



BRIGADE
Hospitality

At your service...always!

INAUGURAL ISSUE

BRIGADE Essence

OUR FORTHCOMING
BANYAN TREE HILL RESORT AT CHIKMAGALUR

Vol. 1 No. 1

For private circulation only

Released in February '08

THE NEWSLETTER OF BRIGADE HOSPITALITY SERVICES PVT. LTD

I am happy to note that Brigade Hospitality Services Pvt. Ltd is publishing *Brigade Essence*, their in-house hospitality newsletter.

The excellent growth that Brigade Group has shown over the years, in diverse fields including residential apartment complexes, integrated enclaves, state-of-the-art software and retail facilities, serviced residences and now resorts, hotels, clubs, schools etc., is commendable and I congratulate the Group for its exemplary services in the areas they have chosen.

I am certain that the Brigade Hospitality newsletter—*Brigade Essence*—will not only showcase all the good work that Brigade Hospitality undertakes, but will also further the cause of hospitality and tourism in the State.

I wish Brigade Hospitality all the success in their new initiative.

Dr C. Somasekhara, IAS
Director—Department of Tourism,
Govt of Karnataka.



It gives me special pride and pleasure to see this inaugural issue of *Brigade Essence*, the newsletter of Brigade Hospitality.

Brigade Essence marks a new and significant stage in the evolution of our Hospitality arm.

As you may know, the seeds of Brigade Hospitality were sown over seven years ago, when we entered the hospitality industry with our first venture: the Brigade Homestead chain of serviced residences.

Our activities in the Hospitality domain have grown in breadth, depth and scope since then. They now encom-

pass a range of facilities and activities, in which we are partnered by leading national and international organisations and brands.

With an expanding presence in an increasingly important industry, Brigade Hospitality is a world of constant activity. I am glad they have created a platform through which they can share their news with the general public and others in the industry.

Beginnings are celebrated for the sense of achievement that they bring with them. Congratulations to all of you at Brigade Hospitality!

M.R. Jaishankar
Chairman & MD—Brigade Group.

From the CEO's Desk...

Welcome to the world of Brigade Hospitality



It gives us great pleasure to bring you the inaugural issue of our in-house newsletter: *Brigade Essence*.

Brigade Hospitality commenced operations just a few years ago, with Brigade Homestead serviced residences. Today, we are on the threshold of quantum growth, with our committed initiatives in the hospitality domain. Our many initiatives include luxury hotels, international

resorts and spas, a state-of-the-art convention centre, top-of-the-line clubs and, of course, our well known Brigade Homestead serviced residences. As a Group, we feel privileged to have some of the leading international hospitality brands associating with us in our upcoming projects.

We will endeavour to continually improve upon our internal benchmarks with every new project and initiative that we undertake. It is our cherished desire to be counted amongst the leading players in India's hospitality industry in the near future.

We would like to use this

opportunity to express our heartfelt gratitude to our patrons and associates for their continued support and encouragement. This has been an enormous source of strength for us.

We hope that the pages of *Brigade Essence* will enable us to keep you updated on the developments and happenings at Brigade Hospitality.

Please accept our very best for the coming festive season.

Warm regards,
Vineet Verma

CEO—Brigade Hospitality

"A wonderful initiative..."

"I am happy to learn that Brigade Hospitality Services Pvt. Limited is launching its own corporate newsletter.

Brigade Group has undertaken some good initiatives in the hospitality and tourism sector in the State and I am sure that your newsletter will keep us informed of the Group's progress and achievements in this area.

This is a wonderful initiative that should help also showcase Karnataka as being one of the preferred hospitality and tourism hubs in the country today.

I wish the entire team at Brigade Hospitality every success."

G. Kumar Naik, IAS

COMMISSIONER—PUBLIC INSTRUCTION,
GOVT OF KARNATAKA,

FORMER COMMISSIONER—DEPT OF TOURISM.



Editor's Note

This—the first issue of *Brigade Essence*—marks the beginning of a new communication initiative we believe to be essential...and exciting.

Brigade Hospitality is in the process of growing and expanding—in size and scale, scope and staff.

As our operations become more varied, so do our interactions with people: clients, professional and business associates, other organisations and agencies, our own staff...

Brigade Essence has been created to enable us to "speak" to the world outside our organisation, of that which is happening within and around it.

We hope you will enjoy going through our fledgling publication. And will give us the support and feedback needed for it to gain full plumage. We welcome your suggestions.

The wonders of Karnataka

- The historic ruins and monuments at Hampi and Pattadakal have been declared World Heritage Sites by UNESCO. The majestic *Gomateswara* statue at *Sravanabelagola* and the temples at *Belur* and *Halebid* are now in the race for UNESCO's World Heritage Site status.



Gomateswara, Sravanabelagola.
Standing 58 feet high and carved from a single rock, the *Bahubali* statue can be seen from a distance of 24 km.

- Did you know that no other state except Karnataka has such a wide variety of topographic features? Karnataka possesses five distinct geographic zones: apart from the high mountainous regions, the coastal plains and the steppes that lie between, Karnataka also features red-soil and black-soil plateaus.



All roads seem to lead to India these days. The country is becoming an increasingly popular destination, with tourist traffic on a constant rise.

Statistics* show a record high of 3.92 million international tourist arrivals in 2005, with the UK, USA and Canada (in that order) accounting for the most visitors. The majority of foreign visitors (97%) come for leisure travel, 2.3% visit as business travellers, 0.4% for education or employment and 0.2% as conference attendees**.

And the picture only gets rosier: according to the World Travel & Tourism Council (WTTC), travel and tourism in India is likely to grow by 8% annually, in real terms, between 2007 and 2016. The writing on the wall—in all languages—clearly indicates that leisure travel is going to be the prime reason for travel in the coming years.

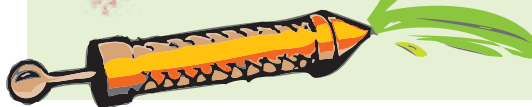
With increasing disposable incomes, better connectivity and accommodation facilities, and more affordable air travel, the domestic market is growing rapidly too: from 67 million in 1991 to 366 million in 2004. These trends are making a huge impact on travel, tourism and hospitality industries. Yes, the world is getting smaller. And everyone seems to want to see more of it!

*Source: Dept of Tourism, Government of India. ** Statistics for 2004—latest available.

A new **icon**
for an iconic city

Brigade Hospitality wishes all of you
a very bright and colourful

Holi



What our guests had to say about Brigade Homestead...

"We made the booking on the net and stayed for two nights. The entire experience was very good—truly world class. Apartments are excellently maintained and the service is exceptional."

Prem Kumar—GM, PEPSICO International.

"Overall, a very positive, comfortable experience. You provide great hospitality, responsive service and a very friendly team to take care of your guests. Keep it up!"

Atma Iyer—Vice President, M/s. Capital One Services.

North Star @ Brigade Gateway

1 million sft | 30 storeys | Helipad and observation deck
Ideal for corporate and software development offices
sms: Brigade to 56767 Call: +91-80-4137 9200
brigadegroup.com



For a better quality of life

UPGRADE TO BRIGADE

Presenting Brigade Homestead 2



OUR FIRST GUEST AT BRIGADE HOMESTEAD 2

Brigade Homestead is Bangalore's first chain of professionally managed serviced residences. Following the success of our other Brigade Homestead properties (located in prime areas across central Bangalore like Lavelle Road, Indiranagar and Cambridge Layout), we have now extended our reach to South Bangalore.

Brigade Homestead 2, our

newest offering from the Brigade Homestead brand, is located at Jayanagar. With 33 serviced residences and facilities that include fully equipped kitchenettes, wi-fi Internet access, a well equipped gymnasium and travel assistance, Brigade Homestead 2 is geared to service the travel and business needs of corporates in and around South Bangalore.

Café Coffee Day, the well known coffee brand, has a branch within the premises, serving a range of hot and cold beverages and fast food.

Our expanding Homestead portfolio

In keeping with our expansion plans, Brigade Homestead is opening branches in several other locations across Bangalore.

Brigade Homestead 3, located in Koramangala, will be managed by the internationally renowned Accor group. This branch of Brigade Homestead will feature 134-key serviced residences, to be known as Mercure Homestead Residences. It is scheduled to open in early 2008. With a significant presence across 100 countries with nearly 3,800 hotels, Accor's brand portfolio includes Sofitel, Novotel, Mercure, Suitehotel, Ibis, Etap Hotel, Formule 1 and Motel 6.

Brigade Homestead 4, located in Jayanagar 8th block, features 28 serviced residences. It is due to commence operations shortly.

In addition, Brigade Homestead will also have a presence in Brigade's upcoming enclaves in Bangalore: Brigade



BRIGADE HOMESTEAD 3, KORAMANGALA

Gateway, a lifestyle enclave in Malleswaram-Rajajinagar and Brigade Metropolis, an integrated enclave on Whitefield Road. This will enable visitors to the enclaves to benefit from well equipped and well serviced accommodation. Each of the enclaves will also feature a range of leisure, commercial and retail facilities to provide occupants with a better quality of life.

BRIGADE HOMESTEAD 4, JAYANAGAR 8TH BLOCK



Hotels in Bangalore

Bangalore's hotel market is all set for robust demand over the next few years, thanks to the expected growth in the IT and outsourcing sectors of the economy. Demand for hotel rooms in the city is mostly driven by the IT, aviation, R&D and outsourcing facilities, many of which are led by international MNCs.

Overall, Bangalore's five-star deluxe (upper-end) and five-star (mid-market) hotel market has enjoyed growth in trading

performance over the last couple of years. Five-star deluxe and five-star hotels have accounted for the majority, with 46.4%; four-star and three-star hotels, for another 14.4%; and two-star and one-star hotels, for 37.1% of the total room supply.

With the growth of the leisure segment, supported by the tourism authority's aggressive **Incredible India** campaign, international hotel chains are increasing their market presence, indicating an underlying

demand for international-standard hotel accommodation, often preferred by international commercial travellers. A number of international brands which fall within the five-star deluxe and five-star categories will raise the standard of accommodation in Bangalore and address the current shortage of rooms in the city.

Source: Jones Lang LaSalle Hotels, Industry Sources



Home to people the world over



Serviced residences across Bangalore.

LAVELLE ROAD | CAMBRIDGE ROAD | INDIRANAGAR | JAYANAGAR

- Studio, 1-, 2-, 3-bedroom and penthouse residences
- Centrally located • Fully furnished & well equipped • Air-conditioned bedrooms



MANAGED BY BRIGADE HOSPITALITY SERVICES PVT. LTD
Corp. office: Hulkul Brigade Centre, 2nd Floor, Lavelle Road, Bangalore 560001
Ph: +91-80-4043 8000 / +91-98804 05244
sms: Brigade Homestead to 56767 enquiry@homesteadbangalore.com

homesteadbangalore.com

Lively Events at The Woodrose this past quarter

The Woodrose—our first club, located in the Brigade Millennium enclave—has grown considerably in size and spirit since its opening. Membership is increasing and there have been several new additions to the club's excellent range of facilities.

Events, entertainment and celebrations

Musical nights, Christmas, Makara Sankranti, Republic Day, Valentine's Day, Lohri, dance and drama and several sports events added to the buzz at The Woodrose, of which a few very vibrant ones are listed alongside:



AS SANTA GAVE GIFTS ON CHRISTMAS



"DANCES OF INDIA", ORGANISED ON REPUBLIC DAY



CELEBRATIONS ON LOHRI

New Year Eve Bash

At the "New Year Eve Bash" organised by The Woodrose on 31 December 2007, RJ Prithvi (of Radio One: 94.3 FM) compered and DJ Jiten filled the evening with lively music—both contemporary and old time numbers. Members danced to their heart's content and enjoyed many fun-filled games. Seema won return tickets to Singapore while Priyanka won return tickets to Goa—both sponsored by Travel Tours. Other winners too received prizes and gift hampers. Our gratitude to Travel Tours, USL, UBL and Club Mahindra Resorts for sponsoring the event and making it a grand success.



ON NEW YEAR'S EVE

Millennium Snook '07

The official snooker competition of The Woodrose—Millennium Snook '07—was held between 9 and 23 June 2007. The very successful tournament allowed members a chance to watch a "doubles" game for the first time. The event, was organised by Mahesh and team and inaugurated by Vineet Verma—CEO, Brigade Hospitality Services Pvt. Ltd. Chitra Magairaj, the reigning World Billiards Champion, gave away the prizes at the awards ceremony conducted on 23 June.

Inter-school Quiz Competition (South Zone)

Conducted at the MLR Convention Centre on 25 August 2007, the event was a huge success. Six schools participated in the event. The Brigade School bagged the winner's trophy, while Sri Kumaran Children's School (CBSE) received the runners' up award. The trophy was presented by the Chief Guest, Gayathri Vasu-

WINNERS OF THE INTER-SCHOOL QUIZ COMPETITION (SOUTH ZONE)
—THE BRIGADE SCHOOL



MEMBERS RELAXING AT THE TONIC BAR, IN THE WOODROSE

Awards won by The Woodrose

The interiors at The Woodrose won the A+D National Design and Interiors Design Award 2005. The Woodrose has also won several awards for its architecture, including a special mention of interiors at its bar, restaurant and dance floor in the A+D Innovative Interior Design Award, as well as the Spectrum

Foundation Architect Award. In addition, it has won the Indian Institute of Interior Design AVE Award in the hospitality category, for the design of its lounge and bar.

Ochre, the architects who designed The Woodrose, have won The Young Enthused Architect Award.



LOBBY, THE WOODROSE CLUB

Several new affiliations with The Woodrose

The Woodrose is now affiliated to 11 clubs across India and abroad. These include:

- PRESIDENCY CLUB, OOTY
- SAYAJI CLUB, INDORE
- TRIVANDRUM CLUB, THIRUVANANTHAPURAM
- ROYAL WESTERN INDIA TURF CLUB, MUMBAI AND PUNE
- CHICKABASAPPA CLUB, COORG
- CHIKMAGALUR GOLF CLUB, CHIKMAGALUR
- JAYACHAMARAJA WADIYAR GOLF CLUB, MYSORE
- BELGAUM CLUB, BELGAUM
- UMED CLUB, JODHPUR
- SUNWAY LAGOON CLUB, BERHAD, MALAYSIA

New and inviting facilities...

The Woodrose-Ayush Therapy Centre

With the launch of The Woodrose-Ayush Therapy Centre on 25 July 2007, members of The Woodrose share in a holistic experience of well being. The Therapy Centre, launched in association with the HLL-AVP collaboration, offers expert, personalised advice and treatment in rejuvenation, stress and strain, weight loss, migraine, insomnia, aches and pains, hair and skin care, Ayurvedic beauty therapy, therapeutic yoga and more. Dr M.K. Unni, Chief Physician, Arya Vaidya Pharmacy (AVP), Coimbatore, will visit the centre once a month.

Namdhari's at The Woodrose



Namdhari's Fresh, which specialises in farm grown, organic exotic vegetables (like baby corn, zucchini, broccoli, cherry tomatoes, sugar-peas, lettuce etc.) and fruits, opened an outlet at

The Woodrose on 22 September 2007—adding more value and convenience to its members. Namdhari's Fresh, a part of the Namdhari Group, is said to be the largest indigenous manufacturer of hybrid seeds.

Calendar of events at The Woodrose

March 2008	1st	Tombola	7.30 p.m.
	2nd	Movie "Hanuman Returns"	7.00 p.m.
	8th	Tombola	7.30 p.m.
	9th	Movie "Taare Zameen Par"	7.00 p.m.
	15th	Tombola	7.30 p.m.
	16th	Movie "Halla Bol"	7.00 p.m.
	22nd	Holi Special Lunch	12.30 p.m.
	23rd	Movie "Jab We Met"	7.00 p.m.
	29th	Tombola	7.30 p.m.

THEY HAVE DONE US PROUD!



ANJALI

It is a matter of great pride to announce the distinction earned by these members...

Anjali Ramanna, a practicing advocate and human rights specialist, was invited by the United Nations Organisation (South East Asia Women's Wing) to present a paper on "Domestic Violence and Foeticide in South East Asia". Apart from her regular activities here, Anjali is running a charitable organisation called **Astitva**, to create legal awareness amongst women.

Another member, **Veena Bhat**, attended the "Honeywell Educators at Space Academy" programme in 2007. The programme was held at the US Space and Rocket Centre. Veena has specialised in Bioinformatics and is currently visiting Presidency College and Indian Academy as guest faculty. She is equally proficient in Indian dance.



VEENA

Jyoti Venkatesh's achievement in the field of space studies is commendable. She was one among the 195 teachers selected to participate in the Educator Space Academy held at NASA, Huntsville, USA. After having successfully completed the programme in 2006, she was selected for the Advanced Space Academy at NASA, Florida and Huntsville, in 2007. She worked as a Physics teacher at Innisfree House School and is one of the most active members of The Woodrose. She is always ready to take on any extra responsibility in conducting various functions and she executes the same with meticulous finesse.



JYOTI

Nitin Rao, a student at NIT, Suratkal, is the youngest, and one among four Bangaloreans, selected to participate in the Global Social Innovation Fellowship programme at London—an event for which candidates are selected from across 25 countries in the world. The event was jointly organised in July 2007, by Starting the Bloc New York and London Business School.



NITIN RAO

"One of the finest clubs..."

I am a regular and satisfied customer of The Woodrose Salon. I wish Brigade Hospitality Services Pvt. Ltd all the very best with this venture to release their corporate newsletter.

Nandan Nilekani
—CO-CHAIRMAN OF THE BOARD OF DIRECTORS,
INFOSYS TECHNOLOGIES LTD.

I think The Woodrose is one of the finest clubs around and probably the most modern in its design. I was so impressed with the warmth of staff in restaurant and hairdressing sections. The library, the walkways, the gym, the pool, the elevation...everything is cool. I would love to shoot a film here as I think it is visually so different and interesting.

My regards to all at Brigade Hospitality Services Pvt. Ltd and best wishes on the inaugural issue of this newsletter!

Ramesh Aravind
—KANNADA ACTOR AND DIRECTOR.



Nitin also writes development related papers for an MIT education start-up, *The Spark Group*. His use of words like 'grassroots innovation', 'concept notes' and 'micro-financiers' is reason enough for one to realise that there is more to Nitin than meets the eye.



A LIGHT MOMENT AT THE MELTING POT RESTAURANT, IN THE WOODROSE

Gentlemen! Polish your culinary skills!

This section is exclusively dedicated to all you gentlemen out there! In each issue, we shall present interesting recipes of cocktail and finger-food, for you to try and hone your culinary skills.

It's **Avocado Cheese Balls & Cocktails** this time.

You'll need: 1 ripe avocado (medium-sized); 1-2 tbsp single cream/yoghurt; 1 crushed clove of garlic (optional); 1 tsp lemon juice; 75 gm cheddar cheese; 1 tsp mustard paste; 25 gm fresh bread-crumbs; ½ an onion, finely chopped (white/small); black pepper (to taste); 30 ml freshly chopped parsley; 50 gm roasted almond nibs.

Mash the avocado flesh in a medium-sized mixing bowl. Add cream/yoghurt, crushed garlic, lemon juice, grated cheese, mustard paste, bread-crumbs, chopped onions and seasoning—and mix with a fork until a stiff paste results. Roll the mixture into balls—roll half of it in finely chopped parsley and the remaining half, in toasted almond nibs. Refrigerate for 30 minutes.

These two cocktails are quite easy to make:

- **Bacardi Cocktail:** Shake together 3 parts white rum, 1 part fresh lemon/lime juice and a few drops of grenadine.
- **Chi Chi:** Blend 3 parts vodka, 2 parts coconut cream, 8 parts pineapple juice and 2 scoops of crushed ice. Garnish with a slice of fresh pineapple and cherry. Don't forget the fat straw before you serve!



Growing from strength to strength

The exclusive Augusta Club, set within the Brigade Gardenia enclave, is showing signs of following in the footsteps of MLR Convention Centre and The Woodrose club—by hosting conferences and seminars!

Augusta Club hosted, in its multi-purpose hall, a conference conducted by Oracle, the IT giant. Augusta Club is becoming increasingly popular with the corporate world for smaller conferences and get-togethers.

Most recently, the members of the Brigade Gardenia enclave organised a Christmas party which included various programmes.

SWIMMING POOL ▼



BILLIARDS ROOM ▼



▲ CHRISTMAS AT AUGUSTA



SQUASH COURT ►

The MLR Convention Centre

A distinguished venue in South Bangalore

The MLR Convention Centre, located in Brigade Millennium campus, J.P. Nagar, has been operational for over a year now. With its 500-seat air-conditioned auditorium, it is possibly one of the largest convention centres in the city and is perfectly suited to cater to a wide range of corporate and social events.

Plus The Woodrose!

The excellent facilities at the MLR Convention Centre are supplemented by those at The Woodrose club, located just across the avenue.

Modular, flexible options

These venues and facilities can be used alone, in combination with each other or in parallel—depending on the scale and nature of the occasion. Clients can even choose the facilities they need within each location.

A multi-purpose venue

Fast gaining recognition as a fine multi-purpose venue in South Bangalore, the MLR Convention



Centre has seen several corporate and cultural events being held within its premises. These include corporate celebrations, award ceremonies, school cultural programmes, corporate training programmes, musical evenings, full length plays and more.

Most recently, MLR Convention Centre hosted a play "Lucknow '76", about two historically significant times that were 100 years apart, yet very similar—the years 1876 and 1976. Queen Victoria became the Empress of India in 1876; Indira Gandhi declared emergency in India in 1976: both these events changed the face of India drastically. The play talked about the lives of the common people who lived in these two times, and about the impact of dictatorship.

Produced by Black Coffee Productions and directed by Abhishek Majumdar, the play was extremely thought provoking.

Some of the other events that took place here were The Brigade School's Annual Day, Graduation Day and the 3rd Annual Conference of the "Research Society for the Study of Diabetes in India—Karnataka Chapter".

State-of-the-art infrastructure and facilities, combined with streamlined services, ensure every event takes place smoothly and effectively, in the ambience it merits. So that it is remembered for all the right reasons.



A SCENE FROM "LUCKNOW '76"



A SCENE FROM ASHVIN GIDWANI'S "PUNCH-A-TANTRA", A MUSICAL PLAY PERFORMED AT MLR CONVENTION CENTRE

Girish Karnad says...

"I am a theatre person and am delighted by the auditorium at the MLR Convention Centre—beautiful, comfortable, with the right seating capacity and perfectly designed for plays—one of the best in Bangalore. And it feels good to have it so near The Woodrose with its magnificent swimming pool and the park next door, since swimming and walking are my passions. And I am impressed that a school too is part of the facilities provided for. Thus an aesthetically satisfying and altogether civilised space—a most welcome addition to our neighbourhood."

Girish Karnad
—CELEBRATED THEATRE PERSONALITY.



MLR Convention Centre

wins certificate of appreciation

The MLR Convention Centre was awarded a certificate of appreciation, for its nomination as a meritorious entry in the competition for the ICI (KBC)-Birla Plus Endowment Award for Outstanding Concrete Structure of Karnataka, 2006.



The event was organised by Indian Concrete Institute, Bangalore, on the occasion of Concrete Day celebrations on 7 September 2006. Our thanks to the architects, Architecture Paradigm,

and the structural consultants, Potential Services.

Flawless dressing style and perfect grooming have become the norm of today's corporate turn-out. Corporate dressing is a powerful instrument to declare your status and power.

It is better to dress conservatively than to experiment. For an ideal corporate look, men should wear outfits that are:

- Well fitting, clean and simple.
- Conservative, with solid or pinstriped patterns.

Never wear short-sleeved shirts or short socks. Experiment with neckties only if you can carry off something unusual, with panache. And remember:

- Your tie should reach the middle of your belt buckle.
- Match your socks and belt!
- Avoid showy tie-pins or belts with big buckles.

Grooming tips for the corporate world.



With the variety of dressing options they have, women are luckier—unless one is working in the hospitality or airline industry. Most women in India prefer, and are permitted, to dress in salwar kameez and sarees. Some tips:

- Buy classic styles that suit your body shape and are comfortable.
- Sarees are a graceful outfit for women, when worn well.
- Trousers, with a smart shirt and well-fitted jacket, look very presentable.
- Match your handbag, shoes

and belt. Black shoes should be matched with a black handbag.

- Choose clothing to reflect the time of day and the season.

Great clothing is nothing without polished grooming to go with it. Go to work well turned-out—it reflects your enthusiasm and respect towards your work and work place.

Conferences & Conventions

IN SOUTH BANGALORE
• MLR Convention Centre • The Woodrose Club



A range of venues for 10 to 1,000 people.
Facilities for parallel programmes/sessions.
Professional management services.
Professional catering services.
Variety of accommodation options.

AUDITORIUM | CONFERENCE ROOM | BOARDROOMS
BANQUET HALL | BUFFET HALL | OPEN-AIR STAGE & TERRACED COURTYARD

Banquet Facilities

• Banquet Hall • Buffet Hall • Experienced chefs at The Woodrose, to cater to any size, cuisine and style • Option of selected professional caterers • Large, hygienic and well equipped kitchens

Guest Rooms

• 10 guest rooms and 2 executive suites at MLR Convention Centre • 26 luxury guest rooms at The Woodrose • Computer port, mini-fridge and safety locker • Room service and housekeeping



At your service...always!

Brigade Hospitality Services Pvt. Ltd

CLUBS | CONVENTION CENTRES | HOTELS | RESORTS & SPAS | SERVICED RESIDENCES

Ph: +91-80-4199 5999 Mob: +91-98804 05244 enquiry@woodroseclub.com

woodroseclub.com

Banyan Tree Hill Resort in Chikmagalur



VIEWS OF THE WESTERN GHATS FROM DIFFERENT VANTAGE POINTS AT THE RESORT (ARTIST'S IMPRESSIONS)

The internationally renowned Banyan Tree Hotels and Resorts will be partnering with Brigade Hospitality Services Pvt. Ltd, in the management of our hill resort in Chikmagalur, a 4-hour drive away from the bustle of Bangalore.

Banyan Tree Hotels and Resorts are the owners of both the Banyan Tree and Angsana brand of resorts and spas—Banyan Tree being the high-end, luxury brand. With world-class resorts and spas in over eight countries across Asia, they are one of the largest resort and spa chains today.

This proposed 5-star deluxe hill resort will comprise two

resorts set in a sprawling 48-acre site, located just 12 kms from Chikmagalur—Karnataka's "coffee cradle" in the Western Ghats. The Banyan Tree Resort and Spa will have approximately 25 villas and the Angsana Resort and Spa will have around 76 keys—positioning them in the luxury category.

From its design to its execution and management, some of the best minds have been tapped to enhance guest experience at this destination resort. The master design for the resort was arrived at through an international architectural competition held for the purpose.



Brigade's upcoming *Holiday Inn*

Brigade Hospitality Services Private Limited has signed a management contract with InterContinental Hotels Group (IHG) for a new Holiday Inn Hotel called Holiday Inn Bangalore International Airport.

Holiday Inn Bangalore International Airport will be developed by Brigade Enterprises Limited and will be managed by IHG. Well connected to the new international airport, Holiday Inn Bangalore International Airport will be laced with around 250 rooms along with restaurants, swimming pool and a gymnasium. The hotel will be slated to accept bookings by the beginning of year 2011.



JACK HOU, DIRECTOR, LEGAL AND CORPORATE COUNSEL, GREATER CHINA, INTERCONTINENTAL HOTELS GROUP ASIA PACIFIC, AND M.R. JAISHANKAR, CMD, BRIGADE GROUP, AFTER SIGNING THE AGREEMENT.

Sheraton Bangalore @ Brigade Gateway



The Brigade Gateway lifestyle enclave will form a beautiful, self-contained neighbourhood in Malleswaram-Rajajinagar, North Bangalore. The Master Plan of the enclave will feature many facilities, one among them being a 200+ room 5-star hotel. This proposed project will be managed by the Starwood Hotels and Resorts Worldwide, Inc.—owner and operator of hotels and resorts under several internationally renowned brands including Sheraton, St Regis, The Luxury Collection, Westin, Four Points, W Hotels, Aloft, Element and Le Méridien.

Strategically located within this premium enclave, the Sheraton Bangalore Hotel will be part of a clean and controlled environment and will share space with several other landmark buildings. These will include the 30-storey North Star office and software facility; Orion Mall and multiplex; the multi-specialty Columbia Asia Hospital; Galaxy Club; The Brigade School and a wide range of luxury apartments—all spread around a man-made lake.

Sheraton Bangalore Hotel @ Brigade Gateway will be connected to North Star and Orion Mall by sky bridges and will set yet another benchmark for the enclave through its sheer design and quality of service. The hotel will have

a host of first-class facilities: four restaurants, a convention centre, banqueting facilities, health club, spa and more. A multi-level parking annexe, another value-adding feature of the enclave, will adjoin the hotel.

Sheraton—also in Mysore!

Furthering its reach in Karnataka, Brigade Group will be setting up another Sheraton hotel in the royal city of Mysore. A 220-room property, this hotel will feature excellent business facilities and will offer premium hospitality space as a proposed convention destination. It is expected to be operational by 2011.



Come, build a career with us!

With an established presence in the hospitality domain, Brigade Hospitality Services Pvt. Ltd (BHSPL) today manages a wide portfolio of projects that include serviced residences, exclusive clubs, a multi-purpose convention centre, luxury hotels, resorts and spas. Many world-class brands have also partnered with us for our upcoming projects.

We are looking for experienced, passionate and self-driven professionals across departments—Operations, Sales and Marketing, Project Engineering, Architecture/Design Development, Front Office, Banquets, Housekeeping, Administration, Events and Accounts.

If you believe you have what it takes to build a career at BHSPL, please get in touch with us at +91-80-4043 8000 or email us at hospitalitycareers@brigadegroup.com

brigadehospitality.com

Celebrate!

with Brigade Hospitality

Weddings
Engagements
Family events

We bring you two beautiful locations that offer multiple venues, services and accommodation options for a range of occasions...from a pre-wedding gathering to an elaborate wedding celebration or an intimate anniversary party.

The MLR Convention Centre and The Woodrose club together present a suite of delightful venues, with a unique modular plan and flexible services, to cater to celebrations of every scale and size.

- At MLR Convention Centre:**
- Banquet hall • Buffet hall • Auditorium
 - State-of-the-art kitchen • Guest rooms and suites
- At The Woodrose:**
- Conference Room • Amphitheatre
 - Terraced courtyard • Guest rooms and suites
- Services offered:**
- Catering • Hiring of furniture
 - Decorations • Salon and Spa



Let us know
what you
think!

Please write to us at essence@brigadehospitality.com with your feedback, thoughts and suggestions on *Brigade Essence*. We would be happy to feature your letters in a section on letters to the editor, in our next issue!

CHIKMAGALUR is a quiet plantation town, a centre of Karnataka's 'coffee cradle'. Its charming, old-world ambience—now pleasantly modernised by good roads and a golf course—belies the fact that it is just a

4-hour drive away from Bangalore, on the Bangalore-Hassan-Mangalore NH4.

Part of the *Malnad*, or hill country, this is truly a beautiful region. The mountains (with some of the highest peaks in India) and lowlands around *Chikmagalur*, criss-crossed by perennial rivers, streams and waterfalls, are rich with dense forests and natural fodder. Which make it an ecological treasure house, home to a profusion of astounding

diverse and distinct species of flora and fauna...many of which are endemic to the region. Several bird and wildlife sanctuaries are located close to *Chikmagalur*.

The wonders of *Chikmagalur* are not limited to its natural beauty. A day trip from the town takes you to some of the most important historical, cultural and religious monuments and shrines in India. The temples of *Belur* and *Halebid* offer some of the finest examples of 12th century Hoysala art and architecture. The seeds of Jainism in Karnataka were sown in the 3rd century B.C. at *Sravanabelagola*, where the world's tallest monolithic statue stands. *Sringeri*, one of the four *Mutts* started by *Adi Shankaracharya* in the 8th century, is another important pilgrim centre. The *Inam Dattatreya Peetha* shrine at *Baba Budan* is revered by both Hindus and Muslims alike.

Brigade Group's latest venture in

the domain of Resorts and Spas are two hill resorts and spas, nestled in the mountains of *Chikmagalur* in the Western Ghats. It reflects both an exciting future and a precious past for us. For it is situated just 12 km away from *Chikmagalur*...where Brigade Group has its roots. The architectural design blends the resort into the environment in a natural, ecologically friendly way, with the visual focus being the beautiful valley and mountain views all around. The accent is on feeling one with nature—while enjoying the highest comforts of luxury living. For a truly world-class guest experience. The resort design meets our high expectations...as it will yours.

Other places of interest in and around Mysore:

- *Sravanabelagola* (enroute from Bangalore, 150 km before *Chikmagalur*)
- *Halebid* (36 km from *Chikmagalur*)
- *Belur* (Enroute from Bangalore, 22 km before *Chikmagalur*)
- *Muthodi Wildlife Sanctuary* (32 km from *Chikmagalur*)
- *Mullayyanagiri Peak* (10 km from *Chikmagalur*)
- *Hebbe Falls, Kemmangundi* (55 km from *Chikmagalur*)
- *Sringeri* (90 km from *Chikmagalur*)
- *Agumbe* (105 km from *Chikmagalur*)
- *Kudremukh Mountain Range* (95 km from *Chikmagalur*).

Over the hills,
and not so far away...

BRIGADE
Essence

For private circulation only.
Brigade Essence is published by:
Brigade Hospitality Services Pvt. Ltd
Co-ordinating Editor: Charu Ramiah
Editorial Consultancy & Design: Resource Communications

BRIGADE HOSPITALITY SERVICES PVT. LTD
Corp. office: Hulkul Brigade Centre
2nd Floor, Lavelle Road, Bangalore 560001

Ph: +91-80-4043 8000 / +91-98804 05244
sms: **Brigade Hospitality** to 56767
enquiry@brigadehospitality.com

brigadehospitality.com


BRIGADE
Hospitality

At your service...always!