

BRIGADE INSIGHT

For private circulation only

VOL.18 NO.2

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN SEPTEMBER 2014



Sri Nadaprabhu Kempegowda Playground, Subramanya Nagar, Malleswaram



Sitarampalya Lake, Whitefield



*Sangolli Rayanna Park,
Subramanya Nagar,
Malleswaram*



*Skywalk in front of Orion Mall,
Dr Rajkumar Road, Rajajinagar*

Our Bangalore, Our Contribution
ನಮ್ಮ ಬೆಂಗಳೂರು, ನಮ್ಮ ಕೊಡುಗೆ

WHAT'S YOUR LIFESTYLE AXIS?

Do you dream about life next to a lake? Or is it the thrill of the weekend adventure that you seek?
Do you love the idea of being part of a global community or is it the finer things in life that you appreciate?
No matter what you cherish, here are four ways to arrive at the lifestyle you desire.



BREAKING NEWS ...



to jointly invest up to Rs 1500 cr in residential developments

Brigade Group has signed an MoU with GIC, Singapore, through its affiliate company, to jointly invest up to Rs 1,500 crores in residential mixed-use developments in select cities of South India.

M. R. Jaishankar, CMD, Brigade Group, said "Brigade Group is happy to extend its association with GIC—a leading global investment organisation with strong values and vision that are in sync with ours". Lee Kokun, MD and Co-head, Asia, GIC Real Estate, stated "As a long-term value investor, GIC is a believer in India's growth potential. We seek partners who share our philosophy and values and have a reputable track record in the markets in which they operate."

One of India's Best Companies to Work For ..for the fourth time in a row!



Brigade Group has been selected as one of 'India's Best Companies to Work For 2014' by Great Place to Work Institute and the *Economic Times* for the fourth consecutive year. Brigade Group was ranked among the top 100 across all industries and 2nd in the real estate industry. Preeti Malhotra, Practice Head, Great Place to Work Institute,

Mumbai, presented the award to the Brigade team at a function held at the Experience Centre, WTC Bangalore.

Brigade one of "Bangalore's Hot 50 Brands"



Paul Writer, India's first community of marketers, named Brigade Group one of 'Bangalore's Hot 50 Brands' at the Bangalore Brand Summit awards ceremony held at the Leela Palace, Bangalore on 13 June. This first-of-its-kind Bangalore brand marketing meet for the industry recognises Bangalore brands that have built strong relationships with customers.

An eminent panel which included Rajesh Gangwani, SVP, JWT South; Kartik Iyer, CEO, Happy Creative Sciences; Xavier Prabhu, Founder & Chief Mentor, Business Hub Group; Rajesh Kumar, Head of Marketing, SAP (Indian Subcontinent); S. Rajendran, Chief Marketing Officer, Acer India (Pvt) Ltd; and Bhaskar Choudhuri, Director, Marketing, Lenovo.

Released: Through photographs and supporting text, *The Many Worlds of Brigade Group* records the organisation's evolution from a one-project company operating from a small site office to the multi-dimensional, multi-focused enterprise it is today. The plush 216-page coffee table book was released by Padma Vibushan Dr K. Kasturirangan, eminent scientist and former Chairman, ISRO, at a function held at the Sheraton Bangalore Hotel, Brigade Gateway, on 31 July.



Dr K. Kasturirangan unveils the coffee table book on Brigade Group.

SBI unveils Digital Banking initiative at WTC Bangalore



L to R: Vishal Mirchandani, CEO, Retail & Commercial, BEL; Ashwini Mehra, Deputy MD, State Bank of India; Balaram Menon, President, WTC Bangalore; and Suresh Kris, CFO, BEL.

To mark its 60th Foundation Day on 1 July, the State Bank of India (SBI), India's largest bank, unveiled a digital banking initiative called 'SBI InTouch, 2014'.

Six high-tech self-service digital stores were launched across five cities—Delhi, Mumbai, Chennai, Ahmedabad and Bangalore. WTC Bangalore was chosen as one of the exclusive locations. The unique initiatives offered by the digital stores include, for the first time in India, instant issuance of personalised debit cards created through an instant account opening kiosk; instant in-principle loan approval; and an interactive dream wall to aid customers in conceptualising and realising their financial dreams.

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SINCE our previous issue, much has changed in India's political scenario. Thankfully, a single political party, for the first time in 30 years, has secured majority in the world's largest parliamentary election. Sri Narendra Modi's win has surpassed the BJP's own expectations. The positive sentiment it has created can be judged by the way the stock market has reacted and from the poll results to Team Modi's 100 days in government. Our elected representatives have a long way to go in enabling the Indian economy to reach its potential and in converting expectations into reality. The challenge of making the 'elephant in slumber' run is huge; but it is possible, judging by Deng Xio Ping achievements in China in the 1980s. The Indian economy needs to be unshackled from bureaucratic controls and inconsistent policies. By implementing forward looking policies, the government should assume the role of a good facilitator, encouraging business and industry to flourish. One hopes the lack of a good monsoon will not adversely affect progress, given the historical fact that the share of the services sector in the Indian economy has been more than that of the agriculture sector. 🌿

With a few exceptions, the effect of improved sentiment in the economy has not yet had a positive effect on the Indian real estate sector. In any case, due to its very nature, the real estate business is slow to react—unlike the stock market or gold, which are always regarded as alternative investments to real estate. But considering our Prime Minister's desire to provide 'housing for all' by 2022 (the 75th year of Indian independence), the potential seems to be immense. The task, however, is daunting. The government should also aim to provide clean air, clean water, good sanitation and electricity to the entire population. Why should Indians be deprived



A FEW THOUGHTS...

of the same quality of life that we see people enjoying on our travels to the Far East, Europe and America? Indian citizens certainly deserve better facilities. 🌿

A significant development at Brigade Group is, of course, the understanding with GIC of Singapore to jointly invest up to INR 1500 crores in real estate projects. It is a show of confidence in a relationship that began with our joint acquisition and development of the Brigade Cosmopolis property. I hope and wish the association becomes stronger in the years ahead. 🌿

The internationally recognised *Great Place to Work Institute* and *Economic Times* have, for the fourth consecutive year, rated Brigade Group as one of the best places to work. We have been ranked second amongst real estate companies and 87th amongst all companies rated in the country. It is a satisfying recognition of our efforts to create a good working atmosphere for our people. 🌿

As part of our CSR, we have installed—for the first time in Bangalore—a pedestrian skywalk with escalators on Dr Rajkumar Road, in front of Orion Mall, for the convenience and safety of the general public. If we are to tackle the problem of indiscriminate pedestrian movement across our roads, the city should have more skywalks and subways, preferably with escalators. 🌿

Responses to pre-launch bookings for Brigade Panorama, Mysore Road and Brigade Northridge, near Yelahanka, have been good. The same is the case at Brigade Mountain View, Mysore. We are happy to note that handing over of the first set of apartments to clients has started at Brigade Meadows, our large integrated project on Kanakapura Road.

Wishing all readers happiness in their lives,
—M. R. Jaishankar, CMD

BRIGADE INSIGHT

Released in September 2014 Vol.18 No.2

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

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Property Developer



AWARDS & EXHIBITIONS



Brigade Crescent and Brigade Horizon win awards

Two Brigade projects—Brigade Crescent and Brigade Horizon—won awards at the Third Annual Silicon India Bangalore Real Estate Awards 2014 held at the Lalit Ashok Hotel, Bangalore on 4 July. Brigade Crescent was declared 'Ultra Luxury Apartment Project of the Year' in CBD limits, Bangalore, and Brigade Horizon was named 'Luxury Apartment Project of the Year' in Mysore.

Viswa Pratap Desu, VP, Sales and Marketing and Manjunath Prasad, COO, Brigade Projects, received the awards.



The sixth edition of Brigade Showcase—one of the most-awaited property exhibitions in the city—was held between 1 and 3 August at the Sheraton Bangalore Hotel at Brigade Gateway. The Showcase featured the Group's entire range of ongoing and forthcoming residential, office and retail projects and allied services.

Visitors to the exclusive 3-day event were able to choose from a wide array of projects, including a range of residential options—homes at different stages of completion and in budget categories from Rs 35 lakhs to Rs 8 crore—across prime locations in Bangalore, Mysore, Mangalore, Hyderabad.

Sumansa Exhibition, Dubai



The Brigade stall at the India Property Show (IPS) organised by Sumansa Exhibitions at WTC Dubai between 12 and 14 June.

You'll miss a lot when you move here.
Traffic jams, garbage & crumbling infrastructure, for a start.



MOVE TO A BETTER BANGALORE

Choose a home at Brigade Orchards. Enjoy living in a 130-acre city, planned to global best practices. You won't have an unauthorised building coming up to block your view. The roads are wide. The landscaping lush. It feels like another country. But it's only another city, well-planned in Bangalore.

HOMES PLANNED AROUND TREES
Our villas are designed around trees. Our apartments with pre-cast technology and green views.

OVER 80 ACRES OF OPEN SPACE
More than half the enclave is open space. With full-grown trees, and focussed measures on ecology, sustainability & water conservation.

THE JOY OF CYCLING TO SCHOOL
The enclave includes a top-notch school. Simply to ensure your children don't spend half their day in a commute.

TURN YOUR KID INTO A CRICKET CHAMPION
Access top notch training and infrastructure in the sports arena managed by Steve Waugh's Sporting Edge.

ENTERTAIN FRIENDS & FAMILY
The 85,000 sq ft Signature Club has restaurants, a bar, luxury guest suites. And enough reasons to host a party.

AN INVESTMENT THAT GROWS
Business parks, SEZ's & offices are coming up in Devanahalli—an area that is poised to boom. An investment here can only grow.

CHOOSE A RICHER LIFE
Essential services like a hospital are next door. The Arts Village is conceived to be a cultural hub. And destinations like Nandi Hills are a short drive away.

AFTER THE SUCCESSFUL SELL-OUT OF OUR VALUE HOMES,
WE'RE NOW LAUNCHING LUXURY APARTMENTS

VILLAS | LUXURY APARTMENTS | VALUE HOMES
RETIREMENT HOMES | STUDIO APARTMENTS

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BrigadeOrchards.com

**BRIGADE
ORCHARDS**
Devanahalli

A Joint Venture of Brigade Enterprises Ltd. with &

M. R. Jaishankar speaks on ...

... Realty—Unlocking the Investment Opportunities

M. R. Jaishankar, CMD, Brigade Group, was a panelist at a discussion titled *The Bangalore Residential Realty—Unlocking the Investment Opportunities* organised by Bloomberg TV at the Real Estate Investment Conclave 2014 held on 26 June in Bangalore. The discussion covered emerging trends, strategies and opportunities in the real estate investment in India's important realty markets.



... Bangalore-Reality of Realty

Recently Manisha Natarajan of NDTV Profit shared the dais with the biggest names in the Bangalore real estate market in a programme titled *Bangalore-Reality of Realty*. The focus of the programme was understanding the scope and challenges facing the real estate market in India's IT capital. M. R. Jaishankar, CMD, Brigade Group, was one of the panelists on the show.

For more see: <http://profit.ndtv.com/videos/the-property-show/video-bangalore-reality-of-realty-333206>



Vishal Mirchandani on Digital Engagement Strategies



Vishal Mirchandani, CEO-Brigade Commercial & Retail, was a panelist on a discussion conducted by CNBC TV18 and Accenture on 22 May. The discussion, aired on 7 June, was titled 'Digital Engagement Strategies for the Connected Consumer' and focused on understanding how Indian companies are rejigging their strategies to attract the digital consumer towards their brands, products and services.

Other panelists were Vikal Bali, MD, Accenture India; Avinash Pant, Marketing Head, Nike; Anuradha Narsimhan, VP Marketing, Britannia Industries; K. Ramakrishnan, President-Marketing, Café Coffee Day; and Aniruddha Paul, CIO, ING Vysya Bank. The panel discussion was moderated by CNBC TV18's Editor-Special Projects, A. B. Ravi.

Steve Waugh leads Bangalore's corporate executives to battle!

On 27 July, around 70 of Bangalore's corporate executives turned up bright-eyed and early in Devanahalli. They had been invited to spend a Sunday at Brigade Orchards, crawling through mud, making tea in the rain, solving tough puzzles and putting up a tent to be the winners of Waugh Zone.



The tough challenges included a mix of physical and mental tasks which teams had to crack within the allotted time. The terrain of the 130-acre Brigade Orchards lent itself perfectly to these tasks. People accustomed to air conditioned offices braved the elements and immersed themselves in the basics of Nature.

Steve Waugh presided over the entire event, egging teams on, helping them with clues and mentoring them as and when they needed encouragement and motivation. Every team fought hard for the title, and the ultimate winners were the team from BIAL. They were presented bats autographed by Steve Waugh and also received shopping vouchers. All the participants had the pleasure of having lunch with Steve Waugh, to make the day even more memorable.



Later, Steve Waugh and M. R. Jaishankar, CMD, Brigade Group, participated in a *Walk the Talk* format programme on NDTV, hosted by Manisha Natarajan. They shared their vision on this world-class enclave that includes entertainment, sports, residences and sustainability measures that have been thoughtfully designed to global best practices. This episode was aired on NDTV Prime Time, and took the message of 'Move to a Better Bangalore' to a national audience.

For more see: <http://www.ndtv.com/video/player/the-property-show/cricketer-steve-waugh-and-brigade-group-s-partnership-in-bangalore/333395>



Steve Waugh with Amar Mysore, VP, BCV Developers, exploring Brigade Orchards.

19TH ANNUAL GENERAL MEETING



The 19th Annual General Meeting of Brigade Enterprises Limited was held on 5 August at the Atria Hotel, Palace Road. The AGM was well attended by shareholders.



On 15 June, over 650 sports enthusiasts of all ages took part in a 2.5 km run whose route covered the Brigade Gateway campus, Sheraton Hotel and Orion Mall. The run then went vertical—with a Skyscraper Dash up the 850 steps leading to the top of 31-storeyed World Trade Center Bangalore and the finish line.

The Everest Challenge, a sub-event within the Skyscraper Dash, attracted marathon runners from across the city. Their task was to run up the building a total of 70 times (a distance equal to the height of Mount Everest). To do this, they were asked to form groups of 10 and split the climb between them to earn the necessary rankings to complete the race. The entire WTC team also participated in the event.



Many thanks for providing us an out of the world experience to the 50 Arya Vysya boys and girls from the states of Kerala, Odisha, Maharashtra and Tamil Nadu by permitting them to visit your corporate office and taking them to the 32nd floor, enabling them to enjoy its ambience and the view of Bangalore from such a height.

—Karnataka Arya Vysya Mahasabha

SIR,
YOUR LIFESTYLE
IS SERVED.

Presenting, premium residences
for connoisseurs of the good life.



At Brigade Exotica, life is a journey well spent in appreciating the subtle nuances that elevate one's lifestyle above the ordinary. Like, the twin 35-storey residential towers that stand tall in every aspect. **Arrive at Tower Burgundy at Brigade Exotica.** Its spacious 3 & 4-bedroom residences are adorned with the most premium of specifications. Undoubtedly, a fine tribute to a connoisseur of the good life.

Centrally air-conditioned residences Exquisite Balinese landscaping 10-30 minutes to Whitefield, Airport & CBD

PRESENTING
TOWER BURGUNDY at **BRIGADE EXOTICA**
OLD MADRAS ROAD

We invite you to visit the luxurious model apartment today

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Brigade Group dedicates a skywalk with escalators to the citizens of Bangalore

Work on the Metro, expansion of the road and an endless stream of fast moving traffic made crossing Dr Rajkumar Road a nightmare for pedestrians. To help commuters cross the busy two-way easily, Brigade Group, with the support of Bruhat Bengaluru Mahanagara

Palike (BBMP), constructed a first-of-its-kind skywalk in front of Orion Mall, across Dr Rajkumar Road. The skywalk, costing Rs 2.5 crores, was inaugurated by Dr Ashwath Narayan, MLA, Malleswaram, on 24 July. Shashikala Kiran, Corporator, Subramanya Nagar also graced the event.



“
THIS IS THE FIRST SKYWALK
WITH AN ESCALATOR IN
BANGALORE. THE ESCALATOR
WAS MADE FOR PEOPLE OF ALL
AGE GROUPS TO ASCEND THE
SKYWALK WITH EASE AND WE
DEDICATE IT TO THE CITIZENS
OF BANGALORE.”

—M. R. Jaishankar, CMD, Brigade Group



Returning Sitarampalya Lake to its original glory

As part of the Sitarampalya Lake Revival Project, Brigade Group organised a tree planting drive on 23 July. Introducing trees around the bund area will give flora and fauna a better chance of revival. The tree planting event was held in the presence of Chief Guest Dr A. Ravindra, IAS (Retd), Former Chief Secretary, Government of Karnataka; Guest of Honour, Dr Vaman Acharya, Chairman, Karnataka State Pollution Control Board (KSPCB); Dr Anil Abhi, Director, Tropical Research Development Centre (TRDC) and M. R. Jaishankar, CMD, Brigade Group.

“A city is beautiful only with lakes, but sadly most lakes in Bangalore are encroached. The effort of Brigade Group in rejuvenating the lake is to be appreciated.”

—Dr Vaman Acharya, Chairman, Karnataka State Pollution Control Board (KSPCB)



Till recently, the condition of Sitarampalya Lake in Whitefield was pitiable: the water table was receding, trees around it had been felled, its water channels were clogged and the lake was a dumping site for all manner of debris. Brigade Group initiated the Sitarampalya Lake Revival Project, with a budget of Rs 1 crore, to redevelop and rejuvenate the 23.37 acre lake. Working with the Tropical Research Development Centre (TRDC), Brigade Group intends to clean up the lake, and also its environs. On the development agenda are a paved walking/jogging track of 300 to 400 metres, a play area for children

and a tree planting drive. The revived project area, slated for completion in nine months, will serve as a recreational spot for roughly three lakh local residents.

Once the ground water is recharged and the flora and fauna begin to flourish, the lake will start returning to its former glory. Even in the initial stages of the restoration work, herons and Indian Cormorants can be spotted.

“The effort of Brigade Group in rejuvenating the lake is highly commendable. Bangalore was once a city of lakes but today the lakes are fast disappearing. If the existing lakes are rejuvenated and redeveloped like this we can regain the lost glory of Bangalore.”

—Dr A. Ravindra, IAS (Retd), Former Chief Secretary, Govt of Karnataka

MORE ON THE



CAMPAIGN

As mentioned in the last issue of *Brigade Insight*, Brigade Group has joined hands with the BMTC and Bangalore Traffic Police on a 'I Won't Honk!' campaign.

The initiative, launched at the BMTC Central Office premises, was jointly inaugurated by Ramalinga Reddy, Hon'ble Minister for Transport, and former India captain Rahul Dravid, who is also the brand ambassador

for the campaign. Anjum Parvez, IAS, Managing Director, BMTC; B. Dayanand, IPS, Additional Commissioner, Bangalore Traffic Police; Shyam Sunder S. Pani, President, Global Initiative for Restructuring Environment and Management (GIREM); and the Brigade Team were present at the launch event.

The *I Won't Honk!* Citizen movement hopes to create awareness amongst drivers about noise pollution through honking. Brigade Group has sponsored two buses on the routes Majestic to Kadugodi and Banashankari to Hebbal.



Just Launched!

Wisteria Luxury Apartments at Brigade Meadows



Wisteria, a new phase of luxury apartments at the 60-acre Brigade Meadows integrated enclave on Kanakapura Road, was launched on 9 June.

Wisteria comprises 2-bedroom apartments, ranging from 104 sqm to 121 sqm (1120 sft to 1300 sft), and 3-bedroom apartments that range from 133 sqm to 151 sqm (1430 sft to 1630 sft). A few 1-bedroom apartments, with areas ranging from 63 sqm to 84 sqm (680 sft to 900 sft), are also available. The project also features an exclusive clubhouse with a gymnasium, swimming pool and party hall; well-planned landscaping and good internal roads.

Located next to Art of Living, Brigade Meadows is the only integrated development on Kanakapura Road, with office spaces, a shopping arcade, Kindergarten school and primary healthcare facilities. The initial phase of apartments have already seen appreciation of close to 50%.

Visit us: <http://www.brigademeadows.in/wisteria>

Deodar & Cedar Blocks at Brigade Orchards

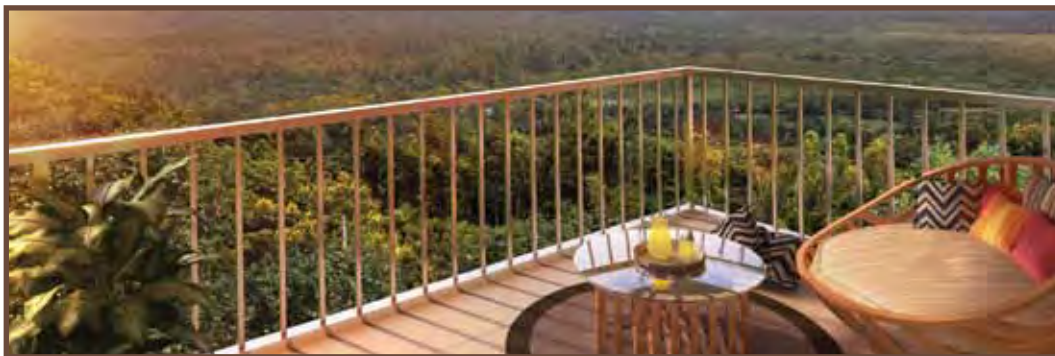


The generously-sized, airy homes in the Deodar Block come in a choice of 2-bedroom apartments (1340 sft and 1360 sft) and 3-bedroom apartments (1650 sft, 1680 sft and 1700 sft). Value additions include parquet flooring in the master bedroom and views that overlook lush green parks.

Cedar Block, with 1-, 2- and 3-bedroom apartments of 67 sqm, 100 sqm and 120 sqm (720 sft, 1080 sft and 1290 sft), is being built using state-of-the-art imported pre-cast technology. Specially cast concrete manufactured at the onsite pre-cast plant ensure perfectly aligned walls that do not allow any leakage or cracks, better weather resistance and timely project completion.

The 130-acre Brigade Orchards township, designed to global best practices, includes over 80 acres of open space, a 7,897 sqm (85,000 sft) Signature Club and a world-class sports arena that will be managed by Steve Waugh's company Sporting Edge, an Arts Village, a school, a full-fledged hospital and retail and commercial spaces.

Visit us: <http://www.brigadeorchards.com>



White Mist at Brigade Omega

White Mist, a new premium tower at Brigade Omega in Banashankari, was launched on 23 May. Facing the 600-acre Thurahalli forest, White Mist offers luxury 2-, 3- and 4-bedroom apartments with luxury fittings and a clubhouse with sports amenities. While set in the midst of nature, Brigade Omega is just a 15 minute drive to key locations like Bannerghatta Road and Electronic City.

Visit us: <http://www.brigadeomega.com>

Ground breaking ceremonies

On 30 May:

Brigade Opus, Hebbal, Bangalore
Proposed office building, ideal for corporates and tech companies.

On 30 July:

Brigade Northridge, Kogilu Road, Bangalore North
Luxury residential apartment building.

Brigade Golden Triangle, Budigere Cross

THE LIFESTYLE ENCLAVE



True to its name, Brigade Golden Triangle presents a truly golden investment opportunity. Its fantastic location offers excellent connectivity to Whitefield, Kempegowda International Airport and M. G. Road. And as the only mixed-use enclave on Old Madras Road, it comes with the promise of a well-balanced lifestyle.

- 2-, 3- & 4-bedroom luxury apartments
- Signature office tower & proposed mall

VISIT THE LUXURIOUS MODEL APARTMENT
AT THE PROJECT SITE

"Looking at your portfolio of properties, I believe Brigade has perfected the art of building wonderful communities. The experience you create is simply amazing. Besides, the way Brigade manages relationship with its customers during and after the purchase is icing on the cake."

—Jayraj Ugarkar, Owner of apartment at Jacaranda Block, Brigade Millennium and, very recently, at Wisteria, Brigade Meadows

"We had heard so much about the professionalism of Brigade from the outside, and it was wonderful to meet the Brigade Team and see why the Brigade brand is indeed a premium one in the Indian real estate market."

—Arun Ranganath & Mahalakshmi Iyer
(C-410, Amber Block, Brigade Lakefront).

BRIGADE OFFICES

AN INVESTMENT WITH BETTER-THAN-USUAL RETURNS

Investments in commercial real estate are perfect for investors looking for lucrative returns on their surplus funds: appreciation is often higher than in other options and rental returns tend to be steady.

Brigade Group has developed over 5 million sft of commercial space and is hub to some of the finest clients in the business world—an achievement made possible by a deep understanding of the dynamics of commercial spaces.

Brigade Group's office spaces are built to suit a wide range of users: from small start-ups to companies looking to grow to large organisations in need of additional space. Our track record of innovations in the commercial domain includes the very popular concept of small and medium-sized office spaces, available on an ownership basis. Many options in this category are now available across Bangalore.

UNDER CONSTRUCTION



Brigade Bhuwalka Icon, Whitefield

With floor plate areas of 2,787 sqm and 3,902 sqm (30,000 sft and 42,000 sft), Brigade Bhuwalka Icon is ideal for a range of businesses—from a cluster of global MNCs to a single IT occupant/private company. It also makes an excellent 'launching pad' for entrepreneurs, start-ups and medium to small companies with big intentions. Being adjacent to Brigade Tech Park, it is also an enviable location for your growing business.

NEARING COMPLETION



Brigade IRV Centre, Whitefield

Brigade IRV Centre offers smaller office investment options in the heart of Whitefield. The building is designed to suit both a global MNC and an entrepreneur with a new business idea.

These versatile office spaces—units in the area range of 280 sqm (3000 sft)—are ideal for different business or investment needs.

READY FOR OCCUPATION



Brigade Nalapad Centre, Whitefield

With areas starting from 860 sqm (9270 sft), Brigade Nalapad Centre is designed to Grade A specifications and is ideal for a range of businesses. The building is set within the green, organised environs of the Brigade Metropolis integrated enclave. The fact that it is in one of Bangalore's most sought-after business locations—at the heart of the IT industry—makes it an outstanding investment in every way.



Brigade Rubix, HMT Township

This 12-storey building boasts of a unique design, inspired by the Rubik's cube. It is not only a great visual treat, but ensures a very efficient layout within the building and provides ample light and ventilation for all offices too.

Office units in the area range of 185 sqm to 1115 sqm (2000 sft to 12000 sft) are available. Brigade Rubix also offers a clear location advantage, being well connected to the Metro station, railway and bus stations, and a huge untapped catchment area.

BRIGADE GROUP PRESENTS KOCHI'S FINEST OFFICE COMPLEX

Contemporary international workspace from the commercial developer of the year.



With 27 years of experience in developing some of the world's finest offices, we at Brigade Group understand that optimum productivity comes only from well-designed workspaces. Attention to detail is the key here at Brigade Technopolis: evident in the spacious elevators, refreshing food courts, scientifically designed parking spaces, professionally managed facilities with amenities like a swimming pool and even a corporate gymnasium.

Brigade Technopolis is where Kochi will go to work, in its first real workspace.

- Office area starting from - **465 sqm.** (5,000 sft)
- Scalability up to **71,535 sqm.** (7.7 lakhs sft) in 2 towers
- **Grade A specifications • LEED Pre-certified Gold**

BRIGADE
TECHNOPOLIS
Kochi Info Park • Kakkanad


Promoting Skills Development for the Telecom Sector


L to R: Baram Menon, President, WTC Bangalore; Dr C. Rao Kasarabada, Group Chairman, UTL; K. L. Dhinra, CMD, ITI Ltd; Aravind Sitaraman, President, Inclusive Growth, Cisco Systems; Lt Gen (Dr) SP Kochhar, CEO, Telecom Sector Skill Council; Vidya Shankar, Director, Training & Development, GoK; Dr Bose K. Nair, VP, WTC Bangalore.

WTC Bangalore, in partnership with Telecom Sector Skill Council (TSSC), Cisco, ITI, and UTL, organised the Skills Conclave to promote skills development for the Telecom sector, thereby taking forward their collective vision of imparting skills training to 80,000 youth across India over the next 18 months.

Consul Officials from 9 Countries Participate in Interactive Session


Participants at the Interactive Session.

In association with the Bangalore Chamber of Industry and Commerce (BCIC), WTC Bangalore organised an Interactive Session with Commercial Counsellors and Trade Commissioners from Bangalore on 10 April. Consul Officers from nine countries participated in the event and highlighted Bangalore's strategic role in the trade plans of their respective countries.

WTC Bangalore and WTC Seoul sign MoU to Promote Bilateral Trade


During the WTCA General Assembly at Bucharest, Romania, on 29 April, WTC Bangalore and Korea International Trade Association (WTC Seoul) signed an MoU that outlines ways in which the two World Trade Centers will collaborate in order to facilitate economic growth and help develop trade and business between the two regions.

L to R: Dr Duck-Soo HAN, Chairman & CEO, WTC Seoul and Baram Menon, President, WTC Bangalore, at the MoU signing ceremony.

WTC Bangalore and BCIC sign MoU to promote trade and investment in Karnataka


L to R: Baram Menon, President, WTC Bangalore; H. V. Harish, President, Bangalore Chamber of Industry & Commerce (BCIC); A. N. Chandramouli, Senior Vice President, BCIC.

Workshop on Creative Problem Solving


Workshop in progress.

A one-day workshop on "Creative Problem Solving"—conducted by Pavan Soni, an Innovation Evangelist and a Research Fellow at IIM, Bangalore—was held on 13 June at WTC Bangalore. The workshop drew participants from large MNCs, manufacturing organisations, start-ups, social enterprises and many other sectors.

Post Budget Analysis 2014–15


L to R: Baram Menon, President, WTC Bangalore; Sharath Rao, Director, BMR Associates; Prashanth Bhat, Director, BMR Advisors; Walter D'souza, Chairman, Southern Region, FIEO; Ramesh Bulchandani, Chairman, IICCI, Bangalore.

WTC Bangalore joined hands with the Indo-Italian Chamber of Commerce and Industry (IICCI) and Federation of Indian Export Organisations (FIEO) to present a programme "Post Budget Analysis 2014–15" on 11 July at WTC Bangalore. The Knowledge Partner for the event was BMR Associates.

Seminar on Switzerland—The Business Gateway to Europe


L to R: Sandra Sequeira, Swiss International Airlines; Tarun Gupta, Official, SIX Swiss Exchange India; Rolf Frei, Consul General of Switzerland in Bangalore; A. N. Chandramouli, Sr VP, Bangalore CIC; Siamak Rouhani, Head of Economic & Commercial Section, Embassy of Switzerland; Raguram, President, SICC India, South.

The Swiss Indian Chamber of Commerce, World Trade Center Bangalore and Bangalore Chamber of Industry & Commerce (BCIC) jointly organised a 'Seminar on Switzerland—The Business Gateway to Europe' at the WTC Bangalore on 23 April. The event allowed participants to understand how many international companies have established their regional / global headquarters in Switzerland in areas that include industrial products, retail, life sciences, technology and communication, entertainment and media, energy, utilities, mining and banking.

WTCA Round Table Dialogue in China


Senior officials from WTCA and delegates from other WTCs at the China-South Asia Expo 2014.

Dr Bose K. Nair, Vice President, WTC Bangalore, was a speaker at the WTCA Round Table Dialogue on 'World Trade Center Network and Regional Cooperation' at Kunming, China, on 6 June. More than 20 WTCs from different parts of China participated in the Round Table. He also attended the 2nd China-South Asia Exposition which was held in Kunming between 6 and 10 June.

Brigade Hospitality celebrates 10 years of successful operations!

A note from CMD on the occasion:

What started as a pioneering 16-unit Serviced Apartment on Lavelle Road has steadily grown into a diverse mix of activities involving Clubs, Convention Centres, Corporate Catering and Cafeterias Management and of course star category hotels and serviced residences.

It is creditable that in all the categories of businesses, Brigade Hospitality has strived hard to earn the goodwill of the customer by giving excellent service and great value for money, to live up to their motto of 'At your Service, Always'.

The credit goes to the good team of dedicated staff ably led by Vineet Verma and Nirupa Shankar. Having learnt and consolidated the business, now the strategic shift is to focus on business hotels. As they enter the growth phase, I am sure the next 10 years' journey will be even more exciting.

I congratulate all the members of Brigade Hospitality for reaching this important milestone of completing 10 years in business and wish them the very best to meet the challenges of growth and to maintain the high levels of service to the customer.

—M. R. Jaishankar, CMD, Brigade Group



HOTELS

SHERATON BANGALORE HOTEL AT BRIGADE GATEWAY |
GRAND MERCURE, BANGALORE

F&B STANDALONE

HIGH ULTRA LOUNGE | THE BAKING COMPANY



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CONVENTION CENTRES

MLR CONVENTION CENTRE, J. P. NAGAR & WHITEFIELD



SERVICED RESIDENCES

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CATERING & EVENT COORDINATION

CELEBRATIONS CATERING & EVENTS LLP



REFLECTIONS

Our longest-serving employees on their decade with Brigade Hospitality



If I were to describe my journey with Brigade Hospitality in one word, I would say "Excitement!". I joined BHSL in December 2003. At that point of time, Woodrose Club was under construction and Homestead, Lavelle Road and Cambridge Layout, were operational. Since then, BHSL has grown in leaps and bounds! The phenomenal growth in such a short span of time threw a number of challenges at me and gave me opportunities to grow. With the growth of the company,

I too have grown from strength to strength, donning different roles, gaining knowledge and confidence. In a nutshell, it's a company where talent is nurtured; information is not suppressed; the company adds value to employees, rather than merely extracting it from them; the work itself is intrinsically rewarding and that is why the thought of moving out of BHSL never crossed my mind.

The vision and the aspirations are conveyed with great clarity by senior management, which inspires each one of us to do our best. The young and vibrant senior management team has always supported me and I am grateful for the faith and trust conferred in me.

—Gurmeet Singh, GM—Operations, Brigade Hospitality Services Limited

It has always been a delight for me to identify myself as a part of Brigade Group. My journey with the Brigade Hospitality team has been nothing but great! The positive energy in this organisation has helped me develop a positive outlook. It would not have been possible to complete 13 years in the Group without the support, guidance, encouragement and opportunities provided by the management and seniors.

Till date, I experience immense satisfaction from fulfilling responsibilities and duties that have been bestowed upon me. There is no dearth of opportunities here. I can tell from my own experience! I am grateful that I've had a good career growth. Further, the positive environment and great people to work with is always a morale booster. I have always felt that I am an integral part of Brigade Group.

—Isaac Newton D., Sr Manager—Accounts, Woodrose Club



I am proud to be a part of the Brigade Group Family. I have been working with Brigade for the last 11 years and it has been an outstanding experience so far. All the seniors and colleagues have been extremely supportive and encouraging. This has helped me build my career and a positive attitude towards life. My job role has been challenging and interesting at all stages. It is wonderful to see how each one of us have been contributing, through our job roles, to achieve the overall targets of Brigade.

We're all one family moving towards a common goal!

—Govardhan Singh, Sr Executive—Accounts, Galaxy Club

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CHEF MARTY KINDLEYSIDES BRINGS HIS SIGNATURE STYLE TO SHERATON

“It is an honor to take up the position of Executive Chef at Sheraton Bangalore Hotel. Cooking in this culturally diverse country has always been a dream and I am thrilled to be associated with a brand like Sheraton in the heart of a vibrant city. I am looking forward to creating exciting gastronomic experiences that will delight and stimulate the palate in the relaxed and vibrant surroundings of the hotel. —Chef Marty Kindleysides

As Executive Chef, Marty Kindleysides has brought his “fresh and simple” culinary style to Sheraton Bangalore Hotel.

With over 19 years’ experience in culinary arts, coupled with hands-on operational training, Chef Marty has explored various culinary operations, including fine dining, banqueting, outdoor catering and more.

Chef Marty began his career in the industry at the tender age of 16 and has worked with some of the most celebrated chefs in the world. His prolific experience includes stints as the Executive Chef at Seoul Palace Hotel, South Korea and VP of Public Relations, LTB, Korea (International Chefs Association). He has also held positions as the Western Executive Chef at Imperial Palace, Cebu in Philippines (where he used to oversee 11 f&b outlets, was responsible for organising special promotions and implementing food safety and training schedules for Western kitchens); Executive Sous Chef at Pan Pacific Perth, Sheraton Perth Hotel and Four Points by Sheraton at Darling Harbor; Senior Sous Chef at the Stamford Grand Hotel in Sydney; Executive Chef at O'Reilly's Rainforest Retreat, Lost World Spa and Canungra Valley Vineyards; Australian Guest Chef at Kobe Bay Sheraton Hotel & Towers, Rokko Island in Japan.



On your next visit, look forward to some of Chef Marty's signature dishes, which include Slow Poached Eggs with Romaine Hearts, Lamb Loin with Fennel Genoise and Slow Poached Snapper with Black Olive Crust (seen in the pic above).



SATURDAY NIGHT

bar-b-q



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.

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Brigade Retail

Carnival Time was Here!

Ten Days of Fantastic Family Fun



The Fun League, held between 8 and 18 May, was designed to provide a barrel of fun for the entire family before the routine of school resumed. The schedule of events included performances by stilt walkers, clowns, tall puppets, musicians, magicians and unicyclists. Participants loved the choice of thrilling activities with imaginative names—to give you an idea: Scrambled Eggs, Velcro Wall, Bungee Race, What a Mesh, Crashing Boulders, Bull Riding....

Football Carnival 2014



Orion joined in the World Cup fever with unfettered enthusiasm. The FIFA-ish flavor of the season was apparent across the mall: a huge 'Football 2014' installation at the entrance, flags of the 32 participating nations, a replica of the World Cup trophy, photo booths with football related props, predict and win games, football quizzes, nail art and face painting, freestyle clinics and zumba stations. The grand finale to Orion's Brazilian carnival was a studio shift with RJ Shriram from Fever 104 FM, who conducted the finals of the Football Goalmaal Quiz.

Children's Summer Carnival



In celebration of the summer holidays, Orion Mall organised an exciting activity roster for children of all ages. Between 18 April and 25 May, the mall played magnet to over 1500 children, all happily absorbed in designing terracotta jewellery, creating origami animals, and crafting everything from pottery to masks to kites.

Musical Fridays @ Orion's Amphitheatre

Come 6 p.m. on Friday, it was music under the stars at Orion Mall's lakeside amphitheatre. The string of live performances, across musical genres, included bands such as Saptaswara, Alaap, Beat Gurus and Green Rhapsody, to name just a few.



Flagging off one of India's richest motorsport events



The Ceat-Mahindra Monsoon Challenge 2014 was flagged off on 18 July at Orion Mall by Abhay Chandra Jain, Honourable Minister of State for Youth Services and Fisheries. The 24 cars that participated in the challenge covered over 700 km in 2 days. As a unique concept, the driver and the navigator in this race were expected to keep a track of time in tandem with the distance covered. With total prize money of Rs 3.5 lakh on offer, the Monsoon Challenge sports the tag of being one of India's richest motorsport events. The event has also been duly approved by the Federation of Motor Sports Clubs of India (FMSCI) and is held especially for Mahindra vehicle owners.

Humpty Sharma Ki Dulhania

Alia Bhatt and Varun Dhawan, of Humpty Sharma

Ki Dulhaniya fame, visited Orion Mall to promote their film.

Thousands of star-struck fans thronged the mall to meet the stars; some were even lucky enough to click a selfie. Contest winners got to pose for more formal pictures with the duo—and also won tickets to the movie.



Sunil Munshi, GM, Orion Mall, welcomes Alia Bhatt and Varun Dhawan.

Orion Celebrates ...

Independence Day



To mark India's 68th Independence Day, Orion Mall exhibited a tri-colour, 3-D installation of INDIA in the atrium—which proved to be a popular photo op for mall visitors. Meanwhile, one floor up, Nagaraj, an M. Tech student and rangoli artist, enthralled visitors with his drawings of famous freedom fighters like Mahatma Gandhi, Bhagath Singh and Jawaharlal Nehru, to name a few.

Friendship Day



Friendship Day, celebrated on the first Sunday in August, saw heavy footfalls at the mall, with many visitors enjoying photo ops.

Raksha Bandhan



Orion Mall marked the festival of Raksha Bandhan with an eye catching collection of rakhis and a mouth-watering array of sweets.

Orion's tribute to Michael Jackson



Between 22 and 29 August, Orion Mall paid a week-long tribute to Michael Jackson and his contribution to pop music and pop culture. The event featured a gallery encapsulating Michael's life, displays of replicas of MJ's signature accessories and silhouettes of his famous dance moves—all providing great photo ops for MJ fans. A medley of popular MJ tracks, a huge LED screen playing his videos and hourly flash mobs celebrating his dance moves paid further tribute to the legend.



Caravan—Orion's permanent flea market created by award-winning designer Michael Foley—is a place full of happy surprises. This unique arts-and-crafts market, located on the mall's third floor, has something for everyone, at pleasingly affordable prices, every day of the week.

Caravan's eclectic vendors offer a range of ethnic handicrafts and textiles (Kashmiri shawls, Gujarat's Bandhini, hand-made jewellery, Tanjore dolls and paintings, Meenakari jewellery), art work, curios, antique furniture and more, from across the country. Caravan gives entrepreneurs and hobbyists a platform to showcase their art—and shoppers a chance to pick up treasures of many kinds.

PRESENTING

Brigade Solitaire
Residency Road, Bangalore



- 3-storey stand alone building with 35 car parks in the basement • Located on the well-connected Residency Road in the CBD • Area: 21,000 GLA + 3,700 terrace • 2 basements

Brigade Broadway
KG Road, Bangalore



- Located on K. G. Road, close to the Central Bus and Railway stations and the business hub of the city • With departmental store, hyper market, CDIT stores, jewellery stores and entertainment • Area: 64,000 GLA • Floors: G+3 • 2 basements • 124 car parks

Brigade Vantage Chennai
Old Mahabalipuram Road, Chennai



- Strategically located on Old Mahabalipuram Road (at Perungudi, before the toll gate), in Chennai's emerging IT corridor • Ideal for large format stores • Area: 1,33,000 GLA • Floors: G+3+terrace • 2 basements • 145 car parks

ORION EAST

EAST BANGALORE'S UPCOMING LIFESTYLE HUB



WELCOME, ORION EAST

Following the stupendous success of Orion Mall at Brigade Gateway in Bangalore, Brigade Group is now developing Orion Mall 2 in the established East Bangalore. '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 in Bangalore's retail landscape.

OrionMalls.com

ORION



O nanna chetana,
aagu nee aniketana

THE BRIGADE SCHOOL @ J. P. Nagar



Reflexion: A Time for Debates and Discussions



A war of words



Ms Githa Shankar,
Chairperson,
Brigade Foundation,
makes a point.

Reflexion, a symposium for senior students conducted by the school on 25 July, gave students a platform to listen to eminent speakers, express their views on subjects important to them and hone their oratory skills.

Students formed panels to debate subjects in a friendly and non-competitive atmosphere. Topics covered included Degradation of Regional Languages, Documentary Films as a Catalyst for Social Change and FDI in Education. The views expressed by finalists debating the subject *India is a World Class Nation without World Class Varsities* were an eye-opener to aspirants to foreign universities. Other highlights of the symposium were a quiz and audio-visual presentations.

Fascinating urry our-legged riends



Pre-Primary students patted and petted friendly, furry animals as part of their learning activity at school.



Just For Grandpa and Grandma

Students of LKG celebrated Grandparents' Day on 11 July with a special show for their doting grandpas and grandmas. A programme of song, dance and rhyme ended with games in which everyone took part.



O nanna chetana,
aagu nee aniketana

THE BRIGADE SCHOOL @ Mahadevapura

Inter-class Athletic Meet

The Inter-class Athletic Meet 2014-15, for students of Stds 1 to 9, was inaugurated by Ms Gita Menon, Head, Brigade Foundation, on 6 June. Ms Amudhan, Principal, welcomed the gathering and described plans for the academic year. After briefing students on the different track and field events earmarked for different standards, Mr Kariappa gave the first call for the 100 metres sprint for Std 9 boys. This was followed by various track events. The Meet closed with a game of football on the lush green turf of the school.



A visit to Martin's Farm

Students of Std I visited Martin's Farm on Sarjapur Road on 24 July. It was a much enjoyed field trip: students had a wonderful time feeding, petting and learning about animals. The trip ended with some hectic play on the see-saw, swings, slide, jungle gym and basketball court in the Kiddies Play Area.



'Nurture nature to save our future'

This was the theme of the skit performed by students of Stds 4 and 5 on World Environment Day (5 June). The day began with a short and impassioned speech by Rohit of Std 9, who exhorted his fellow students to do their best to conserve our environment. The Principal impressed upon the students the need to honour and protect our environment for a better future. Students took a pledge to make sustainable living a priority.





From our scrapbook ...

A Hands-on Experience



On 20 June, UKG students welcomed some very unusual visitors: a couple of friendly farm animals. The occasion was Pet Day and the furry guests exposed children to experiential learning of the most enjoyable kind.

Exploring the Scientific Temperament



On 4 July, Dr Guruprasad, a satellite scientist from the Indian Space Research Organisation, gave a presentation on the launch of the PSLV to students of Stds 7, 8 and 9. His presentation was followed by an interactive session with students.

A Blissful Experience!



A week later, students of Std 2 shifted their focus to chocolate, with a visit to the Bliss Chocolate factory.

Computer-themed Fancy Dress



Students of Std 2 dressed up as various components of a computer in this unusual fancy dress competition on 21 July.

Inter-class Debate Competition

Students from Stds 6 to 9 engaged in a battle of wits and words as they debated a series of contemporary topics at an inter-class debate on 27 June.



'Raise your voice, not the sea level'



To mark World Environment Day on 5 June, students organised a special programme. Highlights included a street play on the theme of Reduce, Reuse and Recycle; songs in Kannada and English and recitation of a poem written by a student.

Olympiad Triumphs



At the Olympiad Examination conducted on 4 July, the school won a Certificate of Excellence, Harikrishnan D. (Std 3) placed at fourth rank in the International Informatics

Olympiad examination and Keerthi Krishna Hegde (Std 1) was awarded fourth international rank in the Olympiad Examination for Mathematics.



LKG students celebrated Grandparents Day on 18 July with a programme of song and dance.

Also in the programme, specially for Grandparents, was a game 'Kerala Express'. This was followed by high tea.

Winners of Rolling Championship Trophy 2014-2015



The Brigade School @ Malleswaram bagged the Rolling Championship Trophy 2014-2015 at an Interschool Badminton Championship hosted by Deva Matha Central School, Vidyananyapura. Forty-three teams from schools across Bangalore participated in the competition.



Bangalore tops in home price rise

Data shared exclusively with TOI by international property consultants Cushman & Wakefield shows Bangalore clocked the highest average capital appreciation in the mid-income housing segment of 41% between the first six months of 2011 and the corresponding period this year. Pune followed with a 28% growth. In the same period, Pune reported a 39% growth in capital values for premium properties, the highest in the country in that market segment. Bangalore followed close behind with 37%.

Given the disparity that exists in comparing residential prices in each city, Cushman & Wakefield has broadly classified mid-income housing as any property below Rs 5,000 per sft and high-end as above that price.



"Markets like Bangalore and Pune that are end user driven are the ones to record the highest average increases in capital values, while investor-driven markets such as Delhi-NCR and Mumbai have not performed so well," said Shveta Jain, Executive Director of Residential Services, Cushman & Wakefield.

In the past three years, the Indian IT sector has been on a growth trajectory, resulting in job creation and salary increases. "In India, there is a distinct and logical correlation between IT and property price appreciation. Cities whose economies are to a large extent driven by the IT sector tend to see generous and fairly consistent demand for mid-income and premium housing," said Sanjay Bajaj, MD-Pune of real

estate consultancy firm JLL India.

IT-driven cities are seen to be more evolved in the level of aspiration among home seekers, including in their purchasing power, greater exposure to international housing and luxury standards, and awareness about contemporary concepts like environmental sustainability.

"Bangalore and Pune have also benefited from the non-resident Indian segment and private equity funding, as Mumbai and Delhi-NCR became unproductive," said Pankaj Kapoor, MD of real estate research firm Liasis Foras.

—Source: TNN, Aug 21

Bangalore gets one more bio-methanation plant for its waste



To mitigate garbage woes in the city, the Bruhat Bangalore Mahanagara Palike (BBMP) has inaugurated a bio-methanation unit at Yediyur on Saturday.

BBMP Mayor B. S. Satyanarayana said the BBMP plans to set up 13 bio-methanation units for managing the waste in the city. "These units will not only manage the waste but also produce fuel and methane. A similar plant has already been functioning at Krishna Rajendra market. The

BBMP has prepared a plan to establish such units at Malleswaram and Yelahanka shortly," Satyanarayana said.

The bio-methanation plant was set up by Ashoka Biogreen of Nasik at an estimated cost of Rs 102.25 lakh (Construction cost Rs 79 lakh and maintenance cost Rs 23.25 lakh) for three years. It took six months for the construction of the bio-methanation unit. It has the capacity of handling five tonnes of waste per day.

—Source: DNA, 3 August

5 Indian cities score high in global IT talent survey



As much as half the world's top 10 cities based on the percentage of new residents with technology skills are in India, a LinkedIn study has found. Bangalore, Pune, Hyderabad and Chennai topped the list, with Gurgaon coming in at the end. The ranking is based on an analysis of the geographic movements of the social networking site's 300 million members, looking at every new position added to their profiles between November 2012 and November 2013. San Francisco Bay, Seattle, Austin, Melbourne and Sydney, in that order, ranked from fifth to ninth positions.

The startup wave and increasing focus on tech entrepreneurship have also contributed to this," said Sangeeta Gupta, senior vice president of IT industry body Nasscom. It also helps, according to Ikya Human Capital Solutions Chairman Ajit Isaac, that India is experiencing a youth bulge.

—Source: ET Bureau, 25 Jun

Central Budget a Step Forward

Particularly for the real estate sector, Finance Minister Arun Jaitley's Central Budget is a step in the right direction. Here are some reasons for a positive reaction:

- Interest payment deduction from income tax towards home loans gone up by 33%, from Rs 1.50 lakh to Rs 2.00 lakh.
- Rs 4,000 crore to be given to the National Housing Bank to support Affordable Housing.
- Investment of Rs 7600 crore allocated to improve infrastructure in 10 cities. In addition, the much-awaited REITs (Real Estate Investment Trusts) will bring in substantial funds to the commercial real estate sector.
- Extension of IT Section 80-IA benefits for 3 more years and renewed importance to SEZs.
- Importance given to tourism and increase in FDI limits to 49% in Defense & Insurance sectors bring substantial foreign exchange to the country.
- In addition, increase in personal tax exemption from Rs 2.00 lakh to Rs 2.50 lakh and section 80cc deduction from Rs 1.00 to Rs 1.5 lakh should help in giving more disposable income in the hands of the citizen.



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 75 lakh	0.15% above Base Rate i.e. 10 % p.a.	10.15	1330	1084	975	919	889
Above Rs 75 lakh	0.30% above Base Rate i.e. 10.15% p.a.	10.3	1338	1093	985	930	900
For Female Borrowers Upto 75 lakh	0.10% Above Base Rate	10.1	1327	1081	972	916	885
For Female Borrowers above 75 lakh	0.25% Above Base Rate	10.25	1335	1090	982	926	896
Fixed interest	No fixed rate option in any limit bracket						

*Conditions apply

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

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

Source: State Bank of India

WHEN OPPOSITES MEET

THE Rockefeller Foundation, one of the world's largest charitable foundations, was established in 1913 by John D. Rockefeller Sr, founder and developer of the Standard Oil Company. In the 100 years since its inception, the Foundation has promoted the well-being of humanity across the world. While the Foundation is renowned, an interesting fact behind its creation is little known: that the man who first set Rockefeller on his mission of philanthropy was none other than Swami Vivekananda.

At the Parliament of the World's Religions

The story began in September 1893, at the Parliament of the World's Religions, convened in Chicago as a spiritual complement to the World's Fair, which showcased the industrial and technological achievements of the age. Dressed in a red turban and flowing yellow robes Swami Vivekananda delivered a speech that had the audience of over 7,000 give him a two-minute standing ovation. It is said Vivekananda, who had never before addressed such a large gathering, was as overwhelmed as the audience.



A souvenir from the 1893 meeting of the World's Parliament of Religions. Photo courtesy the book: Swami Vivekananda in Chicago, New Findings (World, India)

But one day, although he did not want to meet Swamiji, he was pushed to it by an impulse and went directly to the house of his friends, brushing aside the butler who opened the door and saying that he wanted to see the Hindu monk.

The butler ushered him into the living room, and, not waiting to be announced, Rockefeller entered into Swamiji's adjoining study and was much surprised, I presume, to see Swamiji behind his writing table not even lifting his eyes to see who had entered.

After a while, Swamiji told Rockefeller much of his past that was not known to any but himself, and made him understand that the money he had already accumulated was not his, that he was only a channel and that his duty was to do good to the world—that God had given him all his wealth in order that he might have an opportunity to help and do good to people.

Rockefeller was annoyed that anyone dared to talk to him that way and tell him what to do. He left the room in irritation, not even saying goodbye. But about a week after, again without being announced,

he entered Swamiji's study and, finding him the same as before, threw on his desk a paper which told of his plans to donate an enormous sum of money toward the financing of a public institution.

"Well, there you are", he said. "You must be satisfied now, and you can thank me for it".

Swamiji didn't even lift his eyes, did not move. Then taking the paper, he quietly read it, saying: "It is for you to thank me". That was all."

This is believed to have been Rockefeller's first large donation to public welfare.



"Do not stand on a high pedestal and take five cents in your hand and say, "Here, my poor man", but be grateful that the poor man is there, so that by making a gift to him you are able to help yourself. It is not the receiver that is blessed, but it is the giver."

—Swami Vivekananda

A spreading influence

After his spectacular debut at the Parliament of Religions, Vivekananda began speaking on Indian philosophy and culture to different groups of people in Chicago. His teachings influenced many luminaries of the time: Mahatma Gandhi, Carl Jung, George Santayana, Emma Calve, Jane Addams, Joseph Campbell and Henry Miller, to name just a few. Swami Vivekananda's meeting with Rockefeller, documented by neither of them, took place during the later part of his stay in Chicago.

"It is for you to thank me"

Vivekananda and Rockefeller were a study in opposites: a penniless monk dedicated to a life of simplicity and one of the richest men in the world, accustomed to a lifestyle that goes with such wealth. This is how they met, according to Madame Drinette Verdier, as recorded in her journal and printed in *The Complete Works of Swami Vivekananda, Volume 9, 'Conversations and Interviews'*.

Mr. X, in whose home Swamiji was staying in Chicago, was a partner or an associate in some business with John D. Rockefeller. Many times John D. heard his friends talking about this extraordinary and wonderful Hindu monk who was staying with them, and many times he had been invited to meet Swamiji but, for one reason or another, always refused. At that time Rockefeller was not yet at the peak of his fortune, but was already powerful and strong-willed, very difficult to handle and a hard man to advise.

"It should be a greater pleasure and satisfaction to give money for a good cause than to earn it, and I have always indulged the hope that during my life I should be able to help establish efficiency in giving so that wealth may be of greater use to the present and future generations."

—John D. Rockefeller



The Rockefeller Foundation

According to Prof KCR Raja (posted in Non Profits, dated 06-02-2013 and based on the accounts of Swami Jitatananda of the Ramakrishna Mission), two years after meeting Vivekananda, at the age of 57, Rockefeller decided to abdicate from the day-to-day management of Standard Oil, in order to devote himself to philanthropy. The Rockefeller Foundation was established 15 years later, to "do the most good as determined by careful study" and to "promote the well-being of humanity"

1901 cartoon from Puck magazine

—Team Insight

RESIDENTIAL PROJECTS IN OTHER CITIES

<div><p>Brigade Symphony KRS Road, Mysore</p><p>Features and facilities: 1-, 2-, 3- & 4-bedroom luxury apartments • Clubhouse with gymnasium, indoor games & multi-purpose hall • Tennis, badminton & basketball courts • Large open spaces, landscaped gardens & children's play areas • Swimming pool</p><p>BrigadeSymphony.com</p></div>	<div><p>Brigade Palmgrove Bogadi Road, Mysore</p><p>Features and facilities: 4-bedroom villas • Clubhouse with lifestyle amenities • Recreation zones • Landscaped gardens • Jogging tracks</p><p>BrigadePalmgrove.com</p></div>	<div><p>Brigade Pinnacle Derebail, Mangalore</p><p>Features and facilities: 2- and 3-bedroom luxury apartments • Clubhouse with gymnasium, swimming pool & recreation zone • Children's play area • Exquisite landscaping</p><p>BrigadePinnacle.com</p></div>	<div><p>Brigade at No. 7 Banjara Hills, Hyderabad</p><p>Features and facilities: 3- & 4-bedroom premium residences • One residence per floor, with exclusive elevator • Vaastu compliant • Clubhouse with rooftop swimming pool • Health club and fitness centre • Landscaped gardens</p><p>BrigadeatNo7.com</p></div>
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Don't miss out on these fabulous projects, open for pre-launch bookings!



Brigade Oak Tree Place, Devanahalli, Bangalore

Plush villas clustered around a central courtyard

4-bedroom courtyard villas
269 sqm – 302 sqm (2900 sft – 3250 sft)



Brigade Northridge, Kogilu Road, Bangalore

An investment that is headed North

2 & 3-bedroom luxury apartments
114 sqm – 175 sqm (1230 sft – 1880 sft)



Brigade Panorama, Mysore Road, Bangalore

Smartly designed homes for a smart investment

2 & 3-bedroom luxury apartments
96 sqm – 153 sqm (1030 sft – 1650 sft)



Brigade Mountain View, Ooty Road, Mysore

An enviable location and a priceless view of Chamundi Hills

2, 3 & 4-bedroom luxury apartments
113 sqm – 291 sqm (1220 sft – 3130 sft)



Signature Tower @ Brigade Golden Triangle, Old Madras Road

Brigade Golden Triangle comprises thoughtfully designed apartments, premium office spaces, a retail complex and everything essential to accommodate an enriching way of life. Signature Tower, the commercial wing of Brigade Golden Triangle, offers spacious corridors, landscapes that can host a huge gatherings and ample parking. Office units in the area range of 185 sqm to 1115 sqm (2000 sft to 12000 sft) are available.

Brigade Golden Triangle is strategically located in one of Bangalore's fastest developing growth corridors, connecting the IT hub of Whitefield and the International Airport. The only mixed-use development on Old Madras Road comes with the double advantage of excellent connectivity and promise of greater returns in the future.