

# BRIGADE INSIGHT

For private circulation only

VOL. 14 NO. 3

THE NEWSLETTER OF THE BRIGADE GROUP

RELEASED IN DECEMBER 2010

# SUMMIT

@ Brigade Metropolis  
inaugurated



## World Trade Center Bangalore

at Brigade Gateway is awarded

**‘The Best Commercial Project  
of The Year 2010’ in India**

**Property World Awards 2010** winners have been chosen by a collegium of over 60 industry leaders from the real estate developer community, banking and finance industry, international and domestic property consultants and accessories and intermediaries industry. The prestigious Property World Awards 2010 event was held on 15 December at ITC Maratha, Mumbai. WTC Bangalore emerged as the winner among many leading projects in the country.

WTC is the most sought after business address anywhere in the world.



**WORLD TRADE CENTER**  
**BANGALORE**  
AT BRIGADE GATEWAY



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upgrade to Brigade*

Be a part of the legacy associated with the World Trade Center.  
For business enquiries from corporates, e-mail us at [commercial@brigadegroup.com](mailto:commercial@brigadegroup.com)

[BrigadeGroup.com/WTCBangalore](http://BrigadeGroup.com/WTCBangalore)

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Vol. 14 No. 3 Released in December '10

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CIRCULATION ONLY

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**BRIGADE  
GROUP**

For a better quality of life,  
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An ISO 9001-2008  
Property Developer



**I**N THE LAST FEW MONTHS, the country has been riddled with scams which have shaken the confidence of people. Whatever little hope we may have had of an improvement in the moral fabric of our society has gone with the wind. Cynics have won over optimists. We have also been bombarded with WikiLeaks and the Radia tapes expose—which has not helped in improving the mood of the public. ■ ■ ■

**THE SAVING GRACE** in an otherwise bleak scenario is Sachin Tendulkar's 50th test century in cricket. The master blaster has brought tremendous joy to millions of people, making him worthy of consideration for the Bharat Ratna—our nation's highest civilian honour. It is ridiculous to go on debating whether Sachin is better than Don Bradman. In my opinion, both are 'greats' in their era. We should leave it at that. We should now look forward to Sachin completing 100 centuries in International Cricket. Just four more to go and he should surely do it. ■ ■ ■

**IT FEELS WONDERFUL** to know that our WTC building is the 'Best Commercial Project of the Year 2010' in the entire country. The vision of—and meticulous planning by—the entire team has contributed to making Brigade Gateway (of which WTC Bangalore is a part) a unique and one-of-its-kind project...not just in Bangalore, but in the country and most probably in the entire world. To the best of my knowledge, there is no project in an urban centre anywhere in the world with all the components of Brigade Gateway: club, hotel, hospital, mall, offices, residences and a school. ■ ■ ■

## A few thoughts ...



**IN SEPTEMBER**, I was part of the State delegation, led by the Chief Minister, to the World Economic Forum (referred to as the Summer Davos) at Tianjin, China. It is mind boggling to see the fast pace of infrastructure development that China is going through. Their future plans are beyond the imagination of most countries and their determination to excel in anything they put their mind to, has to be seen to be believed. Apart from true appreciation, one can get jealous of their development; get depressed with the lack of similar progress in our country, though we have the opportunity and potential; and also get scared at the might of our big brother neighbour who is breathing down our neck. ■ ■ ■

**BRIGADE GROUP COMPLETED 24 YEARS** of existence on 10 October 2010! As we enter our 25th year, we are gearing up to launch 25 new projects—big, medium and a few small ones—apart from completing some of the ongoing projects in early 2011. ■ ■ ■

**AS WE LOOK BACK**, there is a certain amount of satisfaction ... which gives us the determination to work hard for a brighter future and to create a 'better quality of life' for our customers, who are the bread and butter of our business. ■ ■ ■

**WISHING YOU** Seasons Greetings and a very happy, peaceful and prosperous 2011. ■ ■ ■

—M. R. Jaishankar, CMD

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Season's Greetings

Brigade Group wishes you a happy

2011



# SUMMIT @ Brigade Metropolis inaugurated

## A state-of-the-art commercial project in the IT hub of Bangalore

A new landmark in east Bangalore, Summit @ Brigade Metropolis, Whitefield Road, is ready. The first of its occupants, Capgemini, has moved in.

Summit—two office towers built to top-of-the-line specifications—offers a work environment very few workplaces are fortunate enough to have.

This includes a strategic location: within the 40-acre Brigade Metropolis enclave in one of Bangalore's most sought-after business locations—at the entrance to the vibrant Whitefield region, just 10 km from M.G. Road and 4 km before ITPL.

### HIGHLIGHTS

- 8,30,000 sq.ft of built-up area, spread across 2 towers
- Inter-connected by sky-bridges at different levels
- Large floor plates (22,000 sq.ft and 42,000 sq.ft)
- Helipad
- Amphitheatre, water body, cascading pools, landscaping, informal seating
- 4 levels of building parking & 6-level Multi-Level Car Parking (MLCP)
- 1000-seater cafeteria
- Swimming pool and gym on top of MLCP.



### Brigade Group welcomes Capgemini Business Services India Limited to Summit @ Brigade Metropolis.

This new innings reaffirms a warm and trusted relationship that Brigade Group has enjoyed with Capgemini, having hosted them at Brigade Tech Park for the last 4 years. We wish them great success in their new office space of 2,50,000 sq.ft.

Summit @ Brigade Metropolis, the 40-acre integrated enclave, offers state-of-the-art office facilities and flexible office spaces, making it a great destination for IT, ITES and BPOs.

Brigade Metropolis enclave also offers residential apartments, Regent Club and the neighbourhood shopping centre - The Arcade.

- Floor plates of 22,000 - 42,000 sq.ft. • 21 high-speed elevators
- Excellent Parking • Cafeteria • Helipad

**SUMMIT**  
BRIGADE METROPOLIS

Mahadevapura, Whitefield Road, Bangalore – 560 055.

Ph.: 4046 7666 • commercial@brigadegroup.com

 **Capgemini**  
*moves to Summit*



Hubert Giraud, CEO, Capgemini, lighting the lamp

The French IT major Capgemini—one of the world's foremost providers of consulting, technology and outsourcing services—has selected the Summit office facility in the Brigade Metropolis enclave as its finance and accounting centre in India. Capgemini BPO India currently supports 9 of the 40 Fortune 500 clients of the French company, servicing clients like Nokia Siemens, Unilever, Dell, Zurich Financial, Coca Cola, and Capgemini itself.

The 8.4-billion euro Capgemini has a little over 100,000 employees globally, and India constitutes almost a third of its total strength.



# A quick tour of an integrated enclave



A view of Brigade Metropolis from Summit roof top. Arcade shopping centre, in the right foreground, is located on the 600-ft 4-lane entrance road. Seen are four of the apartment blocks, set in landscaped gardens.

The 40-acre Brigade Metropolis integrated enclave is ready. This landmark project in east Bangalore is divided into three areas—residential (containing luxury apartments, a club and theme gardens), commercial (with office facilities) and retail (with a large shopping centre and office space). The Brigade School is conveniently located less than a kilometre away.

Our tour begins on the 600-foot Promenade, a 4-lane road that forms the

entrance to the Brigade Metropolis enclave ... Ahead is a paradise of green gardens, amidst which are a range of **RESIDENCES** set in 12 apartment blocks... sheltered from the noise and confusion of the world outside. The towers are spaced well apart for maximum privacy and inter-connected below ground level. There are two levels of basement parking.


We use the word **GARDENS** in the plural because there are several of them, each one a tribute to the imagination and labour of expert

landscapers. As also plant-fringed walkways, jogging paths, party lawns and a senior citizen's alcove.

**A few apartments are available:**  
salesenquiry@brigadegroup.com



Tucked snugly at the rear of the enclave, you'll find the 50,000 sft Regent Club. Facilities that would be available here include: **Food & Beverage:** Restaurant, Bar, Coffee Shop • **Sports Facilities:** Swimming pool, Billiards, Squash, Table Tennis, Badminton, Sports lounge, Children's play area • **Health & Beauty:** Area for community activities, Gym with cardio and weights section, Salon, Steam, Sauna, Treatment rooms • **Other facilities:** Digital theatre, Reading lounge.



*O nanna chetana,  
aagu nee aniketana*

### The Brigade School @ Mahadevapura

Less than a km away from Brigade Metropolis is The Brigade School @ Mahadevapura. This co-educational school currently has classes from Nursery to Std 6 (higher stds will be added progressively). With its outstanding faculty, facilities and infrastructure, the school has earned the reputation of being an institution of excellence.



## Brands@The Arcade

ARCADE, the neighbourhood shopping centre with a big-mall feel, is filled with high-end shops; convenience stores; health, beauty and leisure facilities; business services and office space.

- 1. Restaurants:** • Lashkara • Chennai Special • Crepes Bar
- 2. Fast Food outlets:** • Domino's • Subway (Franchise) • Barista • Squeeze • Baskin Robbins • Just Bake
- 3. Retail stores:** • Namdhari's • Multi Point • Leather Land • Sun shine • Quality Foods
- 4. Clinics & other medical centres:** • Windsor Diagnostics • Windsor Specialty Clinic • Windsor Dental Clinic • Windsor Kid's Clinic • Windsor Medical Lab • Windsor Pharmacy and many more...

**For space availability at the Arcade:**  
retail@brigadegroup.com



# Our lifestyle enclave is almost ready!

Brigade Gateway, our 40-acre lifestyle enclave in Malleswaram-Rajajinagar, is a first of its kind in India in terms of scope, scale and location. This monumental project is nearing completion, with many of its zones already occupied and functioning. Here is a quick report on the enclave's progress:



Cycling in the Brigade Gateway campus.

## Residences

### @ Brigade Gateway

The residences have been occupied by over 300 families with only a few apartments available. Set in a separate section of the enclave, the residences of Brigade Gateway comprise over 1,200 apartments that enclose a stretch of landscaped, fountain-dotted courtyards.

**For availability and bookings:**  
salesenquiry@brigadegroup.com

## World Trade Center Bangalore @ Brigade Gateway

The 32-level WTC Bangalore is ready for occupation. Brigade Group's corporate headquarters will be moving to WTC Bangalore from the second quarter of 2011.

**For business enquiries:**  
commercial@brigadegroup.com



## The Brigade School @ Brigade Gateway



This co-educational school is the third one to be set up by Brigade Foundation. It opened this academic year, with classes from Kindergarten to Std 6. A final feature—roof-top swimming pool with diving facility—is almost ready.

## The Galaxy Club @ Brigade Gateway



The club opened recently, with a full complement of sports, leisure, dining and conferencing facilities. Nebula restaurant has just opened. Two tennis courts and a second swimming pool are being completed.

## Orion Mall @ Brigade Gateway

One of the largest malls in the city is nearing completion. Among brands that will be represented here are:

PVR Cinemas, Westside, Star India Bazaar, Landmark, Debenhams, Blu-O, Wills Lifestyle, Zara, Guess, Body Shop, Samsonite, Black Label, Chemistry, Louis Philippe, Van Heusen, Allen Solly, Reebok, Rockport, Magnet, VLCC and Samsung.

**For enquiries:** retail@brigadegroup.com



## Columbia Asia Hospital @ Brigade Gateway

The 166-bed hospital has been operational since May 2008, and has already earned the reputation of being one of the best in the city.



**Sheraton  
Bangalore**  
HOTEL  
AT BRIGADE GATEWAY

The partnership with Starwood Hotels and Resorts will result in the most awaited hotel of the year.

The Sheraton Bangalore Hotel at Brigade Gateway is scheduled to be launched in the first quarter of 2011. This is the first newly built and managed Sheraton hotel in India.

• 230-rooms • 6 specialty restaurants & bars • Italian & Mediterranean cuisine • Conferencing & meeting facilities • Angsana Spa managed by Banyan Tree Hotels & Resorts • Health Club & Swimming Pool.



## PENTHOUSES, NOW AT BRIGADE GATEWAY

The feeling of residing in a penthouse 18 floors above reality is truly an exhilarating one. Experience the penthouse at Brigade Gateway. Here, the blue sky invites itself to your living room and the crisp breeze lazily strolls around in more than 3,000 sq ft of pure luxury. While the clouds are your neighbours, the essentials of modern living are just 18 storeys beneath. Step into the elevator and descend into a world of convenience. Everything, from a school to a world-class mall and multiplex, a plush business hotel and a hospital, resides in the Brigade Gateway enclave. Step into a penthouse at Brigade Gateway; a walk in the clouds can't be too far away.

3- & 4-bedroom  
penthouses

2690 sq ft to  
3360 sq ft + terrace

Rs. 2 Crore\*  
onwards

CALL 4046 7666  
(8am - 7pm)

\*Exclusive of car park and statutory expenses.

Premium Residences • World Trade Center Bangalore • Orion Mall

The Brigade School • Columbia Asia Hospital • Sheraton Bangalore Hotel





World Trade Centers  
Association

<http://www.wtca.org>

## Robert J. Frueh Director of Member Services

Mr Frueh's experience spans over 15 years of working in World Trade Centers. He worked for over a decade in starting and managing a successful, small-market World Trade Center in the United States, and since 2000 has served as Chairman of the WTC Quality & Standards Committee, where certified WTC's now comprise nearly one-third of the membership. He served as Interim Chief Operating Officer, reporting directly to WTCA Founder and President Guy Tozzoli, up until April of 2010. Mr Frueh was recently appointed to serve as Director of Member Services, where he is chiefly responsible for managing WTCA's new and existing member relationships around the world.

Mr Frueh holds a Master of International Management degree from the world-renowned American Graduate School of International Management, also known as Thunderbird, in Phoenix, Arizona, USA. He has also studied at the European Business School in Schloss Reichartshausen, Germany.

Mr Frueh was in conversation with Brigade Insight recently ...

### What is a World Trade Center?

A WTC connects its business community to the people, the companies, the data and the government agencies that make up the fabric of global commerce.

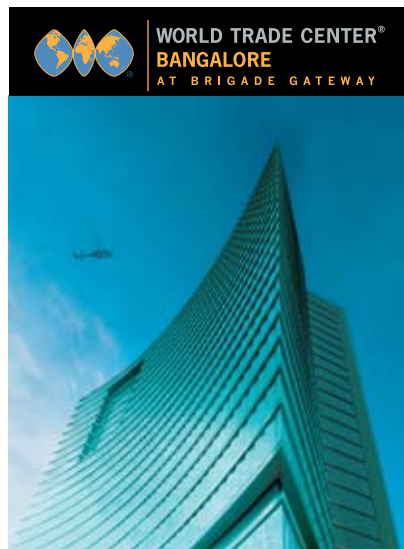
WTCs represent a global network of interconnected offices in over 320 cities in over 90 countries. As real estate projects, World Trade Centers are landmarks that convey a premier international business address.

### What makes a building a World Trade Center?

The WTC brand is known around the world for 40 years. The WTC-branded facilities are landmarks in the regions that they serve. They are destinations where

people meet to discuss ideas, develop linkages and forge the basis for doing business together. A World Trade Center building is a facility with a purpose. It is a place where special things happen. It is a prestigious address that means "international business".

### How does the WTC Bangalore building compare to other WTC buildings?



I had the distinct pleasure of visiting the magnificent WTC Bangalore facility in July of this year during its construction. My sincere hope is to return to Bangalore in 2011 to see it completed and in full operation.

### What geographical area will be covered by WTC Bangalore?

The WTC Bangalore serves the greater Bangalore metropolitan area and the greater Bangalore economic region. Internationally minded businesses will access the services of the WTC Bangalore from its flagship facility that is nearing completion at this time.

### Till now, how did industries in Bangalore avail WTCA benefits?

We feel that Bangalore businesses have been historically

underserved by the absence of an active WTC in the region. There are a number of very capable public and quasi-public agencies that provide assistance. The introduction of a WTC Trade Center for Bangalore will bring together the best of these entities, while adding access to the World Trade Center network of over 320 offices in over 90 countries.

### What difference will the presence of WTC Bangalore make to the city and the region?

The existence of a World Trade Center in Bangalore sends a very clear message to the rest of the world that "Bangalore is open for business and the world is welcome to come here, to meet with and forge partnerships for cooperation with local businesses." The World Trade Center Bangalore presence also conveys to local businesses the importance of a regional resource as they compete for overseas business.

"AS REAL ESTATE PROJECTS, WORLD TRADE CENTERS ARE LANDMARKS THAT CONVEY A PREMIER INTERNATIONAL BUSINESS ADDRESS."

### What are the main activities of the WTCA?

WTCA Headquarters in New York City manages the day-to-day operations of the Association in service to each of its over 320 member World Trade Centers in over 90 countries. It focuses on managing and building the WTCA brand, and working with WTCA's intellectual property attorneys to protect our name and service marks around the world.

WTCA also provides ongoing member support for a variety of matters such as facilitating member-to-member cooperation and reciprocity, trade information research and dissemination and coordination of training programs through Regional Meetings and annual events such as the General Assembly and Member Seminar.

### Going forward, how would WTCA help the new WTC members?

The World Trade Centers Association is already working very diligently in preparation for 2011 and beyond with a completely new WTCA Online website and a renewed commitment to world class service to each of our valued members.

We are very excited to launch in 2011 a social business platform that will allow international traders to find each other and do business leveraging the power and efficiency of the World Trade Centers Association and the nearly 1,000,000 businesses

and organizations that it serves through our local offices worldwide.

"WORLD TRADE CENTERS ARE MEETING PLACES. THEY ARE DESTINATIONS WHERE PEOPLE MEET TO DISCUSS IDEAS, DEVELOP LINKAGES AND FORGE THE BASIS FOR DOING BUSINESS TOGETHER. A WORLD TRADE CENTER BUILDING IS A FACILITY WITH A PURPOSE. IT IS A PRESTIGIOUS ADDRESS THAT MEANS 'INTERNATIONAL BUSINESS'."



Hyderabad

The news that Bangalore now has an iconic WTC building—WTC Bangalore at Brigade Gateway—was spread through eye-catching displays at airports in Ahmedabad, Bangalore, Chennai, Hyderabad, Mumbai and Pune.

Bangalore



## The medium and the message



# WTC Bangalore team attends Beijing conference



Anil Thomas of Brigade Group meeting with Guy F. Tozzoli—President of WTCA

Anil Thomas seen with other WTC delegates

A team from WTC Bangalore attended the 41st General Assembly of the World Trade Centers Association (WTCA) at China World Trade Center (Beijing) between 9-13 October. They were part of the 250 delegates who attended the conference from every continent in the world. The mission statement ‘Strengthening the WTC Network for Prosperity’ was reinforced by all the members. New board members of WTCA were elected during the conference. Guy F. Tozzoli, WTCA President, was felicitated for his contribution to WTCA.

Offices South India 2010-12

MIPIM Asia 2010, HONG KONG



(Extreme right) Padma Ramakrishnan, Assistant Editor, Property World magazine moderated the Panel Discussion. The panelists were (l to r) Hari Krishna, MD & CEO, Quadra Software Solutions; (3rd from left) M.R. Jaishankar, CMD, Brigade Group; Ram Chandnani, Deputy MD, South India, C B Richard Ellis; Prakash Gurbaxani, CEO & MD, QVC Realty.

Brigade Group was the platinum sponsor for Offices South India 2010-12 held at ITC Royal Gardenia, Bangalore on 2 September 2010. The event was organised by Property World magazine. The full-day conference brought together corporate clients and landlords on the same platform along with funders, investors and financial institutions. The focus was on the demand, supply and pricing of commercial and residential properties in India.



Brigade team: V. P. Desu, Bhaskar Amar, Pradeep Sinha at MIPIM Asia 2010.

Brigade Group was one of many key players from across Asia and beyond to attend the 2010 MIPIM (Marché International des Professionnels d’Immobilier) Asia conference at Hong Kong, held between 9th and 12th November. MIPIM Asia provided an excellent opportunity to meet investment professionals, corporate end-users, consultants and architects. It also served as a platform to touch base with senior professionals from MNC banks, business centres and the retail trade who were planning to enter the Indian market.



Brigade Homefest, a meet-at-site event where prospective homebuyers can avail special offers on spot bookings, was held at Brigade Metropolis from 19-21 Nov, at Brigade Petunia from 3-5 Dec, and at Brigade Gateway from 8-12 Dec. The events were well received by prospective customers.



## We don't just build projects. We build careers.

Brigade invites you to join in scripting its next success story. The current positions in our organisation are the finest the industry has to offer. Build a promising career as:

<b>Manager / Dy. Manager - Projects</b> Job code: BEL/ENG/PM/DEC1010	<b>Design &amp; Structural Engineer - MEP</b> Job code: BEL/ENG/DSE/DEC1015
<b>Manager / Dy. Manager - Planning</b> Job code: BEL/ENG/MP/DEC1011	<b>Facility Manager</b> Job code: BEL/MALL/FM/DEC1020
<b>Manager / Dy. Manager - Interiors</b> Job code: BEL/ENG/MI/DEC1012	<b>Fit-out Manager</b> Job code: BEL/MALL/FOM/DEC1021
<b>Manager / Dy. Manager - Architect</b> Job code: BEL/ENG/MA/DEC1012A	<b>Food Court Manager</b> Job code: BEL/MALL/FCM/DEC1022
<b>Manager / Engineer - Contracts</b> Job code: BEL/ENG/EC/DEC1016	<b>Executive Systems &amp; Admin (Infrastructure)</b> Job code: BEL/IT/ESA/DEC1024
<b>Engineer - QS (Interiors)</b> Job code: BEL/ENG/EQS/DEC1018	<b>Executive - Systems</b> Job code: BEL/IT/ES/DEC1024A

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# Karnataka at World Economic Forum, Tianjin



Hon'ble Chief Minister of Karnataka B. S. Yeddyurappa (second from right) at 'Summer Davos'.

**Reflections** ... I was delighted to be part of the State delegation to the World Economic Forum (WEF), led by the Hon'ble Chief Minister, Industries Minister, Senior officials—Chief Secretary, Principal Secretary to Industries, Principal Secretary to CM, Commissioner of Industries—other officials and a few industrialists from different fields from 13 to 16 September 2010.

This was my fourth visit to China. It was an eye-opener to observe the tremendous strides in development China has made in the recent past. We visited the World Expo—Better City Better Life—in Shanghai, where about 100 countries had pavilions and half a million people visited daily. The place was spick and span.

In Tianjin, which is just 140 km from Beijing, we visited their large SEZ where their new township—SINO SINGAPORE TIANJIN ECO CITY—(bigger than Bangalore) is coming up and is expected to be completed in less than 15 years. The speed of construction

is mindboggling. The new convention centre, with a million sft. on a 100-acre land where the WEF was held, was constructed in less than 9 months! The entire city of Tianjin, with a population of about 12 million, which produces more steel than the whole of India, was illuminated for the benefit of the delegates of WEF.

The Summer Davos 2010 was well organised. The

delegates listened to an outstanding speech by Chinese Premier Wen Jiabao.

From Tianjin, our delegation, including the CM, travelled by train to Beijing. 140 km was covered in exactly 29 minutes (and the train was not even a maglev train!). By the time all the commuters alighted, the exterior of the train was cleaned within 5 minutes!

Beijing is another transformation story. The surroundings of Tiananmen Square (compared to my previous visit in 1995) were unrecognisable. Many parts of the city have 10-lane roads, but



From l to r: Muruges R. Nirani, Hon'ble Minister for Large and Medium Scale Industries; F. R. Singhvi, JMD of Sansera Engineering; B. S. Yeddyurappa, Hon'ble Chief Minister of Karnataka; M. R. Jaishankar, CMD, Brigade Group; Ramanj N. Srinivas of Renaissance.

jam-packed with cars. Our State Government officials were given a presentation on the unique Straddling Bus transportation system, which is in its trial stages.

Overall, it was mind-blowing and awe-inspiring to see the progress China has made in the last 3 decades, in spite of having more than a billion population like India; in spite of being poorer than India 3 decades ago; and in spite of their population not knowing the English language. The vision and determination of the Chinese Government is very very creditable. There is no reason why India should not make similar, if not better, progress. The excuse our leaders have is that India is a Democracy where policy making is difficult, unlike in a communist country. But it's only an excuse!

—M. R. Jaishankar



AT  
WORLD TRADE CENTRE  
BEIJING

M. R. Jaishankar with Tao Di, President, and Wang Peng, Vice-president, of WTC Beijing.

## Brigade Group leads CII delegation to Sri Lanka

Under the aegis of the Confederation of Indian Industries (CII), a delegation of eminent business people made a three-day trip to Sri Lanka from 26 September. The delegation—comprising representatives of industries like real estate, hospitality and pharmaceuticals—was led by Vineet Verma, CEO, Brigade Hospitality, who functioned as Mission Leader of the delegation. The objective of this visit was to meet the Sri Lankan government and explore various opportunities for investment in Sri Lanka and establish business partnerships with local companies.



Vineet Verma, CEO, Brigade Hospitality, and the members of the delegation with Economic Development Minister Basil Rajapaksa at the Presidential premises.



## “Outstanding Concrete Structure of Karnataka – 2010”



The Brigade School @ Mahadevapura, constructed by JMC, won the ICI-KBC Birla Super Endowment Award for Outstanding Concrete Structure of Karnataka-2010. The award was presented at the 'Concrete Day' celebrations of the Indian Concrete Institute, Bangalore, at Hotel Lalit Ashok on 27 September.

Shivanand Shirol, VP—Projects, Brigade Group received the award from Raj Pillai, Chairman ICI-KBC (extreme right).

## Senior Builder Award

M. R. Jaishankar, CMD, Brigade Group, was presented the Senior Builder Award by the Builders' Association of India, Karnataka (Bangalore) Centre.

The award was in recognition and appreciation of his excellent contribution to Civil Engineering Construction. The presentation was made at a celebration held on the occasion of Builders' Day on 26 October at Hotel Atria, Bangalore.



M. R. Jaishankar receives the Senior Builder Award from P. C. Mohan, Member of Parliament, Bangalore Central; (Second from right) Chinnaswamy Raju of Atria Hotel.

## 200 golfers take part in the Brigade Cup 2010

The sixth annual state level golf tournament, the Brigade Cup, was held at the Chikmagalur Golf Club on 4 and 5 December. The increasing popularity of this event is evident in the fact that over 200 golfers participated in this year's tournament.

The Brigade Cup was won by Pramod Kurian. Suresh Pillai was Runner-up. On the first evening of the event, golfers were entertained by singers Biju Nair, Sinchan Dixit and Surya. The tournament concluded with the award ceremony held at the Chikmagalur Golf Club.



Pramod Kurian receives the Brigade Cup Open award from M. R. Jaishankar, CMD, Brigade Group.

## Brigade sponsors Esplendida at Mount Carmel College!



Sister Sonia, Principal of MCC, along with Chief Guests Vineet Verma, CEO, Brigade Hospitality; and Shankar Bidari, Commissioner of Police, Bangalore.

Brigade Group was the main sponsor of the “ESPLENDIDA” event, presented by Mount Carmel PU College from 2 to 4 December. The very popular cultural extravaganza featured 65 events and saw participation by around 80 colleges in and around Bangalore. Vineet Verma, CEO, Brigade Hospitality, was one of the Chief Guests at the annual inter-college cultural festival.





**Saturday, 29 October:** Well before the designated time of 8.00 a.m., Brigadiers had assembled at three departure locations. There they boarded the six luxurious buses that would

# Brigade

take them to Club Cabana, near Devanahalli. On arrival they were greeted with a welcome drink of tender coconut water and a sumptuous breakfast. And then a remarkable day began!

The group was divided into four teams, under the able and enthusiastic leadership of Reddy, Prabhakar, Shashikala and Prince Priya.

A 'tournament' of over a dozen games followed, conducted by MC Divya. These included forming the longest chain, running as a Brigade express or dancing to the tune just like their dance leaders. In all, over 75 prizes were won with the Red Bulls, under Reddy, emerging as winners. Brigadiers then adjourned to play water games, float lazily on their buoys on the river, play water polo in the ripple tank or get full enjoyment out of the water slides.

A bountiful buffet

table (highlights: chicken, fried fish, rotis, paneer, hot jilebees) greatly fortified tired bodies. Re-energised, Brigadiers moved to the Pavilion for some post-lunch entertainment.

Stars of the show included Jagan, Prabhakar, Reddy, Goutam, Manjunath Prasad, Sham Sunder, Narendrababu, Mohan, Manjunath R., Suresh B. C., Shivanand Shirol and P. K. Sinha, to name a few. And of course there was dancing: DJ Rony's choice of music had everyone dancing till they finally boarded their buses for the journey home.

Brigade Big Blast was well named—a day that was hugely enjoyed and will be long-remembered!



## Brigade organises Diwali celebrations for residents of its enclaves



MJ Rakesh with residents of Brigade Millennium, J. P. Nagar.



MJ Prithvi interacting with the residents of Brigade Gateway, Malleswaram-Rajajinagar.



MJ Anjaan with residents of Brigade Metropolis, Whitefield Road.

**Brigade Group** teamed up with Radio One to create three unforgettable Diwali celebrations at three different Brigade enclaves. The celebrations took place on the evenings of 27, 28 and 29 October at The Woodrose club (Brigade Millennium), Brigade Metropolis and Brigade Gateway, respectively. Residents of the enclaves and guests enjoyed and danced to the music provided by Radio One MJ's, and delighted in games. Diwali's distinctive festival touch was feted with a blend of great sweets, breathtaking fireworks and crackers.



A new concept:  
Business Suites from Brigade



Smart office space in  
Jayanagar

Brigade Business Suites is a premium offices facility situated in Jayanagar, I Block, near Ashoka Pillar, overlooking Lalbagh botanical gardens. The landmark five-storey complex offers a total of 24 units, suitable as small offices, and for professionals.

A prime location

Its strategic location offers convenient access to Jayanagar Shopping Complex, Basavanagudi/Gandhi Bazaar, Koramangala and City railway station. The proposed Metro station is very close to the project, enhancing connectivity to public transport.

New residential projects:  
A varied fare



**Brigade Sonata**—Premium residential project; part of Brigade’s Signature Collection. Located on Palace Road, near Mt Carmel College, it consists of 3-bedroom apartments ranging from 2500 sft to 2780 sft. Brigade Sonata consists of 16 exclusive residences, with 4 residences per floor.

*Facilities include:* Rooftop gym, party area and swimming pool.

◆◆◆◆◆◆◆◆◆◆ BRIGADE BHOOMI POOJAS ◆◆◆◆◆◆◆◆◆◆



Bhoomi poojas for 4 new projects were held in the last quarter. The projects are...

**Brigade Palmgrove**

Bogadi Main Road, Mysore  
• Villas and Townhouses

**Brigade Omega**

Thurahalli, Off Kanakapura Road  
• 2- and 3-bedroom apartments

**Brigade Zenith**

Banjara Hills, Hyderabad  
• Premium Residential Project

**Brigade Broadway**

K. G. Road, Bangalore  
• Retail and Hotel Project



**Brigade Omega**—is one of Brigade’s recent projects in South Bangalore. The residential project located in Thurahalli, off Kanakapura Road, offers 2- and 3-bedroom apartments ranging from 1290 sft to 1640 sft.

The project would have 520 apartments spread across 3 blocks with excellent views of forest cover and a clubhouse with amenities.

Inviting construction-related Material Suppliers,  
Architects, Consultants & Contractors for Web Registration.

Brigade is a multi-domain group in the areas of residential, commercial, hospitality projects and education. We would require the following construction materials in the next 20-24 months for our various projects in Bangalore, Mysore, Chennai, Kochi, Hyderabad and Mangalore.

Suppliers and manufacturers of the following materials are invited to register with us:

- |   |  |
|---|--|
| •Cement & RMC                                   | •Paints  |
| •Steel  | •Wardrobes                                       |
| •Tiles  | •Modular kitchens                                |
| •Marble, granite & stones                       | •Furniture & Light fixtures                      |
| •Laminated/ wooden flooring                     | •Interior furnishing for hotels - Soft & Hard    |
| •Doors – Wooden, Aluminum etc and Hardware      | •Gym & Play equipments                           |
| •UPVC/ Aluminum windows / Structural glazing    | •DG Sets / Transformers                          |
| •CP & Sanitary Fittings                         | •Electrical HT/ LT Panels & cables / accessories |
| •Plumbing - piping & fittings and pumps         | •Fire fighting equipments                        |
| •Pavers and Precast blocks                      | •Vertical transportation                         |
| •Bus duct /Rising Main Supports and accessories | •Air conditioners                                |
| •Glass  | •BMS & IT equipments                             |

**Architects, Consultants and Contractors are also invited to register.**

If you aspire to be a partner of Brigade Group in its future projects, we invite you to register with us at [http://www.brigadegroup.com/corporate/vendors\\_consultants\\_contractors.html](http://www.brigadegroup.com/corporate/vendors_consultants_contractors.html)

You may also send emails to [supplier@brigadegroup.com](mailto:supplier@brigadegroup.com) or [consultant@brigadegroup.com](mailto:consultant@brigadegroup.com) or [contractor@brigadegroup.com](mailto:contractor@brigadegroup.com)



**Brigade Exotica**—the upcoming project from Brigade is one of the tallest residential projects in Bangalore. Located on Old Madras Road, Exotica will have 2 towers with 35 floors and 237 apartments in each tower.

Brigade Exotica consists of premium 3- and 4-bedroom apartments in the area range of 2650 sft to 3800 sft.

Landscape design is by an award winning Balinese architect.



# New office projects: Two examples of innovative design

## Brigade Rubix



One of Bangalore’s innovatively designed commercial buildings. The project, located in HMT township, will have a total floor plate of 2,20,000 sft and is designed for multi-occupant offices ranging from 1,400 sft to 2,300 sft.

## Brigade IRV Center



The commercial project is located on Whitefield Road, Bangalore’s IT hotspot. Set in a 4-acre plot, Brigade IRV Center has a floor plate area ranging from 19,000 sft to 43,000 sft. The project is ideal for multi-occupant offices ranging from 2,400 sft to 10,000 sft.

*"This is the place to be..."*

We were in the US when we decided to buy an apartment in Brigade Millennium. Most of my talk with your team was over email and phone, but what struck me most was how transparent your team was in all aspects. All issues raised by me were addressed promptly and satisfactorily. We even exchanged changes to internal structure over email and that was executed perfectly. Every person I interacted with in your team took ownership of the task.

We moved to our apartment in March 2009...Every single aspect of the house, the floor plan, the lobby, the garden, the campus, the club, the play areas, etc., is very well thought through. Just spending a few minutes in the balcony or a walk around the building relieves all the day's stress.

I am proud to own a place in Brigade Millennium, this is the place to be.

*—Jayraj Ugarkar*  
Resident of Brigade Millennium  
J. P. Nagar, Bangalore

BRIGADE METROPOLIS

*What residents say...*

"As a person who has lived and worked abroad as well, given a choice of Manhattan (or) Metropolis, I would surely choose Metropolis"

\*\*\*\*\*

"As a person who has spent more time in the west than in India, I too can say dealing with Brigade has been smooth and uneventful, there are people there who really go out of their way to help ... to keep us all happy and safe, and living at Brigade Metropolis has been a great experience for us."



## Who owns the Malleswaram Mongrel?

There are 5 different villas in a Brigade enclave. Each is a different colour. One person from each of the following cities—Bangalore, Chennai, Kochi, Chandigarh and Kolkata—lives in each villa. The 5 villa owners drink a certain type of beverage, keep a certain breed of dog and favour a certain kind of cuisine (and people don't necessarily favour the cuisine of their 'native place'). No two villa owners have the same pet, eat the same kind of cuisine or drink the same beverage.

1. There are five villas.
  2. The Kannadiga lives in the red villa.
  3. The Tamilian owns the Mudhol Hound.
  4. Coffee is drunk in the green villa.
  5. The Malayali drinks tea.
  6. The green villa is immediately to the right of the ivory villa.
  7. The Chettinad eater owns a Rajapalayam dog.
  8. Udupi dishes are eaten in the yellow villa.
  9. Milk is drunk in the middle villa.
  10. The Punjabi lives in the first villa.
  11. The man who eats Palakkad dishes lives in the villa next to the man with the Labrador.
  12. Udupi dishes are eaten in the villa next to the villa where the Golden Retriever is kept.
  13. The Tandoori eater drinks orange juice.
  14. The Bengali eats Nawabi dishes.
  15. The Punjabi lives next to the blue villa.
- Now, who drinks Lassi?  
Who owns the Malleswaram mongrel?

[Some credit authorship of this logic puzzle to Albert Einstein, others to Lewis Carroll. Several variations of the original exist. In keeping with the tradition of change, we've done our bit by relocating the setting and cultural ethos, as you can see...]

We don't mean to be discouraging, but Einstein is believed to have said that only 2 % of the world's population could solve the puzzle. If you happen to belong to the balance 98%, write to us for the solution at [mathew@brigadegroup.com](mailto:mathew@brigadegroup.com).

## CONGRATULATIONS!

Winner of last issue's Crypto Quiz:

**T. K. Sridharan**, Flat 316, 'A' Block,  
Komarla Brigade Residency

Solution: **FOR A BETTER QUALITY OF LIFE  
UPGRADE TO BRIGADE**



## BRIGADE Business Suites

A SMART OFFICE  
BEGINS WITH  
A SMART LOCATION.

## Ideal as small offices and for professionals

Brigade Business Suites is a landmark 5-storeyed commercial property located next to Ashoka Pillar in Jayanagar (near Lalbagh Garden) with excellent connectivity to the rest of the city.

- Air conditioned • 1040-1680 sq.ft. • Scalability up to 2700-2750 sq.ft. • On-site Café Coffee Day
- 100% power back-up • Wooden flooring
- Individual toilets • Parking

**Brigade Business Suites**  
Next to Ashoka Pillar, Jayanagar, Bangalore - 560 011  
For enquiries: +91-97400 13011  
[nandan@brigadegroup.com](mailto:nandan@brigadegroup.com) [BrigadeGroup.com](http://BrigadeGroup.com)





The Young Achiever Award 2010 winners with Rotarians, Brigadiers and Chief Guest Prakash Padukone (former World Badminton Champion)

## Meet the Young Achievers 2010

The winners of the Brigade Group and Rotary Bangalore Midtown Young Achiever 2010 Award were announced at an awards ceremony held at the MLR Convention Centre, Brigade Millennium enclave, on the evening of 20 November. Prakash Padukone, former Badminton World Champion, was the Chief Guest and Rtn. M. N. Suresh, Dist Governor RID 3190, was the Guest of Honour.

Due to the increased number of young achievers at the highest level, and the greater number of achievers in sports, the organisers introduced two winning categories this year: General and Sports. The prize money too was increased from ₹1 lakh to ₹2 lakh. The jury selected the winners out of a total of 19 short-listed candidates.

*Recognising young achievers whose work can inspire other potential young achievers.*

*“It has truly been an enriching experience. Heart warming, humbling, and motivating, a day filled with mixed emotions”.*

—NAMRATA BHATIA, CHAIRPERSON  
OF THE AWARDS COMMITTEE

### THE WINNERS

#### GENERAL

- **Pavithra Y. S.**  
Founder-Director of Vindhya E-Infome-dia, a BPO that employs over 200 people, but 95% of whom are differently challenged physically.
- **Achala Paani**  
Founder and Managing Trustee of Let's Live Together, a registered Animal Protection Organisation for the welfare of homeless dogs in Bangalore.

#### SPORTS

- **Rakesh Manpat**  
Professional shooter with national and international achievements.
- **Suraj Narredu**  
A champion jockey, the youngest to win 1000 races in India.

#### SPECIAL MENTION AWARDS

- **Ramya K. Aithal**  
Despite a paralysis of right upper and lower limbs and impaired vision, has graduated in MA and MPhil in English with the help of audio books and scribes and presently teaches in a college near Mangalore.
- **Sharath M. Gayakwad**  
A differently-abled (without the left arm) swimming champion who has won national and international competitions.



#### Better entries every year

In the fifth year of the Young Achiever Awards project, the quality of the entries has improved. Consequently, the evaluation and deciding on the final winners was quite a demanding and challenging experience for the jury.

#### About the jury

The 10-member jury included professionals in the field of education, social work, fashion design, industry, finance, mass communication and sports management. The jury's composition ensured a blend of continuity and change. Five jury members have been on the panel from the award's inception in 2006; three members have been on the jury for the last two years and two have come on board for the first time this year. Apart from probing the mindscapes of the finalists over interviews and discussions, their documents and authentications were verified. In case of one of the short-listed finalists, some of the jury members even made a visit to see first hand her industry in action.

#### The judging process

The jury followed strictly the criteria that have been set down for evaluation. The process through which the young achievers tried to realise their dreams was given as much weightage as the outcome. The ingredients of the process that the young achievers adopted could be described in a few words—passion, commitment, perseverance against all odds ... and hard work, hard work and hard work.



Rakesh Manpat receiving the Young Achiever Award 2010 from Prakash Padukone and M. R. Jaishankar, CMD, Brigade Group.



## Our 2011 calendar: Stars on the Skyline

The theme of Brigade Group's calendars has always revolved around art—from traditional arts like painting, sculpture and photography to art created by nature. Our new calendar celebrates yet another art form: architecture. With it, we also celebrate a very significant event in Brigade's history: one of our buildings being selected to become World Trade Center Bangalore at Brigade Gateway.



## A memory at every corner

Continuing what has grown into an annual tradition, Brigade has brought out a fifth cd of timeless music. This special compilation has 24 'musical gems'—to commemorate Brigade's 24th anniversary.



# MLR Convention Centre hosts Bharat Sangeet Utsav 2010



Anup Jalota sang some of his soulful bhajans.

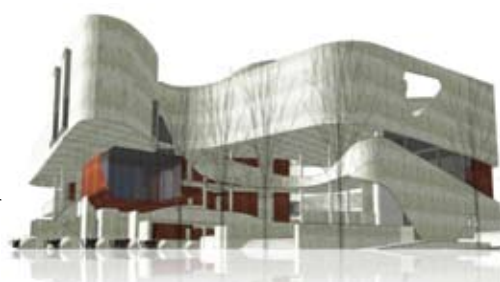
"Bharat Sangeet Utsav 2010", a musical extravaganza, was inaugurated by the soulful music of famous singer Anup Jalota on November 12, 2010. The event was held at the MLR Convention Centre, a prominent arts and cultural centre in South Bangalore.

Setting the tone for the "Sangeet Utsav", Anup Jalota struck an instant rapport with the audience interspersing every beautifully rendered bhajan with an amusing anecdote. He opened the concert with his hugely popular bhajan, 'Aisi lagi lagan, Meera ho gayi magan'. The appreciative applause from the audience prompted him to invite everyone to sing along with him. Other ace musicians also performed during the event.

Dr A. Ravindra, Special Advisor to the Chief Minister on Urban Affairs, Revenue Secretary Dr K. S. Prabhakar, and M. R. Jaishankar, CMD of the Brigade Group were guests of honour at the event.

## Catching up with 'Centre for Indian Music Experience'

Artist's impression



A first-of-its-kind experiential museum of music in India is slated to open in the Brigade Millennium enclave in 2012. The 6th and 7th of December 2010 saw the core team of the IME brainstorm and finalise the concept of

India's first experiential music museum, over a 2-day workshop. World renowned exhibit designer 'Gallagher & Associates' has joined the IME team. Svaram Musical Instruments & Research, Puducherry will set up the unique Sound Garden for IME.

For more information and update, visit  
[www.indianmusicexperience.org](http://www.indianmusicexperience.org)



Aurelio of Svaram takes the team through concept images for IME.

## The City of Palaces will have 3 new landmarks.



BRIGADE SPARKLE



BRIGADE HORIZON



BRIGADE PALMGROVE

Mysore, a city that's adorned with regal architecture, is now home to 3 modern residential projects. Brigade Sparkle, Brigade Horizon and Brigade Palmgrove. Spread across this fast growing city, these projects are an impeccable blend of comfort, luxury and value for money. To upgrade to Brigade, call 0821 425 2239.

### PROJECTS IN MYSORE:

**BRIGADE SPARKLE**  
J.P. NAGAR, MYSORE  
2 & 3-bedroom residences  
880 sq ft to 1290 sq ft

**BRIGADE HORIZON**  
SIDDHARTHA LAYOUT, MYSORE  
2 & 3-bedroom luxury residences  
1310 sq ft to 1930 sq ft

**BRIGADE PALMGROVE**  
VILLAS at BOGADI, MYSORE  
4500 sq ft to 5000 sq ft



## Grand Mercure celebrates f4



**f4** was a special evening celebrating the vibrant spirit of Bangalore. The heady fusion of fun, fashion, food and fiesta was brought alive on 22 October, at Grand Mercure's poolside restaurant, **By The Blue**.

**f4** was attended by the choicest names from the world of fashion, glamour and high society. At the heart of the event was a fashion show choreographed by Rahul Dev Shetty, featuring models strutting

exclusive designs from Ramesh and Krishna Dembla. Melodious numbers from Jyotsana Navandar of Indian Idol fame were later followed by a heady blend of music mixed by DJ Lloyd for an unstoppable night of partying.

Creating memorable experiences is the credo that drives the team at Grand Mercure, Bangalore. And **f4**—the brainchild of Hament Rai, GM, Grand Mercure—was a tribute to this spirit.

*fun  
fashion  
food  
fiesta*

“A fabulous occasion to celebrate all the good things in life; more importantly a tribute to Grand Mercure's presence in Bangalore - a vibrant city with the best it takes to figure on the global map. And there isn't a better way to raise a toast to this spirit than with an evening of fun, food, fashion and fiesta”

—Hament Rai  
GM, Grand Mercure



## GALAXY CLUB ANNOUNCES THE OPENING OF ITS NEBULA RESTAURANT



Nebula @ the Galaxy Club at Brigade Gateway offers alfresco dining.

The Galaxy Club with its elegant architecture and aesthetically pleasing décor creates an ambience designed to relax and refresh the entire family. Galaxy Club is located within the Brigade Gateway campus and has a range of



## LIVE AT THE WOODROSE:

## India's first Carnatic Jazz Band

Megha, India's first Carnatic Jazz Band, performed live at the Woodrose Club on 15th October 2010. Dr. Suma Sudhindra with her Carnatic ensemble along with Gerard Machado with his Jazz repertoire comprises the "Megha" troupe. Dr. Suma Sudhindra, who leads Megha, is a highly acclaimed musician and she is known for her melodic rendition on the veena. Gerard Machado's mastery over the guitar leaves audiences spellbound. Megha's musical performance definitely lit up the Diwali Celebrations at the Woodrose Club.



superlative Sporting and Lifestyle Facilities.

The Nebula restaurant is the latest addition to the club.

Recently launched, this contemporary restaurant tempts the taste buds with its delicious menu of soft burgers, crunchy sandwiches, thick milkshakes and hot chocolate. Ideal for a quick bite in between meals or after a tough workout at the gym. The alfresco area of Nebula is a place where families can bond over dinner, munching on pizzas or pakodas all while enjoying the cool breeze and glorious weather that Bangalore offers.

Nebula's sous chef, Ramesh, has over seven years of domestic and international experience, and is satisfied only when his guests have had a sumptuous, mouth-watering experience!



Swimming pool at the Galaxy Club.





THE SHERATON BRAND HAS BEEN BUILT AROUND THE CONCEPT OF OFFERING EXCEPTIONAL EXPERIENCES TO GUESTS AND THE BRAND HAS OPERATED ON THIS PHILOSOPHY FOR THE LAST 70 YEARS.”

## Martin Wuethrich, General Manager, Sheraton Bangalore Hotel, Brigade Gateway enclave.



**Q. Starwood group has a large portfolio of brands in India; however the Sheraton brand continues to remain one of its focus brands. What are the USPs identified with brand Sheraton and what are your plans for expansion in the Indian market?**

Starwood Hotels and Resorts has a large portfolio of 9 brands and is a Global Lifestyle company, with over 1, 45,000 employees in about 100 countries. Sheraton is one of the most prominent brands and occupies the highest market share of 44% among all the Starwood Hotels and Resorts (which includes over 400 hotels in over 70 countries).

Unique Selling Points for the brand include:

- *Link@Sheraton experienced with Microsoft:* Is situated in the heart of the lobby where guests can surf the web and utilise the wireless services for free, and the entire area is designed in such a way that one can socialise with friends and family.

- *Sweet Sleeper Bed*—The signature Sheraton Sweet Sleeper Bed with plush mattress and cozy duvet will ensure a restful sleep.

- *Sheraton Fitness by Core Performance*—A new fitness programme was created in partnership with the world renowned personal training experts, Core Performance, to keep guests at their peak at all times.

In India the Sheraton brand has plans to expand into Vishakhapatnam, Chandigarh, Mysore and Amritsar.

**Q. Can you share with us the story of the Sheraton brand from its inception and how it continues to be relevant even today to its consumers?**

The Sheraton brand has been built around the concept of offering exceptional experiences to guests and the brand has operated on this philosophy for the last 70 years. The brand continues to be relevant even today to its consumers, through its continuous product enhancements and innovations.

**Q. In India, most of the international hospitality chains are focusing on the asset-light business model, wherein the brand is franchised to another company. What is your perspective on this type of business model?**

Starwood's core philosophy in terms of a business model has been to own, manage and franchise hotels. However our main focus remains in managing hotels. Let me take China as an example: with over 60 Starwood hotels operating in China, there is only one hotel which has been franchised. However we would like to emphasise that all the three business models—i.e. self owned and managed properties, franchisee model and management contracts—have worked well for us.



STARWOOD'S CORE PHILOSOPHY IN TERMS OF A BUSINESS MODEL HAS BEEN TO OWN, MANAGE AND FRANCHISE HOTELS. HOWEVER OUR MAIN FOCUS REMAINS IN MANAGING HOTELS.”

**Q. What made you decide to take up a career in the hospitality industry?**

Both my parents had a hospitality background: my father was an executive chef and my mother was working in the F&B division. Their careers in the hospitality industry took us out of Switzerland to various countries in Europe. On our return to Switzerland, my parents set up a restaurant which was managed and operated by the family. My first practical exposure to the hospitality industry was when I assisted in the operational aspects of this restaurant. Hence taking up a full time career in the hospitality industry was a natural transition.

**Q. Can you share with us some memorable moments during your career?**

I have met many famous people, celebrities, kings and queens and have interacted with them on a one-to-one basis. These are moments which are extremely memorable for me and would not have been possible if I had chosen some other career option.

**Q. What aspect of the hospitality industry do you find most satisfying?**

In the hospitality industry there is immense learning, which shapes you as a complete management professional. You gain exposure to practically every management stream: HR, Marketing, Engineering and Selling. I find this aspect of the hospitality industry extremely stimulating and satisfying.

**Q. What is your philosophy towards work and life in general?**

For me, my personal life is extremely important and I believe in maintaining a balance between my personal and professional life. However, this is easier said than done because a hospitality professional invariably has long working hours. Hence I make sure that even if I spend limited time, I spend quality time with my family and it is from them that I derive my strength and inspiration when I am faced with challenges. ■

Be a Responsible Traveler

Help other travelers across the world to better plan their stay.

Share candid feedback of your experience at Brigade Homestead Serviced Residences by following the four simple steps mentioned below

**Step 1:**

Go to [www.tripadvisor.com](http://www.tripadvisor.com)

**Step 2:**

Type "Brigade Homestead" in the Search Bar. Click Search.

**Step 3:**

Click on "Brigade Homestead Serviced Residences".

**Step 4:**

Click on "Write a Review".



## Of theme-based learning and other nice things...



Theme-based learning is an interesting and involving way to expose students to different ideas and cultures. So every year we select a subject, aspects of which are explored in different ways through the year. When our theme was China, children focused not only on the history and geography of the country, but also researched Chinese culture and customs and learnt some words and phrases in Mandarin, sang Chinese folk songs

and even enacted a play based on a Chinese story.

Some of our cocurricular activities to date, described briefly on these two pages, are based on our current theme: Maharashtra and Goa. Other programmes celebrate special occasions and festivals. Sports are always part of our calendar.

While we have three different schools, we have one common approach to school activities: they are planned and carried out with great enthusiasm and commitment from all concerned!

### Gift Of The Seagull



A lonely seagull flies the winds  
Majestic ... soaring ... gliding wings  
A single screech sounds from the sky  
Come fly with me ... come here and fly

My spirit floats to be a part  
I feel the beating of its heart  
My soul, one with this bird of sea  
Now knows the meaning to fly free

I feel the winds caress my soul  
And soar the streams without a goal  
My being trembles of delight  
A treasure I received tonight

The seagull's flight of soaring high  
The gift of what it means to fly

—Munda, <http://www.netpoets.com/poems/inspirational/1557003.htm>

## Teaching Teachers the 3Es

Teachers of all three Brigade schools (J. P. Nagar, Mahadevpura and Malleswaram) were initiated into practising the 3Es (Excitement, Enthusiasm and Energy) at the Elim Resort on Teacher's Day.

A day trip to the scenic resort in



Muthurayanabetta had teachers dancing; playing cricket, throwball, dodge ball and tug-of-war; battling vocally at antakshari; savouring a sumptuous lunch; and, for some of the more adventurous, even climbing Muthurayanabetta Hill.



### What just happened

- Grandparents of Pre-primary students were invited to witness their grandchildren's performance on Grandparents Day.

- An excursion is always eagerly anticipated. On this special day out, students visited Doddis Resort. A visit to the Bread Factory was part of the itinerary.



Students performing on Dussera.

- Before the school closed for the first term, a special Dussera programme was organised for the parents. This included songs and dances from Maharashtra and Goa and ended with the Mysore Dussera procession.

- Kannada Rajyotsava was celebrated with students speaking on the significance of the day, singing of a Kannada song in praise of the beautiful fauna and flora of the state and the performance of a tribal dance of Karnataka.

- Students celebrated Deepavali with the Dance of the Diyas. They also spoke about the values the festival teaches. While a talk on safety when bursting crackers was organised, students made a point of promoting an environmentally-conscious option. They enumerated the virtues of a 'green Deepavali'—in which people say 'no' to crackers and instead, spread joy and cheer to the needy by distributing sweets.

## THE BRIGADE SCHOOL @ MALLESWARAM



Students performing on Grandparents Day.



Onam celebration

- Children's Day began with a Special Assembly at which teachers performed a mime show with a moral. 'Boxes' focused on how negative qualities can turn into positive values. Creativity was amply evident in the art work, poetry and story-writing done during our 'creativity segment' and in a talent show at which children sang, danced, enacted a play and played various musical instruments. Team games were followed by a programme by teachers (with dances from Maharashtra and Goa, a hilarious Kannada skit and Hindi songs) that had children screaming for encores.

- The parents of Pre-primary and Std 1 students attended an interactive session conducted by Phyllis Farias, Educational Consultant, Trainer and Counselor. The subject was 'Development and psychology of children within the age group of 3 to 6 years and related parental concerns and issues'. Ms Farias stressed the point that child development has a pattern process and should not be hurried. Questions the parents asked were answered by both Ms Githa Shankar, Chairperson, Brigade Foundation and Ms Farias. The final word: enjoy and celebrate your child.

### ..and what will soon take place

- Mindspace Activity Day, to be held in December, will provide a platform for students to display (through posters, models, skits, dance, music, art, yoga and games) all they have learnt to their parents. This will also give parents a better understanding of the activity-integrated curriculum that is being followed in school.
- A Special Assembly for Christmas is being planned.
- We look forward to an exciting Annual Day and Sports Day in the coming term.





O nanna chetana,  
aagu nee aniketana

*What's been  
happening?  
A whole lot!*

#### Wildlife Week

The Brigade School @ Millennium commemorated Wildlife Week with an inter-class wall magazine competition. The theme for the competition was Conservation of Wildlife and students created wall magazines that were both informative and aesthetically presented. Protection and conservation of the tiger seemed to be a priority to most of our young ecologists!

#### Special Assemblies

##### Dusseera

Students of Std 5 (Sections A and C) showcased the significance of the festival and how it is celebrated in Maharashtra.

##### Intra-mural Competitions—Prize distribution (4 Nov)

Ms Githa Shankar, Chairperson, Brigade Foundation, gave away the prizes for Intra-mural Competitions in the Arts and Performing Arts.

##### Kannada Rajyotsava

Kannada students performed a dance drama on the origin of the Hoysala Dynasty.

##### Deepavali

Students of Std 9 presented a programme on the various traditions adopted around the world to celebrate the Festival of Lights.

## THE BRIGADE SCHOOL @ J. P. NAGAR



Gotipua Dance

#### Gotipua

Students of the primary section were the privileged audience to a folk dance performance from Orissa. The show was organised by The Brigade School in association with SPIC MACAY.

#### Annual Cultural Day

Annual Cultural Day was held at the MLR Convention Centre on 11 and 12 November. Mr A. Chandrashekhar, well-known actor, director and producer of television serials, was the Chief Guest. The evening included a hilarious Hindi play, Andher Nagari Choupat Raja; a play about Shivaji; a medley of dance and fashion, Yeh Hai Bombay Meri Jaan; and the colourful Goa Carnival.

The evening also saw the distribution of prizes for the Best Student in Art and Performing Arts. The prize was awarded to Sreenidhi Boopathi of Std 3C. The Best House in Art and Performing Arts was Vijayanagara.

Chirag Bipin Kundgol was felicitated by the Ms Githa Shankar, Chairperson, Brigade Foundation, for his achievements in the National CBSE Swimming Championships.



Students performing a dance drama on the occasion of Rajyotsava.

## ACHIEVEMENTS

#### Teachers Day Teachers' Quiz

Ms Smita Ashok and Ms Jyoti Venkatesh won the I Runner-up Prize at the Quiz, held at National Hill View School.

#### Limca Book of Records, Quiz Competition

Rangesh Vittal and Srivatsa Shanmugam of Std 12 won the II Runner-up Prize.

#### CBSE National level Swimming Championship.

Chirag Bipin Kundgol of Std 8B clinched the Boys under-16 800 M Freestyle Gold in the competition, held at Jaipur between 29 October and 2 November. He set a new meet record by clocking 9:35:97 in the same event. He also won the Silver for 400 M and Bronze for 200 M Freestyle.

#### CBSE Cluster VII Football Tournament

The Brigade School football team outplayed KLE Society with a 12-0 record performance in the CBSE Cluster VII Football Tournament held on 28th October.

#### State level Star Track Athletic Meet

Urmila Anand of 7C won First Place in the Girls Shot Put and Sai Shravan of 7B won Third Place in the Boys Shot Put.



O nanna chetana,  
aagu nee aniketana

T-shirt Painting on  
Ganesh Chaturthi

## THE BRIGADE SCHOOL @ MAHADEVAPURA



### Quick Calendar of Events

#### AUGUST

**Krishna Jayanti:** Celebrated with song, dance and a pot-painting competition.



Students performing on Teacher's Day.

#### SEPTEMBER

**Teacher's Day:** Special events and performances in speech, drama and music.

**Ganesh Chaturthi:** Ganesha idols, artistically modeled out of clay.

#### OCTOBER

**Dusseera and Deepavali:** Music and dance. A spectacular Dandiya Show.

#### NOVEMBER

**Kannada Rajyotsava:** Children salute the state of Karnataka in the beautifully rendered 'Hacchevu Kannadada deepa'.

**Children's Day:** Fun, games, magic, song and dance (by teachers), delicious brownies, surprise gift hampers.





ಬೆಂಗಳೂರು ಮಹಾನಗರ ಪಾಲಿಕೆ  
BANGALORE MAHANAGAR PALIKE  
ಕಂದಾಯ ಇಲಾಖೆ REVENUE DEPARTMENT  
ಸಂಖ್ಯೆ No. ಸ್ಥಳ / Place  
ದಿನಾಂಕ / Date  
ಖಾತಾ ದೃಢೀಕರಣ ಪತ್ರ / KHATA CERTIFICATE

This useful guide has been written by Arathi Manay Yajaman, a resident of Brigade Millenium, JP Nagar, for Citizen Matters. This guide was first circulated for use by her fellow residents.

1. Apply for Encumbrance Certificate (EC) for your flat—for a period of at least a year. Fill Form 22 (available free of cost at sub-registrar office). The cost of EC is Rs. 35 for one year. Collect the EC after a day or two.
2. Get a khata application form (Rs 10) plus copies of the following documents: betterment charges receipt, building sanction letters, title certificate, sketch of layout.
3. Get copies of the following notarised: Sale deed, Form III (if you have), Possession Certificate (if you have), GPA (if used), fill up the form—green and pink.
4. Tag the application to the notarised documents, EC, latest property tax receipt, plan of the flat, along with the common documents and submit to the local ARO Office. Get the pink acknowledge-

## Khata guide for apartments

- ment slip back. It should be stamped and signed with submission number.
5. Go back after 15 days to check the status. Keep doing this till you get the notification.
  6. Demand note indicates the amount you need to pay as khata registration fee. Look at the stamp duty paid in your sale deed. Two per cent of this is the amount. The demand note is issued in batches. So do coordinate with others in your building whose names are in the demand note to get all the DDs.
  7. Submit the DDs as per the demand note to ARO Office and get a stamped acknowledgement. A receipt should also be issued but this may be given along with the khata notification or khata certificate.
  8. Wait for about 15 days and follow up. Do this every 15 days or so.
  9. Check the notification to see that your name is spelt correctly and other information like area of flat, car park, and so on are correct. Take the khata notification to the ARO office with an application requesting issue of khata certificate (pay Rs. 25) and khata extract (pay Rs. 100). Go back as

To  
The ARO, \_\_\_\_  
Bangalore

Dear Sir/Madam,

**Sub:** Property at \_\_[ADDRESS]\_\_, bearing municipal no. \_\_\_\_ [take this from notification]

I request you to please issue the Khata Certificate and Khata Extract for the above mentioned property.

A copy of the latest property tax receipt is attached. The fee of Rs 125/- towards Khata Certificate and Khata Extract was already paid along with the Khata fee / is being paid herewith.

Thanking you,  
(Owner's signature and name)

THE LETTER FORMAT TO GET THE KHATA DOCUMENTS

requested by the ARO office to collect your khata certificate and khata extract.

Source: <http://bangalore.citizenmatters.in/>

## Elevated roads create new residential catchments



Hosur Road elevated expressway.

### Hosur Road expressway

In Bangalore south, the 10 km elevated Hosur Road signal-free expressway has fuelled realty developments flanking the route to Electronics City ... Four major BDA layouts—KHB Suryanagar layout, Devraj Urs Layout, Nijalingappa Layout and the K C Reddy Layout—have been planned here.

Two major elevated road projects have also created new residential neighbourhoods in the suburbs.

## Elevated Tumkur Road and Nelamangala Highway



Tumkur highway will promise a smooth drive between the Outer Ring Road and Nelamangala.

The six-lane Bangalore-Nelamangala highway stretch with a 4.5 km elevated portion will enhance connectivity to Tumkur and to the international airport through NH 207. The completion of this road project is gradually spurring warehousing activity in the surrounding areas of Jalahalli, Dasarahalli, Yeshwantpur, Nagasandra, Madanayakahalli, as well as Peenya and Nelamangala ... Social infrastructure such as hospitals, residential schools, colleges, showrooms and hotels are emerging on both sides of the highway.

—Excerpted from Times Property, Bangalore; 12 Nov

## Heli-tourism project in the offing

The government's ambitious heli-tourism project is all set to take to the skies after the zilla and taluk panchayat poll results. To begin with, heli-services for well-heeled tourists will be in the heritage circuit, connecting world heritage sites of Hampi, Pattadakal, Badami, Aihole and Bijapur. Heli-tourism has also been proposed for the Malnad belt, coastal and the pilgrimage circuit.

New Delhi-based OSS Air Management will operate these services. The operations will begin with three helicopters.

—Excerpted from Times of India, Dec 9



## FINANCE UPDATES

### HOUSING LOAN SCHEMES

Indicative Equated Monthly Installment for every ₹1 lakh of loan*						
Loan Classification	Interest Rates (%)	EMI				
		5 years	10 years	15 years	20 years	25 years
1st year	8	2028	1213	956	836	772
2nd and 3rd years	9	2067	1268	1011	898	838
For rest of the period						
Floating Interest Loans up to 50 lakh	9.35	2074	1276	1029	918	860
Floating Interest Loans above 50 lakh	9.85	2085	1296	1054	947	892
Fixed interest	11.10	2111	1347	NA	NA	NA

EMI quoted above are for loans availed from State Bank of India • Moratorium is presumed to be "nil" • Fixed rate loans are available for a maximum period of 10 years only • Fixed rate loans have a reset clause of 5 years with "force majeure" clause • Floating rate interest rates vary for loans up to Rs 50 lakh and above Rs.50 lakh • 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.

Source: State Bank of India

\* Conditions apply



# INVEST WELL. INVEST IN BRIGADE.

Residences, for a better quality of life.

## NEW RESIDENTIAL PROJECTS

### APARTMENTS



**Brigade Exotica**, Old Madras Rd  
3- & 4-bedroom premium apartments  
2650 sft to 3800 sft



**Brigade Omega**  
Thurahalli, off Kanakapura Rd  
2- & 3-bedroom apartments  
1290 sft to 1650 sft

### VILLAS



**Brigade Orchards**, Devanahalli  
Premium villas  
4000 sft to 4500 sft



**Brigade Palmgrove**  
Bogadi Rd, **Mysore**  
Premium villas and Townhouses  
4500 sft to 5000 sft

### OTHER CITIES

#### HYDERABAD



**Brigade Zenith**  
Banjara Hills  
Premium apartments  
4500 sft to 5000 sft

#### MANGALORE



**Brigade Pinnacle**  
Derebail  
2- & 3-bedroom apartments  
1100 sft to 1600 sft

## RETAIL



**Orion Mall**  
@ **Brigade Gateway**  
Malleswaram-Rajajinagar  
8,00,000+ sft • 11-screen  
Multiplex, Retail, Food Court,  
Entertainment, Restaurants

**The Arcade**  
@ **Brigade Metropolis**  
Mahadevapura, Whitefield Rd

- 40,000+ sft
- 360 sft to 900 sft
- Ideal for convenience stores; high-end shops; health, beauty and leisure facilities

### FORTHCOMING RETAIL PROJECTS



**Retail Spaces at Sheraton Bangalore**  
@ **Brigade Gateway**  
Malleswaram-Rajajinagar, Bangalore.  
• 4,000 to 25,000 sft  
• Ideal for large format stores



**Orion Mall**  
Banaswadi  
Bangalore (3,00,000+ sft)



**Brigade Broadway**  
K. G. Road  
Bangalore (70,000+ sft)



**Brigade Solitaire**  
Residency Road  
Bangalore (20,000+ sft)

### MYSORE

**Brigade Vantage**  
Hunsur Road  
(1,40,000+ sft)

**Brigade Point**  
Gokulam Main Road  
10,000+ sft (ground floor)

**Brigade Vantage**  
OMR (1,00,000 sft)

### CHENNAI

**Retail Spaces at Holiday Inn**  
Opp. Tidal Park, OMR (20,000+ sft)  
Ideal for large format stores

Refer our projects to your friends and relatives! Get a referral incentive!

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Hulkul Brigade Centre,  
82, Lavelle Road,  
Bangalore 560001  
Ph: +91-80-40467666  
Fax: +91-80-22210784

**MYSORE:** Suchendra  
Brigade Point, 2963, 3rd Floor,  
Gokulam Rd, V.V. Mohalla, Mysore 570002  
Ph: +91-821-2511239 Fax: +91-821-4252239

**CHIKMAGALUR:** Stalin  
Kadur Nivas, Opp. Mountain View School  
Vidyanagar, Chikmagalur 577102  
Ph: +91-8262-222448 Mob: +91-9611801517

**MANGALORE:** Anand Poojary  
Mob: +91-9972305244

**CHENNAI:** E.S. Senthilvel  
Old No: 31A, New No: 2  
Cathedral Garden Rd  
Nungambakkam, Chennai 600034.  
Ph: 044 43587017  
Mob: +91-9841366207

**KOCHI:** Lalu Isaac  
213, Panampally Nagar,  
Kochi 682036 Ph: 0484-4044494  
Mob: +91-9895054494

**HYDERABAD:** P. Rajasekhar  
Regus, Level-1, Midtown,  
Banjara Hills, Road No.1  
Hyderabad 500034  
Mob: +91-9912249590



OFFICE FACILITIES

SUMMIT  
BRIGADE METROPOLIS  
*Mahadevapura, Whitefield Rd*

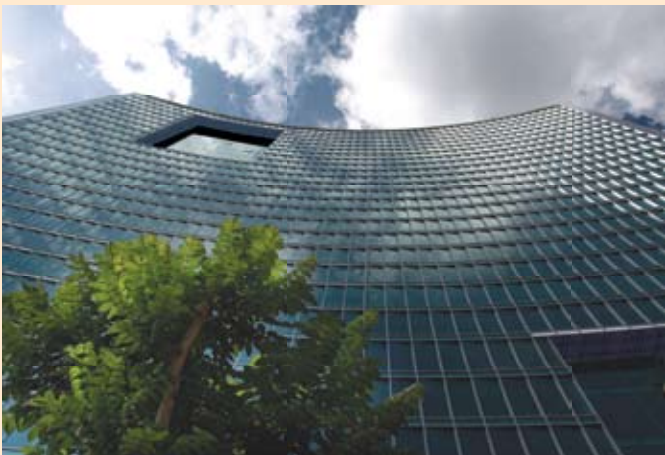


ARTIST'S IMPRESSION

- 8,30,000 sft office space in two towers connected by sky-bridges at 5 levels
- Office space available from 6,000 sft onwards
- Floor plates of 22,000 sft to 42,000 sft
- Multi-level car park (6 levels)
- Cafeteria, Landscaped gardens, Amphitheatre, Swimming pool, Gym, Helipad
- Ideal for IT/ITES/Corporates



WORLD TRADE CENTER  
BANGALORE  
AT BRIGADE GATEWAY  
*Malleswaram-Rajajinagar*



- Bangalore's tallest building
- 32 levels
- 1 million+ sft with floor plates of 40,000 sft
- Office spaces available from 4,000 sft onwards
- Grade A++ specs
- Helipad
- 9-level car park
- Ideal for corporate headquarters / regional offices / software offices

The Arcade @ Brigade Metropolis  
*Mahadevapura, Whitefield Rd*



ARTIST'S IMPRESSION

- 40,000+ sft of office space
- 360 sft to 900 sft
- Ready to move in

Brigade Point  
*Gokulam Road, Mysore*



ARTIST'S IMPRESSION

- Plug-n-Play: 4,000 sft
- Office spaces: 2,500 to 16,500 sft
- Ready to move in

Brigade Rubix  
@ HMT Township, Bangalore



ARTIST'S IMPRESSION

- 2,20,000 sft
- Multi-occupant office spaces 1,400 sft to 2,300 sft
- Ideal for Commercial/ Retail/Banking/ Insurance/Travel/Consultants/ Professionals/IT/ Corporate offices.

Brigade Business Suites  
Ashoka Pillar, Jayanagar

- 1,000 sft to 1,700 sft
- Ideal as small offices and for professionals
- Ready to move in

Brigade Techpark  
Whitefield

- Plug-n-Play: 13,000 sft to 50,000 sft
- Ready to move in

Brigade IRV Center, Whitefield  
19,000 sft to 43,000 sft

SEZs in Kochi (8,00,000 sft) and  
Mangalore (2.5 million sft)

BUILT-TO-SUIT OPTIONS

in Bangalore, Mysore, Chennai and Mangalore



# MUSINGS ON MALLESWARAM

The Malleswaram of today is demographically diverse, welcomingly cosmopolitan and reverberates with a babel of languages. It's a place of vibrancy, activity and exciting possibility. It's home to old bungalows and ancient temples. It's also home to the city's most modern enclave—Brigade Gateway, described in detail on earlier pages—complete with the iconic WTC building, Sheraton hotel, Orion Mall, Columbia Asia Hospital, Galaxy Club, The Brigade School, lake and 1200-apartment residential section.

But it wasn't always like this ...

Bangalore in Fifties and Sixties was still a Pensioners' Paradise and very much a sleepy town. It was mostly divided into City and Cantonment with Basavanagudi and Malleswaram well known among its residential areas. Dandu or, Cantonment ('Contru-mentru' as villagers would call) was still a very far off place for most Bangaloreans, almost as far as London itself.

—Excerpted from 'Early Bangalore as seen from Bus Route # 11' by E.R. Ramachandran

Cities grow from chance and circumstance. As the excerpt above indicates, the Bangalore of the 1950s was divided into two main areas: Cantonment and City. Culturally, they almost formed two different worlds. The Cantonment symbolised all things colonial and was widely considered to be the preserve of the westernised. The City was where trade was conducted and local people lived.

**The earliest 'extensions'** to the old city were Chamarajpet and Seshadripuram, which were developed in 1892. Malleswaram and Basavanagudi, though planned around the same time, came into being only six years later. Credit for 'discovering' Malleswaram goes to Sri Venkatranga Iyengar, a lawyer and Councilor in the Maharaja's administration. He is said to have loved riding around the city on horseback. On one of these excursions, he is believed to have come across the Kaadu Malleswara temple in a village named Mallapura, pretty well jungle-like terrain at that time. He envisioned the area to someday be a locality of noblemen enjoying a rich and cultured life. Being a member of the city municipality, he was able to press his case when expansion of the city was being planned. The official name of Sampige Road, interestingly, is Venkatarama Iyengar Road.

**The plague:** The real spur to develop Malleswaram had a more practical basis. It was deemed a necessity to decongest the



Kaadu Malleswara Temple.



CTR and its famous Dosa.

city during the plague epidemic of 1898. The outbreak was of crisis proportions and took a huge toll on the city. But it also led to improvements in sanitation and health facilities, the laying of telephone lines to co-ordinate operations and

the planned expansion of the city.

## The hygienic suburb:

The city's authorities acquired 291 acres to develop the 'model hygienic suburb' of Malleswaram, which was well spaced and so well drained that 'a deluge of six inches would not leave a vestige of standing water in any of the house sites'\* Care was paid to issues of social hierarchies too: Malleswaram had eight blocks, one for each 'particular section of the people', similar to Basavanagudi.\*

**Prized locality:** From these need-based beginnings, Malleswaram soon grew into the prized locality Sri Venkatranga Iyengar had wanted it to be. Big bungalows and properties, tree-shaded roads and respected educational, religious and cultural institutions became hallmarks of the new "extension". Well known families like the Patankars (descendants of Diwan V. P. Madhava Rao), made their homes here. So did cultural icons like painter Venkatappa, Veena Doraiswamy Iyengar, Krishnaswamy, C. V. Raman, G. P. Rajaratnam and T. A. S. Mani. To many old Bangaloreans, Malleswaram symbolises the cultural heart of Bangalore.

The face Malleswaram wears today may bear almost no resemblance to that of the 1890s. As memories of the old jatka stand are erased by anticipation of the Metro, one can only bemoan or celebrate the profundity of the line "everything is different; nothing has changed".

—Team Insight

\* A guide to Bangalore and Mysore Directory, 1905 quoted by Janaki Nair, 2005.



### A few much-loved Malleswaram landmarks and locations

- Tree-shaded 'main' roads and 'cross' roads filled with generations-old, family run stores
- Central Tiffin Room (CTR)
- Janata Hotel
- New Krishna Bhavan
- Veena Stores
- Malleswaram railway station
- Malleswaram market

- Malleswaram Grounds
- Canara Union Club
- St Peter's Pontifical Seminary
- Kaadu Malleswara temple
- Kanyaka Parameshwari Temple
- Sri Krishna Temple
- Circle Maramma Temple
- Shri Chitrapur Math
- Hymamshu Jyothi Kala

- Peetha
- Malleswaram Association
- MES College
- Indian Institute of Science
- Malleswaram Ladies Association
- Malleswaram Boys' School
- Government Girls' School and Boys' School
- Cluny Convent
- Seva Sadan

We invite readers to share their favourite Malleswaram sites and sights with us. Write to [mathew@brigadegroup.com](mailto:mathew@brigadegroup.com)



Indian Institute of Science.

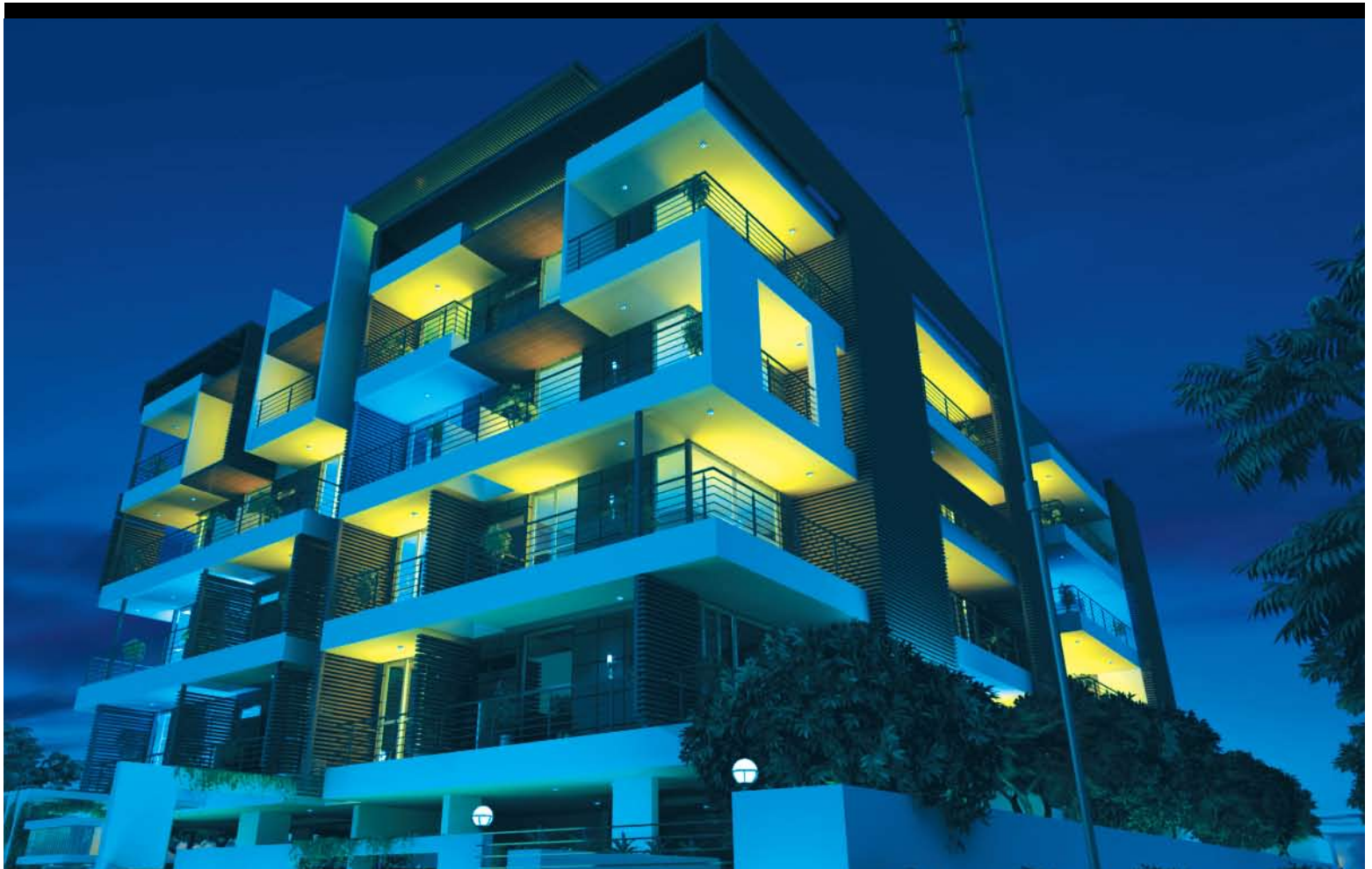


St Peter's Seminary.



**Everyone has  
a signature.  
Not everyone has  
a signature home.**

**The Signature Collection** is an exquisite bouquet of only the most premium Brigade properties. An offering reserved for the discerningly opulent, these residences are as much a reflection of a lifestyle abounding in ultra-modern luxury as they are of fine taste and temperament.



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*The Signature Collection*  
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4-bedroom residences

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**BRIGADE RHAPSODY**  
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4-bedroom residences

**BRIGADE GATEWAY**  
MALLESWARAM-RAJAJINAGAR  
3 & 4 bedroom penthouses

**BRIGADE PETUNIA**  
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3 & 4 bedroom residences and penthouses

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