

LEADING THE *SHIFT*



Brigade Enterprises Limited
Annual Report 2017-18



BRIGADE

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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 approvals 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, future events or otherwise.



Brigade Cosmopolis, Bengaluru

LEADING THE *SHIFT*

Having ushered in a new era of organised and transparent way of conducting business, the real estate industry is embracing several new norms stipulated by the regulators.

Technological advancement and the steady progress made by the real estate industry coupled with evolving preferences of customers are adding new dimensions to this shift. As a leading player in the organised real estate sector, Brigade is spearheading this shift. Be it ensuring transparency in doing business or adopting cutting edge technology, innovation, the Company is geared for the change. Brigade has not only infused a new lease of life in the real estate sector through its novel ideas but has also been instrumental in creating landmarks and enabling futuristic lifestyle concepts, thus leading the shift swiftly.

THE WORLD OF BRIGADE

Brigade is one of India's leading property developers headquartered in Bengaluru with a presence in all domains of real estate – Residential, Offices, Retail, Hospitality and Education for over three decades. Brigade has developed many landmark buildings in Bengaluru, Mysuru, Kochi, Hyderabad, Mangaluru, Chikmagaluru, Ahmedabad and Chennai.

Brigade's residential portfolio includes apartments in various budget ranges viz. villas, premium residences, penthouses, luxury apartments, value homes and senior living complete the bouquet of residential offerings.

Brigade is among the few developers with a reputation of developing Grade A commercial properties. The World Trade Center, Bengaluru and Kochi, Software and IT parks, SEZs and stand-alone offices have top international clients operating from them.

Brigade's retail projects includes Orion Mall-a Lifestyle Mall in Brigade Gateway, Orion East and upcoming Orion OMR in Bengaluru, exclusive shopping areas with a blend of Indian & International food chains and large format hypermarkets.

Brigade's hospitality offerings include operational star hotels- Sheraton Grand Bangalore, Grand Mercure, Bengaluru and Mysuru, Holiday Inn Chennai OMR IT Expressway and Holiday Inn Express & Suites Racecourse Bengaluru, recreational clubs, convention centres in Bengaluru and other parts of South India. As part of the extended offering, Brigade has two other initiatives – Celebrations Catering and Events and The Baking Company, a unique patisserie focusing on freshly baked healthy products.

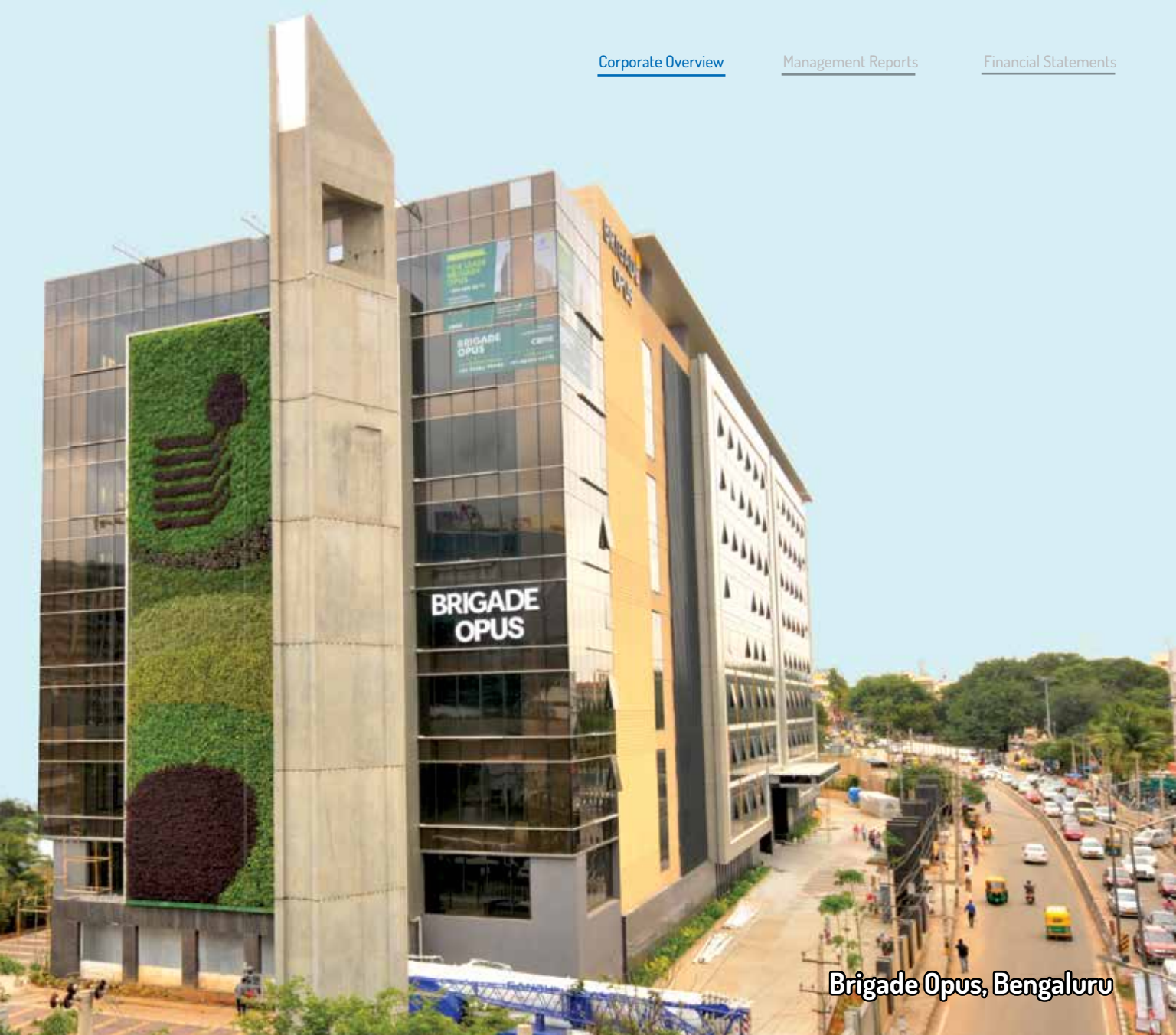
The Brigade schools run by the Brigade Foundation, a not for profit organisation operates the 3 schools in Bengaluru.

Brigade has been socially responsible and has vastly contributed by redevelopment of the Sangolli Rayanna Park and the Shri Nadaprabhu Kempegowda Playground in Malleswaram, Bengaluru, Skywalk across Dr. Rajkumar Road, rejuvenation of Sithampalya lake in Whitefield etc. This responsible attitude and innovative mindset combined with uncompromising quality of the projects has created a corporate tradition that delights the customers.



BUSINESS GEOGRAPHIES

- Bengaluru, Karnataka
- Mangaluru, Karnataka
- Mysuru, Karnataka
- Chikmagaluru, Karnataka
- Hyderabad, Telangana
- Chennai, Tamil Nadu
- Kochi, Kerala
- GIFT City, Gujarat



Brigade Opus, Bengaluru

Brigade's Business Segment

Real Estate	Lease Rental	Hospitality Segment
<ul style="list-style-type: none"> Residential Office Space on outright sale 	<ul style="list-style-type: none"> Office Spaces Retail Spaces 	<ul style="list-style-type: none"> Hotels Clubs and Convention Centres

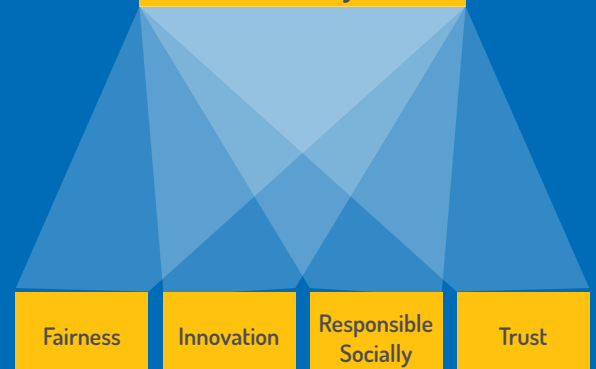
VISION

To be a world-class organisation 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.

Quality & Customer Centricity





Artist's Impression of Brigade Financial Centre at GIFT City, Gujarat.



MILESTONES


1986

The launch of Brigade Towers, Bengaluru's tallest building by a private developer


1992

Brigade Gardens, Bengaluru's first centrally air-conditioned shopping complex project completed


1994

Brigade Residency, our first luxury apartment project in Mysuru, completed


1996

Obtained ISO 9001:1994 certification from Veritas Quality International, London


2001

Komarla Brigade Residency, an eco-friendly residential complex, handed over


2002

Brigade Millennium, an integrated lifestyle enclave in Bengaluru, completed


2007

A successful completion of ₹ 650 crore IPO led to the public listing of the company's shares


2010

World Trade Center, Bengaluru came into being as South India's tallest building [1.1 Million Square Foot (mn. sqft.)]


2018

Successfully raised ₹ 500 crore through Qualified Institutional Placement


2017

Brigade Pinnacle, Brigade's first luxury residential project in Mangaluru was completed and inaugurated


2016

Completion of 30 projects in the 30th year of business


2015

Completed Brigade Exotica-Azure, 35 floor residential tower


2014

Partnered GIC, Singapore to jointly invest ₹ 1,500 crore in residential projects across South India


2013

World Trade Center, Bengaluru bagged the Best Commercial Complex Award (Bengaluru zone) at CREDAI Real Estate Awards Karnataka


2012

Orion Mall became operational at Brigade Gateway, Malleswaram (0.8 mn. sqft.)


2011

Sheraton Hotel became operational at Brigade Gateway, Malleswaram (230 keys)

INNOVATION IN REAL ESTATE

LEADING THE *SHIFT*

Brigade is in the business of real estate development for more than three decades and is continuously looking at innovating with every project being developed.

Over the years, many of Brigade's projects have been the first of their kind. Some of these 'Firsts' include:

- Brigade Towers (the first project in 1986) was at that time, the tallest building constructed by a private property developer in Bengaluru and The World Trade Center, Bengaluru developed by Brigade in 2011 is the tallest commercial building in South India;
- Brigade is credited for building the first World Trade Center, Bengaluru, by a private developer in India, followed by the World Trade Center, Kochi, which are operational. Brigade also holds the license to construct World Trade Centers in other major cities in South India.
- The Brigade Homestead chain was the first professionally run serviced residence facility in Bengaluru.
- Brigade pioneered the concept of integrated enclaves in Bengaluru. Enclaves like Brigade Millennium, Brigade Gardenia, Brigade Gateway, Brigade Metropolis etc. have set benchmarks in excellence.
- Brigade was the first developer in Karnataka to set up a precast plant at one its sites for faster construction and increasing efficiency in operations.

Brigade Real Estate Accelerator Program (REAP), India's first start up accelerator program, with a focus on the real estate industry is an initiative to enable the innovators and inventors to use technology as a catalyst for creating sustainable and scalable businesses in the Real Estate industry. Brigade REAP program is a prelude to the changing trend in the real estate industry, which is standing on the cusp of disruption.





Holiday Inn Express & Suites, Racecourse, Bengaluru

FUTURISTIC REAL ESTATE

LEADING THE *SHIFT*

Brigade is getting into new categories of development in the residential segment in a big way. The initial success of Parkside, our Senior Living Residences at Brigade Orchards has paved the way for getting into this category in a larger way. We are coming up with Parkside East, West and North in Bengaluru. In the quest to be a customer-first organisation, Brigade is planning to offer the convenience of Managed Residences in the villa projects offering full-fledged concierge service and customers can also opt for leasing service from us to maximise the returns on their investment.

Brigade has also launched Customer Friendly Initiatives like the Brigade+ Easy Home Packages. This new initiative will be a one stop solution for home buyers, who can buy a home and move into it without the hassles of making it liveable and assuring 'peace of mind' as home buyers will have the convenience of dealing with a 'single window player'. The benefits of this offering are available for all the ready homes across Bengaluru, Mysuru, Mangaluru, Chikmagaluru and Hyderabad. Any customer who buys a ready Brigade home will have the option of choosing from 4 customised packages namely Electrical Fittings, Wardrobes & Kitchen, Air Conditioners and Home Automation.

During the past year, the one segment that saw consistent growth was the commercial segment. Brigade has Grade A commercial spaces which are operational across South India and over 5 mn. sqft. of commercial space is presently being developed in the markets of operation.

The hospitality segment has reached a critical mass of 1000 keys that are presently operational and would add another 1000 keys in the next couple of years. The segment has recently been hived off into wholly owned subsidiaries, to enhance the focus and tap the growth prospects in the segment.

