired, training for the mentally and physically challenged, environment and wildlife—interacted with mall visitors and sold products made by their organisations at specially designed stalls. The festive atmosphere was further enhanced by short plays, fusion music concerts and performances by a band composed of visually impaired musicians.



The Orion Festival of Giving was conducted in association with Bangalore Cares and Trader Vic's Mai Tai, the globally recognised cocktail lounge at Orion Mall. The latter contributed 10% of their billing during this period to the participating NGOs.



**Valentine's Day** (14 to 16 Feb): A special retro-themed background was erected at the mall, presenting couples a special photo-op on the special day (and two days to follow).

MARCH



**Auto Expo** (7 to 9 March): About 20 automobile giants showcased their latest at the Auto Expo held at the lakeside of Orion Mall. Entertainment, live music by DJ Galeej Guru, bike stunts and a vintage car display added to the excitement.



**Women's Day Celebration** (8 & 9 March): Women visiting Orion Mall on International Women's Day were in for some pampering: free facials from Kaya Skin Bar, free makeover and hair styling from Affinity Salon, free foot massages from O2 Spa and special offers from many of the stores at Orion. Winners of contests conducted on the occasion were rewarded with attractive prizes.



**Ugadi Celebrations** (29 to 31 March): Visitors to the mall on Ugadi, Karnataka's New Year, were greeted with an eye-catching 3-D installation: a huge Kalash containing a coconut, surrounded by rangoli, mango leaves and flowers, against a themed backdrop.



NEW AT ORION

Starbucks



Dainese



Krispy Krème



ARTIST'S IMPRESSION



It's an office-going trend!

According to a report by property consultancy Cushman & Wakefield, Bangalore's office space sales could be the highest in the country, with an expected demand of 5,85,284 sqm. This makes it second only to Tokyo, with a demand of 7,06,057 sqm.

Brigade's office spaces reflect these statistics and predictions. Brigade Rubix, with a unique façade inspired by the geometric formation of the famous Rubik Cube, is coming to life. New occupants are moving in and businesses are beginning to function from the eye catching, 11 floor office facility in HMT Township, North Bangalore.

The current scenario is likely to give a fillip to office space absorption in other Brigade projects-in-the-works. One such project is Brigade IRV Centre—strategically located near the EPIP Zone at Whitefield, Bangalore, surrounded by Bangalore's best suburbs and facilities. This 10-storey office facility covers a built-up area of 25,084 sqm on a 3 acre plot and offers contemporary work environments with unique features.

BUILT-TO-SUIT OPTIONS

Brigade Bhuwalka Icon, Whitefield Main Road

Under construction • 33,445 sqm building, with floor plates of 2,787 sqm and 3,902 sqm • Combination of retail space with excellent frontage • Ideal for global MNC, single IT occupant or start-up with ambitious scale-up plans

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 51,096 sqm

Managing finances, helping corporates take calculated risk, strategise mergers and acquisitions is all in a day's work for the world's biggest knowledge leaders; **KPMG, McKinsey, E&Y, PwC** to name a few.

Brigade Group, one of South India's leading property developers, is the playground to some of the best consulting firms in the world. With state-of-the-art infrastructure, innovative thinking and professionalism, Brigade Group has set a benchmark for the rest in the commercial real estate sector.

When knowledge leaders of the world have chosen Brigade Group as their home, need we say more.

WHERE  
KNOWLEDGE LEADERS  
OF THE WORLD  
PLAN THEIR MOVES.



Call: 1800 102 9977

BrigadeGroup.com

A Landmark Development from  
Brigade Group and Kochi Infopark

Brigade Group is launching its first SEZ project in fertile business ground—Kochi. The city is ranked tenth amongst India's top business destinations and is projected to witness the largest IT and BPO growth in the country. In a merger of two giants, Brigade Group and Kochi Infopark—the second largest IT park in Kerala—will be working together to set up Brigade Technopolis in this emerging global city.

Brigade Technopolis is being developed on a 5-acre site situated in the centre of Kakkanad, a booming IT hub with state-of-the-art infrastructure and easy accessibility. Designed to meet the growing requirement of expanding IT/ITES companies, Brigade Technopolis offers Grade A specifications and LEED Gold Pre-certification, world-class design, state-of-the-art workspaces, flexible office spaces, ample parking and provision for a cafeteria and coffee shop.



ARTIST'S IMPRESSION

Corenet Asia Pacific Summit, Singapore



Seen at the Corenet Asia Pacific Summit held in Singapore in March: Brigade Group's Pravien Kar, Head, Leasing—Commercial (first from left) and Vishal Mirchandani, CEO, Commercial & Retail (centre) with other delegates.

From the makers of  
WORLD TRADE CENTER, BANGALORE

BRIGADE  
MAGNUM  
—HEBBAL · BANGALORE—

Office Space  
of 48,700 sqm

Now available  
for Lease



Call: 1800 102 9977 | BrigadeGroup.com

1 sqm = 10.764 sft



#### Seminar-cum-B2B meet for Chinese Delegation



Further to the MoU signed between WTC Bangalore and The People's Government of Jinshui District in December 2012, a high level delegation headed by H. E. Chen Hongwei, Mayor, Jinshui, representing the government and business community from Henan Province, China, visited WTC Bangalore on 29 November. WTC organised a seminar-cum-B2B meet for the delegation, at which 32 companies from Karnataka participated and exchanged business interests.

#### WTC Bangalore hosts Canadian Telecom Mission



A high level delegation from Canada comprising Information and Communication Technology (ICT) companies visited WTC Bangalore on 2 and 3 December. The delegation presented an overview of the Canadian Telecom Industry on the first day of their visit and conducted B2B meetings and a networking lunch on the next. The objective of this telecom mission was to explore partnership opportunities in the ICT sector and help provide new linkages that can lead to business opportunities both for the Canadian and Indian companies. C. S. Rao, Founder and Chairman, QuadGen Wireless Solutions, addressed the gathering and presented an overview of the Indian Telecom Industry.

#### WTC Bangalore proudly partners the first-ever Karnataka Economic Summit



WTC Bangalore were partners in the Karnataka Economic Summit, jointly organised by the Bangalore Chamber of Industry and Commerce (BCIC) and Government of Karnataka, on December 16 and 17 in Bangalore. The objective of the summit was to bring together thought leaders from the government, industry and academia to discuss, debate on and evolve solutions for some of the specific challenges being faced by Karnataka. The Summit identified some of the key factors that drive economic growth and benchmarked the State's various policies, practices and strengths with peer States to identify key parameters that can be implemented in order to achieve economic pre-eminence.

#### Office of Consulate General of Canada Inaugurated



Their Excellencies, The Right Honourable David Johnston, Governor General of Canada, and Mrs Sarah Johnston, inaugurated Canada's consular office in the World Trade Center Bangalore on February 26. Senior members of the Canadian diplomatic corps and a high level business delegation from Canada were present on the occasion.

#### Student delegation from IIT, Kharagpur, visits WTC Bangalore



WTC Bangalore hosted a student delegation from the prestigious Indian Institute of Technology (IIT), Kharagpur, on 23 December.

The delegation had over 40 students and faculty members from the Department of Architecture. The delegation was taken on a tour of the campus

and given a detailed picture of the planning and design that went into the creation of the Brigade Gateway Campus. They were also introduced to the facilities and services offered by WTC Bangalore.





HIGH VIEW is a lounge space that has open-to-sky seating, vertical gardens and the best spot to catch the last rays of the sun every evening.

## Brigade Hospitality launches HIGH Ultra Lounge

At 421 feet, on the rooftop of World Trade Center Bangalore, HIGH Ultra Lounge is the highest point for food and beverage in India, outside of Mumbai. This 929 sqm landmark destination is redefining the city's nightlife experience with its pan-Asian cuisine, signature beverages and superlative ambience.

*Indulge*, the luxury supplement of *New Indian Express*, says, "The city's highest food and beverage point raises the bar, literally." "HIGH is an unforgettable destination with its prime location and classy ambience", says *Simply Bangalore* in its *New in Town* section. Nandita Iyer, a well-known nutritionist and food blogger, writing in *Men's Health Magazine*, says, "This lush food service joint is indeed wow-worthy... Fascinating cocktails—featuring infusions of fresh herbs for natural flavours—are must tries".

HIGH MIX is a space buzzing with energy where one can experiment with a range of the mixologist's concoctions. ▶



◀ HIGH DINE is a fine dining experience set against a water body and elements that create the perfect ambience for a relaxed and well prepared meal.

HIGH EDGE is an exclusive area for special occasions, with a standalone bar that provides for the most spectacular views of the city. ▶



A few notable visitors:  
(L to R): His Excellency, The Right Honourable David Johnston, Governor General of Canada, with Pravesh Pandey, GM—High Ultra Lounge; Vidya Balan with crew members of an ad film, at HIGH; Kannada actress Sanjanna unwinds at HIGH.

Rooftop, World Trade Center Bangalore, Brigade Gateway Campus  
For Reservations Call: +91-80-4567 4567

[www.highultralounge.com](http://www.highultralounge.com) | [customercare@highultralounge.com](mailto:customercare@highultralounge.com)  
Like us on <https://www.facebook.com/HighUltraLounge>

Sundays to Thursdays: 5.30 pm to 11.30 pm  
Fridays & Saturdays: 5.30 pm to 1:00 am

Cash and all major credit and debit cards  
Valet and ample self-parking available





## Tejus Jose wins 'Best General Manager' award



L to R: Amitabh Reu, Senior General Manager—Corporate Sales, Panasonic India; Tejus Jose, General Manager—Grand Mercure; and Manav Thadani, Chairman, HVS-India.

Tejus Jose, GM, Grand Mercure Bangalore, won the Hotelier India award for the 'Best General Manager' in the mid-market segment. "The jury was very impressed with your responses during the interview round and they thought you are an astute manager and their choice of the winner was unanimous," a jury member told Tejus at the awards ceremony.

**SATURDAY NIGHT**

# bar-b-q

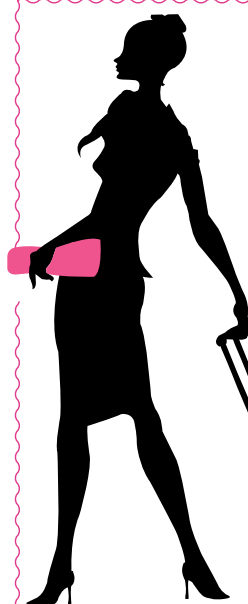


All Saturdays | 7 pm – 11 pm | ₹999  
By the Blue, Grand Mercure  
For reservations, call **080 4512 1212**

Saturday nights gain a whole new dimension when friends and family bond over perfect food.

Indulge in a variety of unlimited kebabs, dals, roti, naans with two pints of chilled beer.

Quote promo code FB 06 and win a free dessert to make the evening even sweeter.



GRAND MERCURE  
BANGALORE

## UNVEILS PRINCESS FLOOR

The Princess Floor is a unique initiative by Grand Mercure, specially created for women travelling alone. The exclusive Princess Floor offers exceptional features and amenities, designed with a sharp focus on the safety, comfort and privacy concerns of women.

### PRIVILEGES AT THE PRINCESS FLOOR:

- Additional security
- Special comfort food menu
- Hair curling iron
- Special decor
- Hair straighteners
- Internet access

For reservations call **080 4512 1212**  
Grand Mercure, 12th Main, 3rd block, Koramangala, Bangalore 560034  
**www.grandmercurebangalore.com**

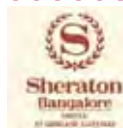
## 'Rising Star' award for Saurabh Bakshi



L to R: Andrea Belfanti, Executive Director, ISHC; Saurabh Bakshi, General Manager, Sheraton Bangalore Hotel; Jim Burba, President, Burba Hotel Network (BHN).

Saurabh Bakshi, General Manager, Sheraton Bangalore Hotel at Brigade Gateway, was presented the 'Rising Star' Award at the Hotel Investment Forum India in January 2014.

## BENE—The Best Italian Dining Venue in Bangalore



The team at Bene with the Best Italian Dining Venue in Bangalore award.

Bene, the signature Italian dining venue at Sheraton Bangalore Hotel at Brigade Gateway, was awarded the Best Italian Dining Venue in Bangalore at the Times Food and Nightlife Awards 2014.



## Soothing Spa Packages

Now luxuriate in two exclusive "Anti-Stress Deep Tissue Body Massage" packages at Shine Spa for Sheraton™.

### 'Just for You' Package

- 5 sessions at the special price of ₹13,000, all inclusive—a ₹5700 discount!
- Each session is of 65 minutes duration
- Full amount to be paid on the day of purchase
- First session to be availed on the day of purchase
- Next 4 sessions can be availed on any day of the week without validity restrictions
- Package available for purchase till 31 May 2014

### 'Bring a Friend' Package

- 25% off on one session of "Deep Tissue" body massage when you bring a friend along.
- Each session is of 95 minutes duration
- Available only on weekdays
- Session to be availed on the day of purchase
- Package available for purchase till 31 May 2014



To purchase or for more details call **+91-80-4252 1000**



**WORLD  
LUXURY  
SPA AWARDS**

WINNER 2014

SHINE SPA FOR  
SHERATON™  
AT SHERATON  
BANGALORE HOTEL,  
BRIGADE GATEWAY  
WAS AWARDED THE  
**BEST LUXURY  
HOTEL SPA  
IN INDIA**

ON THE 25 MARCH  
BY WORLD LUXURY  
HOTEL AWARDS.





## THE BRIGADE SCHOOL @ J. P. Nagar



### We bid goodbye to Std 12 PRE - GRADUATION CEREMONY 2014



On 7 February, twenty-seven talented youngsters celebrated a milestone in their passage to adulthood. The occasion was their Pre-Graduation ceremony. This is the sixth batch of Standard 12 students to graduate from the school.

Mr Gururaj Karajagi, Chairman, Academy of Creative Teaching, Bangalore, was the Chief Guest. The students lit the lamp of knowledge

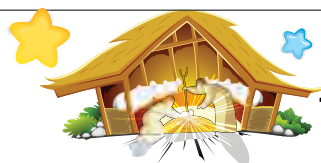
and the Principal administered the pledge. The awards for the toppers were presented. Keeping in mind the ideal 'Passion with Compassion' a unique version of the national anthem was performed, in sign language.

For teachers, students and parents it was the culmination of another successful academic year at The Brigade School—to be remembered with warmth and affection by all.

### MAKING A DIFFERENCE *Flash @ Brigade— The Carnival*

We enjoy a long-standing association with the Sri Ramana Maharishi Academy for the Blind. Student volunteers visit the academy every week to help visually challenged students with English, Music and Computer Science.

As part of this community service and social responsibility programme, the school organised a mega fund raiser: Flash @ Brigade—the Carnival. The event enabled the school to help finance the purchase of a much-needed 14-seater Tempo Traveller for the institution. The key of the vehicle was formally handed over to the SRMAB by Ms Githa Shankar, Chairperson, Brigade Foundation, at a function on 7 Feb.



### The Three Camels and other Christmas Celebrations



On 20 Dec, students from Stds 6 to 8 staged *The Three Camels*—a Christmas musical. The story was narrated by the three camels accompanying the three wise men. The choir sounded angelic as it sang the carols for the play.

Santa Claus came a-visiting soon after with awards which Ms Githa Shankar, Chairperson, Brigade Foundation, and Ms Jagadish, School Principal, distributed.

In keeping with the true spirit of Christmas, a cheque was gifted to Shri Ramana Maharishi Academy for the Blind.







## THE BRIGADE SCHOOL @ Malleswaram

*From our photo diary ...*

O nanna chetana,  
aagu nee aniketana



1. Parents took part enthusiastically in the games conducted specially for parents called 'Trans Siberia'. 2. The Little Red Army choir performing specially for parents. 3. Mrs Benegal, Principal, with the winners of Olympiad Informatics conducted by Silver Zone Foundation.



4. Children learning to churn butter at the Grameen Camp where they discovered a great deal about village life. 5. Students of Std 2 learning how to make natural dye with flowers. 6. Little Brigadiers performing the Russian dance for Annual Day.



O nanna chetana,  
aagu nee aniketana

## THE BRIGADE SCHOOL @ Mahadevapura

### Competition Calendar

To encourage and enhance speaking skills, storytelling and poetry recitation competitions were held for students from Stds 1 to 3. Students delighted the audience with recitations of poems by Shakespeare and Wordsworth and professional story-telling expertise.

Students participated enthusiastically in the Science, Math, English and Informatics International Olympiad conducted by Silver Zone Foundation. The top scorers in each class were felicitated with gold, silver and bronze medals.



### School trip to nature and simpler times

Students of Stds 1 to 5 went on a school trip to Grameen Camp. Camp life included a lot of forgotten traditional games (including lagori and marbles), swinging on banyan branches, learning a bit of pottery and even a tractor ride through open fields.

### Remembering Some Special Days

#### Christmas Assembly



Bringing in festive cheer and the spirit of Christmas, students delighted the audience with melodious carols.



#### Republic Day Assembly

Students of Stds 6, 7 and 8 spoke on subjects that included the preamble of the constitution and its importance to our country and India's famous freedom fighters.



#### MindSpace Activity Day

Students of Nursery, LKG and UKG celebrated MSA Day by focusing on the curriculum. They showcased concepts and activities like sounds through reading and working with Montessori equipment. They then spoke about the world around them in a very confident manner.



Students of Stds 1 to 8 presented a variety of models, projects and charts based on the theme of the year—Russia. Visitors were highly impressed by the variety of topics and the hard work, research and energy that had clearly gone into their presentations.

### ANNUAL DAY

Here's a glimpse of some events at our fifth Annual Day celebrations, held on 25 November...

- Students of UKG and LKG enacted The Snow Maiden, a famous Russian folktale.
- Nursery students danced to a lively Russian song.
- Students of Stds 1-8 sang beautiful songs, performed folk dances and staged *The Twelve Months*, a magical play.







# Cheers!

Bangalore allowed later nights on all days of the week!

The government of Karnataka has issued an order extending the deadline to close pubs and bars to 1 am, as against the existing 11 pm.

The Cinderella Project has come into effect for 3 months, starting on a trial basis. Eateries and restaurants can, however, serve food till 1 am on all days of the week. Bangalore Police

Commissioner R. Auradhkar had earlier told NDTV that staff crunch is a challenge and that's why they have reservations against the move. One policeman for every 75 people, Bangalore's ratio, is among the most alarming for India's cities.

"We are getting nearly 3000 home guards now and getting new vehicles to patrol, so we should be able to provide a peaceful and incident free night life as well to Bangaloreans. This is a trial project, so let us see," he said today.

—Excerpted from ndtv.com, 7 March

## Peenya to Malleswaram in just 18 mins!

Photo courtesy: The Hindu



It takes nearly 40 minutes to reach Peenya Industrial Area from Malleswaram by road. But with the launch of Bangalore Metro Rail Corporation Limited's Green Line-Reach 3, 3A between Sampige Road and Peenya (measuring 9.9 km) it can be covered in just 18 minutes.

For the convenience of the passengers, 29 passenger lifts and 46 escalators have been installed on the entire line. The BMRL is also planning to rent out shops.

Transport Minister Ramalinga Reddy gave his assurance that the BMTC will provide bus feeder service to various stations. Besides there is also a proposal to connect all the stations with the BMTC buses so that passengers can have a smooth journey.

To ensure safety of the passengers, the State government is going to put the Karnataka Industrial Security Force (KISF) personnel on duty at the stations. Besides, 50-60 surveillance cameras have been installed at every station.

—Excerpted from Deccan Herald, 27 Feb

## Bangalore untouched by property market gloom

Bangalore's property market bucked the trend in other metros with many new launches, good demand and resilient prices. Sector experts predict that residential property in the city will remain a good bet for 2014, too.

Still-affordable prices compared to other cities, strong IT sector performance which should keep demand going, and interest from expats on a weak rupee, are seen as boosters to this market. The city's office space sales could be the highest in the country too, thanks to expansion plans of IT-ITeS firms and MNCs.

Bangalore will be second only to Tokyo in the Asia-Pacific region in demand for offices, estimates property consul-

tant Cushman & Wakefield. This will help drive home demand, too. Every 9-19 sqm office space addition means one employee added to the workforce.

—Excerpted from Business Line, January 13



## JnNURM projects approved for Bangalore and Mysore

The Central Government has approved 10 infrastructure projects in Bangalore and Mysore, involving the expenditure of Rs 1412.76 crore under the Jawaharlal Nehru National Urban Renewal Mission (JnNURM). The projects approved include:

### In Bangalore:

- Construction of elevated corridor at Ejipura Main Road-Inner Ring Road junction-Sony World junction, and Kendriya Sadan junction along 100 ft Inner Ring Road at Koramangala in Bangalore at a cost of ₹163.35 crore.
- Construction of elevated road from Minerva Circle and Hudson Circle in Bangalore with expenditure of ₹129.10 crore.
- Sewerage diversion and flood mitigation to improve environmental conditions surrounding water bodies in Dasarahalli Zone I and Zone II, at ₹156 crore; and Mahadevapura (Phase-I) at ₹3 crore.
- Development and maintenance of four water bodies near Yelahanka at ₹220.82 crore.

### In Mysore:

Four grade separators will be constructed at Mysore city-JSS-Nanjangud Road Junction at ₹26.98 crore; Hunsur Road and Outer Ring Road Junction at ₹15.18 crore; KRS Road and Outer Ring Road Junction at ₹9.82 crore; and Bangalore-Mysore Road and Outer Ring Road Junction in Mysore at ₹14.62 crore.

—DHNS, 25 Feb

## HOUSING LOAN SCHEMES

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

Repayment Period	For Male Borrowers		For Women Borrowers	
	Interest Rate		Interest Rate	
	Up to ₹ 75 lakh (10.15%)	Above ₹ 75 lakh (10.30%)	Up to ₹ 75 lakh (10.10%)	Above ₹ 75 lakh (10.25%)
10 years	1330	1339	1328	1336
15 years	1084	1094	1081	1090
20 years	975	985	972	982
25 years	920	930	916	927
30 years	889	900	885	897

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.

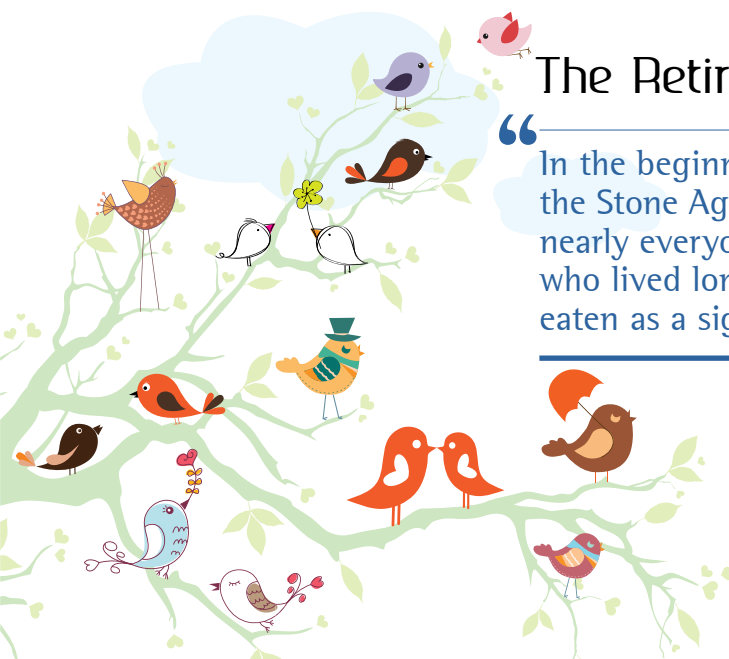
Source: State Bank of India

## Sign of our times!



<http://kasthoori-kannada.blogspot.in/>





# The Retirement Home Phenomenon

“In the beginning, there was no retirement. There were no old people. In the Stone Age, everyone was fully employed until age 20, by which time nearly everyone was dead, usually of unnatural causes. Any early man who lived long enough to develop crow’s-feet was either worshiped or eaten as a sign of respect.”

—Mary-Lou Weisman

viable post-retirement housing options and communities that provide vitality, companionship and support is now a major concern for urban planners and makers of public policy.

### Lessons from the past

A mistake made in the past, and replicated mindlessly thereafter, was a retirement community model that separated senior citizens from extended families and friends, without replacing what these support structures gave them: a decent quality of life. Fortunately, age-segregated housing has made way for the enlightened concept of retirement facilities and assisted living centres that include senior citizens in the larger world.

### Planning for senior living

Fortunately too, people are becoming future-wise. Retirement is a complex and often intimidating issue to navigate, but research shows that having a financial plan in place can inspire confidence and make for a smoother path to this major life transition. “The increasing emphasis on retirement planning among Indian consumers is a welcome and encouraging trend,” says Kim M. Sharan, President—Financial Planning and Wealth Strategies, Ameriprise Financial.

### A trend takes shape

Retirement facilities are gaining traction among seniors who want an independent lifestyle, active engagement with a community and the reassurance of access to care and caregivers as time goes by. According to global real estate consultancy Jones Lang LaSalle, retirement facilities are becoming popular in and around cities like Bangalore, Kochi, Chennai, Pune, Mumbai and Delhi NCR. Many are specifically designed to suit the community they will service. Most typically include features like age-friendly designs; recreational choices; high-tech security systems; and a range of dining, cleaning, laundry, travel and medical services and facilities.



### Will it really work in India?

Is the retirement facility phenomenon likely to gain acceptance in a country that has embraced the idea of joint-family, intergenerational living for most of its history? “The concept of retirement homes itself is undergoing a major metamorphosis from its erstwhile image of being charitable institutions with minimum facilities to self-sufficient special communities/townships. In fact, couples who are likely to retire in about 15-20 years are also a potential market, along with other groups such as NRIs”, says Chintan Patel, Associate Director—Real Estate, Ernst & Young.

ON A SERIOUS note, while we may not realise it yet, we are in the midst of a series of interconnected trends that will redefine the way we think, plan and live. The three points below tell the story:

- India’s 60+ population, currently numbering around 100 million, is expected to increase to 323 million (or 20% of the total population) by 2050, according to a joint report by the United Nations Population Fund and Help Age International.
- Statistics tell us that the birthrate is falling, with couples having fewer children, some opting not to have children at all.
- The housing data from Census 2011 points out that the number of households has increased substantially in the last decade, and the number of persons per household has come down substantially.

### Four life-changing ‘isations’

Alongside the skewed population ratio are four other impactful drivers of social and economic change: modernisation, urbanisation, liberalisation and globalisation. Together and in part, they are transforming the choices senior citizens are making and the way they visualise their post-retirement lives.

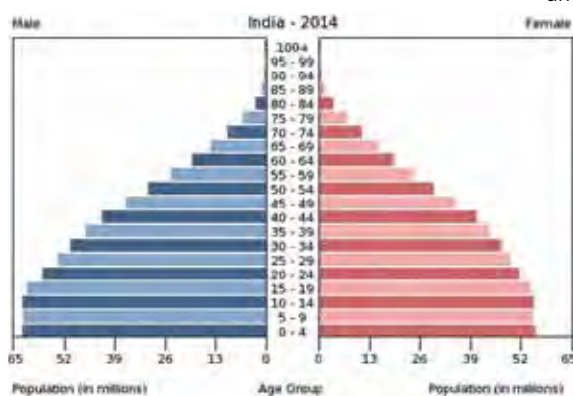
“For the last 50 to 100 years, we’ve been building Peter Pan housing. It assumes you’re not going to grow up and grow old. Times are changing.”

—Alan DeLaTorre, Institute on Ageing, Portland State University

### The vanishing intergenerational living model

Older people find themselves without the support they could once take for granted. This phenomenon is being seen in both urban and rural areas. Creating

“The new normal encompasses an opening of employment opportunities across sectors, a climb (often exponential) in earning potential, increasing life spans, smaller family units and the diminishing availability of domestic help. The intergenerational living model, once the mainstay of Indian society, is changing.”



Source: www.cia.gov

### THE FUTURE IS CLOSER THAN YOU THINK!

“The two big questions are: where are we all going to live, and what does this mean for the design of our future cities? City planners, architects and governments know they face a growing challenge: how to design a community for a population they haven’t had to cater to in the past.”

—Margaret Manning, founder of 'Sixty and Me'

Margaret Manning, founder of the online community 'Sixty and me', is concerned about how cities will cope with ageing populations in the future.

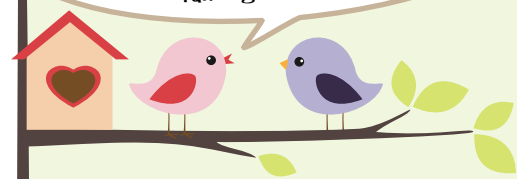
According to Manning, “A time has come to think about the way older people will live in cities ... This large and diverse generation will significantly impact housing and city design. City planning to accommodate the older population is essential”.

Some of her suggestions seem to be becoming a reality at Brigade projects in Bangalore!

### TAPPING THE ‘NEW URBANISM’ TREND

To create physical spaces that can rejuvenate the suburbs and redesign cities and suburbs. Imagine a small community of homes or low rise apartments built around a central green space with communal garden allotments. There is a shared community room for entertaining and group social activities with small independent apartments for couples and individuals... They bring together the value of private homes with the benefits of more sustainable living. That results in independent living, common facilities and good connections with neighbours.

Margaret Thatcher says  
“Any woman who understands the problems of running a home will be nearer to understanding the problems of running a country”.



### CO-HOUSING COMMUNITIES

Self-contained, private homes or apartments with places for residents to come together to manage their common community interests, share activities, eat and interact socially with each other. Co-housing combats the alienation and isolation many experience today, recreating the neighbourly support of a village in the middle of an urban jungle.

—Team Insight





Retiring from a  
pressure-filled  
schedule?

Now, enjoy making  
your day  
even busier.

Brigade Group presents homes for youngsters above 55 years.

ONLY  
156 LIMITED  
EDITION  
HOMES



Turn retirement into a rewarding time. At Parkside, take advantage of thoughtfully designed features, active ageing amenities and specialized care. Immerse yourself into community activities and fitness options. Indulge in a hassle-free life with catering, concierge and medical services taken care of. And enjoy yourself to the fullest in this time. After all, you've earned it.

In association with Age Ventures India (AVI), a trust promoted by HelpAge India • Knowledge partners MHA, serving in senior care for over 65 years across the UK • Specially designed features in the apartment • Assisted living complex and 24 x 7 medical care • Concierge & housekeeping services • Physiotherapy & care-givers • Guest suites for visiting relatives and friends • Shuttle service to designated places in the city



PARKSIDE  
– Retirement Homes at Brigade Orchards –

VISIT US AT THE EXPERIENCE CENTRE,  
GROUND LEVEL, WORLD TRADE CENTER TODAY!!

OR CALL 1800 102 9977

BrigadeOrchards.com | salesenquiry@brigadegroup.com

