



Entering The Next League

Brigade Enterprises Limited
Annual Report
2014-15



BRIGADE

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Brigade Orchards

Cautionary Statement Regarding Forward-Looking Statement

This Report may contain certain forward-looking statements relating to the future business, development and economic performance. Such Statements may be subject to a number of risks, uncertainties and other important factors, such as but not limited to (1) competitive pressure; (2) legislative and regulatory developments; (3) global, macro economic and political trends; (4) fluctuations in currency exchange rates and general market conditions; (5) delay or inability in obtaining approving from authorities; (6) technical developments; (7) litigations; (8) adverse publicity and news coverage, which could cause actual developments and results to differ materially from the statements made in this presentation. Brigade Enterprises Limited assumes no obligation to update or alter forward-looking statements whether as a result of new information of new information, future events or otherwise.



Entering The Next League

Steady consistent growth, foraying into new markets, the introduction of Strategic Business Units (SBU's), scaling to township projects, introduction of online booking platform and customer portal – there is much to suggest of coming of age for us at Brigade. As an organization, we have come a long way from the time of inception. Today, we boast of an organization with over 1,000 strong employees in the group and a track record of executing more than 25 mn sq ft. of residential, commercial and hospitality projects. While making stupendous success en route our journey, we have also set our eyes to the next league. We are continuously striving further to better our performance year on year. In this effort, we have lined up a series of projects and are also increasing our land bank to ensure faster and higher growth in the coming days. This is complimented by our incessant efforts of improving on our already proven and demonstrated execution ability. Further, we have broadened our base by entering into new markets such as GIFT City in Ahmedabad and residential segment in Chennai. By leveraging technology, we not only sharpened our execution ability but also ensured a better experience for our customers.

Truly, we are continuously evolving and from pioneering development of integrated enclaves, we have entered the next league of developing large townships like Brigade Orchards in Devanahalli, our latest smart township project of 130 acres, designed to global best practices by Nbbj, USA, offers Luxury Villas, Luxury Apartments, Value Plus Apartments, Retirement homes & assisted living facilities for senior citizens.

With Strength Fortified




Artist's Impression

Brigade LakeFront



OUTSTANDING TRACK RECORD

Excellent reputation and repayment track record with bankers helped us reduce the interest cost year on year. We have been assigned 'A' credit rating by CRISIL and ICRA.



At Brigade, we believe that entering the next league will be possible and fruitful only when we have a clear vision, strong values with coordinated and organised efforts. We have strengthened our business by introducing the concept of Strategic Business Units (SBU's) for Residential, Commercial and Hospitality Projects. Each of the business units is run by professionals. In our continuous pursuit of having Professional Independent Directors, we have inducted Mr. Bijou Kurien as an Independent Director and will utilize his vast knowledge and experience in the retail industry to enhance our customer centricity across our business verticals.

Consistency and ability of timely completion of projects, their quality and amenities provided have been an inherent strength for us at Brigade, which has earned us an enviable reputation, placing us as one of the most trusted real estate player in India. We are continuously striving to improve on our execution ability to make our business stronger and bigger.

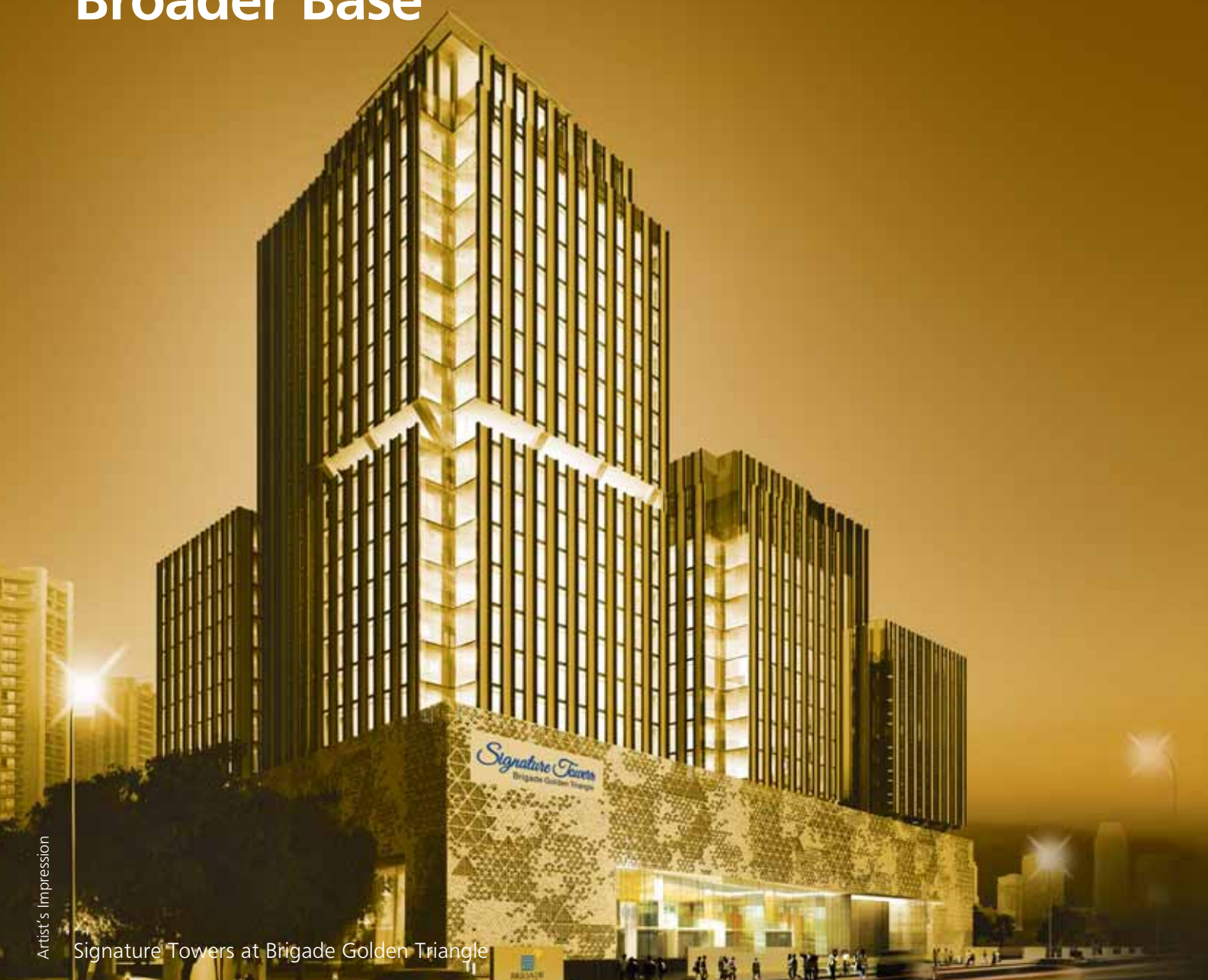
The consistency maintained by us in execution and a range of projects across price segments has been reflective in our financials as we have recorded profitable growth across business cycles. Our outstanding track record backed by the strong financials, excellent reputation and repayment track record with bankers helped us reduce the interest cost year on year. During the year, CRISIL has assigned us a long term rating of "A" with stable outlook. Further ICRA has assigned "A" rating with positive outlook for our long term borrowings and A1 rating for our short term borrowings. This is a reflection of our track record.

With a strong project pipeline providing a revenue visibility along with proven execution capability and a vibrant organisation, our strength is fortified than ever before and ready to enter the next league.

TRUSTED REAL ESTATE PLAYER IN INDIA

Consistency and ability of timely completion of projects has been an inherent nature for us at Brigade which has earned us high reputation, placing us as one of the most trusted real estate player in India.

With a Broader Base



Artist's Impression

Signature Towers at Brigade Golden Triangle

OUR BELIEF

It is our belief that a business with a broader and diverse base has higher potential of sustaining itself in the long term.

Brigade is headquartered in Bangalore and began with projects primarily in Bangalore. We have broadened our base through expanding geographically and business diversification over the years. We at Brigade believe in the power of expansion and diversification and it is our belief that a business with a broader and diverse base has higher potential of sustaining itself in the long term.

Driven by this wisdom, we have spread out of Bangalore and expanded to other cities of South India.

Today we are present in major cities of South India including Bangalore, Mangalore, Mysore, Chikmagalur, Kochi, Hyderabad and Chennai. During the year, we forayed into GIFT City, Ahmedabad which is India's first globally benchmarked International Financial Services Centre (IFSC), marking our entry in a city outside South India. We have the mandate for developing 1.1 mn sq ft. of area comprising of Offices, Residential, Retail and Hotel projects there. We also have submitted our interest in acquiring additional space, aggregating to 1.8 mn sq ft. of Built-up area (BUA), demonstrating our strategic long-term interest in GIFT City. We also have the license for 4 more World Trade Centers (WTC) in South India apart from the WTC Bangalore that has been operational for over 4 years. WTC Kochi is in advanced stages of completion and will be operational shortly.

We boast of two best-in-class hotel properties namely Sheraton Bangalore and Grand Mercure with total 356 keys. Our 1.63 mn sq ft. of completed lease rental portfolio includes marquee assets like the iconic WTC Bangalore and Orion Mall. Lease rental and hospitality segments together contribute 27% to our overall revenue. We plan to expand our Hotel asset in the next couple of years to reach 672 keys with doubling of our revenue from Hotel business in the same time.

672 KEYS

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By Leveraging Technology

Artist's Impression

Brigade Northridge



Technology has always remained a key area of focus for us at Brigade Group. Over the years, we have been the pioneers in implementing various technologies in our operations.

Among the property developers in South India, we were the first to implement the SAP ERP system. We were also the first among the real estate developers in Bangalore to introduce the pre cast technology by setting up a pre cast plant at our project, Brigade Orchards, a 130 acre smart township in Devanahalli. This will be the first Smart Township project of Bangalore. This eco friendly technology tested and proven worldwide has enabled us to optimize use of resources such as labour, material and other auxiliary works reducing project time and saving cost.

We launched an online booking platform to enable customers to book a Brigade apartment online in a few easy steps. The platform was launched to coincide with the Great Online Shopping Festival (GOSF), where customers had the convenience of checking all the details such as location, amenities, plans, views, construction status & price of the projects and make an informed decision from the comfort of their home.

We continuously strive to provide our customers with a good experience and increasingly embracing technologies in this pursuit. During this year, we partnered with a few online players to exclusively sell homes online and offered our customers a seamless booking experience.



To make the process of home buying easy for our customers we launched a customer portal allowing the users to access details of the home they purchased. Starting from accessing statement of accounts to keep track of payments and getting response from the developers on the queries, our customers now enjoy a one stop solution for everything related to home buying.

Leveraging technology helped us to steer into the next level of journey where we are getting closer to our customers by continuously ensuring customer delight.

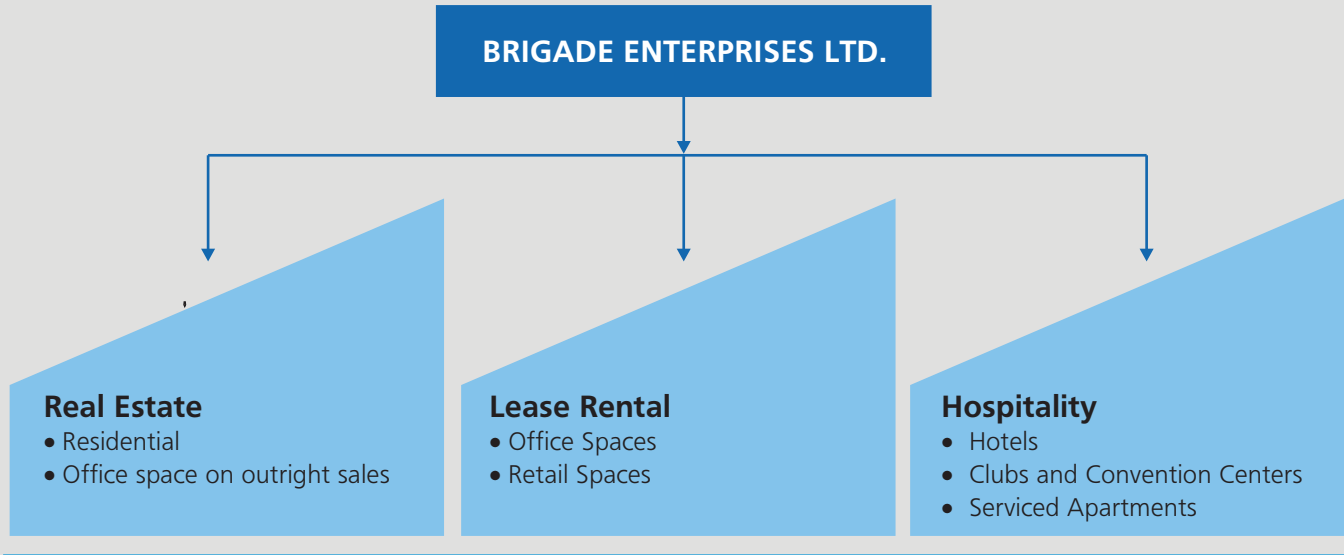
LEVERAGING TECHNOLOGY

Technology has always remained a key area of focus for us at Brigade Group. Over the years, we have been the pioneers in implementing various technologies in our operations.

The World of Brigade

Incorporated in 1995, Brigade Enterprises Limited is one of the leading real estate developers in India with a focus on residential, offices, retail and hospitality projects. Headquartered at Bangalore, we have presence in other cities of south India - Mysore, Chennai, Kochi, Hyderabad and Mangalore. During this year the Company forayed into GIFT City, Ahmedabad. We also have a representative office in Dubai and an accredited agent in the USA.

Business Segments



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.