



Annual Report 2006-07

BRIGADE ENTERPRISES PRIVATE LIMITED

Our vision:
To be a world-class organisation

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The Brigade Brand

Brigade Enterprises is a name that is identified with Bangalore: the city in which we began our operations and in which we are headquartered. Having established ourselves in Bangalore, we are extending our presence in South India—to Mysore, Mangalore, Chikmagalur, Chennai, Kottayam and Hyderabad.

When we began, in 1990, our sole focus was property development. Over the years we have grown vertically and laterally. Our operations in our flagship domain have expanded in nature, scope and scale. And we have very successfully diversified into education and hospitality.

Our corporate vision has evolved with time and organisational growth. Our vision and intent encompass not just creating world-class environments, but providing a better quality of life for people who inhabit them.

Our brand name stands for high professional standards and enduring customer relationships that are built on a history of innovation, quality and trust.



The Logo

The strokes represent the abstract form of a building—symbolising the Group's flagship business domain. Their upturned ends depict upward growth and positive development.

The number of strokes represent our—

corporate values...

- INNOVATION
- QUALITY
- TRUST
- STABILITY
- SERVICE
- CUSTOMER ORIENTATION

...and our business domains:

- RESIDENTIAL PROPERTIES
- COMMERCIAL PROPERTIES AND SOFTWARE & RETAIL FACILITIES
- HOSPITALITY AND SERVICED RESIDENCES
- PROPERTY MANAGEMENT SERVICES
- EDUCATION
- FUTURE SCOPE AND VISION

The yellow circle represents the sun, the life-giver and the source of all energy. It reminds us of the qualities that we, as Brigadiers, must embody—

- ABUNDING ENERGY
- FRIENDLY WARMTH
- GUIDING OPTIMISM
- CONSTANT GROWTH
- FORWARD VISION

Our motto: *For a better quality of life, upgrade to Brigade.*

This is an invitation to the public to benefit from what we create. It is also an internal mandate to Brigadiers to continually enhance our process and performance.

“Buildings, too, are children of Earth and Sun.”

—Frank Lloyd Wright, Architect

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Luxury homes in elegant settings...

We have a number of residential options in prime locations on offer. These span exclusive buildings with a few apartments to large integrated enclaves with well over a thousand apartments.

We are pioneers of the integrated enclave concept in Bangalore. Our enclaves have been evolving: growing from our first five-acre enclave of ten years ago, to the 40-acre enclaves presently under construction to the over one hundred-acre enclave we have planned for the near future. And they are growing in complexity too... from simple neighbourhoods to integrated, multi-use world-class developments.

Our 22-acre Brigade Millennium received the RT2+ rating by ICRA-NAREDCO—the highest rating ever awarded to a project of a private developer in India!

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“We think this is a terrific assignment because of the visionary approach that Brigade has towards creating a mixed-use development and raising the bar for development...to bring it forward 3 to 5 years ahead of the state-of-the-art in the city today.”

—HOK, New York (on Brigade Gateway)



BRIGADE METROPOLIS



BRIGADE MILLENNIUM, J.P. NAGAR



ARTIST'S IMPRESSION



BRIGADE PETUNIA PREMIUM RESIDENCES

ARTIST'S IMPRESSION



BRIGADE PALMSPRINGS

A range of commercial facilities in prime locations...

Over the years, we have constructed a range of benchmark setting commercial facilities—designed for software development and business purposes.

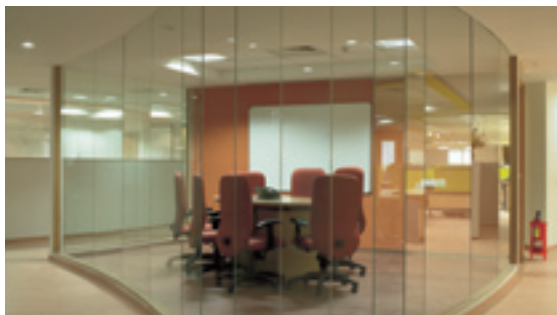
We are in the process of creating two new office projects in Bangalore—North Star and Summit.

At 30 storeys, North Star will be Bangalore's tallest building...and will be designed to international Grade A++ specifications, using cutting-edge technology. North Star will offer 1 million sft of office space, with super-fast destination controlled elevators; restaurants and cafes; a fitness centre; 3-storey high atrium; a helipad and a 2-acre landscaped banqueting area.

Summit will be an ultra-modern office facility, comprising two state-of-the-art office towers connected by aerial walkways. And featuring 800,000 sft of space, top-of-the line features and facilities, landscaped gardens, helipad, swimming pool and more.

“How would I describe their buildings? World-class. When you walk into MindTree House, you feel this could have been in Singapore or New York City or Silicon Valley. People walk in and then immediately you have a sense of upliftment, you have a sense of elevation.”

—Subroto Bagchi
COO & President-MindTree Consulting



BRIGADE SOUTH PARADE



BRIGADE SQUARE

“Any company looking for office space in Bangalore will know if they lease space in North Star at Brigade Gateway, it conforms to all of the standards one could find either in New York or Shanghai.”

—HOK, New York

ARTIST'S IMPRESSION



SUMMIT



BRIGADE TECHPARK, BLOCK B

From serviced residences to 5-star hotels...

Brigade pioneered the concept of serviced residences in Bangalore—with Homestead. Today, we have serviced residences in a range of prime locations, with a loyal and ever increasing client portfolio.

The designs for The Woodrose and MLR Convention Centre were selected through the design competition we conducted. Both have won national awards for their design and interiors.

We have arrangements with major international players for our 5-star hotel projects. These include hotels under the Sheraton and Holiday Inn brands.

We also have two upcoming 5-star hill resort and spa projects in the Western Ghats, under the Banyan Tree and Angsana brands.

“We chose to partner with Brigade because of: their reputation and quality; strong management team and established board; their interest to pursue the hospitality business with dedicated resources; their ability to secure good sites; scale up with projects in the short-to-near term; their overall vision to be a leading hospitality developer in India.”

—Tom Monahan,
Starwood Asia Pacific Hotels & Resorts Pvt. Ltd



230-ROOM, SHERATON BANGALORE HOTEL
@ BRIGADE GATEWAY



HOMESTEAD, SERVICED RESIDENCE



BANYAN TREE RESORT AND SPA