

NextGen Living

Envisioning. Ensuring. Enabling.

Brigade Enterprises Limited
Annual Report 2013-14



Forward-looking Statements

Statements in the Annual Report detailing the Company's objectives, projections, estimates, expectations or predictions may be forward looking statements within the meaning of applicable securities laws and regulations. These statements being based on certain assumptions and expectation of future events, actual results could differ materially from those expressed or implied. Important factors that could make a difference to the Company's operations include economic conditions affecting domestic demand-supply conditions, finished goods prices, changes in government regulations because we are using tax regime etc. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements on the basis of subsequent developments, information or events.

Across the pages

Corporate Overview

Business Overview	02
The world of Brigade	08
Business Highlights	10
Chairman's Letter	12
Profile of Directors	14

Management Reports

Management Discussion and Analysis	16
Directors' Report	33
Corporate Governance Report	39

Financial Statements

Standalone Financial Statements	48
Consolidated Financial Statements	79

World Trade Center - Bangalore



NextGen Living

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Aspiration quotient of today's urban Indians is no less cosmopolitan than any global city. Consistent rise in their disposable income is getting coupled with their rising exposure to global living and lifestyles. Appreciating finesse and value-adds in what they aspire to own and consume, they are increasingly becoming willing to pay the premium. While this trend is widespread across their entire realm of purchase, it gets intensified in case of quality real estate, be it their home, workplace or shopping.

In the city of Bangalore or elsewhere in Mysore, Hyderabad, Chennai, Kochi and Mangalore; they look upto Brigade for the next level of real estate benchmarks. Creating landmarks for nearly three decades, we at Brigade Enterprises, keep strengthening our design, development and management capabilities in line with rising expectations of our customers. At Brigade Enterprises, we keep envisioning, ensuring and enabling the next of nextgen living.



Envisioning

The Next of NextGen Living

Every landmark structure or monument in this world was made twice. First in someone's imagination before being translated in brick and mortar splendor eventually. In delivering first-of-its-kind modern experiences through people's homes, work places and market places, imagination and planning hold the key. At Brigade Enterprises, we lead the pack in envisioning the next of ultra modern and enabled real estate destinations. Our innovative approach to spot the location, seize the futuristic development plan, and develop the blueprint to its finest details has always remained the mainstay of a superlative customer experience. Having brought many such master sketches to reality including Brigade Towers, Brigade Millennium, Brigade Gateway & Brigade Metropolis enclaves, we are busy sketching, detailing and coloring over 30 million sft of developable area across projects that will define the future of modern living in residential, commercial, retail and hotel destinations in the next 3-5 years. Our teams of project planners are working with some of the best globally renowned architects, defining breakthrough technological interventions and material compositions to shape these future landmarks. Yes, like always, Brigade's project planners are busy envisioning the next of Nextgen living.

Brigade Exotica



At the corporate level, we are busy sharpening the growth strategy for a medium term of three-five years. Three driving principles of our immediate growth strategy include geographic diversification across major cities in South India, strengthening the revenue contribution from lease rentals and increasing the portfolio of hospitality assets.

Key Projects to be launched

Location	Project	Project SBA (mn sft)	Type
Bangalore	Brigade Exotica-Tower Burgundy	0.72	Residential
Bangalore	Wisteria at Brigade Meadows	0.88	
Bangalore	Brigade Panorama	1.28	
Mysore	Brigade Mountain View	0.40	
Chennai	Brigade Metropolis (Phase 1)	0.77	
Bangalore	Brigade Golden Triangle Signature Tower	0.55	Office
Bangalore	Brigade Lakeshore	0.84	
Bangalore	Brigade Bhuwalka Icon	0.08	Retail
Bangalore	Brigade Golden Triangle	0.35	



Brigade Rubix



Ensuring

The Next of NextGen Living

As the folklore goes, Ravana – the mythological king of Lanka – would have leveraged his capability to build a direct staircase to heaven but for his laxity in execution. Quite rightly, execution is the better half of strategy. At Brigade, our execution teams leave no stone unturned in realizing the best potential across key functions like project execution, sales & marketing, resource optimization, timely development and deliveries across various projects. They are steadfastly developing 21 real estate (19 residential & 2 office spaces for sale), 5 lease rental & 2 hospitality projects. Leveraging best-in-class construction techniques and methodologies such as precast and cast-in-situ they are not only reducing the time of construction and also taking the end quality up by a couple of notches. Our sales & marketing teams are staying focused on achieving unparalleled customer engagement through a slew of informative and experiential events and promotions. All this is leading to further strengthening of brand 'Brigade' that would have a cascading effect in our newer markets such as Hyderabad, Chennai and Kochi. The execution teams at Brigade are passionately ***ensuring the next of Nextgen Living***.

At the corporate level, we are staying focused on maximizing the stakeholders' value every single day. Operational priorities at Brigade include continued progress on operational efficiency, customer relations, brand salience and cost management.

Key Ongoing Projects

Location	Project	Project SBA (mn sft)	Type
Bangalore	Brigade Meadows (Phase 1)	1.80	Residential
Bangalore	Brigade Lakefront	1.88	
Mangalore	Brigade Pinnacle	0.51	
Bangalore	Brigade IRV Centre	0.37	Office
Bangalore	Brigade Magnum	0.53	
Bangalore	Brigade Orion East	0.25	Retail
Mysore	Brigade Vantage	0.13	
Chennai	Brigade Vantage	0.13	Hospitality
Mysore	Mercure	0.10	



Enabling

The Next of NextGen Living

The essence of a valuable relationship multiplies with the passage of time. In the business of real estate, where transaction-based relationships are easy to keep, Brigade endeavors to take customer relationships to eternity. In residential asset class, where the ownership gets transferred completely to the end customers becoming the owners of the title deed, Brigade, through its property management services, fosters a relationship with its future brand ambassadors – the residents of our housing marvels in the initial years. In asset classes of commercial and retail, a sizeable portion of retained usable area is leased to our long-term tenants for office or retail shops. Through our property management services, we take care of administrative and back-end aspects freeing them to stay focused on carrying out their business operations profitably. In the sphere of hospitality, we entrust the global hospitality brands to deploy their deep domain capabilities in delivering an ultimate hospitality experience to all our valued guests. In doing so, our day-to-day experience enhancers are ***enabling the next of Nextgen living.***

Tomorrow's successes rest on the shoulders of today's perseverance and sacrifices. Communities that corporates operate within are the vital incubators of their business successes. It is with this sense of gratitude towards community that we approach our social responsibilities.

Brigade Enterprises over the years has undertaken many initiatives in Bangalore as corporate citizens. We strongly believe in our philosophy of providing a better quality of life for people within our projects as well as in the neighbourhood. Some of our works include the Redevelopment of the Sangolli Rayanna Park and the Sri. Nadaprabhu Kempegowda Playground in Malleswaram and now the redevelopment of the Sitarampalya lake in Whitefield

Recently Completed Projects

Location	Project	Project SBA (mn sft)	Type
Bangalore	Brigade Gateway	2.20	Residential
Mysore	Brigade Horizon	0.17	
	Brigade Sparkle	0.24	
Bangalore	WTC at Brigade Gateway	1.13	Office
	Orion Mall @ Brigade Gateway	0.83	Retail
	Sheraton Bangalore Hotel at Brigade Gateway	0.32	Hospitality

The world of Brigade

Incorporated in 1995, Brigade Enterprises Limited is a leading real estate developer in South India. Brigade is headquartered at Bangalore with branch offices across south India, a representative office in Dubai and an accredited agent in the USA. Its diverse business portfolio spreads across residential, offices, retail and hospitality domains

Brigade pioneered the concept of integrated lifestyle enclaves in Bangalore. The integrated enclaves by Brigade are designed to be self-contained, communities with homes, offices and shopping spaces, entertainment facilities, recreational clubs, parks, school and convention centre that substantially enhance one's quality of life. Apartments in various budget ranges, penthouses, villas, value homes & retirement homes complete the bouquet of Brigade's residential offerings. Brigade is among the few developers who also enjoy a reputation of developing Grade A commercial properties. The World Trade Center, Bangalore, Software and IT parks, SEZ's and stand alone offices have reputed international clients operating from them. Brigade's retail projects include Orion Mall, India's first Lifestyle Mall, exclusive shopping areas in star hotels and large format hypermarkets. Our malls also offer a host of entertainment facilities including multiplex.

Brigade introduced the concept of Serviced Apartments to Bangalore in 2001. Today, the Group has strengthened & diversified its hospitality portfolio to 5 star hotels – including the Sheraton Bangalore Hotel @ Brigade Gateway and Grand Mercure, clubs and convention centres in Bangalore and other parts of South India.

The Brigade School was established to further Brigade's corporate philosophy of 'for a better quality of life' to the realm of education and operates from 3 locations in Bangalore.

The Brigade stamp of innovation, quality and trust speak of a standard that has been established, and is consistently being upgraded by our continual efforts to provide a better quality of life.

Vision

To be a world class organization in our products, processes, people and performance.

Mission

To constantly endeavour to be the preferred developer of residential, commercial and hospitality spaces in the markets in which we operate, without compromising on our core values, for the benefit of all our stakeholders.

Core Values

QC First

Quality & Customer	<ul style="list-style-type: none">• Fair• Innovative• Responsible Socially• Trustworthy
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Business Segments

➤ Real Estate Segments

- Residential Spaces
- Office Space on outright sale

➤ Lease rental

- Office Spaces
- Retail Spaces

➤ Hospitality Segment

- Hotels under leading global brands such as Sheraton, Grand Mercure, Holiday Inn,
- Clubs & Conventional centres
- Serviced apartments