

Brigade Paramount Bhoomi Pooja



The Bhoomi Pooja of Brigade Paramount, our luxury apartments project on Old Madras Road, was performed on 15 March. The project offers 3- and 4-bedroom apartments and has a clubhouse, swimming pool, party areas and a landscaped central courtyard. Set back from the main road, Brigade Paramount is located near NGEF, conveniently close to ITPL, EPIP Zone, Indiranagar and MG Road.

Brigade Splendour Launched



Brigade Splendour, our sixth project in Mysore, was launched on 12 March. The project, located on the picturesque Lalitha Mahal Road, is a premium luxury apartments project offering 3- and 4-bedroom apartments. With a central courtyard, roof-top swimming pool, clubhouse, intercom facility from individual apartments to security and premium luxury specifications, Brigade Splendour is the first project of its kind in Mysore.



Landscaping Awards

The landscape of Hulkul Brigade Centre, designed by Terra Firma, won the award for the Best Landscape Design in the Annual National Landscape Design Awards conducted by *Architecture + Design (A+D)*, a Journal of Indian Architecture and Spectrum Paints. Oikos have a special mention for their design of the Millennium Park.

Our congratulations to Rohit Marol, Priya and Shamala of Terra Firma and Chengappa, Bijoy Chacko and Prajakta Nadgouda of Oikos.

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Have Cities a Future?

Is urbanisation destroying our cities? Many fear that as cities grow more urbanised and dense, the infrastructure demands and social changes arising as a natural corollary will lead them to decline and, maybe, self-destruct.

Jane Jacobs wouldn't agree. Jacobs is a writer and activist whose thinking revolutionised city planning around the world (*The Death and Life of Great American Cities*, written in 1961, is arguably the most influential and inspiring American book on the inner workings and failings of cities). Jacobs is an advocate of 'mixed-use' urban development. She feels that to create community vitality and 'cities that work', urban areas should integrate business, commercial, social and residential uses, and ensure that people of different ages inhabit these spaces.

According to Jacobs, "Vital cities have marvellous innate abilities for understanding, communicating, contriving, and inventing what is required to combat their difficulties... Lively, diverse, intense cities contain the seeds of their own regeneration, with energy enough to carry over for problems and needs outside themselves". As for population density, she believes a high concentration of people is vital for city life,

economic growth and prosperity.

Ramesh Ramanathan, founder of Janaagraha (a Bangalore-based movement that advocates citizens' participation in city development and administration), is also concerned about the economic, environmental, social and philosophical fallout of urbanisation. In his column in the *Financial Times*, third week March, 2005, he writes, "Beyond the good or bad of urbanisation, a third question is, can anything be done about it? The past two centuries of world history have had one singular, unmistakable trend—increasing urbanisation. In 1950, less than 30 per cent of the world's population were urban dwellers. 2007 will be a watershed year—beyond that, there will always be more of us living in cities than villages".

What will this projection mean to our cities? According to Ramanathan, "All cities have an elan vital, a survival instinct that comes from a combination of public-spirited individuals, economic interests, political power; it is this energy that prevents a city from dying. Cities have constantly reinvented themselves. However, this requires that they be allowed to 'find' their destinies, and reshape themselves".



A view of the club and some of its outdoor facilities at Brigade Metropolis. All the spaces between the towers—a minimum of 100 ft—will be intensively and imaginatively landscaped. (An artist's impression)

Integrated enclaves: The only route to sustainable urban development

As city populations swell, civic authorities are hard pressed to provide the infrastructure required to meet current needs—let alone those of the future.

Bangalore's present population of 6 million is expected to cross 10 million by 2020. Bangalore is already facing problems created by water shortages, congestion (both human and vehicular), expensive real estate and a generally frenzied pace of life.

One solution—gaining popularity all over the world—is the concept of integrated enclaves: enclaves that combine residential, business, social and commercial spaces. Integrated enclaves encourage a city to grow in a sustainable manner. They create new pockets of urban activity, and by doing so help 'decongest' the city. And enclave campuses give residents the luxury of excellent amenities, complete security and a high-quality

environment. It's not surprising, then, that enclaves are now the preferred choice of city dwellers everywhere, including Bangalore.

Brigade Group is the pioneer of integrated enclaves in Bangalore. Brigade Millennium in J.P. Nagar, raised existing benchmarks of excellence, to become a landmark project on Bangalore's cityscape.

Now we will be extending our track record with two new enclave projects that are larger, richer and more inspiring than any other we have undertaken so far. The first is Brigade Metropolis, a 36-acre integrated enclave on Whitefield Road. The second is Brigade Gateway, which covers 40 acres in the Malleswaram-Rajajinagar region. Both projects are trend setting in nature and have been conceptualised by the best architects, engineers and landscape designers.

Editor's Note

Enclaves seem to be the predominant focus of this issue of *Brigade Insight*.

With two large enclave projects on our immediate horizon, that's probably not surprising. Brigade Metropolis and Brigade Gateway, covering 36 and 40 acres respectively, are our largest, most challenging projects to date. As pioneers of integrated enclaves in Bangalore, we will now be drawing on relevant experience and a deeper understanding of customer needs, to take the integrated enclave concept even further. Subsequent issues of *Brigade Insight* will keep you informed on the growth and development of both Brigade Metropolis and Brigade Gateway.

As you will read in this issue, economists and urban planners around the world now tend to view integrated or multi-use enclaves as possibly the most sustainable and economical way for a city to grow. On a more human level, enclaves may also give its residents a better quality of life than they could expect to find in any other urban environment.

It's been a busy and interesting time on other fronts too. We have several interesting projects in various stages of creation and construction in Mysore, The Woodrose at Brigade Millennium will soon be opening its sports facilities, our school has almost completed its first year...

Read on. And then let us have your feedback!



A few thoughts...

THIS year has witnessed frenzied construction activity in Bangalore and other metros. Many new projects, launched by different builders, offer consumers multiple options. However, increased activity is also causing growth pains, through shortages of critical construction materials and availability of quality staff and contractors to design/supervise and execute projects. This situation is bound to result in delays in the completion of a number of projects.

CENTRAL and State budgets are, as ever, a mixed bag of good and bad pronouncements. The option of combining all I.T. Sec. 88 concessions (up to Rs 1 lakh) with the existing top deduction to housing loan interest payments (up to Rs 1.50 lakhs) is a benefit to taxpayers availing loans to buy their homes. However, imposing a service tax of 3% + (net effect) on home-buyers is a retrograde step.

Similarly, while the Karnataka government deserves to be complimented for introducing Value Added Tax instead of Sales Tax, they seem to have missed the bus in implementing VAT in its true sense, at least as far as the Construction Sector is concerned. For us, this has effectively doubled taxes compared to the earlier sales tax on building contracts.

It defies understanding how a transaction like purchasing/contracting to build a house or apartment can simultaneously attract 3 kinds of duties/taxes—9.56% Stamp Duty and Registration

charges (collected by the Revenue Dept of the State Govt), 12.5% VAT (collected by the Finance Dept of the State Govt); and 10.2% Service Tax (collected by the Excise Dept of the Central Govt). Isn't it absurd to consider the booking of an apartment/house, a sale, a works contract (now VAT) and also a service—all at the same time!!!

Such short-sighted policies, intended to mop up revenue at all costs, can turn out to be counter-productive. In my opinion, the three sectors that have been responsible for the turn around of the Indian economy are software, housing and infrastructure, and automobiles. While the software industry has acted as a catalyst to trigger the pace of development, the construction and automobile industries are the largest employers and have the maximum cascading effect as they support a number of other core sector industries. I only hope better sense prevails among the lawmakers and the government won't kill the goose that lays golden eggs!

THE other areas of general concern are the possible rise in interest rates, and the huge increase in world crude oil prices.

—M.R. Jaishankar
MANAGING DIRECTOR, BRIGADE GROUP

A new identity for our school: The Brigade School



O nanna chetana,
aagu nee aniketana
THE BRIGADE SCHOOL

The Brigade-PSBB School, located on the Brigade Millennium campus, was established as a trademark sharing and consultancy between the Brigade Foundation and PSBB Schools, Chennai.

Owing to certain circumstances, Brigade Foundation has terminated the relationship with

PSBB this March. From the inception, all the teachers have been appointed by Brigade Foundation, and are fully committed to the all-round development of the children of the school. The high standards that have been set in both academic and extra-curricular areas—standards that have earned the school its reputation as a place of excellence—will continue.

Brigade Point, Mysore, Bhoomi Pooja



The Bhoomi Pooja of Brigade Point, our first office building in Mysore, was performed on 13 March. Brigade Point is located on Gokulam Road in Ontikoppal, one of Mysore's most sought-after localities. With its state-of-the-art office and retail space, Brigade Point is ideally suited for corporates.

Cognizance 2004: A management fest



M.R. Jaishankar lighting the inaugural lamp at Cognizance 2004

Cognizance 2004, a national-level inter-collegiate management fest, was held on 21 and 22 December 2004, by S.B.R.R. Mahajana First Grade College, Department of Business Management at Yashaswi Convention Centre, Hunsur Road, Mysore. M.R. Jaishankar was the chief guest at the fest.

New Brigadiers come on board...

MARKETING

Viswa Prathap Desu, Sr. DGM—Marketing
Renjith Joy Verghese, Dy. Manager—Marketing
Vaijayanti, Dy. Manager—Customer Care

Management Trainees: O. Vishnu Vardhan,
Sunil Krera, T.V. Kalyan Kumar, Rajaravindra,
Sanjib Nayak

HR & ADMIN

Policarp D'Souza, Manager
M. Ramya, Secretary

ENGINEERING

N. Manjunath, Dy. Manager—Maintenance

Project Managers: Vittal H. Kamath,
C.O. Srinivasalu, S.N. Sujit, Goutham K. Datta
Gopinath Reddy, Project Engineer

B. Rajesh Kumar, Supervisor—Maintenance

R.B. Singh, Sr. Plumbing Engineer

Engineers—QC: C.G. Umashankar, Vikas Patil,
Girish Hiremath, Harini, Shivashankar, P. Rajesh,
M.S. Ravi Kumar, K. Srinivasa, G. Ravi,
Narasinha Kulkarni,

Vasudeva Raju, Quantity Surveyor

R. Mamatha, Technical Assistant

OFFICE ASSISTANTS: Goutham (Mysore), Muniraju

Welcoming our new

Sr GM—Finance and Company Secretary

We would like to extend a warm welcome to Mr A. Anil Kumar, our new GM—Finance and Company Secretary, and wish him a rewarding career at Brigade Group.

M.S. Narahari, our Sr GM—Finance, Admin and Company Secretary, joined Brigade Group on 20 October 1994. After eleven years of service, Narahari is now leaving to start his own practice. We wish him the very best in all his future endeavours.

Brigade Tranquil Inaugurated

An informal get-together of our associates and customers on 12 March, on the building's terrace, marked the inauguration of Brigade Tranquil, Yadavagiri, Mysore. All the 3- and 4-bedroom apartments in the project have been booked.

Brigade Millennium: Magnolia Block Completed



Magnolia, the second of five apartment blocks in the Brigade Millennium enclave has been completed and residents have started moving in.

Magnolia, along with Mayflower (also completed) and Cassia (nearing completion) Blocks, is fully booked.

A few spacious 4-bedroom apartments are available in Jacaranda and Laburnum Blocks, both of which are at advanced stages of construction.

Brigade Millennium featured on NDTV Profit

Indira Sharma, General Manager Marketing, Brigade Group, gave a walk through Brigade Millennium, for Hot Properties, a one-hour programme by NDTV Profit. The weekly programme features the best properties from around the country. The episode featuring Brigade Millennium was aired at 7 p.m. on Tuesday, 1 March and



was repeated on Saturday, 5 March at 9 a.m. and on Sunday, 6 March at 10 a.m.

Brigade Gardenia

Our second enclave in J.P. Nagar, fully booked



Brigade Gardenia, our 15-acre residential enclave in J.P. Nagar 8th Phase, is fully booked. Launched in September 2003, the project has 1025 apartments in five blocks of 15-storeys each. It also has the Augusta Club, with over 25,000 sft built-up space.

All the five blocks in Brigade Gardenia are at an advanced stage of construction and will be ready for occupation progressively from the next quarter. With extensive landscaping and over 85% open space, Brigade Gardenia will be a picturesque place when completed.

Serenity, our maiden venture in designing

apartments exclusively for Senior Citizens, is also situated in Brigade Gardenia. Serenity is now nearing completion and will be ready for occupation from the third quarter of 2005.



External cladding of Golden Magic Block in progress

Augusta Club



Construction work on the Augusta Club in Brigade Gardenia, is in progress.

The Augusta Club will have a swimming pool, gym, health club with steam and sauna, squash, badminton, table tennis, snooker, cards and other indoor games. Other facilities at the Augusta Club include open-air and covered coffee shops, a party hall, and a members' lounge.

If you're a **Senior Citizen** looking for a modern **apartment** that provides the facilities and security to let you enjoy an active, fulfilling life, reading this could **change your life.**



In today's globalised world, children and parents are often separated by vast distances. In such a scenario, the dream of every senior citizen is to own a modern residence that offers privacy, independence, comfort and security. To be part of an interesting and stimulating community. To be surrounded by well-maintained gardens and greenery. To lead an active and fulfilling life. Serenity Apartments will make it possible for you to enjoy all this...and more.

Modern apartments, convenient facilities

Serenity will contain compact deluxe 1-bedroom apartments, with drawing room and kitchenette. You will have the option of availing additional facilities which include food, housekeeping and medical services.

If you are 58 years or older (as on 31 December 2005), you can live in an apartment at Serenity...and enjoy the many happy times that go with it. Your investment options would be Rs 14 lakh and above.

Register now for an allotment*

Please visit:

www.brigadegroup.com or email us at serenity@brigadegroup.com. You can also register by visiting the site office at Brigade Gardenia.

*So the golden years of your life
become the best years of your life.*

Our hill resort has a name: Cascades Hill Resort & Spa



In the last issue of *Brigade Insight*, we described our new hill resort project in Chikmagalur, which is based on the winning design from an international architecture competition conducted by Brigade Group. We also announced a contest for the readers of *Brigade Insight*—to suggest names for the resort.

Our evaluation committee had a tough time selecting the winning submissions from the suggestions we received. The name eventually selected was "Cascades Hill Resort and Spa".

The name was suggested by V. Mavathur of Bangalore. Our hearty congratulations to the winner of the contest, who will be receiving the prize of Rs 10,000.

Designed by C&T Architects of Bangalore, the resort will soon be taking shape in the Western Ghats near Chikmagalur, just a four-hour drive from Bangalore.

Serenity

Exclusive Apartments for Senior Citizens. An interactive meet.



M.R. Jaishankar answering questions during the interactive meet

In the last issue of *Brigade Insight*, we wrote about Serenity Apartments for Senior Citizens, our new venture aimed at meeting a growing need in today's fast-changing urban scenario.

On 18 February, Brigade Group had an interactive session with a cross-section of people who had expressed an interest in making Serenity their home. The venue was Brigade Gardenia, J.P. Nagar, where Serenity is located.

The interaction—which followed high-tea in the beautiful site office at Brigade Gardenia—was spirited and many ideas and concepts that would make Serenity the dream residence for senior citizens were discussed.

Serenity at Gardenia is nearing completion and will be ready for occupation in the next quarter. To know more about Serenity, visit www.brigadegroup.com or write to us at serenity@brigadegroup.com

homestead

serviced apartments & corporate leasing

Opening shortly at:
Jayanagar and Koramangala

With the success of our Serviced Apartments at Lavelle Road, Homestead will soon be expanding to different locations in the city. Construction of Homestead Serviced Apartments in Jayanagar and Koramangala will be commencing shortly.

Bangalore's first professionally managed serviced apartment facility, Homestead, has been a luxurious home-away-from-home to hundreds of visitors to the city.

Guests' Comments

"We made the booking on the net and stayed for two nights. The entire experience was very good—truly world class. Apartments are excellently maintained and the service is exceptional."
—Mr Prem Kumar, GM, PEPSICO International

"This is our third stay. The fact that we keep coming is a proof of its excellence and cleanliness."
—Dr M. Chandrakanthan, Malaysia

"We were very pleased with excellent facilities and the highly professional staff. You made our stay most comfortable and pleasant. We shall be glad to recommend Homestead to friends."
—Mrs Sheila Jurgen Gross, Banker / Consultant, Germany

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

Picture life in Metropolis

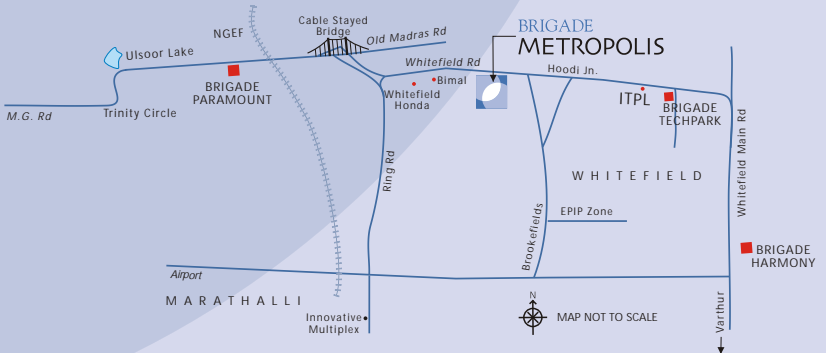


A quiet clean, green world to call your own. Delightful apartments within a large, yet comfortably snug, 36-acre, self-contained enclave. With essential facilities and services right within your gates. Only 10 km from MG Road; 4 km before ITPL. In an area that is fast developing into a vibrant extension of the city; with malls, multiplexes and a growing community of young professionals.

Become a Metropolitan. Upgrade to Brigade.

HIGHLIGHTS

Architecture by Thomas Associates | 2- and 3-BHK apts | Luxury specs | Multi-level parking
Beautiful landscaping | Several gardens—Reflexology, Maze, Spice and Fragrant | Floral walk
Amphitheatre | Club with swimming pool, sports facilities, gym | Shopping complex to accommodate supermarket, restaurant, laundromat, beauty parlour, travel counter, pharmacy, clinics, ATM, business centre | Serviced apts | Sr. Citizens' apts



For more information visit our website www.brigadegroup.com or email metropolis@brigadegroup.com

Recent Changes to Tax Laws

The Finance Bill 2005 has proposed some significant changes to tax laws affecting the Real Estate Sector and affiliated services like Clubs & Associations. A few excerpts are listed below.

Service Tax:

- Service Tax is introduced on a 'Residential complex', having more than 12 residential houses or apartments with common areas or amenities like park, lift, parking space, community hall, common water supply or effluent treatment systems located within the premises. (This excludes a complex for construction by for personal use or for rent).
- Service Tax is proposed to be levied at 10 % plus educational cess at 2 percent on 33% of the construction value and other services provided.
- The one-time entrance fee and / or periodical fixed membership fee received by Clubs and Associations and charges levied on usage of facilities by members will also be subjected to Service Tax.
- Residential Welfare Associations (RWAs) will be outside the purview of the Service Tax provisions when their objectives are to protect the interests of residents and take up matters with various authorities. However, where the RWA runs a club facility and charges a separate sum towards membership of the club, there would be a charge of Service Tax on such membership.

Value Added Tax :

- Value Added Tax (VAT) has been introduced in Karnataka with effect from 01 April, 2005. VAT now replaces the Karnataka Sales Tax Act.
- VAT is an indirect tax on consumption and resale. For the purposes of this Act, the Transfer of Property or Goods whether as goods or in some other form involved in the execution of works contract shall be deemed to have taken place in the state if the goods are within the state at the time of transfer.
- VAT is calculated at 12.50% on Taxable Turnover, that is, after eligible deductions such as labour expenses from the total turnover.
- Input Tax restrictions: Tax paid on goods specified in the Fifth Schedule (includes entire list of construction materials) purchased in the execution of works contract or put to use otherwise than for resale cannot be availed as input tax credit. Moreover, the goods specified in the Fifth Schedule cover all goods related to the construction industry.
- In conclusion, all contracts will attract 12.50% tax. In view of the input tax restrictions for goods in the Fifth Schedule no input tax credit will be available for the tax already paid against goods purchased for the execution of works contract.

Income Tax :

- The Finance Bill 2005 has proposed changes to payments made towards principal re-payments on housing loans availed by individuals and Hindu Undivided Families (HUF).
- Under the proposed new Section 80C, an individual or a HUF, will be allowed a deduction from income of an amount not exceeding Rs. 100,000/- towards principal repayments made by such individual or HUF, apart from other eligible payments.

—A. Anil Kumar, Sr GM—Finance and Co. Secretary, Brigade Group

Note: The facts presented above are correct at the time of going to print. As individual requirements vary from case to case, you are strongly advised to seek the advice of professionals / consultants before taking any investment decision.

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	1,992	1,174	913	790
Fixed Rate of Interest	8.25%	8.25%	8.25%	8.25%
EMI	2,040	1,227	970	852

AS ON 23 APRIL 2005

* 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 1-10K-04-2005

The 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 40-acre enclave is that it will be accessible from two areas: One entrance is close to the sylvan surroundings near St. Peter's Seminary, north of 18th Cross, 8th Main Road, Malleswaram. The other entrance is from Dr Rajkumar Road—the broad, uncluttered part of the road from Rajajinagar.

A range of well-planned apartments Gateway will offer 2-, 3- and 4-bedroom luxury apartments—designed to suit a range of needs and budgets in a beautiful and self-contained enclave.

Your home will be set in a campus that includes apartment blocks, offices, a club, park, school, entertainment complex, hotel, hospital, cafes, a mall, a cineplex and other amenities—all laid out around a central 2-acre water body, 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.

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**BRIGADE
GATEWAY**
MALLESWARAM
With a second entrance from Rajajinagar

Now—at the pre-launch stage—is the best time to register for your apartment.

Register at: www.brigadegroup.com email: gateway@brigadegroup.com

SNIPPETS: Whitefield!

TOWERING technology parks and corporate offices, the sprawling ashram of Satya Sai Baba and the equally large hospital named after him, restaurants and resorts, go-carting track, modern apartment complexes...the Whitefield of today is becoming increasingly metropolitan, cosmopolitan and vibrant—a much sought-after residential and business location. But just about twenty-odd years ago, if you wanted to speak to someone in Whitefield, you had to make a trunk call. And a Whitefield resident, making your acquaintance in his environs, would likely be surprised that you were visiting “all the way from Bangalore”.



The Memorial Church at Whitefield

Moving even further back in time, to the late 1800's, Whitefield resembled a quiet English village transplanted into an Indian setting. And was considered the only settlement in India that Europeans and Anglo-Indians could really call their own.

Records show that on April 27, 1882, Chamaraja Wodeyar, the Maharaja of Mysore, granted 3900 acres of land to the Eurasian and Anglo-Indian (E&AI) Association of Mysore and Coorg for the establishment of agricultural settlements. Part of this land grant covered the area we now know as Whitefield.

The writings of one of those early settlers, Mr Peck (believed to be a school teacher), gives us a rare glimpse of life in Whitefield in days gone by...

On the basis by which the E&AI Association allotted land:

“Allotments of land from 2 to 20 acres were made only to members of the Association possessed of capital, pensions, or other private income and enough energy to pursue an active life and to carry on agricultural operations, helped by their wives, children and male and female apprentices. The second class of settler had only sufficient income to carry on a small industry on the acre or so of land around his cottage, or independently of it. Other settlers without means had to work as farm servants or domestic helps... Paupers and persons

temporarily without means were given the option of working under other settlers who had to feed, clothe and pay them for work done. The reasons for these restrictions are based on the soundest principles of political economy and on the conclusions arrived at by great European economists.”

On the appearance of Whitefield in the early 1900's:

“A fine road, with a good avenue of trees runs through the Settlement, from the North to the South, dividing it into two parts and thence to Sausmond, 5 miles further on, the same road leading to Bangalore which is 10 miles off. The Village site forms a

large circle 1500 feet in diameter with about 25 houses on the circumference and the school, schoolmaster's quarters, post office, play ground, and lawn tennis courts in the centre of the circle. The Protestant and Roman Catholic Churches are near at hand and so are the Whitefield Stores, Waverly Inn and The Refreshment Room. Outside the circle there is a place for football and a cricket ground.

On life in Whitefield:

“Several of the settlers work at the Kolar Gold Field while their families remain in the Settlement, and as it is not far off they take a run into the place periodically. Others again earn something by growing fruit and timber trees, the rearing of poultry and sheep farming ought to pay well. The cost of living is somewhat cheaper than in Madras or Bangalore. Supplies are in plentiful. Hawkers, bakers, butchers, sellers of fruit, milk, eggs, butter, poultry, game, fish etc., go round from house to house, if paid punctually then. A servant can at any time go by rail to Bangalore market and be back in an hour or two. Trains leave Whitefield for Madras, Bangalore and Jolarpet three or four times a day.

The Whitefield Store, kept by Messrs. Hamilton, Strange & Co., is a surprise to all who come to visit Whitefield from outstation. The Refreshment Room and Waverly Inn (Churchill was supposed to have stayed here on a visit—*Brigade Insight*) are in the same building. The



A typical house in Whitefield

Inn at present has only accommodation for two families and half a dozen single people, and so it is generally full. The Refreshment Room provides dinners, tiffins, etc., for casual visitors, and it is largely patronised by cricket and football teams and others. The Refreshment Room is also used for an evening by the residents who wish to read the papers or to have a game of chess, draughts or cards.

Visitors in those days who required house accommodation, picnic parties and others who may wish to be conveyed to Whitefield from the Railway Station and back, should address Mr. D. Strang. Of course the mile and half journey from the station can be made either by bullock cart or jutka, the former by pre-arrangement, and the latter at the station, for which the charge is 8 annas.

Today, a walk down the Inner and Outer Circle Roads, with a little imagination in tow, can help you picture what Whitefield must have been like in its prime. The historian, M. Fazlul Hasan, summed up changing times best, when he wrote, “but this English myth of a secluded European and Eurasian existence in an essentially Indian environment, which survived two World Wars

and the uncomfortable days of the Indian struggle for independence, could not continue for long. This reality became manifest when the British left India after the country achieved Independence in 1947. The Europeans who lived in Whitefield left India for Great Britain and most of the Anglo-

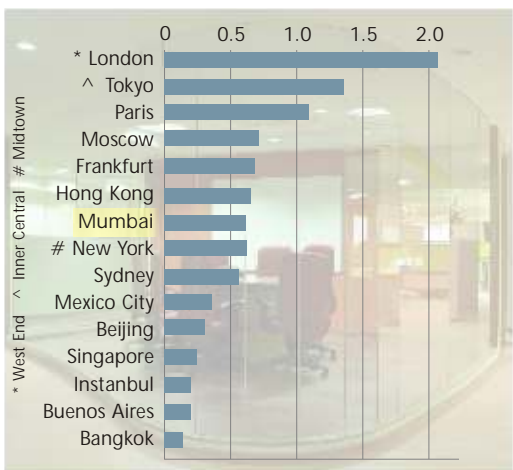
Indian population migrated to Australia. Though Whitefield has now lost its romantic appeal, it remains a legacy of the British rule in India”.

History moves on. Now Whitefield is getting ready to play a different role—that of an important new suburb of Bangalore.

—Brigade Insight

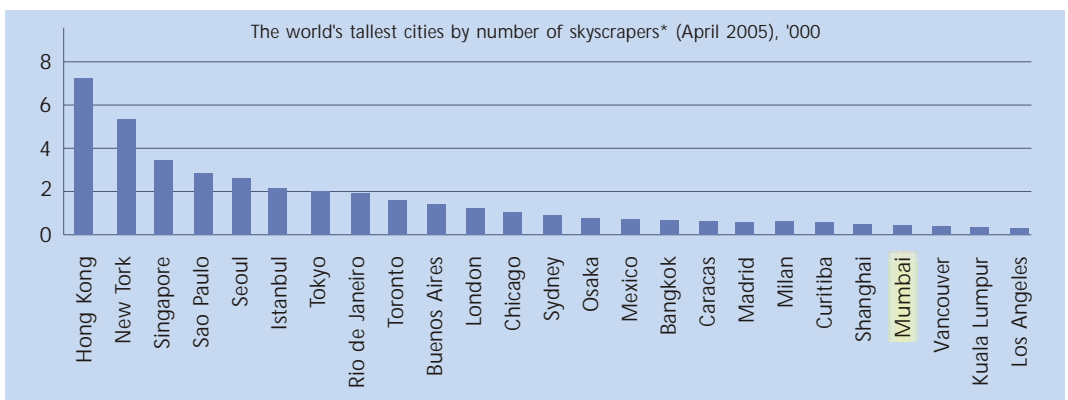
Office occupancy costs

Total annual rent, taxes and operating expenses \$'000 per sqm (Jan 2005)



Tall buildings

Hong Kong has 7,417 skyscrapers, more than any other city, according to Emporis, a firm that tracks the construction of high-rises. By its definition, a building must be over 35 metres tall to qualify as a skyscraper. New York ranks second with 5,444 skyscrapers; Los Angeles has just 450. Chicago's Sears Tower has more floors than any of its rivals, though other skyscrapers are taller.



For a better quality of life

An ISO 9001-2000 Property Developer

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BRIGADE Tech Park

WHITEFIELD, NEAR ITPL
Up to 430,000 sft
Ready for interiors by 3rd quarter 2005

BRIGADE MLR Centre

BASAVANAGUDI

7,000 sft to 18,000 sft
Ready for occupation



BRIGADE PLAZA

ANANDA RAO CIRCLE

Fully-furnished temporary offices,
30 to 50 seats.
Ready for occupation



In our integrated enclaves in Bangalore

Whitefield Road

Summit@Metropolis
State-of-the-art software facility

Arcade@Metropolis
Shops and small offices

Malleswaram-Rajajinagar

Up to 1 million sft

Ideal for software development
and corporate offices



Office interiors at Brigade South Parade,
M.G. Road



Interiors of an office at Hulkul-Brigade Centre,
Lavelle Road



Interiors of Quintiles, Brigade South Parade,
M.G. Road



A conference room at Brigade Software Park,
Banashankari



Interiors of John Crane, Brigade Plaza,
Ananda Rao Circle

M Y S O R E

Offices and retail space at Brigade Point, Ontikoppal

→ www.brigadegroup.com

contact info >>

Upgrade to Brigade

Spacious, luxury apartments. In dreamlike settings.

Launching Soon!



BRIGADE Paramount

OLD MADRAS ROAD

2- and 3-BHK apts

With a clubhouse, swimming pool and landscaped central courtyard.

BRIGADE Lakeview

BTM LAYOUT

Spacious 3- and 4-BHK apts

In an idyllic setting overlooking Madivala lake.

BRIGADE Harmony

WHITEFIELD

3-BHK apts



BRIGADE Palm Springs

J. P. NAGAR 7th PHASE

2- and 3-BHK apts, set in a 4-acre plot.

With a clubhouse, swimming pool, party areas and landscaping.

Also: Last few 4-BHK apartments are available in Jacaranda and Laburnum Blocks, Brigade Millennium, J.P. Nagar.

BRIGADE Metropolis

WHITEFIELD ROAD

A 36-acre integrated enclave.
More info. on page 4

BRIGADE Gateway

MALLESWARAM

A 40-acre integrated enclave in the Malleswaram-Rajajinagar region. More info. on page 5

For more info. on our projects, contact us.

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M Y S O R E



MYSORE SPORTS CLUB



LALITHA MAHAL PALACE HOTEL



KARANJI LAKE



RACE COURSE



GOLF LINKS



BRIGADE SPLENDOUR

LALITHA MAHAL ROAD

3- and 4-BHK premium luxury apts,
2290 sft to 2740 sft

With a clubhouse,
roof-top swimming pool
and landscaped central courtyard.

Set in a gracious neighbourhood.
The Lalitha Mahal Palace Hotel,
the Mysore Golf Club, Race Course
and Karanji lake are all within walking
distance from Brigade Splendour.

Launching Soon!

BRIGADE Elite 1 & 2

K.R.S. ROAD

2- and 3-BHK luxury apts

BRIGADE Elegance

JAYALAKSHMIPURAM

3- and 4-BHK luxury apts

It has become mandatory to have text in Kannada on outdoor advertising. We at Brigade have responded to this positively. Our Kannada lines, therefore, do not merely try to conform. They are beautiful, evocative lines from Kannada poetry.

*It's still
a beautiful world*

ಸುಂದರ ದಿನ, ಸುಂದರ ಜನ,
ಸುಂದರ ವನ, ನೋಡು ಬಾ!



www.brigadegroup.com

*Go placidly
amid the noise and haste*

ಯಾವ ಮೋಹನ ಮುರಲಿ ಕರೆಯಿತು
ದೂರ ತೀರಕ್ಕೆ ನಿನ್ನನು !



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