

Reflections on turning twenty



Twenty years is a milestone in the life of an organisation.

In the normal ebb and flow of business life, twenty years represents a multitude of market

highs and lows, changing business horizons and expanding corporate visions. Brigade Group has weathered time and change, evolving into a professional organisation of 500+ people, operating in domains that include property development, property management, hospitality and education. It's been a journey that has seen us establish a significant corporate presence in Bangalore and Mysore and gain the increasing trust and respect of our rapidly expanding base of customers and associates.

More on pg 4

Brigade Group institutes Young Achiever Award

On 17 July, we instituted the Rotary Bangalore Midtown and Brigade Group Young Achiever Award—an annual state-wide search for individuals and teams who have made outstanding and inspiring achievements in various fields.

More on pg 3

Brigade Group dedicates road to residents of South Bangalore

The development and construction of the 24th Main Road extension in J.P. Nagar, was undertaken by us. Now named "Brigade Millennium Road", the road provides a smoother and faster access to anyone commuting to J.P. Nagar, 7th and 8th phase.



Brigade Group donates statue to the city

We have contributed a statue of the revered Swami Vivekananda to the Bangalore cityscape. Installed at the Ulsoor lake, the statue was unveiled on 4 November by the Chief Minister, H. D. Kumaraswamy.

MLR Convention Centre inaugurated



The state-of-the-art MLR Convention Centre—named after Brigade Group's patriarch, the late Sri M.L. Ramachandra Setty, was inaugurated on 30 July, with a simple function. Pictured above is the auditorium. For more information on the convention centre, turn to page 9.

Banyan Tree to manage Brigade Group's hill resort

Banyan Tree Hotels and Resorts will be partnering with Brigade Group in the management of our Hill Resort near Chikmagalur. The announcement was made at a press conference at The Oberoi on 6 September.



An artist's impression of our resort

Banyan Tree Hotels and Resorts is one of Asia's largest Resort and Spa chains with a presence in over eight countries across Asia. They own both Banyan Tree and Angsana Resorts and Spas; Banyan Tree being the 5-star brand and Angsana the 3-star chain. Present at the press conference were Mr Ho Kwon Ping, Executive Chairman and Founder of Banyan Tree; Mr Ho Kwonjan, and Ms Lim See Bee, Project Director—Architecture.

Continued on pg 9

New clients at Brigade TechPark

We extend a warm welcome to the new occupants of Brigade TechPark—Unilever India Shared Services Ltd (47,000 sft), INS Zoom.com (14,500 sft) and Easiprocess Pvt. Ltd (13,900 sft).



A view of the artistic metal sculpture at Brigade TechPark

The project, located next to ITPL in Whitefield, is spread over 440,000 sft. Choice of floor plates range from 13,000-24,000 sft and 32,000-50,500 sft. Special features include a swimming pool, gym and provisions for a cafeteria and coffee shop.

Landmark, Westside and Star India Bazaar at Orion Mall!

Orion Mall, located at Brigade Gateway in Malleswaram-Rajajinagar, will be Bangalore's largest mall. Leading Indian chains—Landmark, Westside and Star India Bazaar—will be the major anchor stores at Orion. The mall is being designed by international architects H.O.K., New York. To know more about Orion Mall and its special features, turn to page 6.

Brigade Group wishes you a happy and prosperous New Year!

Editor's Note

Quite a lot has happened from the last issue of *Insight* to the current one. We have completed Brigade Gardenia and Brigade Sereniti. Work on other projects—including the two enclaves, Brigade Metropolis and Brigade Gateway—is going on full tilt.

In the domain of hospitality, completion of the MLR Convention Centre has exponentially enlarged and enhanced the convention, conference, wedding and special event facilities we offer in South Bangalore. Further, we are partnering with Banyan Tree Hotels and Resorts for an upcoming world-class hill resort and spa in Chikmagalur. And these are just the highlights of what's happening at Brigade Group. A more detailed picture will emerge as you go through the following pages.

This issue also touches on another milestone in our organisation's history: we have celebrated our 20th anniversary. We would like to take this opportunity to thank all of you—Brigadiers, customers, associates and well wishers—for your support and good wishes over the years.

Suvarna Karnataka was celebrated across the state with much splendour and enthusiastic participation. *Snippets* gives us a perspective on what such celebrations mean—and why they are so important.

We hope you enjoy this issue...and we look forward to your feedback.

And finally, we would like to extend our warmest season's greetings to all of you. To end on a quote, "Here's to the bright New Year, and a fond farewell to the old; here's to the things that are yet to come, and to the memories that we hold".



A few thoughts...

On 10 October 2006, we reached a significant milestone—Brigade Group turned 20! What started off as a single building venture (Brigade Towers) has grown steadily into a multi-product business—Real Estate and Hospitality. Our Brigade Foundation—a not-for-profit charitable trust—which runs The Brigade School, has earned a good name in a short time.

Brigade Insight itself has completed 10 years of uninterrupted publication with 3-4 issues in a year. It has also reached a respectable private circulation of over 10,000 copies. I welcome suggestions from readers on *Brigade Insight's* content and format, in order to make it a more useful publication.

While Indian real estate is passing through exciting times, the challenges are daunting. Competition is severe. Entry of multinational companies and foreign funds bring in both opportunities and threats. What we have achieved in terms of built space and turnover in 20 years, we have set out to far exceed in the next 3 years!

The biggest challenge is to get the right quantity and quality of human resources that can fit into the organisation's culture and methods. A lot of emphasis will be given to training and retraining people. We also need to develop the right systems to manage our business in multiple locations, which is becoming the order of the day among developers. I am quite sure the future will be brighter than the past.

The State Government's intention to form Greater Bangalore is a welcome move. The main problem facing Bangalore (and few other cities) is that too many agencies are responsible for civic affairs. At last count Bangalore had 13 agencies—BMP, BDA, seven

City Municipal Councils, one Town Municipal Council, BMRDA, BIAPPA and BMICPA. The present proposal is to merge the seven CMCs, the TMC and a few surrounding villages with the BMP. This will not entirely solve the problem of multiplicity of organisations. In order to make Greater Bangalore really great, the government has to bring all the 12 organisations and few more like BWSSB and BESCOM under one umbrella, be it Greater Bangalore or Bangalore Mega City Corporation or State Capital Region (on the lines of National Capital Region).

Delays in bringing out the new Comprehensive Development Plan (CDP) for Bangalore City is creating havoc by way of more illegal buildings and unplanned growth. Without dithering further the government has to formalise the new CDP.

The Central Government's JNNURM (Jawaharlal Nehru National Urban Renewal Mission) is a noble thought and will force state governments and civic bodies to give importance to planning and improving urban infrastructure. It should also help in reduction of stamp duties and urban taxation levels.

Wishing all readers Season's Greetings and a Happy and Prosperous 2007!

—M.R. Jaishankar
MANAGING DIRECTOR

Brigade Group at: MyRealty Exhibition



Co-sponsored by Brigade Group and jointly organised by the Mysore Builders Association of India and Times Property, the MyRealty exhibition was held

at Mysore on 19 and 20 August. An impressive number of financial institutions and property developers were represented at the exhibition.

NASSCOM Quality Summit



NASSCOM'S Quality Summit, at the Leela Palace hotel in Bangalore on 5 and 6 September, featured a range of enriching seminars and discussions on quality. Brigade Group showcased its software and residential facilities.

BUSINESSPARK 2006

INTERNATIONAL BUSINESS & TECHNOLOGY PARK EXPO
28-30 SEP 2006, CHENNAI TRADE CENTER, CHENNAI, INDIA

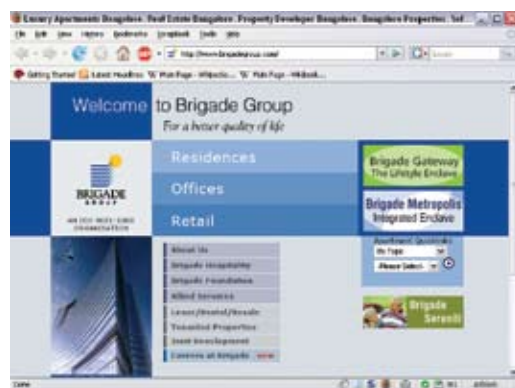


The spacious and open-looking Brigade Group stall at Businesspark 2006

Brigade Group presented its major projects at Businesspark 2006, a niche international business and technology park exhibition held at the Chennai Trade Centre on 28, 29 and 30 September.

The purpose of the exhibition was to create a platform for promoters of commercial and business facilities in India and abroad to meet and interact with potential customers from different domains. Businesspark was jointly sponsored by The Economic Times and Unitech Exhibitions.

Brigade Group had one of the largest displays at the exhibition, covering an area of about 1,550 sq ft. A large and imposing backdrop, standing over 11 feet high and 40 feet wide, featured key projects in several of our domains.



“Since I'm searching for a new house, and being in IT, my landing pad is usually the corporate website of a builder. During this course of my 'surfing', I noticed that Brigade has the most informative, one-stop-shop kind of site wherein I can gather all the details from plans to price. Very transparent with details indeed.”

—Siddharth Gandhi, Principal Consultant,
Oracle Solution Services India

Careers @ Brigade

We are constantly looking to augment our team—from engineering to marketing to hospitality.

To find out more about career prospects at Brigade Group, please visit our website: www.brigadegroup.com



Shikha Tandon and Manasi Prasad share Young Achiever 2006 award

Rotary Bangalore Midtown & Brigade Group Young Achiever 2006

The winners of the Young Achiever 2006 award, instituted by Rotary Bangalore Midtown & Brigade Group, were announced at an awards function at MLR Convention Centre on 28 October. Chief Guest, Rtn Srikanth M. Chatrapathy (District Governor, Rotary District 3190), presented trophies and citations to joint-winners, Shikha Tandon and Manasi Prasad. M.R. Jaishankar presented each winner with a cheque for Rs 50,000. A special award of Rs 20,000 was given to Basavaraj T. Horaddi.

The winners

National swimmer Shikha Tandon has a string of impressive national and international records, awards and achievements, including being the only Indian swimmer at the 2004 Olympic Games at Athens. Sharing the award with Shikha was Manasi Prasad, who has exceptional achievements in the fields of academics and music. Her academic record includes being a recipient of the Aditya Birla Scholarship awarded to the top 10 students across IIMs. Manasi is a gifted vocalist



L to R: Jaishankar, Githa Shankar, Manasi Prasad, Shikha Tandon, Rtn Srikanth Chatrapathy (Dist Gov. Rotary Dist 3190) and Rtn Quresh Merchant (President, Rotary Bangalore Midtown)

in Carnatic music and has performed over 500 concerts. Basavaraj T. Horaddi has outstanding achievements in the field of special sports for the physically challenged.

Selection process

The Rotary Bangalore Midtown and Brigade Group Young Achiever Award has been instituted to encourage the achievements of young people in professional, cultural, social or other specific areas of endeavour. This annual award is open to both individuals and teams, below 25 years of age, residing in Karnataka. The committee received an overwhelming response from all over the state, including applications from national and international level achievers, across all domains. Factors considered while short-listing included:

the uniqueness of the achievement, its potential influence on other youngsters in similar fields and the inspiring personality of the applicant. Thirteen short-listed applicants met the jury, for personal interviews, at The Woodrose on 15 October.

The jury

The jury comprised badminton champion, Prakash Padukone; scientist, Geeta Varadan; award committee members—Quresh Merchant (President), A.V.S. Murthy, Kiran Boal, G. Ravishankar and Varadarajan Seshamani; Managing Director, Brigade Group, M.R. Jaishankar; and Managing Director, Resource Communications, H. Jayadeva.

For more information on the Young Achiever Award, please visit www.youngachiever.in

"We are grateful to you for giving us the wonderful opportunity to draw inspiration from three young gems of Karnataka—Ms Manasi Prasad, Ms Shikha Tandon and Mr Basavaraj Horaddi.
Ms Manasi Prasad's words still ring in our ears that she worked when the rest of the world slept and that is the secret of her success. Sometimes, great deeds are achieved through small inspirations like these. The programme truly inspired us all to be achievers in every unique field. Our sincere thanks to you, Sir."
—Students of Std 8, 9 and 10, The Brigade School
(excerpted from a letter to M.R. Jaishankar)

Brigade Sereniti Retirement Residences launched



TV room at Brigade Sereniti

The much-awaited launch of Brigade Sereniti Retirement Residences, located in the Brigade Gardenia enclave in J.P. Nagar, took place on 18 August. Apartments at Brigade Sereniti meet the special needs of active senior citizens by addressing—through architecture and design—issues of concern like manageability, accessibility, security and availability of essential services. Brigade Sereniti is a modern 12-storey apartment complex with 72 compact, easy-to-manage apartments—with and without a study area—set in a safe, pleasant neighbourhood. Apart from physical comforts, provisions will be made for facilities and services senior citizens may need like food and catering, medical care and housekeeping.

Residents of Brigade Sereniti could also enjoy the benefit of sports and recreation facilities at the Augusta Club, on a membership basis.

More on page 4

An update on our projects in the royal city

Construction work is in progress at our projects in Mysore. Brigade Elite 1 & 2, Brigade Elegance and Brigade Habitat are in different stages of construction. Brigade Point, our maiden office facility in Mysore, is also on the road to completion.

Work on Brigade Tiara at Yadavagiri, another premium luxury apartment project, has also commenced. The elevated position of Brigade Tiara lends itself to excellent ventilation as well as panoramic views of the city. Brigade Tiara has exclusive 3-bedroom apartments with top-of-the-line specifications and facilities. We will soon be starting work on Brigade Chrysalis at Yadavagiri.



An artist's impression of Brigade Habitat

Our recently completed projects in Bangalore and Mysore

We are pleased to announce the successful completion of a number of our projects. We look upon our newly completed buildings with a sense of achievement and satisfaction. The list includes:

- **Brigade Millennium**, 7th Phase J.P. Nagar. Our first integrated enclave in South Bangalore is completed. Laburnum and Jacaranda blocks are almost fully occupied. In addition to the Millennium Park, The Brigade School and The Woodrose club, the MLR Convention Centre—now operational—has brought vitality to our first enclave in Bangalore.
- **Brigade Gardenia**, 8th Phase J.P. Nagar. Our second residential enclave in Bangalore was inaugurated on 23 September.
- **Brigade Hallmark**, opposite Richard's Park, on Richard's Road, has been completed and occupied. The project has luxury 3- and 4-bedroom apartments.
- **Brigade Heritage**, Davis Road-Cookson Road junction, is also completed and occupied. The project has luxury 3- and 4-bedroom apartments.
- **Brigade Homestead-2**, Jayanagar. Our serviced apartment facility located near Ashoka Pillar is now complete. With interiors and furnishing in progress, Homestead-2 will be commencing operations shortly.
- **Brigade Splendour**, Lalitha Mahal Road, Mysore, is now complete and handing over is in progress. The premium luxury apartment project, with spacious 3- and 4-bedroom apartments, also has a clubhouse and swimming pool. It is the first project of its class in the royal city.



The sculpture and waterbody at the entrance to Brigade Gardenia

Staff cultural show marks Brigade Group's 20th anniversary

An in-house event

Brigade Group commenced operations on 10 October 1986. To mark the completion of twenty years in the industry, we held an in-house function on 7 October at MLR Convention Centre in Brigade Millennium.

The invitees included Brigade Group Directors and employees, with their families. Before the function began, Brigadiers gathered at the open-air stadium for a group photograph of the 500+ strong team—a significant record of the organisation's exponential growth over the past two decades.

The event was hosted by Brigade Hospitality and the beautifully lit-up venue lent a celebratory air to the evening. In order to accommodate the large crowd of Brigadiers and their families, projection screens were set up at select places to capture events taking place in the auditorium. The programme began with an invocation in the packed 500-seater, air-conditioned auditorium.

M.R. Jaishankar then addressed the gathering; reflecting on the past twenty years of the



M.R. Jaishankar is presented a special memento

company with a deep sense of satisfaction and pride, while also talking about its future vision and growth prospects. This was followed by the unveiling of the prized 20th year plaque—specially designed to mark the occasion. Two Brigade Directors, Mr Maiya and Mr Thampi, addressed the audience next. This was followed by the presentation of a special memento to M.R. Jaishankar, as a token of appreciation by the staff.

An entertaining evening

The cultural programme, with active representation and participation from Brigadiers across individual projects and domains, had everyone riveted to their seats. It began with a nostalgic audio-visual presentation that captured the last

20 years of Brigade Group. This was followed by many modern and classical dances and a variety of songs, music recitals and imaginative skits presented by the Brigadiers. The audience was enthralled with the sheer talent, innovation and colour represented on stage. There were also plenty of prizes for everyone, with the MC for the evening delighting the audience with games and quizzes.

This was followed by the unveiling of the prized 20th year plaque—specially designed to mark the occasion. Two Brigade

A fitting finale

Cocktails and dinner after the programme saw everyone enjoying themselves at the Banquet Hall.



Cultural programme by the Brigade Metropolis project team

A band, comprising talented blind singers, entertained guests throughout their meal.

In all, the celebration was a great success. It helped to bring together Brigadiers from diverse domains; creating many cherished memories and leaving everyone

with a sense of accomplishment, pride and promise for the future.



Group photograph of the Brigade team, taken at the amphitheatre at Brigade Millennium, on the occasion of our 20th anniversary

Retirement Residences

FOR ACTIVE SENIOR CITIZENS

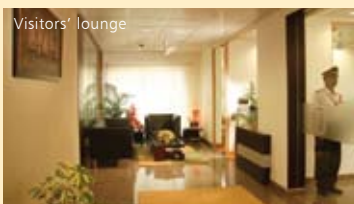
Gift your parents a Brigade Sereniti Retirement Residence.

Make their retirement years happy, secure and hassle-free.

With a modern, easy-to-manage apartment, in a safe neighbourhood.



Dining hall



Visitors' lounge



- Compact and deluxe 1-BHK apts; with drawing-dining room and kitchenette, (with or without study area)
- Furnished interiors
- Common facilities: reception, visitors' lounge, dining hall, TV and reading rooms, medical room
- Optional facilities: food and catering,

- housekeeping, health and medical care
- Professional security and modern building maintenance systems
- The Augusta Club (on membership basis)
- Eligibility: Senior citizens who are 58+ years of age
- Resident attendant allowed



In Brigade Gardenia Campus, J.P. Nagar, 8th Phase

Ph: +91-98804 05237, 246 sereniti@brigadegroup.com

North Star: An iconic building on the rise

North Star at Brigade Gateway will be a milestone project for Brigade Group as well as a prominent landmark on Bangalore's skyline.

North Star will offer up to 1,000,000 sft of sensibly utilised and efficiently planned office space. With 30 storeys, North Star will soon be Bangalore's tallest building. It is situated in what may be the best location in Bangalore—the Malleswaram-Rajajinagar area, which provides more than 30% of the personnel to the city's corporate world. Apart from being an old and established part of the city, this region also houses some leading educational institutions in and around the area.

Designed by the leading international architectural firm, H.O.K., New York—North Star's unique features will make it an iconic structure:



3-storey atrium at North Star

- 30 storeys high
- 1 million sft with state-of-the-art facilities
- Modular design with 35,000 sft floor plates
- 4.2 m floor-to-floor height
- 3-storey atrium
- High-performance low-E glass to minimise heat and maximise visibility
- Double-glazing to minimise noise and power-loss
- 9-level car parking annexe spread across 2 acres

- 21 destination-controlled, high-speed elevators
- 2-acre landscaped banquet area and an executive dining restaurant on two levels
- Helipad
- Sky bridges will connect the building with the luxury hotel, mall and multiplex (the largest in Bangalore), also on campus
- Will overlook a tree-fringed promenade alongside a 2-acre man-made lake.

“There are three forms of visual art: painting is art to look at, sculpture is art you can walk around, and architecture is art you can walk through.”

—Daniel Barenboim, prolific South American pianist and musician

Summit: A new height of excellence in commercial space

Summit 1 and 2 are located within the Brigade Metropolis enclave on Whitefield Road. Designed by Thomas Associates and set to the left of the enclave's entry road—the Promenade—the two buildings will form an



Artist's Impression

efficient working environment. The Whitefield region today is a hub for both IT and biotechnology industries. Its landscape is defined by technology parks, corporate offices, mushrooming retail outlets, restaurants, hotels and modern apartments. It is also home to several well known IT and R&D landmarks like GE's John F. Welch Technology Centre, SAP Labs India, Dell and Intel. Added to this is the convenience of having the airport located just 20 minutes away. In short, it is an excellent address from which to do business.

Highlights at a glance:

- 800,000 sft of built up area, spread over 2 towers
- Interconnected by sky bridges at 4 levels
- Sleek design and architecture to maximise usable space
- Large floor plates (20,000 sft and 40,000 sft)
- Cafeteria and banquet facility
- Exclusive multi-level parking facility
- Helipad
- Amphitheatre
- Opposite The Arcade—the neighbourhood shopping centre
- Option of membership to the enclave's Regent Club
- Access to the star hotel coming up alongside

Host international class Conferences and Conventions with Brigade Hospitality

- The Woodrose club • MLR Convention Centre



Boardroom at The Woodrose

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

- A range of venues for 10 to 1,000 people
- Facilities for parallel programmes/sessions
- Professional catering services
- Variety of accommodation options
- Special packages for residential programmes of up to 100 people at The Woodrose
- Professional management services

For more information on conferences and convention facilities,
please call Manager—Operations: +91-80-4199 5999 enquiry@woodroseclub.com

www.woodroseclub.com

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For joint-development,
outright purchase or long lease

We require properties with clear titles (15,000 sft to many acres), in prime residential, commercial and retail localities, and suburbs of Bangalore and Mysore.

Please write with details including plot dimensions, location map, landmarks, road width, current land usage, applicable F.A.R. and expected commercial terms.

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Brigade Group, Penthouse, Brigade Towers,
Brigade Road, Bangalore 560 025
Ph: +91-80-4137 9200
Fax: +91-80-2221 0784
properties@brigadegroup.com
www.brigadegroup.com

Orion Mall @ Brigade Gateway



Artist's impression

Located within Brigade Gateway, and spread over 800,000 sft, Orion Mall is slated to be the next big retail magnet in Bangalore. It will have an exciting mix of shopping, food and beverage options, and entertainment outlets. The main anchor stores include Landmark, Westside and Star India Bazaar—leading Indian retail chains. PVR Cinemas will be operating the 11-screen multiplex. Orion Mall will cater to the leisure, recreation and shopping needs of anyone who lives and works at Brigade Gateway, as well as outsiders who come to soak in the unique Orion experience. An added advantage will be easy accessibility and ample parking facilities that will be in proportion to its immensity.

Highlights: • Choice of retail spaces from 1,000 sft to 50,000 sft • 11-screen PVR Multiplex • 4-storey high atrium • Escalators • Pedestrian plaza • Lakefront cafés • Amphitheatre and stage • Extensive exhibition and event space • Speciality restaurants and food courts • Water features and landscaping • Professional mall maintenance

Orion Mall will offer an exciting experience for anyone who visits it—whether it is to indulge in a shopping spree, watch a movie, or spend some time with friends and family.

The Arcade—neighbourhood shopping centre



Artist's impression

The Arcade at Brigade Metropolis will be the ideal neighbourhood shopping centre, located in the Whitefield region. It is designed essentially to cater to the community within Brigade Metropolis, while also addressing the needs of the expanding cityscape. The Arcade will feature a host of convenient shopping, dining and lifestyle facilities. It will also house business centres and small office spaces for professionals. This four-storey building with smartly designed interiors will be a well planned shopping and business environment, structured to service a large and steady stream of traffic. Carefully selected facilities at The Arcade will offer a blend of everyday conveniences and essential amenities.

Proposed facilities at The Arcade: • Supermarket • Clinics • Pharmacy • Beauty parlours • Cafés • Restaurants • Travel desks • ATMs • Offices for professionals

The Arcade will add a new dimension to the spiralling growth of the retail industry in the city, while enhancing the lifestyle of every resident of Brigade Metropolis and the surrounding Whitefield region.

Brigade Millennium.
Brigade Gardenia.
And now, launching...
...Brigade PalmSprings.

After the success of Brigade Millennium and Brigade Gardenia, we bring you another new Brigade project in South Bangalore!

Welcome to **Brigade PalmSprings**, our new 172-apartment complex, located in a non-commercial area of J.P. Nagar. A perfect place for peaceful and cohesive living. Brigade PalmSprings will be spread across two towers, connected by a 2-level bridge that will contain a multi-level clubhouse and swimming pool.

The three-bedroom apartments at Brigade PalmSprings will be both elegant and spacious. With plenty of light and ventilation, high quality specifications and

a well-planned layout, each apartment will afford you both the privacy and the independence of a large home.

Living at Brigade PalmSprings will give you the feeling of being part of a beautiful, safe and secure residential neighbourhood. And the recently completed 24th Main Extension—now known as **Brigade Millennium Road**—will provide a much faster, easier access to your new home.

Its time you enjoyed the benefits of owning a Brigade PalmSprings apartment. Please contact us for more details.


BRIGADE
PalmSprings
7th Phase, J.P. Nagar

Corp. HQ (WEEKDAYS): +91-80-4137 9200 Fax: +91-80-2221 8497 palmsprings@brigadegroup.com

www.brigadegroup.com

Meet Mr Ho Kwon Ping, Executive Chairman and founder of Banyan Tree Hotels and Resorts

Banyan Tree Hotels and Resorts is one of Asia's leading chain of resorts and spas. Their 'Banyan Tree' and 'Angsana' brands are already present in over eight countries in Asia, with over twenty operating hotels and

resorts. 62 exclusive resorts are under development. For their first resort in South India, they are partnering with Brigade Group for the management of our resort near Chikmagalur. Here are excerpts from a conversation between Mr Ho Kwon Ping and Mr Jaishankar.



Mr Ho Kwon Ping

What do you think of the tourism industry in India?

For the first time in the history of tourism we are going to see some very fundamental and far reaching changes in the global nature of tourism. We are beginning to see Asia coming up in a major way. Concurrently, the two largest economies of the world, China and India are in a virtuous cycle of growth with globalisation. The bulk of international tourism used to be white in nature. Now you're going to see yellow tourism, brown tourism, and white tourism. India has got fantastic attractions—historical and natural—like beaches, mountains and so on. I am amazed at how beautiful the country is. I think economic development has reached a stage where domestic tourism will now be a major driver in India.

What do you think are the major constraints for tourism in India?

I am quite disappointed that the airports are always below the standard that India should have as a major world economy and major world power. Bangalore for instance, is totally constrained because of its poor infrastructure. My concern is that Indian tourism may not reach its potential because of poor investments in national infrastructure.

What should the Indian Government do other than improving the infrastructure?

The government should have the will, at every level—national, provincial, state and local—to really cut through the red-tape and tackle the issues of infrastructure seriously. I think the people who are responsible for India's future should look at what could become a bottleneck to realising their dream and quickly try to relieve these bottlenecks.

Most countries that have been successful in tourism don't really go out of their way to promote it. There are so many entrepreneurs who are raring to go, that you only need to liberalise.

Is there any specific reason why you chose Southern India over Northern India?

We looked at the North, but one of the problems is the high seasonality of the region. We are more comfortable with Southern India, coming from South-East Asia. The climate is similar and we feel confident to fill the resorts here round the year.

You have been a resort company in South-East Asia. Now that you are expanding to different continents, how do you intend to control your quality and sustain the level of service?

In my view, the culture of a company is the most important thing. To maintain the Banyan Tree culture, we intend to develop a small cadre of people within our organisation. We are giving them training and sending them on assignments at our various locations. These groups of people are like the ambassadors of our service and corporate culture. They will also be our brand ambassadors. They would complement the dominant local staff and infuse the Banyan Tree way of doing things.

Would you incorporate Ayurvedic spas in India?

Certainly we wish to have spas in each location which reflect the culture of that location. However, we don't ever want to pretend that our spas are anything more than destinations for rejuvenation and well-being. We would not want to try and imply that we are true practitioners of Ayurveda, which is a serious form of medicine.

How do you differentiate between Banyan Tree and Angsana, which are both your brands?

Banyan Tree is very distinctly branded because of its positioning and the high price point. But it also limits our ability to do many projects which might not necessarily fit into the Banyan Tree brand. So we formed Angsana in order to allow us to be broader in our appeal to partners and investment capability.

Will it create confusion in the customer's mind?

In fact we think there's a lot of synergy. Our customers know that Banyan Tree and Angsana are sister properties. As long as you design it properly, I don't think it would lead to any confusion.

What exactly is your reaction to the resort site at Chikmagalur?

My reaction is one of a certain amount of awe at the drama of the site. The climb up is quite something, going through the coffee plantations and wooded area which have their own beauty. I love the way you see the valley below. But I think the most romantic part is the fact that you are bounded on one side by the rich line of mountain right behind you, going straight up. That gives it a tremendous amount of drama and one which, I dare say, would be unique in the world. It certainly has the 'wow' effect that we anticipate out of any really great destination.

Having come all the way from Singapore to see the place, did it meet your expectations?

I must say that my expectations were not totally



L to R: Mr Ho Kwon Ping, Ravindra, Ms Lim See Bee, Mr Prem Chandavarkar (C&T Architects), M.R. Jaishankar, Mr Ho Kwonjan, Dinesh Dubey and Vineet Verma, at the resort site near Chikmagalur during the visit by Banyan Tree

high because of the photographs of the dry season that I had seen. So when I saw it now in its full lushness, it certainly far exceeded my expectations. I think the site is really very dramatic, and has tremendous potential.

Could you share with us your vision for Banyan Tree?

When we seriously took a look at the other players in our space we came to this surprising recognition that there are in fact no globally dominant players. So we set for ourselves a very ambitious objective—to be one of the three most dominant players globally in our chosen nations. So I suppose my vision for Banyan Tree is that we will be a small but global brand and one of the dominant players in our own right.



Celebrate special occasions with Brigade Hospitality

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

The MLR Convention Centre and The Woodrose, an exclusive club, offer a unique modular plan with flexible services to cater to celebrations of every scale and size.



Open-air stage and terraced courtyard, The Woodrose

MLR Convention Centre

- Banquet Hall
- Buffet Hall
- Auditorium

The Woodrose

- The Blue Room
- Open-air Stage
- Terraced Courtyard

Additional facilities

- State-of-the-art kitchen
- Storeroom
- Guest rooms & suites

Services offered

- Catering
- Furniture hire & decoration
- Salon

What's happening at The Woodrose

It has been a busy few months at The Woodrose, with plenty happening on every front. Most notably, *The Woodrose Bulletin*—the club's monthly newsletter—is now a regular feature; connecting the entire Woodrose community with all that's new and happening at the club. It has also received much appreciation from members and visitors.



Events and entertainment:

From delightful musical evenings and dance recitals, to grand food festivals, magic shows, talent hunts and special guest lectures from Manipal and Wockhardt Hospitals, The Woodrose is fast growing into a lively, exciting and close-knit community. In-house competitions have blended innovation and spirit to provide a unique platform to showcase a range of member talents. Competitions have covered topics as diverse as swimming and quiz contests; to

flower arrangement, mehendi, salad and dessert contests—inviting wide-spread participation from all around. Tombola evenings are now a regular feature every Saturday. In addition, festivals have also added much colour to the celebrations at the club, with a special Dandia night for Dussehra, a festive mela for Deepavali and a special dance and drama programme to celebrate Kannada Rajyotsava.



Magic show



Vineet Verma, CEO, Brigade Hospitality with the competition winners

A day for the kids:

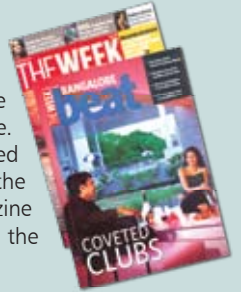
Children's Day saw the children of Sahakarnagar School, Parikrama Humanity Foundation, spend the day at the club. Games and competitions organised were met with much enthusiasm. It was an enriching experience both for the Brigade Hospitality team and the spirited youngsters.

Upgraded facilities:

In a short-span of time, The Woodrose has attracted many more members, growing into an even larger community. This has been complemented by the upgradation of some of the club's facilities. New gym equipment, a better-stocked library and special salon and spa packages are recent highlights in this sphere. For corporate and individual membership to The Woodrose, please contact: **+91-80-4147 5003 / 07.**

The Woodrose featured in *The Week*

The 20 October issue of *The Week (Bangalore Beat)* carried a supplement on the coveted clubs of Bangalore. The Woodrose received extensive coverage, with the cover page of the magazine featuring a picture of the award-winning Tonic bar.



Celebrate **Christmas** and **New Year's eve** with your friends and family at **The Woodrose!** For more information, please call: **+91-80-4199 5999**

Brigade Homestead expands operations

After the success of Brigade Homestead Serviced Apartments and Corporate Residences at

Lavelle Road, M.G. Road, Cambridge Road and Indiranagar, Brigade Homestead is expanding operations.

Brigade Homestead-2 at Jayanagar, with 34 serviced apartments, will be operational soon. The well-known coffee chain, Café Coffee Day will have an outlet here. With its strategic location near Ashoka Pillar, Brigade Homestead-2 will meet the growing need for quality accommodation in South Bangalore.

Construction work at Homestead-3 at Koramangala and Homestead-4 at Jayanagar 8th Block is in progress. Both will start operations in 2007.



Artist's impression of Homestead-3, Koramangala

Augusta Club open to members



Augusta Club at Brigade Gardenia is now operational. With about 30,000 sft of built-up space, Augusta Club offers its members a host of sports and leisure facilities, apart from a cafeteria and party areas. Members of the club have already started using some of the club's facilities.

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enquiry@homesteadbangalore.com

For info and online booking, please visit www.homesteadbangalore.com

An elegant and sophisticated venue in South Bangalore

Designed for events of different sizes and purposes

The MLR Convention Centre is an excellent place to host a wide range of celebratory events—weddings; music, dance and theatre programmes; social functions and corporate events. State-of-the-art infrastructure and facilities, combined with streamlined services, ensure all events take place smoothly and effectively, in the ambience they merit.

A unique modular plan

Venues and facilities at the MLR Convention Centre can be combined with those at The Woodrose, an exclusive club located just across Millennium Avenue. Our unique modular plan allows maximum flexibility: you can use

facilities at any of the locations alone, in combination with each other or in parallel—depending on the scale and nature of the occasion. You can even select only those facilities you need within each location.

Accommodation options in single and multiple locations

With guest rooms at the MLR Convention Centre and The Woodrose, and luxury serviced apartment facilities nearby, Brigade Hospitality can conveniently meet your accommodation requirements. Facilities available are suitable for residential programmes of up to 100 people. All rooms are air-conditioned and come with a telephone, computer port and digital safes. Room service, housekeeping and laundry services are available.



Dance performance at the auditorium



Banquet Hall



Entrance to the auditorium



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

occasion of Concrete Day celebrations on 7 September. Our thanks to the architects, Architecture Paradigm, and the structural consultants, Potential Services.

“This is just to congratulate you and your team for the beautiful convention centre that you have built. I wonder if there is any such structure for this type of convention purpose anywhere else in India. It is a pier of beautiful engineering. Congratulations once again for providing this facility for the city of Bangalore.”

—Dr T.N. Subba Rao, Fellow, National Academy of Engineering, Chairman, Construma Consultants (P) Ltd, former CMD, Gammon India Ltd

Continued from pg 1

More about the Banyan Tree resort at Chikmagalur

Our resort project will comprise two resorts set in a 48-acre site, located just 12 km from Chikmagalur town in the western ghats. The Banyan Tree Resort and Spa will be positioned as India's destination spa resort, and will be in the super luxury category, with approximately 25 villas. Angsana Resort and Spa will have approximately 80 keys. Both resorts will cater to the growing demand for destination spas and are scheduled for completion in 2008.

The resort design—by C&T Architects, Bangalore—is the award-winning entry from an international architecture competition conducted by Brigade Group.



"These are exciting times for the Group as we continue with our expansion plans. We will continue to source out niche and exciting tourist destination markets to increase our presence in the world. These new agreements secured recently will increase our current pipeline of 21 hotels and 29 spa projects over the next three years", said Mr Ho Kwon Ping, Executive Chairman of Banyan Tree, at the conference.

Incidentally, the founders of Brigade Group have their roots in Chikmagalur. This quiet plantation town and its environs are known as Karnataka's 'coffee cradle'.

Brigade Hospitality moves into new offices



Brigade Hospitality Services Pvt. Ltd (BHSPL), has now moved into their new corporate office at the 10th floor, Brigade Towers. The BHSPL team occupied their new offices on 28 July, following a simple pooja.

Annual Sports Meet

Following tradition, The Brigade School conducted a grand Annual Sports Meet on 25 August.

The Chief Guest for the occasion was ace swimmer, Ms Nisha Millet. The four houses—Chalukya, Ganga, Hoysala and Vijayanagara—put up a spirited performance which included *Lezims* by Standards 6 and 7, mass drill by Standards 4 and 5, the finals of the 4 x 25 mtrs relay races for both boys and girls, aerobics sequences by Chalukya and Hoysala

houses, a captivating performance by the school band and a march past by Standards 4 to 10.

Parents attending the function had their share of games too, with foot tapping music enabling them to play 'Bombing the Cities'.

Prizes were awarded for the Intramural sports events, which had been conducted from 16 June. Ms Nisha Millet gave away the coveted trophy for the 'Best House of the Year', before declaring the sports day closed.



The School Band performing at the sports meet



Ms Nisha Millet with the winners of the Best House of the Year award



The relay race in progress

The Brigade School wins laurels

at the 7th KPMG Bangalore City Inter-School Athletics Meet

The 7th annual KPMG Bangalore City Inter-School Athletics Meet was held at Sree Kanteerava Stadium, on 17, 18 and 19 August. The laurels won by The Brigade School at the event include:

U-8 : Gargi Sivaram
1st place, 50-mtr
Jayanthini
2nd place, Long Jump

U-10 : Anisha G. Prabhu
1st place, 60-mtr and 100-mtr
Jayanthini
2nd place, 200-mtr
Gargi Sivaram
3rd place, 200-mtr

The Brigade School also won the girls U-8 team championship.

Field trips and excursions

The overall development of a child encompasses much more than academics. The Brigade School has always given equal importance to providing our students with a healthy balance of academics, sports, culture and exposure to the world around. Field trips and excursions form an integral part of this development. To further this, students of The Brigade School were sent on the following field trips:

Std 1 : State Bank of Mysore—to see the activities and working of a bank.

Std 2 : Jayanagar Post Office—to study the working of a post office.

Std 9 : Hospet, Hampi, Tungabhadra dam, Badami, Pattadakal, Aihole, Chitradurga—to explore the Vijayanagar Empire and study its historic glory. Rock climbing was an added attraction on the trip.

Std 10 : Sitanadi Nature Camp, Agumbe, Manipal, Udipi. The trip included river rafting.

Students have also participated in the following events and won awards:

INTERNATIONAL INFORMATICS OLYMPIAD 2006

- 1st place (State) and 12th rank (International): Shraddha Muralidhar—Std 4 A

25-mtrs FREE STYLE SWIMMING COMPETITION held at Indian International School, Sarjapur Road

- 1st place: Chirag Kundgol—Std 4 A

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 out for a fulfilling job in a stimulating atmosphere, get in touch with us.

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



O nanna chetana,
aagu nee aniketana

THE BRIGADE SCHOOL



THE BRIGADE SCHOOL

Admissions 2007-08

Pre-school to Standard 11

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enquiry@brigadeschools.org
www.brigadeschools.org

Introducing Standards 11 and 12 at The Brigade School

In the last issue of *Brigade Insight*, we wrote about the expansion of The Brigade School to include Standards 11 and 12. The construction of the new school building is in progress and will be completed by the time the next academic year commences. The classes for Standards 11 and 12 will be conducted at the new building.

Winners at inter-school events

Kathotsava '06

Story-writing competition

- 1st prize: Meenakshi (Std 5)
2nd prize: Anisha Joshi (Std 4)
3rd prize: Divya V. (Std 5)

Tell-a-tale contest

- 1st prize: Vishrut, Deepika, Neeti Atul Rane (Std 7)
2nd prize: Shivangi, Harsha G.D., Kumaresh K., Nirupama A. (Std 6)

The Boyance Student of the Year 2006

Written Quiz

- 1st prize: Nirupama Annandanam (Std 6)

Histrionics team event

- 1st prize: Nirupama Annandanam (Std 6), Bhavan Kayyar (Std 9)

Aarohana-Seek 2006 at Kumaran School

Treasure Hunt

- 1st prize: Medha Rao and Nikita (Std 10)

En route to a better Bangalore

Rs 22,536 crore CDP for Bangalore gets approval

For integrated development of infrastructure services in the proposed Greater Bangalore, the State Government has approved a City Development Plan (CDP) under the Jawaharlal Nehru National Urban Renewal Mission (JNNURM).

The Union, State Government and the Bangalore Mahanagara Palike (BMP) will invest in a ratio of 35:15:50 in the JNNURM, which will be implemented in the next seven years. For Mysore city, the ratio of investment by the Centre, State and Mysore City Corporation is 80:10:10.

JNNURM will cover Rajarajeshwarinagar, Dasarahalli, Bommanahalli, Krishnarajapuram, Mahadevapura, Byatarayanapura, Yelahanka City Municipal Councils, Kengeri Town Municipal Council, BMP and 111 villages adjacent to the BMP that will merge with the Bruhat Bangalore Mahanagara Palike.

The BMP has to raise Rs 8,000 crore for implementing various projects under JNNURM. The capital investment allotted for some projects are: Rs 6,034 crore for basic services to the poor; Rs 2,788 crore for drinking water supply; Rs 800 crore for waste management; Rs 1,139 crore for storm water and drainage network; Rs 7,536 crore for roads and Rs 226 crore for tourism / heritage / urban renewal.

—The Hindu, 14 November

Promising BMRDA projects

The State Government has approached the Centre for financial assistance in building the 285 km Satellite Town Ring Road (STTR), the 185 km Intermediate Ring Road (IRR) and radial roads leading to Bangalore city.

The STTR will connect Bidadi, Ramanagaram, Sathanur, Solur and Nandagudi. It will further link Devanahalli International Airport. The Intermediate Ring Road (IRR), stretching for 188 km, will link Harohalli, Bidadi and Nelamangala.

The Bangalore Metropolitan Region Development Authority (BMRDA) is also developing an 800-acre integrated township called Arkavathynagar near Ramanagaram. The township will house the Institute for Rural Management, which will function on the lines of AMUL in Gujarat. The Satellite Data Repository is being developed by the Indian Space Research Organisation and the Karnataka State Remote Sensing Application Centre at a cost of Rs 2 crore.

—Excerpted from The Times News Network and The Hindu, 26 October

Access-controlled road project



The National Highways Authority of India (NHAI) has designed Bangalore's first access-controlled road project on the accident-prone Tumkur Road.

The 4.5 km elevated road will begin after the ring road, a 15.5 km six-lane road will stretch beyond that up to Nelamangala. It will have walls or railings on both sides to prevent any traffic from crossing the highway.

As a result, travel time to Nelamangala will be a mere 15 minutes!

Six flyovers and several pedestrian/cattle underpasses will be built to ferry people across. Designed to be built at a cost of Rs 440 crore, the project is planned to have a two-year construction period.

—Times News Network, 7 September

Expressway for airport drive

The Bangalore Metropolitan Region Development Authority (BMRDA) started work on an expressway to offer an easier commute for the airport's projected 11 million passengers (per year). The proposal for the 26 km expressway—starting at the Hennur-Challakere stretch on the Outer Ring Road—has been formalised.

"The expressway will start near Babusaheb Palya on ORR, and pass through stretches covering areas like Bagalur before reaching the International Airport. It will then pass further through northern alignments and connect to the National Highway (N-207)," said BMRDA Chairman, Sudhir Krishna.

—Deccan Herald News Service, 27 October

Bangalore International Airport update

The Terminal Building: Approximately 18% of the roof elements are completed. Concreting of the ground floor slab, the first floor slab and the columns above ground floor; masonry and plastering work on the ground and the first floors; plumbing and sanitation work in the basement is in progress.

Air traffic control (ATC) tower and technical block:

Work underway includes concreting of the shaft at the ATC tower and finishing work including installation of the electrical conduits within the building.

Runway, apron and taxiway: The base layer of the runway and taxiway, on which the black paving is laid, is in progress. Earthwork for the rapid exits has commenced. Laying of the dry lean concrete in the apron area and the earthwork for the additional apron work has commenced.

Other work in progress includes:

- Civil work for ground support building, fire fighting building, air-conditioning building and main power house building.
- Structural work for the sewage treatment plant.
- Erection of the 66KV switchyard nearing completion.
- Earthwork and pavement work for the main access road and secondary access roads.
- Manufacturing of the passenger boarding bridges, equipment for the baggage handling system, in-line hold baggage screen, X-ray, public address system, uninterrupted power supply equipment, CCTV, fire alarm system, access controlled system and burglar alarm system.
- Manufacturing of the elevators and escalators for the Terminal Building.

— www.bialairport.com, 2 November



Mysore airport: work to begin in December

Modernisation of the Mysore airport at Mandakalli is set to begin in December. The district administration handed over 154 acres of land out of 174 acres sought by AAI for expanding the airport.

As Mysore is the second largest city in the State, the government has placed strong emphasis on rapid industrialisation of the city. Unfortunately, the industrial growth of Mysore is not on the expected lines primarily because of lack of air connectivity from the city.

The Confederation of Indian Industry, Mysore Zone, after conducting an air traffic survey, estimates a minimum annual traffic of over 20,000 passengers originating from Mysore.

—Deccan Herald, 4 November



THE WOODROSE

A club you'll be proud to belong to



The Woodrose, located in Brigade Millennium, 7th Phase, J.P. Nagar, offers its members a host of facilities including:

- Member's Lounge • Open-air Deck Lounge • Coffee Shop
- Bakery • Swimming Pool • Indoor Badminton Courts • Squash
- Tennis • Table Tennis • Billiards • Cards Room • Boardroom
- Conference Hall • Banquet Hall • 26 Guest Rooms • Lawns
- Open-air Stage • Gym • Steam Room • Sauna • Jacuzzi • Salon

The club is also accepting corporate memberships.

For more information and application, contact:

+91-80-4147 5003 / 07

or write to membership@woodroseclub.com

www.woodroseclub.com

Bangalore-Mysore expressway to be six-lane highway

The State Government plans to convert the four-lane Bangalore-Mysore expressway into a six-lane highway. The acquisition of land from Mysore to Srirangapatna for the six-lane highway is in progress. The Bangalore-Mysore four-lane expressway is fully ready at the cost of Rs 330 crore. In addition, an underpass at Channapatna, is being built for the convenience of the public.

—Deccan Herald, 30 August

Meeting the need for power



With the demand for power in Bangalore expected to double in the next five years, the Karnataka Power Transmission Corporation (KPTCL) will invest around Rs 375 crore to set up nine 220 KV stations. The city consumes 20,000 million units per day—around 25 per cent of the state's average consumption.

Considering that the current peak load for Bangalore is 1,400 MW and is likely to touch 2,600 MW by 2011, the 220 KV stations will help to take a bigger load.

The nine power stations will be in addition to the existing eight 220 KV power stations in the city, that are situated in Hebbal, Hoodi, HSR Layout, Jalahalli, Bidadi, Somanahalli, NRS and Peenya.

—The Times of India, 18 September

Greater Bangalore: Three-tier structure proposed to manage 8 million population

Speaking on 'Greater Bangalore—Governance Options' in a workshop organised by the Public Affairs Centre (PAC), Urban Development Secretary of the State, Krishna Kumar suggested that an expanded city should be accompanied by a drastically different organisational structure for its governance.

The PAC proposed a three-tier structure to manage the eight million population, which they say would result in better management than a unitary structure. The three-tier structure would include: the Greater Bangalore city corporation on top, further divided into eight city corporations for a population of one million each and wards with elected ward committee members.

—Excerpted from City Express, 7 November

The Government of Karnataka has issued a public notification inviting objections or suggestions from the General Public on the formation of Greater Bangalore, to be filed on or before 5.00 p.m., 02 December 2006. For more information, visit: bmponline.org or municipaladm.kar.nic.in

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Bangalore in fast lane, by mid-'08

The first phase of the Bangalore Metro project covering 33 km is slated to be complete by March 2008, and the elevated highway between the city and Electronic City will be operational by June 2008.

Work on the elevated highway project—under the National Highways Authority of India (NHAI)—between Electronic City and the main city along the Hosur Road started in July this year. The elevated highway once ready will cut down travel time from 45 minutes to just 10 minutes. It will also aid the traffic coming to and from Chennai.

Work on the Bangalore Metro too, is finally making headway with a section of land acquisitions being completed. Transfer of public land is also underway and acquisitions for Phase 1 are expected to be completed by March 2007. The final location survey by RITES will take place in November this year and construction of viaducts is likely to begin in December. Preparatory work such as shifting of utilities and design consultancy is underway and a number of contracts have been awarded.

—Indian Express, 9 October

Bangalore comes out tops

Bangalore has emerged as the top city to live in, and the second-best to earn in India among ten cities in 'The City Skyline of India 2006', published by Indicus Analysis. A survey by the Associate Chamber of Commerce and Industry of India (Assocham) on 'Night Shift for Women: Growth & Opportunities' said women employees in Bangalore face least mental harassment at workplace among major Indian cities. So, despite the bad headlines, most seem to have voted for Bangalore, attributing the current infrastructure problems to the growth pangs of a city experiencing exponential growth.

—The Economic Times, 27 September

Bangalore the most tech-savvy city in India

In a survey commissioned by ET, Synovate, a global market research company, Bangalore emerged as the most tech-savvy city in the country. Bangalore scored overall in terms of a higher use of multiple devices like wireless mouse, pen drives, Blackberrys and showed a distinct preference for digital cameras and mobiles with coloured screens.

	IND	DELHI	MUM	KOL	CHE	BNG	HYD	CHA
Mobile with coloured screen	95	100	94	93	97	95	97	95
Digital Camera	53	55	80	34	44	72	59	42
iPod	9	20	22	0	2	20	3	10
Internet	62	78	62	51	72	70	50	50
Handycam	34	34	42	32	43	56	28	32
Pendrives	13	14	4	9	5	19	11	24
Laptops	30	43	26	24	25	44	14	40
Wireless mouse	15	18	14	19	10	21	6	11
Blackberry	2	1	8	1	1	9	2	1

IND=All India, MUM=Mumbai, KOL=Kolkata, CHE=Chennai, BNG=Bangalore, HYD=Hyderabad, CHA=Chandigarh

—The Economic Times, 28 July

“If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.”

—Henry David Thoreau

Bill to set up regulator in real estate next year

The Government is likely to introduce a bill in Parliament next year to set up a regulator in the real estate sector to protect the interests of customers and other stakeholders.

Urban Development Minister, S. Jaipal Reddy said that while entering into a memorandum of agreement with state governments for release of grants under the mission, the Centre would put conditions for abolition of urban land ceiling acts and curtailment of stamp duties.

Reddy also opposed rent control acts in various parts of the country, saying that they not only outlived their utility but were a stumbling block in providing housing facilities in urban areas. With particular reference to Delhi, he said the problem of land paucity will be much more acute in the national capital than in Mumbai, in days to come.

—www.indianexpress.com, 11 October

Finance Info

Can you borrow again a second home?



If a borrower still has to make repayments towards the first home loan, it is required that the borrower must pay off the loan or sell the first home and clear the debt within a period of one year of applying for the loan for a second property. Housing Finance Corporations (HFCs) agree to release

the loan amount for the purchase of the second property in this period.

Taking into consideration the borrower's age, salary, repayment potential, the company for which he works, past repayment history, other assets and employment record, most banks will sanction a loan for a second home in a matter of just seven working days. For sanctioning another loan, the lending banks consider the loan applicant's income as the difference between his salary and the outflow towards his first loan repayment.

The first home loan that you take is viewed as a self-occupied property. This implies that you are buying the home to live in with your family. You are entitled for tax benefits on the principal repaid as well as interest paid on the loan. If you go in for a second home loan, the new house cannot be treated as self-occupied. This second home will be assumed as let-out on rent. While you cannot enjoy the benefit on principal deduction on the second loan, you are entitled to benefits on interest repayments.

—Times News Network, 1 September

Home Loans: choose with care

A home loan borrower has a wide array of institutions to approach for a loan. However, it is in your interest to do your due diligence, which would enable you to select the right institution. Credibility and transparency are important criteria while choosing a finance institution.

Many finance institutions tailor products to customer needs and offer various incentives. Choose a serious long-term player, who will offer you good service over the period of your loan. An institution where there are no hidden charges and which offers easy exit options.

Find out whether it is better to go in for a short-tenure or longer-tenure loan, a stepped-up EMI product or a loan-insurance product.

If you are self-employed, look for an institution that will look into the total income you may be getting from several entities and will consider all these while sanctioning your loan amount. Check if the institution allows conversion from fixed to variable loan, and what the charges are for converting from one to another. Also look at pre-closure options.

Seek an official acknowledgement for handing over title deeds. Also, get a statement of accounts giving the full details of your account status rather than just an annual tax deduction certificate.

—Times Property, Hyderabad, 20 August

FDI inflow in realty builds up to \$3bn in H1

The real estate sector has attracted FDI worth \$3bn in the first half of 2006. This is the highest ever FDI inflow into the Indian real estate sector. Total FDI inflow into the country in 2006 was \$7.5bn.

However, India's share in cross-border real estate investment is still small. Global cross-border real estate investments in the first half of 2006 touched \$290bn, and this figure is expected to reach \$600bn by the year-end, according to estimates by realty consultancy Jones Lang LaSalle. Foreign investment rules in India currently limit cross-border investment to development projects and impose a minimum capitalisation of \$10m. FDI is allowed under the automatic route only for projects under development or greenfield projects with a minimum size of 50,000 sq metres.

The minimum investment in case of a joint venture is \$5m. Invested capital can only be repatriated after three years while sale of underdeveloped land is not allowed. Therefore, despite getting record FDI flow into real estate, India does not feature among the leading destinations in Asia, which include the likes of Japan, China, Hong Kong, Singapore and Thailand. China attracted \$5bn worth of FDI in real estate in the first half of 2006.

Indian real estate will be popular once foreign investment regulations are relaxed. "India is still a maturing market and it takes a longer time to close a real estate deal", said Mridul Upreti, Head Corporate Finance and Investments, Jones Lang LaSalle. It generally takes 5-6 months to close a real estate deal in India, against 2-3 months in developed markets.

—Times Property, Hyderabad, 20 August

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	9%	9%	9%	9%
EMI	2,076	1,267	1,015	900
Fixed Rate of Interest	11%	11%	11%	11%
EMI	2,175	1,378	1,137	1,033

As on 13 November 2006

* 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 required and relevant. E. & O.E.



Lynx Wing, open for booking!

Construction is in rapid progress at Brigade Gateway. • A 40-acre lifestyle enclave extending from Malleswaram to Rajajinagar. • Master plan by H.O.K., New York, one of the world's leading architects. • Residential architecture by Venkataramanan Associates, Bangalore. • Spaciously laid out residential, business and retail areas. • Luxury apartments built around landscaped courtyards. • Several gates to the enclave, with exclusive entry / exits for the residential section.

All this, for a better quality of life for you. We warmly invite you to Upgrade to Brigade.

For more details please contact:

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SNIPPETS:

What does Suvarna Karnataka really mean? And why does it matter?

In this globalised world, where events of international significance are constantly at the doorstep of our consciousness, is it somewhat regressive to celebrate that which seems to have become a local ritual—inconsequential, a waste of time; a consumption of manpower and money that could be spent on more 'tangible investments'?

Take the Rajyotsava, for instance. What does it really mean to a place that has become 'a global city'?

It should mean a great deal. Events such as the Rajyotsava represent the symbolism and hope of centuries. They are living history.

Sharing in Suvarna Karnataka

Suvarna Karnataka was celebrated on 1 November, to mark the 50th anniversary of the reorganisation of our state—an event which established Karnataka's physical borders as we know them today. And in a spirit of shared celebration, at a given time, hundreds of thousands of individuals across Karnataka simultaneously lit lamps or candles to honour the occasion.

Understanding its deeper significance

Suvarna Karnataka comes at a time when many residents of Karnataka seem to feel a need to touch base with their roots. To bolster and bond with what they believe to be an increasingly fragile and endangered Kannada identity. To protect the seemingly threatened interests of Kannada and Kannadigas in their own state. (Wanting a change in city names is one of the tangible indications of the mood of the times. See the Feb '06 issue of *Insight* for more on this.)

Their dismay and angst is better understood when viewed against the perspective of history. Not just recent history, which has seen Bangalore, in particular, change from a quiet city to a teeming cosmopolitan metropolis. (And brought, in its wake, all manner of social marginalisations.) The history we refer to goes back much further, to Karnataka's beginnings...

A fragmented land

Karnataka was a cultural and linguistic entity from the times of the Mahabharata. As a

geo-political entity, Karnataka came into being about 1,500 years ago, as a kingdom during Kadamba and Ganga times.

But there was a time when unification was just a dream.

The dream of unification

For 150 years, from 1800 onwards, Kannada poets and writers saw Karnataka as a spiritual idea as much as a geographical area. Reunification was a subject close to the hearts of both Karnataka's most loved and respected writers and its common people.

Bendre wrote *Kanasinologandu Kanasu* (A vision within a dream), a dialogue between a woman, symbolising a fragmented and forlorn Karnataka, and the poet. To quote Dr U.R. Ananthamurthy, the woman could be the voice of "Ireland, South Africa, or Palestine—any country which has suffered humiliation". When



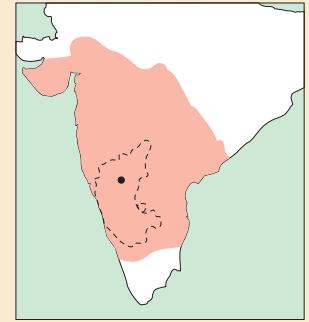
Kuvempu was told not to support the pro-unification movement, he responded by saying that Karnataka was not a hypocritical political game but a spiritual place in which Nrupatunga reigned as emperor and Pampa was the prime minister, with a cabinet consisting of renowned Kannada poets. Huyilgol Narayana Rao wrote *Udayavaagali cheluvu Kannada naadu* (May our beautiful Kannada land dawn), which was sung before Mahatma Gandhi at the Belgaum Congress session. To those who felt so strongly and deeply, reunification was the realisation of a dream, like a freedom struggle won or a buried architectural wonder unearthed.

In the larger context then, *Suvarna Karnataka* embraces 2,000 years of history. And the emotions, struggles, hopes and dreams of some of the State's leading luminaries—and countless ordinary citizens. To those with deep roots in our soil, the *Suvarna Karnataka* celebrations help reaffirm our cultural heritage and traditions. To people unfamiliar with these, the celebrations are an introduction to what they may never come to know otherwise. Sharing in it is a tangible investment in the broadest sense of the term.

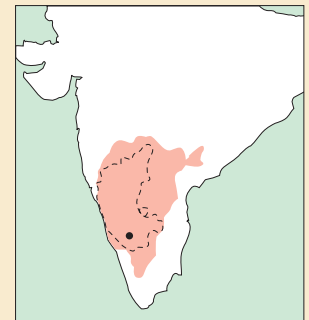
—Team Brigade Insight

Ref.: *Karnataka Impressions*, written and designed by Resource, published by Gangarams, 1989

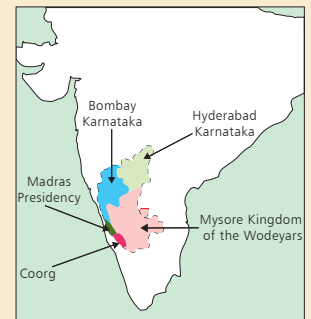
From the long history of Karnataka, we present here just three maps, which show the evolution of our state.



The Early Chalukyan Empire (543-753): The first great empire of Kannadigas, with its capital at Badami, extended up to Gujarat. (It is interesting to note that the Kannada titles like Patel, Patil, Joshi, Desai are even today in currency along the entire western part of India.) Thereafter Karnataka was successively under the rule of the Rashtrakutas, the later Chalukyas, the Hoysalas and the Yadavas.



The Kingdom of Hyder Ali and Tippu Sultan (1765-1799): After the fall of the great Vijayanagar Empire, Karnataka was broken up and its different parts were ruled by the Mysore Wodeyars and Nayaks of Keladi in the south; the Nizam of Hyderabad in the north-east; the Marathas in the north-west. Hyder Ali and his son Tippu Sultan consolidated and expanded the Mysore Kingdom to beyond what is today's Karnataka.



The Partition Treaty in 1800: The defeat of Tippu by the British in 1799 resulted in a fragmented Karnataka: the reduced Mysore Kingdom ruled by the Wodeyars, and the remaining parts going to the Bombay and Madras Presidencies of the British, and the Nizam Shahi of Hyderabad. Our state was reunified in 1956 as Greater Mysore, and renamed as Karnataka in 1973.

“That land which spreads from the Kaveri to the Godavari is the Kannada land...
....The purest of pure Kannada is spoken in the Kisuvalol (Pattadakal) region.”

—from *Kavirajamarga* (850 A.D.), a treatise on poetry and the earliest extant Kannada book.

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