



Orion, Bangalore's first lifestyle mall, with Sheraton Bangalore and North Star in the background. Located in Brigade Gateway. Construction in rapid progress. (Artist's impression)

New project launches

- In Mysore: Three new residential projects—Brigade Solitaire, Brigade Citadel and Brigade Horizon—were launched on 15 April.
- Premium Residences in South Bangalore: Brigade Petunia, a premium residential apartment project, was launched on 24 June.
- Courtyard homes in North Bangalore: Brigade Courtyard, a luxury residential apartment project, was launched on 17 June.

For more details turn to page 4

Brigade ranked amongst India's top builders



Brigade has been ranked amongst the leading builders in the country, by *Construction World*, India's largest selling magazine in the construction sector. From a list of 76 builders from Mumbai, Pune, Delhi, Hyderabad, Chennai and Bangalore, related professionals evaluated ten builders on parameters like size, brand or image, quality of construction, goodwill, innovative product offerings, social obligations and commitments, use of technology and best business practices.

The purpose of the survey was to identify both leading and emerging builders.

We have moved!



To accommodate our expanding operations and growing team, we have shifted the offices of Brigade Enterprises Limited to Hulikul Brigade Centre at Lavelle Road on 12 May.

Mercure Homestead Residences

Brigade Hospitality has entered into a management tie-up with Accor, the European leader in hotels and tourism, to run its 134-key serviced residences—Homestead 3, at Koramangala. These serviced residences will be known as Mercure Homestead Residences and will open in early 2008. Accor has a major presence in nearly 100 countries, with nearly 3,800 hotels. Its brands include Sofitel, Novotel, Mercure, Suite Hotel, Ibis, Etap Hotel, Formule 1 and Motel 6.

Homestead—Bangalore's first professionally run serviced residence facility—began in 2001.

New clients @ Brigade TechPark



The state-of-the-art Brigade TechPark, located in Whitefield and having a leasable area of 450,000 sft, is equipped to suit a wide range of business needs.

This impressive commercial facility now has a client profile that includes: TATA ELXSI Ltd, Standard Chartered Bank, Capgemini, StreamNet, Mahindra Engg and IBS Software.

Spread across two buildings, Brigade TechPark is strategically located next to ITPL and the EPZ in the heart of Bangalore's IT Zone.

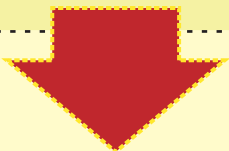
Independence Day greetings from all of us at Brigade



Editor's Note

The first issue of *Brigade Insight* was published in January 1997. It was intended to be a vehicle of corporate communication with our growing world of staff, associates and friends.

Appreciative reader feedback indicates that *Brigade Insight* has been received very well. However, we are always looking for ways to make things better. Please tell us how you feel about our newsletter and the changes you would like to see in it.



We value your Feedback!

Spare just a few minutes to take part in the "Brigade Insight Feedback Survey". Answer 5 simple questions on our website:

www.brigadegroup.com

Inviting applications for Young Achiever 2007

The state-wide Young Achiever Award was instituted in 2006 by Brigade Group, in association with Rotary Bangalore Midtown. Its objective is to appreciate and encourage the achievements of young people in different areas of endeavour.

The award carries a cash prize of Rs 100,000 plus a trophy and citation.

The award is open to residents of Karnataka who are under 25 years of age and have made significant achievements in areas such as community service, social work, fine arts, literature, music, dance, theatre, film, communication, sports, science, technology, innovation, entrepreneurship, agriculture, environmental awareness or any other areas of endeavour.

Applications are short-listed based on criteria like: inspiration value; usefulness / contribution to society; level of achievement / innovation; and leadership effort.

In its first year of institution, the Young Achiever Award was shared by two young women—International swimmer Shikha Tandon and Manasi Prasad, who possessed exceptional achievements in the fields of academics and music. A special cash prize was also given to Basavaraj T. Horaddi in recognition of his achievements in the field of special sports for the physically challenged.

It has been nominated for an award at the Rotary International, for the outstanding method in which it was conducted.

We welcome both individual and team entries for Young Achiever 2007. Applications are invited directly or as nominations. The last date for receipt of entries is Monday, 10 September. The Young Achiever Award ceremony will be conducted at the MLR Convention Centre, Brigade Millennium campus in J.P. Nagar, during the last week of October 2007.

For more information on the award, the application form and procedures, visit: www.youngachiever.in



Rotary Bangalore Midtown & Brigade Group
Young Achiever 2007

A few thoughts...



The long awaited (since 2005) revised CDP (Comprehensive Development Plan), now named Revised Master Plan (RMP), is finally approved by the Government. The RMP gives a direction for Bangalore city's growth. The Master Plan has many positive features and has zoned many hitherto undevelopable lands into residential, commercial and other usages, thereby increasing the supply of land substantially. This may help in checking the unbridled increase in land prices noticed in the past 2 to 3 years. One negative feature of the RMP is that it has given a go-by to the concept of exclusive residential or commercial zones by allowing mixed / multiple uses in all zones. While the RMP covers the areas coming under BBMP and BDA, a large part of peripheral Bangalore still falls under BMRDA (Bangalore Metropolitan Region Development Authority), whose zoning plan had been awaiting approval since 2003! Unless the BMRDA Master Plan is put in place soon, the city is bound to notice a lot of unauthorised structures and unplanned growth. Hopefully, it will not become a case of 'locking the stables after the horses have bolted.'

Another significant piece of news is the formation of BBMP (Bruhat Bangalore Mahanagara Palike) by bringing seven City Municipal Councils (CMCs—Bommanahalli, Byatrayanapura, Dasarahalli, K.R. Puram, Mahadevapura, Rajarajeshwari Nagar, Yelahanka); one Town Municipal Council (Kengeri) and many villages within the purview of the City Corporation. This should certainly pave the way, over a period of time, for improving the infrastructure in these areas.

While construction activity in Bangalore and elsewhere is increasing at a fast rate, shortage in the availability of basic materials like cement and sand, particularly in Karnataka, is leading to a 'force majeure' situation and upsetting project completion schedules. Added to this is an acute shortage of labour force—both skilled and unskilled. Looks like the property development industry should learn to live with these problems, since there is no solution in sight in the near future.

The real estate business is undergoing a metamorphosis in more ways than one. Many companies have raised public funds to meet their capital requirements for growth. Brigade Group is also in the process of seeking the required permissions for an Initial Public Offer (IPO) of Brigade Enterprises Ltd's equity shares.

The Reserve Bank's efforts to curb inflation by increasing interest rates has yielded good results. But surely at the cost of reduction in GDP growth rate—probably by a percentage or two.

2007 is the Diamond Jubilee year of Indian Independence. If one looks back, we can be proud of many achievements, although the country has not progressed to its potential. But the stage is set for a bright future in the years ahead. It is entirely up to us to seize the opportunities. Our elected representatives have a great responsibility to steer the boat to its correct destination.

—M.R. Jaishankar, CMD, Brigade Group

A new star in the Brigade Gateway galaxy!

Presenting Andromeda Wing
at Brigade Gateway...

Bangalore's first lifestyle enclave.

Overlooking the enclave's central lake, Andromeda Wing will offer a range of spacious 3- and 4-bedroom apartments. With high grade specifications, including imported marble and wooden flooring. Apartments will be fitted with built-in wardrobes, kitchen cabinets and air-conditioners.

Construction is in rapid progress on the 40-acre world-class neighbourhood of Brigade Gateway, which will include:

A central lake • Galaxy Club • Orion Mall & Multiplex • Sheraton Bangalore Hotel • Columbia Asia Hospital • The Brigade School • North Star—offices and software facilities

Come discover the magic of the Andromeda Wing today!

BRIGADE GATEWAY, MALLSWARAM-RAJAJINAGAR
Ph: +91-80-4180 8800, 98804 05254 / 371
sms: Brigade Gateway to 56767

BRIGADE ENTERPRISES LIMITED
Corp. offices (WEEKDAYS): +91-80-41379200
enquiry@brigadegroup.com brigadegroup.com

Meet our Board of Directors



(L to R): P.V. Maiya, Director—Canara Bank, Former CMD—ICICI Bank; M.R. Gurumurthy, Director; P.M. Thampi, Director—HDFC Asset Mgmt Co. Ltd, Former CMD—BASF India Ltd; M.R. Shivram, MD—Capronics Pvt. Ltd; M.R. Jaishankar, CMD—Brigade Group; Githa Shankar, Chairperson—Brigade Foundation; Dr T.N. Subba Rao, Chairman—Constuma Consultancy, Former CMD—Gammon India Ltd; Dr K. Kasturirangan, Hon. MP (Rajya Sabha), Former Chairman—Indian Space Research Organisation, Former Secretary—Dept of Space, Govt of India.

Brigade on *Headlines Today*

Brigade Group was prominently showcased on *Bangalore Beats*, a programme produced by India Today Group's channel—*Headlines Today*. Aired in the first week of July, the programme featured the different sectors that contribute to the growth and popularity of Bangalore. Brigade was featured in the section that covered infrastructure and real estate.

Brigade on *NDTV Profit*

The Brigade Gateway enclave was the focus of the popular programme—*Hot Properties*, aired on *NDTV Profit* on 21 April. The half-hour weekly programme features the best properties from around the country and serves as a national house-hunting guide that offers information on the best deals and developments in the real estate sector.

Brigade Coronet on list of Bangalore's most coveted residences

Brigade Coronet has been identified as one of the best residential options in Bangalore. It was featured in a cover story in *Bangalore Beat* (5 August), a supplement of *The Week*. Reproduced below is an excerpt from the article, "Live in Style: The city's 10 coveted properties":

For Sarina Singh and her family, who moved into the fourth floor apt in Brigade Coronet in 2006, it was love at first sight. "I can never ever think of moving out of here", confesses Sarina. Brigade Coronet, on Palace Road, one of Bangalore's loveliest locations, always makes heads turn. A happy mix of the old and the modern makes living here a special experience.

According to Sarina, the open terraces, awash in sun-light and cleansed by fresh air and its bungalow-like feel is the nicest thing about Brigade Coronet.



Brigade Coronet featured on the supplement's cover.



Brigade Petunia Premium Residences

Large and exclusive premium residences set on a quiet, green residential lane in South Bangalore—where Jayanagar meets Banashankari. Brigade Petunia will comprise eight wings—each with four 3-bedroom residences (3150 sft - 3350 sft) and two 4-bedroom residences (3900 sft - 4500 sft), built to premium specifications—with just two residences to a floor. Other features will include a multi-level clubhouse with a swimming pool, gym, indoor games, a multi-purpose hall and a terrace party area; top-covered stilt parking.

Ph: +91-80-4137 9200 Fax: +91-80-4137 9320

sms: Brigade Petunia to 56767 enquiry@brigadegroup.com brigadegroup.com

Construction in rapid progress at our enclaves



Construction at Brigade Gateway, Malleswaram-Rajajinagar. The view shows the size and scale of the residential part of the enclave. Similarly, construction is also in rapid progress at Brigade Metropolis, Whitefield Road.

Contd from Pg 1...

New project launches

Brigade Courtyard

The recently launched **Brigade Courtyard** offers exclusive 2- and 3-bedroom luxury apts, each with its own private terrace. The 12 apt wings, with just four levels to each, will surround a central courtyard, leading into a pedestrian avenue. A multi-level clubhouse will include a well-equipped gym, swimming pool, indoor games, a multi-purpose hall and party terrace. Located on HMT Main Road, in the HMT Township, Brigade Courtyard is well connected to schools, hospitals and our upcoming Orion Mall & Multiplex at Brigade Gateway.

Brigade Petunia

Strategically located in an area where Jayanagar meets Banashankari, **Brigade Petunia** is easily accessible and centrally located, with schools, hospitals and shopping centres close by.

Brigade Petunia comprises 3- and 4-bedroom luxury residences. Each spacious residence will offer a combination of open spaces: sit-outs, private gardens, balconies and open-to-sky terraces.

All wings will overlook a landscaped central courtyard. A multi-level clubhouse will include a swimming pool, gym, indoor games and more.

Three new projects in Mysore

Brigade Horizon at Siddhartha Layout will feature 2- and 3-bedroom apts. Facilities will include a swimming pool, gym and play area.

Located behind Lalitha Mahal Palace, **Brigade Solitaire** will feature 2- and 3-bedroom

apts, with facilities like a central courtyard, roof-top swimming pool, gym, indoor games room, party area and multi-purpose hall.

Brigade Citadel, located in Yadavagiri will feature 3- and 4-bedroom apts.

Safety @ Brigade



Awareness programme on construction safety at Brigade Gateway, on 23 June.



Celebrating the safety achievement reached by Ahluwalia Contracts (India) Limited at Brigade Metropolis—5 million safe man hours—on 19 May at an on-site function.

VIEW OF THE RESIDENTIAL SECTION AT BRIGADE METROPOLIS (ARTIST'S IMPRESSION)



BRIGADE METROPOLIS Whitefield Rd

40-acre integrated enclave. 6 kms from Indiranagar.
2- & 3-bedroom luxury apts.

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sms: **Brigade Metropolis** to **56767** enquiry@brigadegroup.com

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Brigade Hospitality to invest Rs 1000 crore in South India

In order to expand its footprint in South India, Brigade Hospitality Services Pvt. Ltd plans to invest over Rs 1000 crore in different areas over the next three years.

Brigade Hospitality first entered this domain through the Homestead chain of serviced residences. Over the years, it has extended its domain presence by ventures in areas that include clubs, a convention centre, resort and spa, and most recently, hotels. "We plan to set up five hotels in the south by 2009-2010", says Mr. Vineet Verma, CEO, Brigade Hospitality.

An exciting variety of new initiatives

- Brigade Hospitality plans to increase room inventory of **Homestead Serviced Residences** in Bangalore from the current 89 keys to close to 300 keys by 2010. "We are in talks with international players for managing upcoming Homesteads in Bangalore", says Mr. Verma.
- It has tied up with **Banyan Tree Hotels and Resorts** for managing its two resorts in Chikmagalur, in the Western Ghats of Karnataka. They are expected to become operational by 2009-2010.
- The company has signed a management contract with **Sheraton**, a brand of Starwood Hotels, for another upcoming 250-room hotel in Bangalore. This property, which is part of an integrated project, is expected to become operational next year.
- Brigade Hospitality is now in talks with several international hotel chains like **InterContinental Hotels** group and **Starwood Hotels** for setting up hotels in Bangalore, Mysore and Kochi.

—Excerpted from Economic Times, 2 June.

Brigade Hospitality has a new address!

We are pleased to announce that the offices of Brigade Hospitality Services Pvt. Ltd have shifted to the **Penthouse, Brigade Towers, Brigade Road**, on 3 August.

Memberships



THE WOODROSE

A club you'll be proud to belong to

Multi-cuisine Restaurant | Bar | Barbecue | Bakery
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Therapy Centre | Conference Hall | Boardroom
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Billiards | Swimming Pool | Badminton | Squash
Card Room | Library | Open-air Stage | Terraced
Gardens for private parties

membership@woodroseclub.com

Brigade Millennium Campus,
J.P. Nagar 7th Phase, Bangalore 560 078
Ph: 4199 5999 Fax: 4130 1313
enquiries@woodroseclub.com

Ayush in The Woodrose Spa

The Woodrose-Ayush Therapy Centre, launched on 25 July, provides members with a holistic experience. The centre, launched in association with the HLL-AVP collaboration, offers expert personalised advice and treatment for the following: 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, Coimbatore, will visit the centre once a month.



Githa Shankar, Chairperson, Brigade Foundation, inaugurates The Woodrose-Ayush Therapy Centre at The Woodrose Club, Brigade Millennium campus.

Girish Karnad on MLR Convention Centre

The world renowned Kannada playwright had this to say about our facilities:

"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 Club with its magnificent swimming pool and the park next door, since swimming and walking are my passions. And I'm impressed that a school too is part of the facilities provided. Thus an aesthetically satisfying and altogether civilised space—a most welcome addition to our neighbourhood."

Visit us

@

brigadehospitality.com

Call for reservations @ MLR Convention Centre

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Ph: 4018 2222 / 15 Fax: 4130 1313
enquiries@woodroseclub.com

Homestead Serviced Residences

Fully equipped 2-, 3- and 4-bedroom residences on Lavelle Rd, Cambridge Rd, Jayanagar and Indiranagar.

Ph: 4043 8000 / 98804 05244
enquiry@homesteadbangalore.com

homesteadbangalore.com

Happenings @ Brigade Hospitality

At The Woodrose



Vineet Verma, CEO, BHSPL, with winners.

Millennium Snook '07

The official snooker competition of The Woodrose—Millennium Snook '07—was held between 9 - 23 June. The 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 on 23 June.

At MLR Convention Centre

Bhule Bisre Geet

The Woodrose Cultural Group organised a memorable evening of old era Indian songs on 21 July. Chandrika and her troupe performed for a highly appreciative audience.



Chandrika performing at MLR Convention Centre.

May Queen Pageant

The final round of the May Queen Pageant '07 was held on 26 May. The well-attended evening saw members enthusiastically vying for the "May Queen", "May Prince" and "May Princess" titles. The event was organised by Jyoti and team.



May Queen Pageant winners on stage at MLR Convention Centre.

At Augusta Club

The Augusta Club, Brigade Gardenia campus J.P. Nagar 8th Phase, recently hosted two exhibitions—one of paintings and the other of garments and knick-knacks—which received overwhelming responses from the members.

For party hall reservations call: 4024 2222
enquiry@augustaclub.in www.augustaclub.in

From the fairways of Chikmagalur
Brigade Cup '07

Arun Kumar of Bangalore won the Brigade Cup at the state-level golf tournament held at the Chikmagalur Golf Club on 19 and 20 May. The Tournament, open to golfers across Karnataka, is played over 18 holes.

The Brigade Cup, an open tournament, was instituted three years ago and has become a keenly competed event. It covers par competitions in four different categories: men, ladies, juniors



Arun Kumar receiving the Brigade Cup from M.R. Jaishankar, CMD, Brigade Group

and Chikmagalur Golf Club members. The other competitions held during the weekend were the Visitor's Cup stroke play competition and the Founder's Cup stableford competition.

Tournament prizes were distributed by M.R. Jaishankar, CMD, Brigade Group; Vineet Verma, CEO, BHSPL; B.S. Patil, former Chief Secretary, Government of Karnataka; and members of the founder president's family.



Members at play at the Chikmagalur Golf Club

Brigade in Reality...



The Brigade stall at Reality 2007, held at The Grand Ashok on 28 and 29 April.

...and in the USA and UK



Brigade also participated, to good response, at the Axiom Property shows held at New York, New Jersey and Santa Clara, in the USA; and also in the UK.

Corporation Bank International Credit Card launch



M.R. Jaishankar, CMD, Brigade Group is seen receiving the card from V. Leeladhar, Deputy Governor, RBI, in the presence of B. Sambamurthy, CMD, Corporation Bank, at their International Credit Card launch. He was one of the first to receive this credit card.

OBITUARY



We deeply regret the sad demise of our dear colleague Mr D.J. Basavaraj, Senior DGM, who passed away on 4 August.

He was hospitalised and had been under treatment for a few days before his death. He is survived by his wife and daughter.

Mr Basavaraj had been part of the Brigade Group for 15 years. We appreciate his long and dedicated service to the organisation.

Brigade Group thanks all who sent their condolences.

Orion Mall showcased at South India's largest retail event



Brigade showcased Orion Mall—Bangalore's first lifestyle mall, located in the Brigade Gateway enclave in Malleswaram-Rajajinagar—at *The Shop*, a retail event held at The Grand Ashok on 30 and 31 May.

The Shop, the first mega retail event of its kind to be held in South India, was attended by over 500 delegates representing regional, national and global brands. It was organised by Images Multimedia, a multi-channel organisation.



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no longer a fairy tale.

Serviced residences across Bangalore.

LAVELLE ROAD | CAMBRIDGE ROAD | INDIRANAGAR | JAYANAGAR **New!**

- Studio, 1-, 2-, 3-bedroom and penthouse apartments
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Fully equipped kitchen | Crockery and cutlery | Broadband internet access
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SMS: Brigade Homestead to 56767 enquiry@homesteadbangalore.com

Managed by Brigade Hospitality Services Pvt. Ltd

The School Report Card

The Brigade School strongly believes in developing the all-round excellence of students... which encompasses sports, academics, the arts, debates, elocution and more. Some recent events and achievements:

Primary School Sports Day, 13 July

Some of the noteworthy performances include:

- *Abhinandini* (Std 2):
First in 50m Race and Long Jump
- *Shreya Subramaniam* (Std 3):
First in 80m Race and Russian Rugby
- *Priam Shakti* and *Aneesh Diwakar Bhat* (Std 1):
First in Russian Rugby and 25m Race.
- *Aman Rao* (Std 2) and *Atharva Prasad* (Std 3)
deserve special commendation for their splendid performance in athletics

Honours won at the World Athletics Meet at Kanteerva Stadium, Bangalore, 11 and 12 May

- *Anisha G. Prabhu* (Std 6):
Second in 80m Race (Under 12 group)
- *Nishitha H.* (Std 3):
Third in High Jump (Under 10 group)
- *Skanda Sharan Datta* (Std 4):
Fourth in High Jump (Under 10 group)

Prestigious summer school selection to the Society of Gifted Children

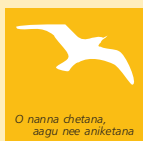
Sneha Ravikumar attended the summer school of the Society of Gifted Children, run by University of California, Berkeley (USA) in June.

Felicitation programme for our CBSE toppers

The programme, organised by the Bangalore Sahodaya School Complex, to honour our most outstanding students, was held at Yavanika Auditorium, Bangalore on 30 June. *Vinay Kumar Kola* (an IIT aspirant, now enrolled for the FIITJEE) and *Swathi R. Shenoy* were present.

Dramatic success with 'Bangalore 2016'

Eight of our students participated in a skit 'Bangalore 2016', organised by the Concern India Foundation, Bangalore at Lalbagh on 7 July and were awarded third place in the competition.



THE BRIGADE SCHOOL

Academic year 2008-09

The Brigade School,
Brigade Millennium Campus,
J.P. Nagar

Academic year 2009-10

at our proposed school:
The Brigade International School,
Whitefield

www.brigadeschools.org

New Block Now Open



The Brigade School at J.P. Nagar has introduced Standards 11 and 12 this academic year. A new wing has been added to the school, providing additional classrooms and working spaces.

First Batch. First Class.
100%.



THE
BRIGADE
SCHOOL

J.P. Nagar Campus @ BrigadeMillennium

A commendable achievement for a new school in its third year of operations: The very first graduating batch of students has secured 100% first class results in the CBSE Std 10 examination, with 81.8% of students scoring a distinction.

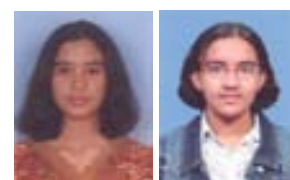
Our congratulations to the students, staff and parents!

For more details, please visit:
brigadeschools.org

The three toppers



Vinay Kumar Kola (96.2%) receiving toppers award from *Mr. Kovai Selvan*, Senior VP, TVS Motors Co. Ltd



Swathi R. Shenoy (93.6%)
Sneha Ravikumar (93.4%)

We are proud to say that...

No student was asked to attempt an easier board so that the school could be certain of achieving first class

results. This is an achievement as some students were from varying backgrounds with totally different study skills.

The Brigade International School, Whitefield

The ground breaking ceremony of Brigade Foundation's first international school was held on 5 July. It is expected to be operational from June 2009.

The school will be located less than 1 km from Brigade Metropolis, near the Mahadevapura Fire Station at Dyavasandra, just off Whitefield Road. Set in a 4-acre plot, with contemporary architecture, the school will have staff and facilities of a very high standard.

Careers with The Brigade School

We believe in the concept of a 'neighbourhood school', and welcome those in the vicinity of J. P. Nagar interested in working with us in various capacities. If you are looking for a fulfilling job in a stimulating atmosphere, get in touch with us.

Phone: +91-80-4130 1390
email: enquiry@brigadeschools.org



M.R. Jaishankar, CMD, Brigade Group met with the BDA Commissioner for an informal interview for *Brigade Insight*. This interview centred around the Bangalore Master Plan-2015, excerpts of which are reproduced below...

What according to you was the vision behind releasing this Master Plan?

Master Plans are generally thought of for metros, while the smaller cities have CDPs. There was a French government initiative which was accepted by the state government.

Where do you see Bangalore going in this period of Master Plan 2015...going from where we are to where we will be?

Bangalore's development is beyond normal calculations of city planners. Compared to any other city in this country, we are far ahead...Bangalore sold the second highest commercial space in the year 2006-07—12 million sft, which is next only to London. The nearest competitor to us in India is Chennai. Bangalore is truly a global city in terms of demand. So are we a global city in terms of infrastructure? In order to create the infrastructure, this Master Plan is the Bible.

But there is always a gap between the requirement and the capacity to deliver by the infrastructural agencies. What efforts have been made to bridge the gap?

Social infrastructure is in a top condition in Bangalore. You have education taken care of and an excellent hospital network.

We are not facing any crunch in power.

M.K. Shankarlinge Gowda is Commissioner of the Bangalore Development Authority (BDA). In the course of his career in government service, he has held many significant positions, amongst which are: Commissioner, Mangalore City Corporation; Deputy Commissioner, Bangalore; Director of Tourism; CEO and Executive Member, Karnataka Industrial Areas Development Board; Secretary to Chief Minister, Govt of Karnataka; Secretary to Govt, IT and BT Dept.

Though we draw water from a long distance, pumped to the height of 1500m, we have adequate water supply. But water will be a constraint in the future.

The problem is the traffic. Bangalore has the second largest vehicle population in India, next to Delhi. Bangalore's public transport has to be upgraded. Once the metro is in place, the congestion will get reduced.

You have to encourage people to live where they work. Let's say you are constructing a 2 or 3 million sft property somewhere around the ring roads—then you should have some 20,000 flats



M.K. Shankarlinge Gowda—Commissioner, BDA, in conversation with the team from Brigade Group: (R-L) Mathew Abraham—Sr. Manager, Corp. Communications; M.R. Jaishankar—CMD; Sowmya Mohan—Brigade Insight / Resource; Dilip Sharma—DGM (Liaison)

coming nearby. Give them a multiplex, give them an evening hangout—nobody will travel.

As part of the development strategy for Bangalore, have you considered one of the strategies as developing counter-magnets elsewhere?

Satellite towns for Bangalore should be one to

“Bangalore will not be a city anymore, it will be a region.”

one and a half hours, by train.

The Bangalore-Mysore axis is suitable for development; water is available, educational institutes are there. And people have developed the habit of travelling.

Satellite towns may not be possible everywhere. I'm talking about satellite cities. You can create good facilities in Mysore, Tumkur and even Hassan. So, Bangalore will not be a city anymore, it will be a region.

How do you see the role of BDA now that BBMP has been formed?

The BDA's role till now was being a planning authority for the area which was falling just outside the BMP. BDA has to become an infrastructure agency.

I would also like to take up vertical housing, on a public-private-partnership model. I want the builders to be my partners and we would share the built-up space. So that the maintenance is built into the contract and BDA can go for larger projects. That is planned and it is going before the cabinet.

We still have multiple agencies like BBMP, BMP, BMRDA, BIAPPA, etc. Is there going to be any further reduction in multiplicity—all agencies becoming one?

There is a metropolitan planning committee, chaired by the Hon. CM. Only Calcutta has done it so far. It (the metropolitan planning committee) would have more of elected representatives. It can be more of a consultative process. It would be a good set-up!



Your home. Your Solitaire.

Brigade Solitaire—our newest luxury apartments.

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Brigade Solitaire is located near Lalitha Mahal Palace. In a pretty neighbourhood, surrounded by Mysore's well known landmarks—the Golf Links, Sports Club,

Chamundi Hills, Karanji Lake and SDM College. It is also conveniently located a km away from the Ring Road.

Come, select your Solitaire today.

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SOLITAIRE**
NEAR LALITHA MAHAL PALACE, MYSORE

Master Plan for Bangalore's transition

The Bangalore Development Authority (BDA) has released the revised version of its Master Plan 2015—an integrated planning approach towards a vibrant international city. The first step towards this was initiated by the Bangalore Development Committee.

The salient features of the Draft Master Plan, prepared under KTCP Act, covers:

- Local Planning Area (LPA) or Bangalore

Metropolitan Area (BMA)—1306 sq. km, 387 villages, 7 CMCs and 1 TMC

- Area for development (conurbation area)—786 sq. kms
- Green belt and agricultural areas—455 sq. kms
- Projected population (for 2015 within BMA)—8.84 million

The new land use zones and zonal regulations have been arrived at with the intention of:

- Safeguarding public interest
- Promoting economic efficiency
- Strengthening and responding to the city's complexity by being anticipatory and responsive, and making realistic regulations
- Creating flexible land use zones
- Facilitating implementation

— Excerpted from the BDA website: www.bdabangalore.org

New Guidance Value sends city land rates soaring

As per the final notification issued by the government, the guidance value of residential sites has been increased by 50%, commercial properties by 60% and industrial properties by 25%.

- Flats with roofed car parking facilities will have to shell out an additional Rs 70,000 while those sans roof will pay Rs 50,000. "Guidance value for flats with facilities of open terrace, garden

area and executive usage areas has been hiked to 25%", a revenue official explained.

- Corner sites have to pay an additional 10% over and above the hiked rates.

Other changes in guidance value:

- If a property is commercially developed either by BBMP, BDA or cooperative housing societies, the hike is 40%.

- For properties adjoining national highways, the hike is 50% of the hike in residential areas, and for state highways, it is 25%.
- Commercial properties under erstwhile CMCs, revenue-areas and gramathana regions hiked by 30%; flats for commercial purposes will have to pay 20% more than residential flats.

—Excerpted from The Times of India, 19 April

Stamp Act amended

With effect from 1 April 2007, an amendment of the Stamp Act now extends the definition of the "family" (in Article 28 relating to 'Gift deeds' and Article 48 relating to 'Settlement deeds') to include brothers and sisters. This means a Stamp Duty of just Rs 1000 has to be paid on gift / settlement deeds executed by siblings.



BIA just 8 months away

The new Bangalore International Airport at Devanahalli, 30 kms from the city, is scheduled to be commercially operational by April 2008—putting Bangalore City on the global destination map. Built by Bangalore International Airport Limited (BIAL), this airport is the largest greenfield, private-sector owned and operated airport in India. It will offer facilities comparable with the best international airports.

Bangalore to have six rings!

Bangalore will soon have the greatest number of concentric roads surrounding it. Six concentric roads will soon ring the city: Core Ring Road (CRR), Outer Ring Road (ORR), Inner Ring Road (IRR), Peripheral Ring Road (PRR), Satellite Town Ring Road (STRR), the peripheral road as part of BMIC, and now another—the Intermediate Ring Road. Two projects have already been implemented and four are in the pipeline, with sanctions obtained.

Budget and Finance

Reverse Mortgage Loans

Senior citizens can get paid for living in their house. In exchange, they will have to mortgage the house; but can stay in it throughout their lifetime. This has been made possible by Reverse Mortgage Loans (RML), the operational guidelines which have now been finalised by the housing finance sector regulator, National Housing Bank (NHB).

According to the guidelines, RMLs can be extended by scheduled banks and housing finance companies to senior citizens against owned and self-occupied houses. The loan can be given to a couple, even if one of them is below 60 years. If a borrower wishes to repay the loan, he can do so and keep the house, without having to pay any penalty. Even after one partner dies, the other one will continue to enjoy the right to live in the house.



In return for the loan extended, the senior citizens are required to mortgage their property to a lender, who can make lump sum, monthly or quarterly payments to the borrowers during their lifetime. Once the borrowers die, or decide to leave the house permanently, the lender recovers the loan amount plus accumulated interest by selling the property. However, the borrowers—or their heirs—will have the option to repay or prepay the loan with accumulated interest and retain the property. The loan amount will depend on market value of residential property (as assessed by the lending institution), age of borrowers and prevalent interest rate, according to the guidelines.

—Excerpted from The Times Of India

IT revenue projections: \$50 billion in 2007-08

During fiscal 2006-07, the industry reported a revenue of \$39.6 billion—which is a 30.7% growth, exceeding Nasscom's forecast of 27%. Software services exports grew by 33% to rake in a revenue of \$31.4 billion against \$23.6 billion in the year before, while the domestic segment grew by 23% with a revenue of \$8.2 billion against \$6.7 billion in the previous year. Exports of IT services alone grew at 35.5%, bringing in \$18 billion, while exports of BPO-ITES services accounted for \$8.4 billion.

On the outlook for 2007-08, Nasscom predicted a 24-27% growth to take the total revenue to \$49-\$50 billion.

The IT industry can achieve the targeted \$60 billion revenue by 2010 by maintaining an easy run-rate of 24.1% and 19.3% in the exports and domestic markets respectively.

—Excerpted from various sources

Housing Loan Schemes

Indicative Equated Monthly Installment for every Rs 1 lakh of loan*

Period up to (in years)	5	10	15	20
Floating Rate of Interest	12%	12%	12%	12%
EMI	2,225	1,435	1,201	1,102
Fixed Rate of Interest	14%	14%	14%	14%
EMI	2,327	1,553	1,332	1,244

As on 8 August 2007

* Conditions apply

- 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
- Loans can be availed from leading financial institutions
- Interest rates and EMIs are subject to change without notice, check with the financial institutions for prevailing interest rates
- Calculations are based on loan amount of up to Rs 10 lakh
- Administrative fee will be 0.25% of loan amount + 12.24% service tax

Factual information contained in this newsletter is subject to reconfirmation where relevant. E. & O.E.

India's economic freedom

On the occasion of the 60th anniversary of our independence, we are witness to an overwhelming load of information and analyses on the events of those years.

Which is why we have chosen to limit ourselves to just one aspect of our history...

India and China were the economic superpowers of the 16th century; their trade in silk and spices the stuff of both textbooks and legends.

The second largest economy

The early economy of the Indian sub-continent could be termed robust, as these figures show:

Time	India's share of world income
1 A.D.	32.9%, the largest in the world.
1000	28.9%, the largest in the world.
1500	24.5%, the second largest in the world. China's was 25%.
1700	24.4%, the largest in the world. Europe's was 23.3%.

The decline started under the British, a setback from which India is now recovering:

1800	16.0%
1900	7.6%
1952	3.8%
2007	6.3%

Ruled by Britannia

The seeds of change were first sown in 1600, when Queen Elizabeth I granted the Honourable East India Company a charter to further trade links with "the East Indies".

The India of the 1800s was largely agrarian; the common industries were crafts, textiles and food processing. The barter system was in common practice. The economic system and its functioning were influenced by the twin social systems of the time: caste and joint family. Trade—Indian spices and textiles for gold and silver—was conducted with Europe, the Middle East and South East Asia. The revenue of the Mughal Empire, about the time the East India Company first landed on Indian shores, is believed to have been £17.5 million.

Unfortunately, India soon moved from being Britain's trading partner to a crown colony. And India's colonial rulers stifled her economic growth and potential, by exploiting her resources and creating economic policies aimed only at furthering the British advantage.

A further crisis was caused in the 1870s, by Britain's refusal to allow India to shift to the gold standard of currency. India remained on the silver standard—while trading with countries like Britain, France and the USA, which followed the gold standard. As the value of silver fell (with the discovery of more and more silver reserves), so did the value of the rupee. India's share of world income fell to 12.2% by 1870 and 7.6% by 1913.

The post-colonial situation

Then came 1947 and freedom. But the British left India an unenviable inheritance: India was one of the poorest countries in the world—industrial development was almost non-existent. Life expectancy was one of the lowest in the world. Education was limited to a miniscule percentage of the population.

Nehru's vision for India

Nehru, as India's first Prime Minister, had a socialist vision for India's economic development. He favoured a mixed economy and created economic policies that were heavily biased towards central / state control. While these policies facilitated the growth of diverse manufacturing and heavy industries, they retarded productivity, profitability and quality. Existing levels of poverty and unemployment further hampered economic growth.

Cambridge historian Angus Maddison estimates that India's share of the world economy fell to 3.8% in 1952 and to 3.1% in 1973. Today it has risen to 6.3%.

A closed economy begins to open...

Under the rule of Prime Minister Indira Gandhi, banks were nationalised. Till the 1990s, India remained a virtually closed economy. Then, it slowly opened up its markets through several far-reaching policy shifts and economic reforms.

...and the graph begins to rise again

The first signs of change appeared as early as the 1980s. Rajiv Gandhi's government initiated business-friendly measures like the easing of capacity restrictions and price controls and lowering of corporate taxes.

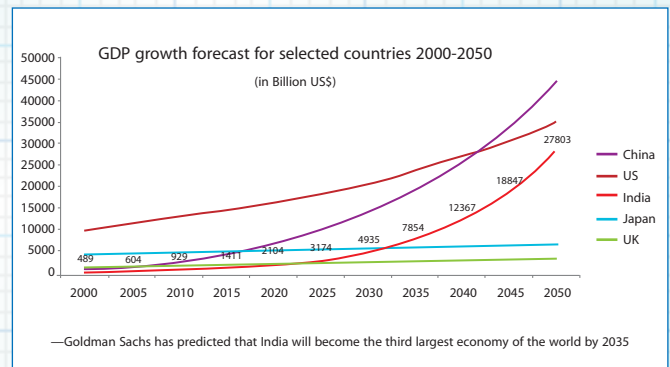
Economic liberalisation followed in 1991, led by Prime Minister P.V. Narasimha Rao and his Finance Minister Manmohan Singh. Regulatory

hurdles were removed and licensing requirements minimised. Privatisation limited state and public sector involvement in business. Globalisation eased the way for MNCs to operate in India. Since then, the economy has grown constantly, albeit with a few setbacks. Increased life expectancy, higher literacy rates and food security have accompanied and fuelled the economic progress.

The fourth largest economy!

The digital age, with its life- and lifestyle-altering technology, combined with a highly educated population fluent in English, led to new directions for the Indian economy.

By 1998, India's economy had reached \$1.7 trillion (purchasing power parity—PPP), accounting for a 5% share of world income. By the end of 2002, India was established as the global hub of BPO and IT-enabled services,



which together registered a 67% growth rate—becoming the top industry in the world. By 2007, India has become a trillion dollar economy, one of the 12 nations to cross this milestone. On the basis of PPP, the Indian economy is the 4th largest in the world, with a GDP of \$3.63 trillion, which amounts to a 6.3% share of the world's income.

What does tomorrow hold?

Today, 60 years after independence, India is a respected global player in information technology, business process outsourcing, telecommunications and pharmaceuticals—to name just a few domains; and the world's second fastest growing major economy, with a GDP growth rate of 9.4% (2006-2007).

Goldman Sachs has predicted that India will become the world's third largest economy by 2035.

—Team Brigade Insight

UPGRADE TO BRIGADE

State-of-the-art Retail and Commercial Facilities



ARTIST'S IMPRESSION

Rear view of Orion Mall, with the pedestrian plaza and man-made lake in the foreground.

ORION

BANGALORE'S FIRST LIFESTYLE MALL

- 750,000 sft
- 11-screen PVR Multiplex
- Main anchor stores: Westside, Star India Bazaar, Landmark
- Retail, Entertainment, F & B facilities

@ Brigade Gateway, Malleswaram-Rajajinagar

BRIGADE POINT



@ Gokulam Road

The first commercial complex built by a professional developer in Mysore

Offices: up to 16,500 sft • Retail: up to 9,900 sft

Brigade TechPark

Whitefield, next to ITPL

13,000 sft to 100,000 sft

- 113-workstation incubation centre
- Ready to occupy

North Star @ Brigade Gateway

Malleswaram-Rajajinagar

30 storeys • 1 million sft • Grade A++ specs

- Bangalore's tallest building
- Helipad

Arcade @ Brigade Metropolis

Whitefield Rd, 4km before ITPL

Neighbourhood shopping centre

Also: Built-to-suit options in Bangalore, Mysore and Mangalore.

BRIGADE SUMMIT



@ Brigade Metropolis

Whitefield Rd

Up to 800,000 sft • Spread across 2 towers

- Connected by sky-bridges
- Helipad

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3-bedroom apts, 1620 sft to 1850 sft



Brigade Lakeview, BTM Layout
3- and 4-bedroom apts, 2100 sft to 3350 sft



Brigade Paramount, Old Madras Road
2- and 3-bedroom apts, 1420 sft to 1770 sft



Brigade Harmony, Whitefield
3-bedroom apts, 1700 sft to 1870 sft

BANGALORE

Brigade Gateway, Malleswaram-Rajajinagar
40-acre lifestyle enclave, 1310 sft to 3280 sft

Brigade Metropolis, Whitefield Road
40-acre integrated enclave, 1290 sft to 1960 sft

Brigade Courtyard, HMT Township
2- and 3-bedroom luxury apts with private terraces
1240 sft to 1820 sft

Brigade Petunia, Jayanagar-Banashankari
3- and 4-bedroom premium luxury apts
3150 sft to 4500 sft

Brigade Jasmine, Brigade Gardenia, J.P. Nagar
Spacious, semi-furnished 1-bedroom apts
750 sft to 950 sft

READY
TO OCCUPY

MYSORE

Brigade Tiara, Yadavagiri
3-bedroom apts, 2390 sft to 3130 sft

Brigade Habitat, Lakshmiapuram
2- and 3-bedroom apts, 1410 sft to 2200 sft

Brigade Citadel, Yadavagiri
3- and 4-bedroom apts, 1620 sft to 1850 sft

Brigade Horizon, Siddhartha Layout
2- and 3-bedroom apts, 1290 sft to 1850 sft

Brigade Solitaire, near Lalitha Mahal Palace
2- and 3-bedroom apts, 1330 sft to 1810 sft

Brigade Splendour, Lalitha Mahal Road
Last few 4-bedroom premium apts available

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