



BRIGADE CALISTA, BENGALURU  
ARTIST'S IMPRESSION

# SHINING BRIGHTER: HARNESSING POSITIVITY, GROWTH, AND SUSTAINABILITY

**Brigade Enterprises Limited**  
28<sup>th</sup> Annual Report 2022-23



**BRIGADE**

Building Positive Experiences

SCALING NEW HEIGHTS

# A LEGACY OF RE-IMAGINING THE NORM CONSISTENTLY



## 1986 - 1994 BRIGADE TOWERS

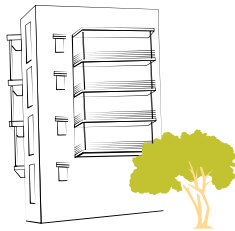
Bengaluru's tallest building built by a private developer. This record was broken only in 2002.

### BRIGADE GARDENS

Bengaluru's first centrally air-conditioned shopping complex.

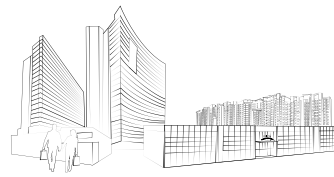
### BRIGADE RESIDENCY

Mysuru's first luxury residential project.



## 2000 BRIGADE HOMESTEAD

Brigade enters the hospitality sector by pioneering the concept of serviced residences in Bengaluru.



## 2006 BRIGADE GATEWAY

(1,250+ apartments)  
A truly one-of-a-kind mixed-use lifestyle enclave with WTC Bengaluru, Sheraton Grand Bengaluru Hotel, Brigade School, a hospital and a club.



## 2010 COMPLETION OF WTC BENGALURU

South India's tallest commercial building with 32 floors.



## 1995-1998 BRIGADE MM

Bengaluru's first multi-storeyed industrial complex.

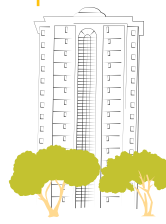
### BRIGADE REGENCY

Bengaluru's first project to get CRISIL rating.

One of the first developers to be ISO 9001 Certified.

### BRIGADE SOFTWARE PARK

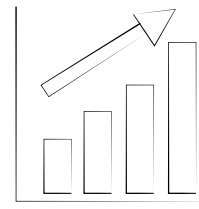
Karnataka's first project by a private developer to get infrastructure status.



## 2002 BRIGADE MILLENNIUM

Bengaluru's first mixed-use enclave. Awarded RT2+ by CRISIL.

Brigade introduces the concept of a self-managed club to Bengaluru.

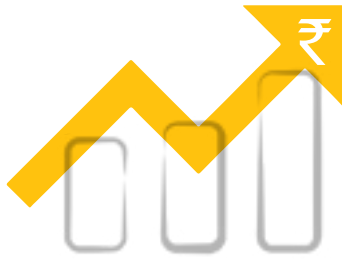


## 2007 BRIGADE GOES PUBLIC

Brigade achieves a successful IPO.

Ties up with hospitality majors like Starwood, Accor and Intercontinental Hotels.





## 2023

Achieved highest-ever sales

## 2022

Completed 35 years in the industry and forayed into plotted development

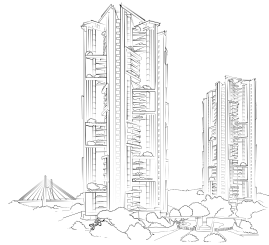
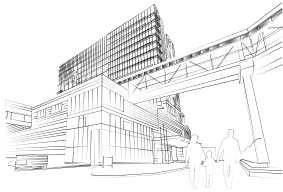
## 2021

**STRENGTHENS FOOTPRINT IN HYDERABAD**

Launch of Brigade Citadel, a 1,300+ luxury home project, at Moti Nagar.

Recognised as a 'Great Place to Work' for the 11th year in a row.

Recorded the highest ever yearly sales in FY 2020-21.



## 2011

**BUILDING MORE VALUE**

Launch of Sheraton Grand Bengaluru Hotel at Brigade Gateway.

Launch of Brigade Meadows, a 60+ acre integrated enclave.

Launch of Brigade Orchards, a 135 acre smart township

## 2015

**CROSSED ₹1,000 CRORE TURNOVER MARK**

Launch of the Brigade online customer portal.

Completion of Azure at Brigade Exotica - one of the tallest residential towers in Bengaluru.

## 2017

**EXPANDS FOOTPRINT IN CHENNAI**

Launch of Holiday Inn Chennai, a 202 room hotel on OMR IT Expressway.

Launch of Brigade's first residential project in Chennai - Brigade Xanadu.

## 2020

**VALUES LEAD THE WAY**

Recognised as a 'Great Place to Work' for the 10th year in a row.

First developer in India to successfully organise a virtual expo.

Launch of Orion Uptown Mall.

Launch of Holiday Inn, OMR Bengaluru.



## 2014

**PE FUNDING OF ₹1,500 CRORE BY GIC SINGAPORE**

MOU signed with GIFT City, India's first smart city, for development of 1.1 million Sq.ft.

Launch of the Brigade online booking platform.

Opening of High Ultra Lounge.



## 2016

**DEVELOPMENT OF OVER 30 MILLION SQ.FT. ACROSS 7 CITIES IN SOUTH INDIA**

Launch of Grand Mercure Mysuru, a 5-star hotel in the heart of Mysuru.

Launch of WTC Kochi.

Launch of Brigade REAP - Asia's first Real Estate Accelerator Program.

Completion of 30 projects in the 30th year of Brigade's operations.



## 2019

**TOWARDS NEW HORIZONS**

Launch of Brigade Residences at WTC Chennai.

Launch of integrated townships - Brigade Cornerstone Utopia and Brigade El Dorado in Bengaluru.

Launch of 'BuzzWorks' in the co-working segment with a plan for 2,500+ seats across cities.

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FINANCIAL STATEMENTS



# FY23 HIGHLIGHTS

▲ 16%

**₹3,563** CRORE

Revenue

▲ 17%

**₹978** CRORE

EBITDA

▲ 33%

**₹5,424** CRORE

Collections


BRIGADE SENATE, BENGALURU  
(ACTUAL SHOT)



# SHINING BRIGHTER:

HARNESSING  
POSITIVITY,  
GROWTH, AND  
SUSTAINABILITY





Since our inception in the late 1980s, we have transformed ordinary real estate into a towering testament to quality and innovation. Like the sun rising – the essence of our logo – we signify a new dawn in residential, commercial and hospitality sectors, composing our unique symphony of success across urban canvasses.

Our commitment extends beyond bricks and mortar. We prioritise our customers, dedicated staff, and a sustainable future we're building together. As pioneers in real estate, we navigate with decisiveness, embracing innovation and responsibility. Every land acquisition is a new opportunity, approached with prudence, unlocking new territories while keeping environmental and societal responsibilities in mind.

Having weathered trials, we've emerged resilient, an unyielding force forging a future of untapped potential. Guided by sustainability, we're committed to shining brighter, continually ever-progressing towards excellence.

What drives us in this journey is our unwavering commitment to our values – to shine brighter and create a sustainable future fueled by progress.

BRIGADE TECH GARDENS, BENGALURU  
(ACTUAL SHOT)



## INTRODUCING BRIGADE

# TRANSFORMING INDIA'S REAL ESTATE LANDSCAPE

Brigade Group has established itself as one of India's most prominent and reliable real estate companies. We have grown substantially from our humble beginnings in 1986 and today, are among just a handful of organisations in the country that offer such a comprehensive portfolio of real estate services.

**Residential****Office****Retail****Hospitality****Schools****Indian Music  
Experience  
(IME) Museum****PropTech  
Accelerator**

We are one of India's leading real estate developers, with a varied portfolio that includes residential, office, SEZ, retail, hospitality, townships, clubs, conference centres, senior housing, schools, and a real estate technology accelerator program. We are known for constructing high-quality homes and have good relationships with global investors such as GIC (the Government of Singapore Investment Corporation).

Innovation is the cornerstone of our business. We develop cutting-edge technologies for the real estate industry through Brigade REAP and assist start-ups leverage technology to build sustainable enterprises. Our commitment to innovation, quality and sustainability has won us the trust of our customers.



## OUR SHARED VISION

**To be a world-class organisation in our products, processes, people and performance.**

## OUR SHARED 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 stakeholders.**

## OUR CORE VALUES – QC-FIRST

### Quality

We take immense pride in our unwavering commitment to quality. Our meticulous processes and attention to detail are evident in the exceptional products and services we deliver. Since our inception, we have remained steadfast in our pursuit of excellence, establishing ourselves as an industry leader. As a testament to our dedication, we were among the pioneers in South India and the nation to be awarded the ISO 9001:1994 certification.

### Customer Centricity

Infused with a vibrant spirit, our brand tagline, 'Building Positive Experiences,' serves as the guiding light that illuminates our customer-centric philosophy. Rooted in the essence of our vision, we prioritise offering our customers nothing short of the finest designs, products and services throughout their journey with us.

### Fairness

At Brigade, we embrace equal opportunity, transparency, and a vibrant culture that encourages open communication. Our robust feedback system serves as a catalyst, igniting dynamic discussions that fuel our quest for exceptional products and services. We proudly hold a coveted position of being certified as a Great Place to Work 13 years in a row — a testament to our unwavering commitment and unwavering values.

### Innovation

Embracing the spirit of constant innovation, the Brigade Real Estate Accelerator Program (REAP) shines as a catalyst for sustainability and creativity in the real estate industry. Through mentoring and scaling assistance, we uplift start-ups, igniting their potential to reshape the future of real estate. With REAP, we foster a dynamic ecosystem where brilliance thrives and pioneering dreams find wings to soar. Together, we create a vibrant tapestry of innovation, propelling the industry forward into uncharted realms of success.

### Responsible Socially

With an unwavering commitment, we embrace our responsibility towards the communities we serve. The Brigade Foundation stands as a testament to our dedication, to fostering positive change through impactful initiatives in education, healthcare, and community development, among others. Together, we construct a brighter future, empowering lives and enriching the social fabric that surrounds us.

### Trust

Built on the pillars of mutual respect and unwavering trust, our Company forges enduring relationships in every business endeavour. With each project, we construct a strong foundation of trust, serving over 30,000 families and numerous esteemed corporations. In the face of the pandemic, our commitment as a trusted brand has grown even stronger, propelling us to provide unwavering support and positive experiences to our valued customers.



BRIGADE TOPAZ, MYSURU  
(ACTUAL SHOT)

## KEY NUMBERS THAT DEFINE OUR SIZE AND SCALE



**260+**

Buildings



**76+ MN SQ. FT**

Developed



**9.43 MN SQ. FT**

Total area planned for launch in FY24



Present in

**8 CITIES**



**3**

Operational Malls



**8**

Operational Hotels



License owners for

**6 WORLD TRADE CENTERS**

in South India



One of India's

**LEADING DEVELOPERS**



**RATED A+ (POSITIVE)**

by ICRA and

**A+ (POSITIVE)**

by CRISIL



**26-28% EBITDA**

margin for the past seven years



**2,245**

Employees



**7.39 MN SQ. FT**

Total area leased to date



**448 ACRES**

Total landbank



Recognised by Great Place to Work® for

**13 YEARS IN A ROW**