

## Hewlett Packard at Hulkul-Brigade Centre



Hewlett Packard are locating their new facility at Hulkul-Brigade Centre, Lavelle Road, occupying 52,000 sft of the 60,000 sft available. The recently completed project has three floors, ideal for corporate offices, software facilities, biotech enterprises or contact centres.

## Brigade Court welcomes Tavant Technologies



Tavant Technologies have moved to their new 20,000 sft facility at Brigade Court. Ideal for corporate offices and software companies, the 40,000 sft project in Koramangala has been recently completed.

## Parkway at Mysore



The Bhoomi Puja of Brigade Parkway, near Cheluvamba Park, Ontikoppal, was conducted in Mysore on 18 January.

Brigade Parkway, our first exclusive 3-BR apt project for Mysore, will consist of 16 apartments on ground and three upper floors. The construction has just commenced.

### Inside...

Inside Brigade	2
An invitation to architects	3
Brigade Bonanza; Millennium Celebrations	4
Brigade Millennium update	5
Two more enclaves from Brigade	6&7
Towards a more aware Elections 2004	8
In conversation with BWSSB Chairman	9
Sir MV blackmails DVG; Home Loans	10

## Two more integrated residential enclaves: Metropolis and Gateway on Whitefield Road and in the Malleswaram-Rajajinagar area

SELF-CONTAINED residential enclaves are fast becoming a part of the new urban landscape in India and around the world. They offer a range of features and facilities; excellent civic amenities, maintenance and security; and an enriching sense of community.

Brigade Group's two residential enclaves in J.P. Nagar—Brigade Millennium and Brigade Gardenia—have been

very well received. The success of these projects has led us to launch two other residential enclaves, on Whitefield Road and in the Malleswaram-Rajajinagar area.

Designed as "mixed-use" enclaves, these projects will offer a variety of well-planned apartments to suit a range of budgets, and will contain landscaping and a range of amenities as well as office blocks and a full-fledged club.

More on pages 6 and 7

## Mayflower Block completed!

Mayflower Block in Brigade Millennium—15-storeys high, with 250 deluxe 2- and 3-BR apts—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, 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-BR apartment block consisting of 120 apts—has a few apartments available.

Bookings are open for Laburnum, the last of the blocks in Millennium. It has just 60 premium luxury 3- and 4-BR apartments.



Mayflower Block.

## A celebration of achievements

The two days of festivity created by the Brigade Bonanza concluded on 29 February with celebrations to mark the completion of many of our projects. The venue was the mini-stadium at Millennium Park, Brigade Millennium.

The evening started with a formal function to acknowledge the excellent work of our contractors, consultants and associates. This was followed by a get-together of our associates, customers, well-wishers and staff.

Over 1,500 guests attended the function, which began with an invocation by Manisha Deb, our Marketing Manager. Githa Shankar, Director, Brigade Group, gave a very warm welcome address, which touched upon the human factor behind Brigade Group's growth and success. Lukose Vallathurai, IAS, Secretary, Revenue Dept, GOK, was the Chief Guest. Lighting of the ceremonial lamp formalised the celebrations. The function ended with a presentation by M.R. Jaishankar, MD, Brigade Group, who spoke of the organisation's recent achievements and expressed his thanks to all who had made it possible. The function was followed by cocktails and dinner.



Balloons being released add a further note of festivity.



Acknowledging our associates.

## Brigade Bonanza draws a tremendous response!



Brigade Group's range of on-going and new projects was showcased at a home-buyers fest—the Brigade Bonanza—held on 28 and 29 February at Brigade Millennium in J.P. Nagar, 7th Phase. For more on the Bonanza, and the response it evoked, see page 4.

*" Congrats on making Millennium such a terrific place. It looks great! So many facilities being built—it must be truly unique for any project. The Band Stand was fab—just like in Cubbon Park. The residents can certainly look forward to an enjoyable stay. All the best! "*

—Kiran Boal, Chartered Accountant

More on page 4

## Editor's Note

There is a great deal of positive change in the air and much of it can be felt at Brigade Group!

For instance, people looking for an apartment in Bangalore now have an exciting option: residential enclaves. Brigade Group has four such enclaves, in different stages of conceptualisation and construction, in J.P. Nagar, on Whitefield Road and in the Malleswaram-Rajajinagar area.

**Brigade Bonanza:** A satisfying two-day fest for apartment buyers  
The Brigade Bonanza, held at Brigade Millennium in J.P. Nagar, gave visitors a chance to experience the "look and feel" of a residential enclave first-hand. And whether it was residential enclaves or smaller apartment complexes they were interested in, the Bonanza gave them a chance to explore their options thoroughly with Brigade's marketing team and leading HFIs, both of whom were on-site during the two-day Bonanza. It was a satisfying and successful experience for all concerned.

**New horizons ahead**  
We made our first inroads into the hospitality industry with serviced apartments and clubs. Our Hospitality Division is now going one step further with the setting up of a resort in the Western Ghats. Architects from India and abroad will be submitting proposals for the resort's design. This and following issues of Brigade Insight will keep you posted on the subject.

Thanks to our associates, customers and well-wishers  
We said it in person at our two functions on 29 February. We're saying it again in these columns: our achievements would not have been possible without the support and contribution of our many associates, customers and well-wishers. Thank you all.

We hope you enjoy reading more on these and other subjects in this issue of Brigade Insight. As always, we await your feedback.

### "IT IS AN INTERESTING PUBLICATION



which speaks not only about the Brigade Group but also about the city in general. I shall be happy if you can put me on your permanent mailing list."

—Dr C.S. Viswanatha,  
Torsteel Research Foundation, India

## House-warming at Mayflower

"I would like to extend my heartiest thanks for making our day a life-time memory.

The house-warming was a great success with lot of friends pouring in all the time and blessing us.

Without your help and co-operation, it couldn't be possible. Thanks once again."

—G.C. and Saakshi,  
Brigade Millennium, Mayflower Block #A-1109



## A few thoughts...

THE first quarter of 2004 is an action-packed one—with the country's reserves reaching US \$ 110 billion, many sectors of the economy continuing to do well, a volatile stock market, and now, Lok Sabha Elections and an Indo-Pak Cricket Series! Citizens can't ask for more.

★★★★★

BRIGADE will soon be embarking on two landmark enclaves at Whitefield Road and the Malleswaram-Rajajinagar area, which are bound to change the skyline in both the localities and may become trendsetter projects in urban space planning. Brigade Group is gearing up to meet these challenges.

★★★★★

WE are making a cautious entry into the field of hospitality. With our experience in managing serviced apartments and having undertaken two club projects, we are venturing into a holiday resort amidst coffee estates in my hometown of Chickmagalur.

★★★★★

WE are overwhelmed by the response to the Brigade-PSBB School. Classes will commence in

mid-June 2004 from Pre-kg to 8th Std, with 9th and 10th Stds opening in 2005 and 2006 respectively. Starting a school is both a daunting and exciting experience!

★★★★★

FRIENDSHIP Cricket series is a fantastic step in the peace process between India and Pakistan. Its timing before the elections 2004 may turn out to be the best googly bowled yet, which even our legendary Chandrashekar may be envious of!

★★★★★

LET'S hope the future will be as shining as it is made out to be. Reading our Prime Minister's address in the *India Today conclave* gives us a lot of hope and raises our expectations. May India's shine become brighter and brighter!

—M.R. Jaishankar  
MANAGING DIRECTOR, BRIGADE GROUP

## Brigade sponsors CMCA Jatre

Extending support to children's initiatives for a better society



Jaishankar addresses the students at the Jatre. RadioCity RJ, Chaitanya Hegde (extreme left) and Mr Govardhan, Chairman, Swabhimana Trust, are also seen.



CMCA, Children's Movement for Civic Awareness, conducts a Jatre (a Kannada word meaning yatra, mela or fair) every year, which brings together school children presenting their campaigns. This year's Jatre was sponsored by Brigade Group. The programme was held on Saturday, 17 January, at Baldwin Boys High School. M.R. Jaishankar, MD, Brigade Group, and Chaitanya Hegde, RJ, RadioCity, were chief guests at the occasion.

CMCA, a joint initiative of the Public Affairs Centre and Swabhimana, conducts civic awareness programmes in schools. Groups of children from the 40 schools that have Civic Clubs presented their campaigns at the annual Jatre. Prizes were awarded based on the campaigns and presentations.



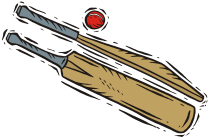
Jaishankar gives away the prizes.

## Brigade Runners Up in Cricket Tournament

Brigade Group were runners up in the Anchor Friendship Cup Cricket Tournament sponsored by Anchor Electronics and Electricals, which took place on 24 and 25 January 2004 at the Loyala High School Grounds in Bangalore.

The seven participating teams were: Potential Service Consultants (P) Ltd, RMZ Corp, Brigade Group, A.N. Prakash Consultants, Mantri Group, Tyco Engineering & Constructions Pvt. Ltd and RSP Architects, Engineers & Planners Pvt. Ltd.

Tyco played an excellent game and won the trophy.



## New Brigadiers come on board...

### Marketing

- K. Srinivasan, General Manager (Woodrose Club)
- Gurmeet Singh, Manager—Operations & Sales (Woodrose Club)
- M.H. Shylaja, Marketing Co-ordinator
- B.M. Komala, Secretary
- S. Sangeetha, Secretary

### Engineers

- Project Managers
- Mahesh G. Konapur, S. Shashidhar

### Project Engineers

- M. Krishna Prakash, Praveen P. Deshpande,
- D.S. Sathish, T. Shivakumar

### Engineers—Quality Control

- Arvind Kumar Sable, M. Bhaskar Reddy,
- C. Halarameshwara, K. Muruganantham,
- L. Poorna Chandra, K. Ravindranath,
- S.R. Sreenivas Murthy, C. Sudarshan,
- S.S. Vasanth Kumar, G. Vivek

### Technical Assistants

- G. Gayathri, Satyam J. Vora

### Quantity Surveyor

- Koppu Leela Kumar

## Globalisation and architecture

"Globalisation effectively means that you are making the entire world into one small city. It means that Bangalore and New York are just different districts. A man travelling between these cities experiences the same comfort level as far as appearance, systems, practices and technologies are concerned", explains architect Hafeez Contractor.

Globalisation has had an impact on architecture too. "This phenomenon has demanded an architectural and urban setting in response to the new-found business, technologies, and new social and political orders", he says.

The trend is also seen in housing developments. "Global building is about creating buildings according to international standards. Today when we design, we cater to the highest international standards. Lighting and ventilation, fire prevention and car parking norms are of international standards. We also incorporate finishes, garbage disposal systems, fire escape services, roads, amenities and signage of global standards. All these are new innovations in building design.



"Vernacular architecture which uses local materials is dead. Using local materials has become more expensive.

"Architecture at any point in time responds to technological, political and social issues of that time. At this point in time the influences and advancements due to globalisation need great sensitivity and aptitude on the part of architects and developers to establish appropriate architecture."

*Excerpted from Times Property Bangalore, 12 March*

## An invitation to Architects

for designing a world-class Hill Resort at an outstanding location 4 hrs from Bangalore

For details and your Expression of Interest, please visit: [www.brigadegroup.com/resort](http://www.brigadegroup.com/resort)

ARCHITECTS from around the world are being invited to submit proposals to design Brigade Group's maiden resort venture in the Western Ghats.

We aspire to make the resort among the best in the world. We are therefore looking for an outstanding and innovative design for the resort.

The resort will have 100-150 rooms/cottages, conference facilities, swimming pool and other sports and health facilities. Construction of the cottages will take place progressively. Our primary objective in inviting proposals from architects is to obtain a fresh, creative and outstanding architectural design for the proposed resort.

## You'll be proud to call it your own

Memberships Open

Selective membership to the Woodrose Club is now open. Its structure complete, the Woodrose Club was on public display for the first time on 28 and 29 February during the Brigade Bonanza.

An exhibition arranged in the Members' Lounge allowed visitors to visualise the full potential of the Woodrose Club. Signage identified both the layout of the Club and the facilities it would offer. These facilities will be operational in three



phases: the sports facilities in the second quarter of this year; the health club and gym in the third quarter; and the rest of the facilities, including rooms, restaurant and banquet hall, in the last quarter.

The Club is located in an idyllic setting—on a 2.5 acre plot within the serene, green Brigade Millennium campus, with the three-acre Millennium Park right next door.

An award-winning design is becoming more of a reality with each passing day.

## WOODROSE CLUB

You'll be proud to call it your own

60,000 sft on a 2½-acre plot.

- MEMBERS' LOUNGE
- OPEN-AIR DECK LOUNGES
- RESTAURANT
- LAWNS
- CYBER CAFÉ
- OPEN-AIR STAGE
- SWIMMING POOL
- BEAUTY PARLOUR
- BADMINTON
- SQUASH • TT
- BILLIARDS
- CARD ROOMS
- LARGE GYM
- STEAM ROOMS
- SAUNA • JACUZZI
- 27 GUEST ROOMS
- CONFERENCE ROOMS
- BANQUET HALL
- WILL BE AFFILIATED TO OTHER CLUBS IN INDIA



Memberships are open on a selective basis.

Brigade Millennium residents will enjoy priority membership at a special membership fee.



The Conference Hall (capacity of 30 to 80 people), opening out into a stone courtyard



With two wooden-floored courts, the badminton room doubles as an indoor auditorium—complete with stage and separate entrance



Swimming Pool



Library

For more information on the Club and details about membership, contact Srinivasan or Gurmeet at 98443 05229 / 05243 or visit our website [www.woodroseclub.com](http://www.woodroseclub.com)

# Millennium Celebrations



◀ Manisha Deb, Marketing Manager, renders the invocation.

Left to right: Venkataraman, Zachariah, architects of Brigade Gardenia and Brigade Millennium respectively, light the lamp while Jaishankar looks on.



◀ A section of the audience.

# The Brigade Bonanza



A walk through Millennium Park led to the massive, airy shamiana in which the Brigade Bonanza was being held on 28 and 29 February.

After registering at the entrance, visitors could examine the informative panels that described Brigade Group's projects—residential apartment blocks and enclaves, commercial complexes, software facilities and serviced apartments. A screened-off enclosure provided a quiet space to watch a short film on Brigade Group.

At the centre of the shamiana was a quadrangle of tables. It was here that Brigade Group's



marketing team interacted with the visitors who came in a steady stream all day, both days. Questions were answered, doubts clarified, suggestions made...and decisions taken. And with 11 Housing Finance Institutions in attendance at the Bonanza, the decision-making process could be made with greater ease and confidence.



Children were understandably reluctant to leave Millennium Park's playground. It was clear they thoroughly approved of this kind of family outing!

*"The arrangements at the inauguration function were excellent and we really enjoyed the evening. There was great attention to detail—from the 'Brigade Millennium' name backlit on the entrance arch to the seating arrangements, presentation screens, lighting in the park, the live band and the food was nice.*

*I would like to thank you and the Brigade Team for inviting us for the function."*

—Deepak Jagtiani

## RadioCity comes to Brigade Millennium



Sheetal Iyer interviews Jaishankar at Brigade Millennium project office. Indira Sharma, GM-Mktg, looks on.

RadioCity RJ, Sheetal Iyer, took a walk down Millennium Avenue while she interviewed M.R. Jaishankar on the RadioCity 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 the projects environment-friendly and, of course, about the Brigade Bonanza.

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



## Gardenia update



Brigade Gardenia now has bookings open for all the five 2- and 3-BR apartment blocks in the enclave: Magnifica, Golden Magic, Jardine, Glacier and Carinata.

Brigade Gardenia had a great response from buyers at the Brigade Bonanza held on 28 and 29 February.

## Augusta Club

Brigade Gardenia, Next to RBI Layout, J.P. Nagar



*A cheerful, gracious place to relax and entertain*

- OVER 24,000 SFT BUILT-UP AREA
- GYM WITH HEALTH CLUB
- SNOOKER / POOL • TT
- INDOOR BADMINTON
- SWIMMING POOL
- LOUNGE
- RESTAURANT
- PARTY AREAS
- COFFEE SHOP

## Brigade-PSBB School Report Card

With the last faculty recruitments underway, building nearing completion and admission processes moving along smoothly, Brigade-PSBB School is readying itself for the start of its first academic year.



Brigade-PSBB School, which follows the CBSE syllabus, will open with Pre-kg to Standard 8 levels. Standard 9 will commence in June 2005 and Std 10 a year later.

For more information on the school, availability of seats and admission procedures, visit [www.brigadepsbb.org](http://www.brigadepsbb.org)



The entrance portal to Brigade Millennium, which stretches across the 60' wide Millennium Avenue, is now ready.



A section of Millennium Avenue.



Magnolia Block construction nearing completion.



One of the sheltered seating arrangements in the 3-acre Millennium Park.



The mini-stadium and amphitheatre as seen from the terrace of the project office. Mayflower Block is seen at the far left and Magnolia Block next to it.



A view of the Millennium Park.



The school building nearing completion, as seen from the mini-stadium.



The entrance portico of the recently completed Mayflower Block.

## Two more programmes by Brigade-CTVTI



Brigade Construction and Vocational Training Institute (Brigade-CTVTI) has been set up by Brigade Foundation in collaboration with NICMAR (National Institute of Construction Management and Research), Pune.

After Brigade-CTVTI conducted its first Management Development Programme, (MDP) two more programmes have been conducted.

One MDP on Financial Management for Construction Engineers was held between 29 and 31 January 2004. The Programme was attended by 20 delegates from organisations like Sankalp Group, A.N. Prakash Consultants, Bharat Builders, Prestige Group, Embassy Group,

Gesco Corporation, Brigade Group, Yashaswi Constructions, Krushi Builders, Surfa Coats Ltd, Santech Engineers, Laxmi Nirman Pvt. Ltd, JMC Projects and Salarpuria Properties Pvt. Ltd. The programme was held at Hotel Atria.

35 students attended the Regional Contact Seminar (RCS) for Centre of Distance Education (CODE). The preceding CODE exams were held between 16 and 20 December 2003 in the Brigade Millennium campus.

Positions available for  
Vice-Principal and Trainers  
at Brigade-CTVTI.

For details and applications visit our website:  
[www.brigade-ctvti.org](http://www.brigade-ctvti.org) or fax: 2297 3525

## Properties Wanted

for joint-development or outright purchase

Brigade Group requires properties in the range of 15,000 sft (1,400 sqm) and above, located in prime residential, commercial and retail areas of Bangalore and Mysore. Should have clear titles and should be untenanted.

Please write with details including plot dimensions, location map, landmarks, road width, land usage, applicable F.A.R. and expected commercial terms. Incomplete details will not be entertained. For more information, write to us or visit our website.

Brigade Towers, 135, Brigade Rd,  
Bangalore 560 025. Fax: 91-80-221 0784.  
[properties@brigadegroup.com](mailto:properties@brigadegroup.com) [www.brigadegroup.com](http://www.brigadegroup.com)



BRIGADE-PSBB  
BANGALORE

A collaboration between:  
Padma Seshadri Bala Bhavan Schools, Chennai,  
rated by *Outlook* as one of the top 7 schools in India,  
and  
Brigade Foundation, a charitable organisation  
set up by Brigade Group.

We are looking for full- and part-time:

**Librarians**

**Lab Assistants**

(For computer, science, language and math labs, a/v room)

**Assistant Teachers**

for Pre-School Classes

Instructors in:

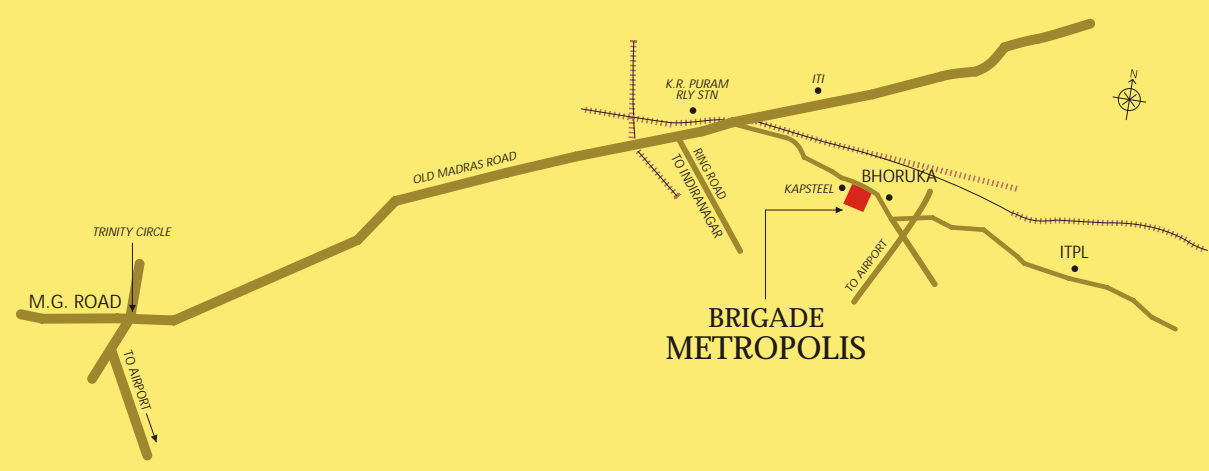
**Sports · Swimming  
Yoga · Music  
Dance · Arts & Crafts**

**Attenders · Ayahs**

Last date for receipt of application:  
March 31st

For details and application procedure, please visit our website:  
[www.brigadepsbb.org](http://www.brigadepsbb.org)

# An excellent opportunity for Home Buyers



## On Whitefield Road:

At Mahadevapura, 4 km before ITPL, 10 km from M.G. Road. Ideally suited for people living or working in Indiranagar, around the Ring Road from Old Madras Road to Sarjapur and those working near ITPL, EPIP Zone and K.R. Puram. Easy accessibility is already made possible by wide roads and flyovers. And now Whitefield Road will become even better: it is being widened to 4 lanes with a scientifically designed median, landscaping and brighter lighting.

## a new, self-contained,

A well-planned, spacious, green, 36-acre campus; outstanding facilities and services; excellent maintenance; a sense of security and community. Leading architects, landscapers and associated professionals will be involved in the creation of our newest enclave.

## integrated,

Convenient balance of residential, recreational and commercial features in one place. Offices, parks, supermarket, club and other amenities will all be within the enclave, saving you the strain of commuting.

## residential enclave

With a range of 2-, 3- and 4-bed apartments to suit a wide range of budgets. An increasingly preferred choice, residential enclaves allow you a life and lifestyle you might not normally be able to enjoy. In short, they make luxury affordable.

## Roads to Whitefield being upgraded

Whitefield today is a hub of commercial activity. At one end of the IT Corridor, this locality has over the recent years developed into a nerve centre. The International Tech Park, a state-of-the-art convention centre almost complete, a proposed star hotel, super speciality hospital, medical college, and the growing residential areas in the belt have made this a prime locality in its own right.

Pressure on the two roads to Whitefield—Airport Road and Whitefield Road (Old Madras

Road)—has called for their upgradation. The development of these two roads is significant in that it makes commuting to Whitefield quick and easy, and is bound to lead to further development of this locality that is now suddenly close to the heart of the city.

The Whitefield Road is being developed at a cost of Rs 8.60 crore by the BDA. The road will be ready in four months time.

Whitefield Road will have four lanes with a scientifically designed median. Landscaping of

the median and either side of the road will also feature in the project. Priority will be given to aesthetics, footpaths on either side, modern signage, and improved lighting for better visibility.

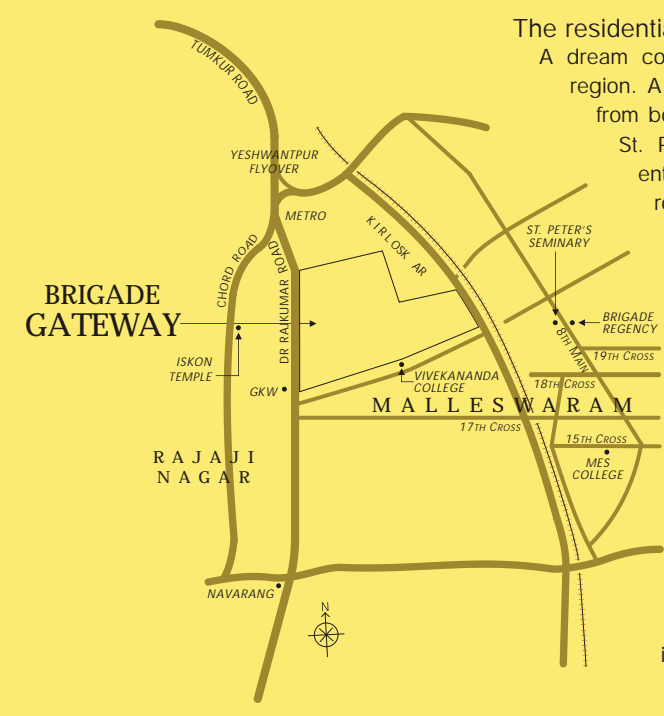
Apart from Whitefield Road, the BDA has also undertaken the development of roads on either side of the K.R. Puram cable-stayed bridge.

A bridge enroute to Whitefield is a bottleneck and holds up traffic in peak hours. The bridge will be reconstructed and broadened.

A large, self-contained, integrated residential enclave that offers the best of both localities:

# Malleswaram & Rajajinagar

APARTMENTS • OFFICES • CLUB • SCHOOL • OTHER AMENITIES



The residential project half of Bangalore has been waiting for: A dream come true for thousands of citizens in the Malleswaram-Rajajinagar region. A unique feature of this Brigade enclave is that it will be accessible from both localities: One entrance is close to the sylvan surroundings near St. Peter's Seminary, north of 18th Cross, 8th Main Road. The other entrance is from Dr Rajkumar Road—the broad, uncluttered part of the road from Rajajinagar.

A range of well-planned apartments  
2-, 3- and 4-bedroom luxury apartments—designed to suit a range of needs and budgets.

Integrated and self-contained campus  
Your home will be set in the midst of a campus that includes apartment blocks, offices, a club, park, school, entertainment complex and other amenities. Well laid out, to ensure privacy and open spaces.

A better quality of life  
In a setting that's both beautiful and practical, your quality of life will improve in every way: 24-hour security, water and electricity; trouble-free maintenance; conveniences close-by; a chance for the whole family to relax and socialise on "home ground"...and an invaluable sense of kinship and community.

With 50 projects to our credit, we are one of Bangalore's leading developers. We have set a new standard with our two residential enclaves in J.P. Nagar: Brigade Millenium (22 acres) and Brigade Gardenia (15 acres). Between them, they contain ten modern apartment blocks, full-fledged clubs, landscaped gardens and park areas—even a school and convention centre. Customer response to both projects has been overwhelming.

*Early-bird benefits if you register now!*

Now—at the pre-launch stage—is the best time to register for your apartment. You get the benefit of pre-launch prices. **NO PAYMENT NECESSARY. NO OBLIGATION.** (applicable to both enclaves)

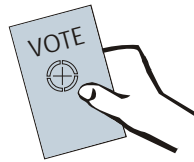
NO PHONE CALLS PLEASE

Register at: [www.brigadegroup.com](http://www.brigadegroup.com)

email: [malleswaram@brigadegroup.com](mailto:malleswaram@brigadegroup.com)  
[whitefield@brigadegroup.com](mailto:whitefield@brigadegroup.com)

# Towards a more aware Elections 2004

"Behold this and always love it! It is very sacred, and you must treat it as such..."  
—Sioux Indian



Public Affairs Centre (PAC) is a non-profit organisation dedicated to the cause of improving the quality of governance in India. PAC's focus is primarily on areas in which the public can play a proactive role in improving governance. PAC undertakes and supports research on public policy and services, disseminates research findings, facilitates citizen action, support for collective action and provides advisory services to state and non-state agencies.

PAC's Board of Directors consists of nine eminent and experienced women and men from different walks of life and different parts of the country. Dr Samuel Paul, formerly Director of Indian Institute of Management, Ahmedabad is Chairman of the Board. Dr Kamla Chowdhry, Trustee, National Foundation for India; Prof. K.R.S. Murthy, formerly Director, Indian Institute of Management, Bangalore; Mr Manubhai Shah, Managing Trustee, Consumer Education and Research Centre; Mr M.R. Jaishankar, Managing Director, Brigade Group; Mr P.P. Madappa, formerly Managing Director, Karnataka Antibiotics Ltd; Dr P.V. Shenoi, formerly Director,

Institute for Social and Economic Change, Bangalore; Dr A. Ravindra, formerly Chief Secretary, Government of Karnataka; and Ms. Mirai Chatterjee, Coordinator of Social Security at the Self-employed Women's Association (SEWA), Ahmedabad.

The three campaigns that are being run by the PAC to increase awareness about elections and voting are:

1. Creating a voter's list as part of the Summary Revision Awareness Campaign 2003. This is being sent to the Chief Election Commissioner.

2. A radio campaign to urge citizens to check their names on the voter's list.

3. A "Campaign for Free, Fair and Informed Elections to the 14th Lok Sabha".

"I know no safe depository of the ultimate powers of society but the people themselves..."  
—Thomas Jefferson

For more information on PAC and their initiatives, visit:  
<http://www.pacindia.org>  
or write to them at:  
Public Affairs Centre  
422, 80 Feet Road, VI Block, Koramangala  
Bangalore 560 095

## This budget's focus is on infrastructure...

The BCC's budget for 2004-2005 was presented recently. The infrastructure projects ranked high and some new ones are on the anvil. Excerpts from an interview with the BCC Commissioner, M.R. Sreenivasa Murthy, on what's special about this budget...

A better quality of life is given due attention in this budget

Streamlining traffic, resurfacing existing roads, laying 1,000 kms of new roads, improving 500 kms of sidewalks, building flyovers, grade separators, subways and taking care of approach roads to Bangalore that are outside the BCC's jurisdiction. We are keen on providing street lights and street furniture on arterial roads of Bangalore. We will continue the

works on rejuvenating parks and lakes in the city. We will set up citizen centres in all the wards and also refurbish the existing BCC offices across the city.

This budget is totally development-oriented

It focuses on infrastructure, improvement of amenities and upgradation of basic services of the citizens of Bangalore.

Last year's performance

We implemented all our promises. Sidewalks, roads, parks, lakes, flyovers...its all happening. Development is a continuous process, and we will strive for it.

Excerpted from Times Property Bangalore, 27 February

## Careers at Brigade Group

### Engineering

- General Managers—Projects
- Dy General Managers—Projects / Quality Control & Systems / Quantity Survey / Purchase / Electrical
- Managers—Customer Support / Maintenance / Electrical / Plumbing
- Senior Manager / Manager—Services
- Project / Site Engineers •Electrical Engineers
- Plumbing Engineers •Technical Assistants
- In-house Architects

### Marketing

- General Managers •Dy General Managers
- Managers •Executives •Customer Service Executives
- Secretaries

### Accts & Admin

- Accounts Officers / Accountants
- Cost Accountants •Estate Managers

### HR Mgmt

- Dy General Manager •Executives

### Advtg & PR

- Managers •Executives

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Experience: General Managers—10 to 15 years  
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Managers—5 to 8 years, All others—3 to 5 years

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## homestead

serviced apartments



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Bangalore 560 001

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- Privacy and conveniences of a beautiful apartment.
- Economy and exclusiveness of a corporate guesthouse.

### Guests' Comments

"I would stay in a serviced apartment anytime. Home in my country is 15 acres of orchard. But this is as close to home as I can get. We have friends coming in and we do the cooking."  
—Rex Mossmin, New Zealand

"A very homely atmosphere. Efficient and courteous service. It is like a home away from home. Ideal for business travellers."  
—Nandakumar Moni, Microsoft Corporation

"Excellent service. It's a great place to stay in and the staff were extremely co-operative. Great job. Keep it up."  
—A Mohan, Daimler Chrysler

"Excellent place. I will recommend it to more of my friends."  
—Mathew Varghese, NetScaler

# Quenching Bangalore's Thirst

## A conversation with BWSSB Chairman Shri Vidyashankar, IAS

Shri M.N. Vidyashankar, Chairman, Bangalore Water Supply and Sewerage Board, graduated from Delhi School of Economics and has an MBA from Harvard University. Joining the Indian Administrative Service in 1982, he has served in different departments in the State Government and also in the Ministry of Personnel and Public Grievances, Government of India.

He spoke to Jaishankar on the many aspects of the present water situation in Bangalore:

### Water supply:

We are in a position to meet all the water requirements of the city. Today we are pumping about 800 million litres of water per day to the city.

Currently, the total water demand is of the order of 970-980 Mld (a million litres per day). We are, as of now, supplying 860 Mld. The reason for the gap in supply and demand is due to the fact that some areas in the east and south that have been added to Bangalore City don't have the network to take our water. We are now networking all these areas too. 5900 borewells in the city have been added for use until the network is ready. Plus new tankers are also being hired to make water available in the city.

### Future requirements of water in Bangalore city:

With the commission of Cauvery Stage 4 Phase 2, we should be able to pump an additional 500 Mld, making it 1500 Mld of water to the city by 2009-2010.



Today, Bangalore's population is in the neighbourhood of 6 million. We expect the population to be about 8.3 million by 2025.

Our total water requirement by 2025 will increase to 2000 Mld, as per a high growth scenario in Bangalore City.

### Non-potable water in the city:

The supply of non-potable water will be at reduced rates. For example, the current industrial rate is Rs 60 per litre. Today we are selling non-potable water at Rs 19 a litre.



Jaishankar with Vidyashankar, IAS, BWSSB Chairman.

### Tertiary Treated water:

We are focusing in a very big way on Tertiary Treated water. We also have two of the biggest Tertiary Treatment Plants in the country—one in Yelahanka and the second at Vrishabhavati valley.

We are thinking of building two more plants (capacity of 60 Mld) behind Koramangala and the Airport.

In due course, Tertiary Treated water be will be available throughout Bangalore. Networks for central Bangalore will be very difficult because we have no space for laying any of our pipes. But we are certainly thinking of covering it in all the industrial areas because the industrial water requirement is going to be very huge.

Our request would be for industries to have a two-pipeline facility. Tertiary Treated water is very clean. It can actually match bottled water available in the city.

Also, for entire home requirements like washing clothes, utensils, cars, gardening, etc., (excluding cooking and consumption.) Tertiary Treated water is very good.

### Reducing water leakage:

Water leakage is inevitable. The internationally accepted norm is about 20%. We can reduce leakage even below 20% but the cost of reducing leakage will be very high, much more than the amount of water we lose.

Currently, the water leakage in Bangalore is about 30%.

We have already started a very ambitious programme to reduce water leakage in

Bangalore city. With the help of Japan Bank for International Co-operation, the pilot project started in June 2003. It covers about 40,000 connections in the city, supplying water 7 days a week. And this will be ready for the entire city by September this year. We are the first city in the country to execute the 7-day water supply and leakage reduction systems.

The 7-day water supply will be operational by December 2005 or January 2006 for the entire city.

Reducing leakage, promoting use of tertiary non-potable water and augmenting potable water—this three-pronged attack will see us through till 2025 comfortably.

### Increase in sewage handling:

Currently we have the capacity to handle 420 million litres of sewerage. Now Stage 4 Phase 2 will bring an additional 400 Mld, which means our total sewage handling by 2009/10 could be in the order of 1000 million litres per day.

### Water conservation:

All new houses constructed exceeding 2000 sft need necessarily have rooftop harvesting. Both the BDA and the BMP have amended their building bye-laws.

At the present levels of precipitation rainwater can take care of 100 days of water requirement of the city!

Rainwater harvesting is for consumption as well as for ground water recharge. In fact, there are open wells in Bangalore that are fed by rooftop harvesting and the water table even in the peak of summer is very good.

I know that Brigade Group is planning two such large open wells in their enclaves, setting a trend for the city, which I hope will continue.

### Words of advice to citizens of Bangalore:

Please conserve water, because it is a very finite resource. It is renewable, but still finite.



## Rainwater harvesting—some useful tips

1. Keep your roof clean. Potted plants are okay but take care about the pesticides you use, as these will leach into your rainwater sump.
2. A mesh or bag filter will keep out most impurities as the rainwater is led into the sump. It is advisable to have a separate sump for rainwater interconnected to the Corporation water sump. As the rainwater sump fills, quickly pump the water to the overhead tank so as to be able to harvest the next shower.
3. Put a few guppies in the sump. This will keep



the stored water free of mosquito larvae. A few strands of 'Khus' will keep it smelling sweet.

4. You can boil or UV purify the water which you use for drinking and in the kitchen.

### Sizing the rainwater sump

The idea is to build enough capacity to trap most of the rainwater, while not having to spend a fortune on the sump.

There are good ferroconcrete sumps available—pre-fabricated and door delivered.

You may also wish to build a percolation pit to recharge the groundwater, from the

rainwater spill-off from the compound/garden areas. This will have the added benefit of reducing the flooding of low lying areas following heavy showers.

In Bangalore we are fortunate to have water that is pure and free from chemical, organic and microbial impurities.

We also get a good amount of rain, averaging about 90 cms per year, spread over 9 months between April and December.

Rainwater harvesting in Bangalore is now being made mandatory for all new buildings.

—David D'Costa,  
In & Around Richards Town

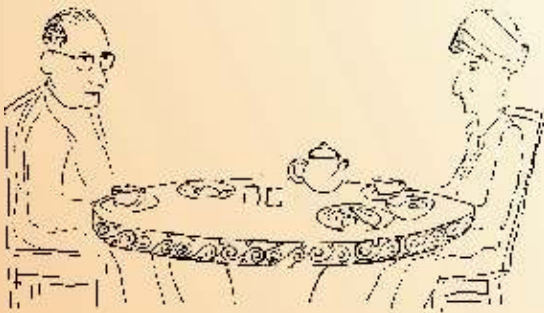
# Snippets: The day Sir MV blackmailed DVG!

*THE real greatness of a city is measured not only by its monuments, institutions and infrastructure, but also by the greatness of the people who have nurtured on its soil, and who, in turn, have contributed to its growth and identity.*

You might know of a road in Basavanagudi called DVG Road. It is named after a man of rare character: D.V. Gundappa. We had written about him in our last column of Snippets, but for those of you who may not remember, we'll repeat a few salient points.

D.V. Gundappa, born in 1889, was a matriculate who started working as a journalist at the age of 16. Two years later, he was publishing his own newspaper. He went on to become a titan of Kannada literature, writing on subjects that covered philosophy and literature, sociology and history.

Those of us who consider citizens' initiatives a modern day



phenomenon, should know that DVG was a passionate activist, ever ready to give his time for a worthy cause. He was the moving spirit behind the *Popular Education League* and the *Social Service League*. In 1945, he set up the *Gokhale Institute of Public Affairs*, a forum intended to awaken national consciousness among people. He was also the Founder-Editor of the Institute's journal, *Public Affairs*.

It so happened that one of DVG's closest friends was the famous engineer-statesman, Sir M. Visvesvaraya (Dewan of Mysore between

1912-1918). They met often and, over filter coffee and vadais, would have long, intense discussions. Most of their conversations covered matters relating to the state and its development—subjects close to both their hearts.

Sir MV sensed that although DVG contributed generously of himself to the community, on a personal level, his friend lived in near-penury. Wanting to help, Sir MV pointed out that their discussions were invaluable to him in the discharge of his professional duties as Dewan. He would, therefore, like to make DVG's contribution official by appointing him Consultant to the Kingdom of Mysore.

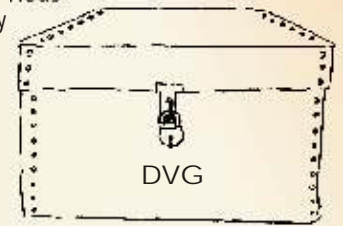
DVG refused to consider the idea. "My *vritti dharma* (vocation) is writing and journalism. I cannot take money for conversations with a friend", he said. Unable to persuade him otherwise, Sir MV agreed to go along with DVG's decision—on condition that they discussed only personal matters henceforth. A sort of blackmail, so to speak!

For a man of DVG's wide-ranging interests, this was as hard a punishment as could be imposed. And as Sir MV expected, DVG capitulated after a few meetings and reluctantly agreed to be a Consultant. The Mysore Treasury issued him generous cheques at regular intervals. Sir MV felt pleased that his friend was enjoying a few justly earned rewards.

Time passed. DVG died in 1975, about fifty years after the incident which we have just recounted. Amongst his few possessions was a steel trunk. When family members opened it, they were shocked to see a stack of cheques of the face value of Rs 1200, Rs 900, Rs 1400... amounts that would have added up to the equivalent of several lakhs in 1975.

All the cheques were issued by the Mysore Treasury, paid to DVG for his services as Consultant. Not a single cheque had been cashed. Despite the fact that they came at periods when he had suffered dire monetary difficulties.

Sometimes the greatness of a man can be measured not so much by what he does, as by what he doesn't do.



Read more about DVG at [www.brigadegroup.com/insight](http://www.brigadegroup.com/insight)

## The Brigade group of websites



## 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	7.25%	7.25%	7.25%	7.25%
EMI	1992	1175	913	791
Fixed Rate of Interest	7.5%	7.5%	7.5%	7.5%
EMI	2004	1188	928	806

AS ON 22 MARCH 2004

\* 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 Rs 10 lakh onwards

E & OE. Factual information contained in this newsletter is subject to reconfirmation where required and relevant. Insight 1-5K-03-2004



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# RESIDENTIAL PROJECTS IN BANGALORE AND MYSORE

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Just one 3-BR apt available:  
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3- and 4-BR luxury apts:  
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**Brigade Hallmark**  
Richards Town  
3-BR luxury apts  
2920 sft upwards



**Brigade Coronet**  
Palace Road  
3- and 4-BR designer apts  
2700 sft upwards



**Brigade Heritage**  
Richards Town  
3- and 4-BR designer apts  
2075 sft upwards



**BRIGADE  
PARAMOUNT**  
Old Madras Road

## APARTMENTS IN MYSORE



**Brigade Parkway**  
Near Cheluvamba Park  
3-BR luxury apts  
1870 sft upwards



**Brigade Tranquil**  
Yadavagiri  
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**Brigade Techpark**  
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**Brigade Plaza**  
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### BRIGADE Millennium

J.P. Nagar 7th Phase

22 acres. 80% open space.

3- & 4-BR luxury apts  
Jacaranda Block  
2100 sft to 3020 sft  
Last few apts



3- & 4-BR luxury apts  
Laburnum Block  
2550 sft to 3200 sft  
Bookings open

THREE BLOCKS FULLY SOLD

MAGNOLIA  
BLOCK

MAYFLOWER  
BLOCK

CASSIA  
BLOCK

### The Woodrose Club

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### Millennium Park

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### MLR Convention Centre

A/c auditorium &  
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### Golden Magic Block

3-BR apts  
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### Glacier Block

2-BR apts,  
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### Carinata Block

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Bookings open

### Jardine Block

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Bookings open



### The Augusta Club

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