

Two luxury apartment projects completed

Brigade Legacy—our exclusive twelve-apartment luxury project on Stephen's Road, Fraser Town—has been completed. Just one 4-bedroom penthouse, with its own private terrace garden, is available.

Brigade Jacaranda, off 100 ft Road, Indiranagar, with twelve 3- and 4-bedroom luxury apartments has been completed and fully booked.

Three new projects



The Bhoomi Pooja of Brigade Hallmark—our new residential project in Richards Town—was performed on 17 October. A luxury 3- and 4-bed apartments project, Brigade Hallmark is set in a charming tree-filled neighbourhood close to Richards Park.



Another apartment project—Brigade Coronet—had its Bhoomi Pooja on 23 October. Situated on Palace Road, this project features 3- and 4-bed designer apartments. The ground+8 floors building features a roof-top swimming pool and gym.



Brigade South Parade: Our new project is designed for corporate / zonal offices, software development and BPO facilities. Situated on M.G. Road, adjacent to Oberoi Hotel, an ideal business locality, Brigade South Parade covers 110,000 sft. The construction of this three-storey building is underway. The project is slated for completion in early 2004.

Brigade Group patriarch's centenary celebrated in a unique way

The late Shri M.L. Ramachandra Setty (1903-1998), patriarch of the Brigade Group, was a man of high ideals. A highly respected coffee planter and trader, with roots deep in the soil of Chikmagalur, he believed in simple living, integrity in business practices and philanthropy. This was his legacy, which serves as an inspiration to all of us at Brigade Group.

So when it came to marking his centenary, which fell on 13 November, we chose to honour



his memory in a meaningful way: with three low-key functions that related to areas in which he would have been happy to see us involved.

- The first was the Bhoomi Pooja of a project that bears his name: the MLR Convention Centre at Brigade Millennium.
- The second was the inauguration of Brigade-CTVTI at Brigade Millennium.
- And finally, the first of a three-day Management Development Programme at Hotel Atria.

More on page 4

Trianz Consulting comes to Hulkul-Brigade Centre...

Trianz Consulting's office will be moving to a 17,000 sft space in Hulkul-Brigade Centre, Lavelle Road. Trianz offers clients management consulting, systems integration, outsourcing and offshore solutions.

...and Essilor comes to Brigade Plaza

Essilor, a world leader in ophthalmic optical products, will shortly be moving into their 20,000 sft new office at Brigade Plaza, Ananda Rao Circle.



Brigade awarded certificate from IFMA



The Indian chapter of International Facility Management Association (IFMA), awarded a certificate of recognition to the Brigade Group for being amongst the best service providers in the industry. This

was based on a recognition-of-excellence survey carried out by Ernst & Young for IFMA in November.

Brigade TechPark in Whitefield



Our new project—Brigade TechPark, Whitefield—is ideal for software, BPO and biotech facilities. There are ready-to-occupy and built-to-suit options available. Its two blocks cover 400,000 sft. The Bhoomi Pooja of Brigade TechPark was performed on 2 November, and construction of Block 'B' has already begun.

Mr Deepak Parekh visits Brigade Classic

Brigade Group had the privilege of receiving the doyen of the Indian Housing Finance industry, Mr Deepak Parekh, Chairman, HDFC. In the photograph, Mr R.V.S. Rao, Executive Director, HDFC, looks on as Mr Jaishankar welcomes Mr Parekh at Brigade Classic, Armugam Circle, Basavanagudi, for an interactive meeting.



Brigade-PSBB School Classes will start from June 2004

Admissions to the Brigade-PSBB School, for the academic year 2004-2005, started in early December. Classes will commence from June 2004. The school is a collaboration between Brigade Foundation and Padma Seshadri Bala Bhavan Schools of Chennai.

Contd on page 5

Inside...

Inside Brigade	2 & 3
Happenings at Brigade Millennium	4
Brigade-PSBB School	5
Bangalore news	6
Home Loans	7
Eating habits of the rich and famous	8



Editor's Note

Growth, expansion and diversification make it more apparent than ever that time is always at a premium and there will never be enough hours in a day. In other words: we've been exceedingly busy!

New projects, new clients

As this issue of Insight will show, we've several new projects—commercial and residential—coming up in Bangalore and Mysore. Existing projects are in various stages of creation and completion. With an expanding customer and client base, our calendar will be going out to a great many more people this year!

Brigade Foundation becomes an operating reality

We set up the Brigade Foundation (a charitable, non-profit trust) several months ago. Projects initiated by the Foundation are now becoming satisfyingly concrete. The Brigade-CTVTI has held its first courses; the Brigade-PSBB School started issuing applications for admissions...our focus is more definite and our progress more measurable. This issue of Insight covers some of the Foundation's activities. Future issues will keep you updated on its present initiatives and expanding operations.

And we celebrate turning 17!

In the midst of tight schedules and deadlines, we managed to find time to celebrate a very special occasion: our 17th anniversary. On 10 October 2003, the entire Brigade Group team took a day off to unwind, relax and share songs, games and stories of the past and present.

All this and more, in greater detail, is covered in this issue. As always, we look forward to your feedback.



A few thoughts...

INDIA, as we Indians believe, is on a roll. After a long gap, the manufacturing sector has started looking up and there is all-round activity, creating an abundance of new jobs. The continuing progress in the services sector—particularly IT and BPO—is most welcome. However, it is important that this progress is reflected in all sectors.

The new year should bring cheer to most! With the country's forex reserves edging up to the US \$ 100 billion mark (a far cry from the 1 billion in 1991), India will join the exclusive club, where China is sitting right on top. China, with its uninterrupted 7%-8% growth in GDP year after year from 1980, has shown to the world what good economic policies can do to a country's progress. It is very conceivable that India can not only match, but better China in the years ahead. For the first time since independence, our political parties are beginning to realise that elections can be won based on sound economic policies, rather than on caste and religious considerations.

THOUGH the increased economic activity happening in Bangalore is good for its citizens, I feel it is leading to a big migration from other parts of the country and from the rural areas of Karnataka, creating pressure on the city's

infrastructure. The only way to avoid large-scale migration is to create economic opportunities in all the district and taluk headquarters.

THE KARNATAKA Government's initiative to reduce stamp duty and registration charges on properties from 14% to 9% has yielded increased revenues. This should augur well and one hopes that in the forthcoming state budget, the combined stamp duties and registration charges are brought down to an acceptable 4%-5%, as being recommended by the Finance Ministry at the centre for years.

BRIGADE GROUP'S limited foray into two new areas—hospitality (Woodrose Club and HomeStead Serviced Apts), and education (Brigade-PSBB School and Brigade-CTVTI)—offers both a challenge and some measure of satisfaction.

I EXTEND warm greetings of the season and wishes for a very happy and prosperous 2004 to the Brigade family of customers, staff, associates and friends.

—M.R. Jaishankar
MANAGING DIRECTOR, BRIGADE GROUP

Exhibitions and Brigade

The Brigade Property Show was held in Chennai, on 8 and 9 November, at Regal Hall, Residency Towers. Our area of focus was residential projects, mainly our two enclaves,



Brigade Millennium and Brigade Gardenia.

The Reality exhibition, organised by KOAPA (Karnataka Ownership Apartment Promoters Association) was held on 27 and 28 September at Palace Grounds, soon after the Grand Gardenia Gala. Brigade Group's stall—bright, cheerful and elegant—drew an excellent response.

Tandem's one-stop customer service centre at Brigade Plaza

Tandem Allied Services, an associate of Brigade Group, inaugurated their office at Brigade Plaza on 10 November. Tandem allows us to become a one-stop property management services provider. Services offered include engineering, housekeeping, security and landscaping. They



also take care of residential and commercial property needs. Tandem's Home Loan Division has tied up with ICICI Bank for home loans, personal loans and car loans; with New India Assurance for general insurance and with MetLife India Insurance for life insurance.

The new look and features of www.brigadegroup.com



In October, a brand new interface greeted visitors to brigadegroup.com.

Reinforcing Brigade Group's new brand identity, a new look-and-feel, better structuring of content and quicker access to relevant information are apparent on the new website.

New Brigadiers come on board...

Project Engineers
David I. Borges, S. Nanjaraj, Praveen Kumar, Manjunatha Murthy, B. Naresh Rao

Engineers—Quality Control
B.S. Mahadeva Rao, Vachan Prabhakar Hegde, Vivek Hangal, Syed Saleem Ahmed

Electrical Engineer
K. Sambath Kumar

Dy General Manager—Projects
K.S. Balasubramanya

Manager—Projects
Dinesh K. Ganapathy

Quantity Surveyor
M.R. Vishwanath

Support Staff
Rani George, P. Sunitha, B.M. Satish

Comment on Brigade Insight

“We thank you for enclosing your latest newsletter, Brigade Insight. It made excellent reading. The newsletter is well-presented with good fonts and colour contrasts, highlighting your new corporate signature, in line with elite, contemporary publications. It is very thoughtful



of you to have included columns on the housing loans schemes, on property registration and on heritage buildings.”

—S. Raghu Ram & Dr Shyla Raghu Ram,
(Clients of Golden Magic Block,
Brigade Gardenia)

An unforgettable day Brigade's annual picnic



Our 17th anniversary, on 10 October, was celebrated with a day of fun and laughter at Club Cabana. With almost the entire Brigade team at the annual picnic, the day was filled with indoor games, Antakshari and plenty of other interesting and enjoyable events.

Our fifth project in Mysore nears completion



Brigade Tranquil, Yadavagiri, Mysore
2- and 3-bedroom luxury apartments

Our fifth project in Mysore—Brigade Tranquil, with 2- and 3-bedroom apartments—is nearing completion, with just a few apartments still available. We are soon commencing Brigade Parkway, another luxury apartments project, near Cheluvamba Park. In the near future, we will be announcing another project on Gokulam Road.

Mysore is a city that offers the best of both worlds: the graciousness and peaceful environs of a royal city and the sophistication and pace of the 21st century. It is also developing into the second hub of information technology and industry in the state.

Mysore is virtually Bangalore's next door neighbour. And offers a high quality of life at an affordable price. On every count, you get great value for your money.

Jaishankar speaks at BAI function

Mr M.R. Jaishankar gave a talk on the training of engineers and artisans at the Bhoomi Pooja of an artisan's training centre. The Pooja was performed by the Builder's Association of India (BAI) on 19 October. Held at the National Games Village, Koramangala, the function was presided over by Mr K.L. Mohan Rao, Chairman, Karnataka Centre, BAI. Mr K. Jaisim, architect, Jaisim-Fountainhead was the chief guest. The Training Centre is part of BAI's initiative to celebrate 'Builder's Day'. The centre will have both 6-month and 2-year courses.



Residents' point of view: Brigade Hillview matches international standards



Mrs and Mr Rangaswamy, Retd Chief General Manager, State Bank of India, have virtually become ambassadors of the Brigade Group; their recommendations have resulted in several purchases of Brigade properties. They have booked an apartment in Brigade Millennium and are eagerly looking forward to living there next year. This is what they had to say:

"When we moved back to India from Kuwait, we were keen to maintain the same kind of lifestyle we enjoyed there and found Brigade Hillview matched international standards. The community life in Komarla Brigade Residency impressed us and we are delighted that Brigade Millennium will carry this on. We are sure it will be Brigade's best project!"

Behind the scenes:

The making of our new calendar

Art has always been the theme of Brigade Group calendars. To date, our calendars have featured paintings, sculptures, murals, and nature, landscape and architectural photography. This year we continue the tradition with yet another form of art: wildlife photography. And our subject is birds—specifically those found in and around Bangalore.

There are a large number of birds to be found in Bangalore.

Fortunately, there are also some talented, patient and knowledgeable people who photograph them.

To help us zero in on twelve birds for our calendar (thirteen, if you count the flyleaf), the creators of our calendar, Simova-Resource, sought assistance from an expert in the field: Mr T.N.A. Perumal, an experienced naturalist and an outstanding photographer. He has been awarded the highest honours from some of the world's top photographic bodies and his work has been showcased in salons and publications in India and abroad.

Mr Perumal compiled a collection of over 100 photographs, from the fraternity of wildlife photographers. Over the course of several weeks, these photographs were reviewed by Mr Perumal, Brigade Group and Simova-Resource. The final shortlist was made based on both the excellence of the photograph and the significance of the bird. The thirteen photographs that were finally selected come from the portfolios of four leading wildlife photographers of Karnataka.

To make the calendar more meaningful, the reverse-side of each datepad contains a brief description of the bird. Mr Perumal helped compile this information, and an excellent book, *The Book of Indian Birds*, by Dr Salim Ali, provided any further information that was required. To discover the Kannada names of the birds, we turned to Mr Poornachandra Tejaswi's book, *Hakki Pukka*.

We hope you enjoy our calendar as much as we enjoyed creating it!



home stead

serviced apartments

off lavelle road

12/12, 7th Cross,
Lavelle Road, Bangalore 560 001

- Luxury and prestige of a fine hotel in the heart of the city.
- Privacy and conveniences of a beautiful apartment.
- Economy and exclusiveness of a corporate guesthouse.



Guests' Comments

"Our stay was very comfortable. Our special thanks to all the members of HomeStead staff for their very good service."

—Sathya Prasad, Intel Asia Pvt. Ltd

"Very good value for money—more than that—a home away from home."

—Jay Hotti, Principal Consultant, Schlumberger

"A really nice comfortable home-style living! Exceptionally courteous and efficient staff. All our needs, reasonable or unreasonable, were taken care of with great efficiency!"

—Utpal Desai, Intel Corporation

"HomeStead provides a soft landing to people like me who come into Bangalore to set up a firm in a new city. Facilities, service and security are paramount for us, and in all these respects, HomeStead is comparable to international standards."

—R.T. Raja, Director, de Helix Technologies, Whitefield
(R.T. Raja, after having lived and travelled all over the world, has now made Bangalore his base. He and his family have been living at HomeStead for more than a year now.)

Woodrose Club



Internal civil work underway

the Members' Lounge.

Visitors to the Brigade Bonanza could now visualise the potential of the Woodrose Club. Signage identified the different facilities the Club would offer. These facilities will become operational progressively, by the third quarter of 2004.

The Club is located in an idyllic setting—in a 2 1/2 acre plot within a serene, green residential enclave, with the three-acre Millennium Park right next door.

With efficient project management, work has been progressing briskly and construction has been completed. The finishing is now in progress. In short, an award-winning design is becoming more of a reality with each passing day.

Selective membership to the club is now open.

The Millennium Park



The Millennium Park

The three-acre Millennium Park is ready. The park will be an asset to the residents of Brigade Millennium with landscaped green spaces, an impressive floodlit amphitheatre / stadium, tennis and basketball courts, jogging track, children's play area, theme parks and the Japanese garden.

Mayflower Block completed



The construction of Mayflower – the first 15-storeyed block in Brigade Millennium, which houses 250 deluxe 2-and 3-bed apartments – has been completed in just 18 months and is fully booked. Construction of the Oak Tree Place villas at Brigade Millennium has also been completed.

Cassia and Magnolia, the two 15-storeyed luxury apartment blocks are also fully sold and both blocks are at an advanced stage of construction.

Jacaranda – a premium luxury 3- and 4- bed apartment block consisting of 120 apts – has a few apartments available.

Bookings are open for Laburnum, another premium luxury 3- and 4- bed apartment block, which houses 60 apts.



Radio City Interview with MRJ



Radio City RJ Sheetal Iyer took a walk down Millennium Avenue while she interviewed M R Jaishankar on the Radio City show – Full Meals Real Estate Special. The show aired on 29 Feb, while the Brigade Bonanza was underway.

Jaishankar spoke of the 725 apts in the 5 blocks in Brigade Millennium, about Brigade's other projects, the efforts being taken to make our projects environment-friendly and, of course, about the Brigade Bonanza.

The freewheeling discussion about Millennium was interspersed with some of Jaishankar's favorite songs.

Management Development Programme conducted by Brigade-CTVTI



A Management Development Programme was conducted by Brigade-CTVTI, at Hotel Atria on 13, 14 and 15 November. The programme focused on contracts, claims and risk management in the construction industry. It was very well-attended and appreciated by the 46 professionals who had registered for it.

M.R. Jaishankar addresses the participants of the Management Development Programme

Large Apartments with Premium Luxury Specs. In a Great Enclave. At Affordable Prices.

Brigade Millennium is a gentle place to live. Set in a quiet, non-commercialised part of J.P. Nagar. Within a 22-acre enclave, beautifully landscaped.

Its award-winning, full-fledged Woodrose Club will be ready by mid-2004. The Brigade-PSBB School will open in June 2004. Construction of the MLR Convention Centre has just begun. The landscaping of the 3-acre Millennium Park is completed.

Mayflower Block has been completed and is ready for occupation.

Seeing the impressive and rapid progress of the project, ICRA-NAREDCO have awarded Brigade Millennium an RT2+ rating, the highest ever awarded to a project of a private property developer in India. Thereby endorsing the assured success of Brigade Millennium.



JACARANDA BLOCK

JACARANDA BLOCK
3- and 4-bed luxury apts
2100 sft to 3020 sft
(195 sqm to 281 sqm)
Construction in progress

LABURNUM BLOCK
3- and 4-bed luxury apts
2550 sft to 3200 sft
(237 sqm to 298 sqm)
Now launched

THREE BLOCKS FULLY BOOKED

MAGNOLIA
BLOCK

MAYFLOWER
BLOCK

CASSIA
BLOCK

- WOODEN FLOORS
- BREAKFAST COUNTERS
- LARGE BALCONIES
- TEAKWOOD DOORS
- DESIGNER FITTINGS
- FINE DETAILING
- BATH TUB AND SHOWER PARTITIONS
- SERVANT'S ROOM
- AMPLE POWER BACKUP
- TWO SCENIC ELEVATORS
- OVERLOOKING THE CENTRAL COURTYARD
- ONE SERVICE LIFT

Brigade Millennium update in pictures



Structured completed - Blockwork of 14th floor underway



Millennium Avenue

The Brigade-PSBB School is airy, spacious and modern, with landscaped gardens on both ground and terrace areas. Covering 70,000 sft of built-up area, the school is imaginatively designed, keeping the needs of a 21st century educational environment in firm focus.

Its location in Brigade Millennium gives it access, by special arrangement, to some facilities in the Woodrose Club, 3-acre park and MLR Convention Centre.

- A co-educational school
- CBSE syllabus
- Spacious classrooms
- Well-equipped labs
- Libraries
- Computer centre
- Language and Math labs
- Specially designed "fun-and-learn" classrooms for pre-school children
- Swimming, tennis, basketball, badminton, table tennis and a floodlit stadium
- Access to a 450-seat air-conditioned auditorium, with professionally equipped stage
- Classes from pre-KG to std 8
- Std 9 will commence from June 2005
- Std 10 from June 2006

For admission details and applications for teachers' positions, visit www.brigadepsbb.org

Kuvempu's words become our school motto

We at Brigade-PSBB School believe that students should have firm roots in our land, our culture, our language and our ethos—while at the same time developing a wide world-view and an understanding of other cultures, religions and ways of thinking. Our logo and motto are reflections of that philosophy.

Our motto

'O nanna chetana, aagu nee aniketana'

ಓ ನನ್ನ ಚೇತನ, ಆಗು ನೀ ಅನಿಕೇತನ

O my spirit, transcend all boundaries



Kuvempu

The school motto is taken from the first line of the poem "Aniketana", written by the great Kannada poet Kuvempu in 1956. The poet is inspiring his spirit to break out of the narrow confines of home, religion and country, and to reach for the eternal and universal. This motto echoes the spirit of the school.

A household name wherever Kannada is spoken and read, Kuppalli Venkatappa Puttappa (K.V. Puttappa, 1904-1994) is revered as one of the great Kannada poets of the 20th century. He has written over 70 books including poetry, novels, essays and plays.

Our logo

Our logo is the visual translation of our motto.

- The bird, a seagull, represents the soaring spirit and intellectual freedom.
- The yellow square stands for energy, optimism and happiness.
- The fact that our motto is from a Kannada poem symbolises the need for rootedness. The script being in English represents a universal outlook.



O nanna chetana,
aagu nee aniketana
BRIGADE-PSBB

"...to help shape the memory of innumerable future Brigade-PSBB students."

An interview with the architects of Brigade-PSBB School: Praxis, Bangalore

What kind of research went into the school design?

This being the second school that we were designing, we had prior experience in working on a similar program though on a smaller scale. At the very onset we knew we were designing an optimum environment not just for students but also for teachers and staff as well. A building that would integrate well with the surroundings of Brigade Millennium. We did a study of a number of existing schools in Bangalore, trying to assimilate what constitutes a modern school in Bangalore.



L to R: Ajit, Gitanjali, Gopa, Rajiv

Were there many changes along the way? Why and what?

Initially we worked out a program of "a" higher secondary school, which later changed to accommodate PSBB's specific schedules and needs. We worked out a generic timetable at the preliminary stage of design, which subsequently became more specific when PSBB's activity list became clearer. The Brigade Engineering team with their past experience in construction, greatly contributed in a smooth transition between "idea and implementation" and were instrumental in maintaining the project on a tight schedule. The contractors at site M/s Lakshmi Nirmaan, also took up the building as a challenge and have been equal partners in the entire process.

What makes an ideal school environment?

A number of elements and ideas come together to create an ideal environment for a school. On various programmatic levels the school has been designed keeping in mind issues of safety and security. It's a self-contained unit serving the needs of over 1600 students.

Of all the criteria of importance while designing the school, the one we gave most importance to was 'memory'. Everyone carries within themselves a part of their schooling environment for the rest of their lives. It is a big responsibility to help shape the memory of innumerable future Brigade-PSBB students. In their lives all future references will have parallels based on the school they studied in.

Which feature in the school gives you the most satisfaction?

Most critical to the school is the surrounding area that is available for play and recreation. The school has access to facilities that contribute enormously to its environment. This sets it apart from almost all schools in and around Bangalore. The particular area that is of interest to us is the school library, which will accommodate both senior and junior sections and is envisaged as a very flexible space allowing for a multitude of different functions. The kindergartens open out into spaces allocated for play and effectively double the size of the classes. Individual play-lots for different age groups are clearly demarcated and landscape integrates all the diverse activities together. Landscaped terraces also form spill-over spaces from classrooms as further activity zones.

Whatever your needs, tastes and budget, you'll find the home of your dreams at Brigade Gardenia



BRIGADE GARDENIA is a 15-acre campus, with 85% open space and 5 deluxe apartment blocks spaced comfortably apart.

Your home will include a spacious enclave filled with flowers, facilities and friendly faces; with landscaped gardens that are in meticulous order. Children can enjoy their childhood playing in safe, open spaces; the elderly can feel comfortable and protected; everyone can enjoy

reliable security, continuous water and power supply and a delightful, gentle environment. Relax, workout or entertain friends at the 24,000 sft, full-fledged Augusta Club. Also, the Brigade-PSBB School in Brigade Millennium, just half a kilometre away, will be operational by June 2004.

Enjoy a better quality of life at Brigade Gardenia. It's surprisingly affordable!

Come, select from a range of 2- and 3-bed apts in:



Magnifica Block
3-bed deluxe apts
1630 sft & 1650 sft
(152 sqm & 153 sqm)

Golden Magic & Jardine Blocks
3-bed deluxe apts
1380 sft to 1430 sft
(128 sqm to 133 sqm)

Glacier & Carinata Blocks
2-bed deluxe apts
980 sft to 1030 sft
(91 sqm to 96 sqm)

Approved for home loans by all leading financial institutions

City to have six new parking complexes

The city is developing in all directions along radial and arterial roads. It has witnessed an enormous increase in the number of vehicles on the roads. This has led to a strain on road space and its utilisation.

After a series of infrastructure projects including flyovers, underpasses, over-bridges, and subways that were launched in the city last year, Bangalore is set to overcome the problem of parking to a considerable level shortly.

The Bangalore City Corporation (BCC), will unveil three major multi-storey car parking complexes in the beginning of 2004 and start work on three others, of which two would be fully computerised.

The BCC Commissioner M.R. Sreenivasa Murthy,

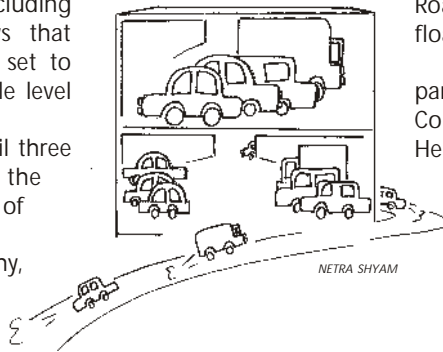
IAS, said the work on three parking complexes at J.C. Road, K.G. Road and Magarath Road are already half-way. Along with these, there are proposed parking complexes at Jayanagar VI Block, Gandhi Nagar, and the Dickinson

Road-Dispensary Road Junction, for which tenders have been floated. Work will start by January next year.

He also said that the BCC was looking for places for parking complexes in the vicinities of M.G. Road, off Commercial Street, Anand Rao Circle, and Residency Road. He said these places, being commercial hubs of the city, need parking complexes.

The parking complexes can hold between 200 to 400 cars and will cost between 6 to 40 crores.

—Excerpted from Times Property, 14 November



Bring greenery indoors

Plants add liveliness and freshness to interiors. With limited outdoor space available to the average city dweller, often it makes sense to bring some of the greenery indoors.

Use plants and flowers that fit in with your chosen style of decoration. Plants also have psychological and physiological benefits. Dust is reduced by as much as 20% where plants are kept. Strategically placed plants quiet down an office, as they have been found to have sound absorption capacity.

Palms, tall and wide-spreading plants, clusters of small plants, indoor trees, and flowers all add a new look to interiors.

The matching of plant texture, height, and spacing is important. Texture of the plant refers to its leaves: their size, shape, edging, number, arrangement and thickness. Small plants must be placed in front.

The amount of light in a room and the direction of the windows can also affect the choice of a plant. Avoid putting plants right next to a window.

When acquiring a plant, keep in mind its maintenance.

—Excerpted from Times Property, 10 October

Next generation bus shelters

A bus shelter can do a lot more than just provide commuters with a place to wait in, shielded from the sun and rain. These days the city has numerous shelters that are attractive, innovative, and even informative. Polished granite seating, bright illumination, stainless steel railings, attractive signages, and in one shelter, even an audio commentary synchronised with pictures of famous personalities of the State.

Some of Bangalore's bus shelters add colour to the surrounding area. They

create an ambience of progress and even give people waiting in them a sense of security thanks to their bright lighting.

The neon signs on the bus shelters give them a fancy look. It brings alive the surroundings and makes waiting for a bus a little easier. In areas



Brigade Gardenia bus shelter at Kanakapura Road

where tiled footpaths and glass-fronted buildings are changing the city's look and feel, these high quality bus shelters complement the aesthetics, completing the pretty picture.

—Excerpted from Times Property, 14 November

Mysore—the "Fleet Street" of India

As we go to print, we learn from *The Hindu* (11 Dec) that Mysore has earned one more sobriquet: the city of newspapers or the "Fleet Street" of India! According to the *Mysore Gazetteer* (last updated in 1988), there are more than 250 registered newspapers in the city, of which at least 170 were registered in the pre-independence era.

Bangalore: a mobile city!

A trendsetter on many counts, Bangalore is now a leader in the mobile revolution. The city has more mobile phones than land lines. Bangalore is the third city in India to achieve this milestone; the others being Delhi and Chandigarh. The number of mobile phones (both GSM and CDMA) in Bangalore is about 11.7 lakh as of now—about 70,000 more mobiles than land lines.

—Excerpted from Deccan Herald, 11 December

Fabrics for office furnishings

Most offices have the following areas: a reception or front office, a conference room, a cafeteria and cabins.

A reception looks lovely with upholstered sofas for seating visitors. Depending on the kind of business you are in, you can choose from a wide range of tapestry material for upholstery. But, the tapestry has to be good-looking and durable. The number of people using this area is going to be large.

The conference rooms are usually categorised into VIP and non-VIP rooms. Use upholstered furniture in the VIP locations. You may want to go with pastels and lighter shades. You can also indulge in curtains instead of the regular blinds.

In a cabin, the only place you can use upholstered furniture is on the chairs of the executives. Many computer chairs are also upholstered for additional comfort.

In a cafeteria, you can use checked tablecloths. Use practical furniture, which is easy to wipe and dry off with a cloth.

—Excerpted from Times Property, 24 October

For Corporate / Regional HQs, Software Development, BPO and Biotech facilities

Both ready-to-occupy and built-to-suit options

A great software facility at Whitefield !



Brigade TechPark, Next to ITPL
Up to 400,000 sft (37,200 sqm)

Our other facilities

9,000 sft to 110,000 sft
(837 sqm to 10,230 sqm)

M.G. Road • Lavelle Road • Koramangala
Race Course Road • Basavanagudi

www.brigadegroup.com/software

- State-of-the-art design and construction • Option of warm shell or fully furnished
- Communication links • Ample power with 100% backup
- Abundant parking • Landscaped gardens

Fortune magazine tells Americans: “Where your job is going...to Bangalore, India”



Every weekday, as the tropical sun begins its swift descent over the Deccan plain, fleets of what the Indians call “multi-utility vehicles” fan out across Bangalore. The Tata Sumos and Toyota Qualises bump along the potholed, muddy residential streets of India’s fifth-largest city, stopping to pick up young men and women and carry

them to work. Then, as business hours begin in the Eastern U.S., thousands of these young Indians don telephone headsets and do their enthusiastic bit to help the American people get their Internet service working, figure out their credit card bills, and order tacky limited-edition collectibles.

In Bangalore some 110,000 people are employed writing software, designing chips, running computer systems, reading MRIs, processing mortgages, preparing tax forms, and doing other essential work for U.S., European, Japanese, and even Chinese companies.

The attraction of the Indian knowledge workers who get those jobs is that they’re paid 10% to 20% of what Americans would expect

for similar work—and in many cases they do it better. That has stoked understandable alarm in the U.S. Together with China’s rise in manufacturing, it is bringing protectionists out of the woodwork. It is also causing even those of a less reactionary bent to wonder just what it is that Americans will do for a living now that even knowledge work can easily be sent overseas.

The real clincher is that despite constant complaints about Bangalore’s insane traffic, skyrocketing real estate prices, and fickle workforce—and constant efforts by other cities, especially Hyderabad and Chennai, to get in on the action—companies and people keep coming to Bangalore. —Excerpted from Fortune, 1 December

Vidhana Soudha to become a BPO centre ?

When it comes to IT and BPO, Bangalore has become a part of common lore around the world. Reproduced below is a humorous email that has been doing the rounds in the USA. Please read the piece with tongue-in-cheek.

Bush Lays Off Congress; will Outsource Lawmaking to India —by Jay Slupesky

Citing the growing cost of running the Federal government and the need to cut costs in order to reduce the budget deficit, President Bush announced today that he was laying off all 535 members of Congress and transferring lawmaking operations to a legislative support center in Bangalore, India.

“Hey, outsourcing is the way to go these days,” said Bush at an impromptu news

conference where he announced the decision, adding, “the American people want to see less government waste. Since every one of those ex-Congressmen had a salary of \$150,000, this move will cut our costs by over \$80 million per year, and that’s not even counting what we’ll save on health insurance and retirement plans.” Sources indicate that the Indian replacements will be paid approximately \$250 per month.

“I think it’s a great idea,” said Vice-President Dick Cheney, speaking from a secure undisclosed location. “The American people were fed up with that expensive do-nothing Congress which didn’t give the President everything he asked for.



Our new Indian replacements will be much more cooperative to the President, which is what we all want.”

The new members of Congress seem thrilled with the attention they are receiving. Speaking from the offices of All-India Legislative

Support Centre Ltd in Bangalore, new Mississippi Senator Ramchandra Shekhar Gupta told reporters, “The Indian people are very hard working and we will do our best as U.S. Congressmen and Congresswomen. And we are going to have some fun too. Just think: we have \$2 trillion of the American taxpayers’ money to spend!”

Home loans for NRIs

The Reserve Bank of India grants certain Indian HFCs and banks permission to provide funds to NRIs for the purpose of acquiring a house for self-occupation. All NRIs holding a valid Indian passport can apply for a housing loan. NRIs who are of Indian origin, but do not possess an Indian passport, don’t qualify for an NRI home loan.

A typical list of documents that need to be furnished by an NRI includes: • Passport • Visa • Bank statement, both domestic and international for the last 6 months • Salary certificate that mentions—in English—name, position, date of joining, and salary details • Work

permit • General power of attorney

The loan amount sanctioned could range from a minimum of Rs 5 lakhs to a maximum of Rs 1 crore. While the loan can be availed for as much as 85% of the price of the property, the actual amount released depends on the NRI’s past experience and present salary.

Fees, bank charges, pre-EMI interest payments and EMIs should be paid by remittances from abroad through normal banking channels. They include your NRE or NRO account in India. More about home loans on www.brigadegroup.com

—Excerpted from Times Property, 21 November

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	7.5%	7.5%	7.5%	7.5%
EMI	2,004	1,188	928	806
Fixed Rate of Interest	7.75%	8.00%	8.00%	8.00%
EMI	2,016	1,214	956	837

As on 10 December 2003

* Conditions apply.

• The loans can be availed up to a maximum of 85% of the cost of the property, depending upon the housing finance institution • Processing and administrative charges extra • Loan amount limit depends on the income of the applicant • Security of the loan is the first mortgage of the property to be financed • Some institutions may require a local guarantor • Repayment period ranges from 5 to 20 years or on superannuation or on completing 65 years of age • 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.

Four very exclusive apartment projects

With 3- and 4-bed luxury apartments



Brigade Mayfair
Cambridge Rd



Brigade Coronet
Palace Rd



Brigade Heritage
Cookson Rd



Brigade Hallmark
Richards Town



SNIPPETS — The eating habits of the rich and famous

In the past, *Snippets* has brought you information on places, monuments and historical events related to Bangalore and Mysore. (You might remember that the last *Snippets* column was about the mansions of three dewans of Mysore.) This time, coincidentally, the focus is yet again on three dewans. But we write with a more human thrust: of their somewhat peculiar eating habits!

Our source? D.V. Gundappa (1889-1975), a titan of Kannada literature. During his prolific writing career, he has written on philosophy, literature and culture. Like all his works, DVG's memoirs are delectable masterpieces. **Gnaapaka Chitra Shaale** (A Picture Gallery of Memories), spanning 8 volumes and comprising 185 articles, brings vintage Bangalore and Karnataka to life. Within its 2046 pages are pen portraits of people great and small: from maharajas to street-side beggars. We offer you a few samples...not of dewans' great achievements but of their gourmand ways:

Sir K. Seshadri Iyer (1845-1901) was the Dewan of Mysore from 1883 to 1900. Among his numerous achievements is that of building India's first hydro-electric project at Sivasamudra. He had one weakness: he couldn't do without 4 to 5 curries and 3 to 4 sweets at every meal. Predictably, this led his stomach to revolt every now and then. For which he had a somewhat surprising home remedy...

On a silver basin, one foot in diameter, cooks would spread a layer of fine sugar, and place a home-cooked chiroti on it. This process was repeated with two more chirotis. The third chiroti, and this was a critical step, was covered with a layer of magnesium sulphate ("diarrhoea salt"). One more chiroti and a layer of sugar followed. Finally, a cook poured steaming hot badam milk over the stack. Another cook, armed with two silver forks, would break and stir the concoction into a semi-liquid state. When the consistency was judged suitable, the Dewan would consume the contents—and then fast the rest of the day.

There are no details as to the efficacy of the cure. One presumes it worked since it was oft repeated.

Raja Sir T. Madhava Rao (1829-1891), Dewan of Travancore-Cochin, was known for his intellectual brilliance. After his retirement, he lived in Bangalore for some years. (His son was T. Ananda Rao, a Dewan of Mysore.) Madhava Rao had a large kitchen attached to his office. A glimpse into the kitchen would reveal four or five wood fires burning steadily at meal, tiffin and in-between times, surrounded by numerous containers of batter, cut vegetables, cooked food and fresh ghee.

Needless to say, several cooks were in constant attendance, awaiting orders, which they would execute with commendable alacrity.

In the office, Madhava Rao would be dictating to his clerk as a cook brought in a crisp, steaming hot ghee masala dosai. Even as he was taking his first bite, he would ask, "What, haven't you got any pakodas?". A few minutes later, a plate of hot pakodas would appear. Halfway through their consumption, *yajamanru* would sigh, "How many days since I ate ghewar...". The hint would be taken instantly. And so on and so on. A cook who failed to meet his culinary expectations and satisfy his palate was dismissed.

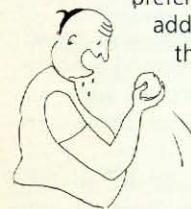
People attributed his formidable brain power to his powerful eating prowess.

T. Ananda Rao (1852-1919) was Dewan T. Madhava Rao's son. (Ananda Rao Circle, where **Brigade Plaza** is located, is named after him.) Among his many deeds as Dewan (1909-1912), was initiating the K.R. Sagar project. He owes his place in this piece not to his appetite (he was a fairly normal eater), but to the fact that he hosted lavish lunches and dinners.

A typical meal would include all the normal items plus 4 types of rasam, 2 types of sambar, 2 types of dal, numerous curries, fried items, roasted dishes and several sweets. Extra hot and bland versions of the menu were available, as was soft food for toothless guests.

As, if not more, impressive as the menu itself, was the service. Guests were seated on wooden planks on the floor, in neat rows. Two stewards were stationed at either end of each row. And these were impressive stewards: mustashoed, Palghat Iyers with vibhuti on forehead and studs in their ears, dressed in gleaming white, doubled-up dhotis and shirts, angavastrams on shoulders.

Their job was two-fold. They had to gently fan the guests with their large hand-fans. They also had to keep an eagle eye on the culinary preferences of each guest, alerting the servers as to what additional helpings had to be served to whom—even before the guest himself realised what dishes he was enjoying the most. If any guest had to do the unthinkable—ask for something himself—the steward responsible for that guest would be fined eight annas. Per neglected guest.



ONGOING PROJECTS

RESIDENTIAL PROJECTS

Brigade Mayfair, Cambridge Rd
3- and 4-bed luxury apts

Brigade Hallmark, Richards Park
3- and 4-bed luxury apts

Brigade Coronet, Palace Rd
3- and 4-bed designer apts

Brigade Heritage, Cookson Rd
3- and 4-bed luxury apts

Brigade Tranquil,
Yadavagiri, Mysore
Last few 2-bed luxury apts.

SELF-CONTAINED RESIDENTIAL ENCLAVES

Brigade Millennium
7th Phase, J.P. Nagar
3- and 4-bed apts
2100 sft—3060 sft

Brigade Gardenia
Next to RBI Layout,
J.P. Nagar
2- and 3-bed apts
980 sft—1650 sft

CORPORATE OFFICES / SOFTWARE FACILITIES

Brigade TechPark,
Whitefield
Up to 400,000 sft

Brigade South Parade,
M.G. Rd
Up to 110,000 sft

Brigade Court,
Koramangala
Up to 40,000 sft

READY FOR OCCUPATION

Brigade Legacy, Fraser Town
Just one 4-bed penthouse of 3015 sft
with 1430 sft private terrace garden

Hulkul-Brigade Centre, Lavelle Rd
Software / Corporate Offices
17,000 sft—51,000 sft

Brigade Plaza, Ananda Rao Circle
Small Offices & Showrooms
430 sft onwards

Brigade MLR Centre, Basavanagudi
Software / Corporate Offices
11,000 sft—26,000 sft
Fully furnished, plug-and-play space

LAUNCHING SOON

Brigade Parkway,
Near Cheluvamba Park, Mysore
3- bed luxury apts
1825 sft—1850 sft

E & OE. Factual information contained in this newsletter is subject to reconfirmation where required and relevant. Insight 3-4K-12-2003



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