

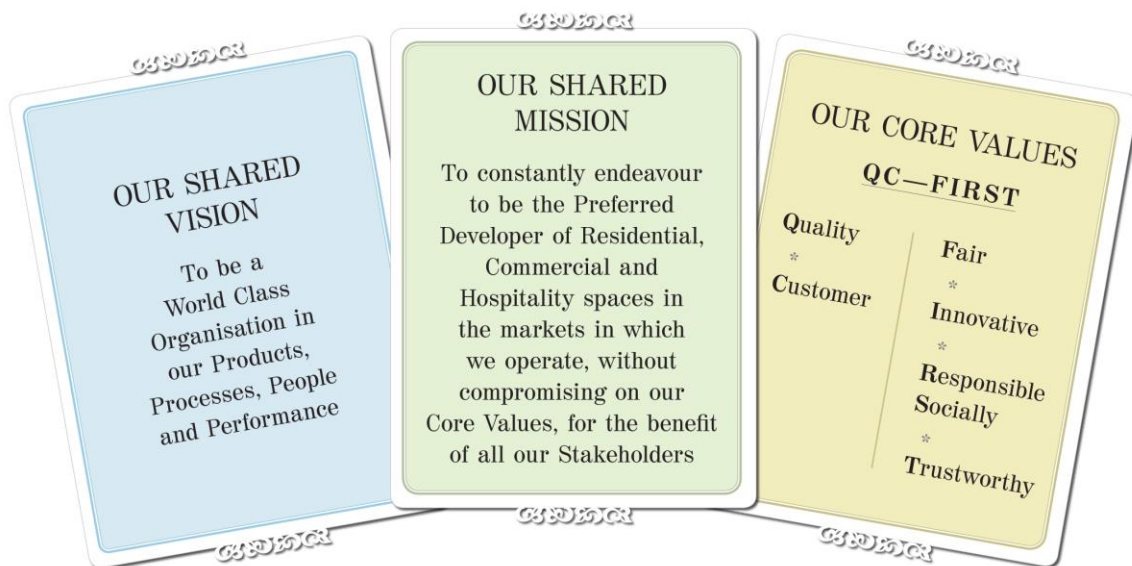
## Overview of the Brigade Group

### **Welcome to our world!**

Brigade Group was established in 1986, with property development as its main focus.

Today, Brigade Group is one of South India's leading property developers. We are headquartered in Bangalore, with branch offices in several cities in South India, a representative office in Dubai and an accredited agent in the USA. We have a uniquely diverse multi-domain portfolio that covers property development, property management services, hospitality and education. Our projects extend across several major cities in South India: Chennai, Chikmagalur, Hyderabad, Kochi, Mangalore and Mysore.

### **A reputation for innovation, quality and trust**



We are known to be a professionally managed organisation with a stable and confident business model. We have shown an impressive compounded annual growth rate—even during difficult market and business cycles (like the depression of 1996, the post-9/11 shadow period and the present recession). And in the process of successfully negotiating changing conditions, Brigade has created a brand name that stands for trust, reliability and innovation, across all our domains.

### **National and international recognition**

Construction World has ranked Brigade among India's top 10 builders for five consecutive years, from 2007 to 2011.

For a full list of awards, click on the 'awards' link in the right hand side column of the 'Press Room' page. Our most recent 'awards' are listed in word format in the main Press Room page.

### **Companies under the Brigade Group umbrella**

#### **Brigade Enterprises Limited (BEL)**

BEL, Brigade Group's flagship company, is a successful public limited company that has completed over 100 residential, commercial, retail and hospitality projects, covering over 1,858,045 sqm of developable area. Many more projects are in different stages of conceptualisation and creation, in different cities in South India. These include luxury apartments, integrated enclaves, state-of-the-art software and retail facilities, techparks, SEZs, serviced residences, resorts, clubs, 5-star hotels and schools.

#### **Brigade Hospitality Services Limited (BHSL)**

BHSL, a subsidiary of Brigade Enterprises Limited, was formed in 2004. Its ventures in the hospitality business include a chain of serviced residences, clubs, hotels, resorts and spas and convention centres.

#### **WTC Trades & Projects Private Limited**

A wholly-owned subsidiary of Brigade, it holds the license "World Trade Center" for the city of Bangalore—awarded by the World Trade Centers Association (WTCA), USA.

#### **Orion Mall Management Company Limited**

A wholly-owned subsidiary of Brigade, it has been established to manage the operations of Orion Mall and develop the retail business domain of Brigade Group.

#### **Brigade Tetrarch Private Limited (BTPL)**

Also a wholly-owned subsidiary of Brigade, its main business is in the field of sports-related activities.

#### **Brigade Estates and Projects Private Limited & Brigade Properties Private Limited**

Both are wholly-owned subsidiaries of Brigade, with their main business being in the field of real estate development.

#### **Brigade Infrastructure & Power Private Limited**

A wholly-owned subsidiary, whose focus is in the field of infrastructure and power.

Brigade has significant interests in:

**Tandem Allied Services Pvt. Limited**

Tandem, with both Realty and Home Loan divisions, allows Brigade to become a one-stop property management services provider. The company undertakes facilities management for software industries, commercial buildings, serviced residences, residential buildings, bungalows and guest houses. Today, Tandem manages nearly 92,902 sqm of real estate in Bangalore.

**AEC Infotech Pvt. Ltd**

AEC Infotech brings in expertise in the area of construction management software and project management services.

In 2003, Brigade Group set up a not-for-profit trust:

**The Brigade Foundation**

The Brigade Foundation focuses on the areas of education, health and community development. Currently, its emphasis is on education at the school level.

The Foundation established The Brigade School @ J. P. Nagar, in the Brigade Millennium enclave, in 2004. The Brigade School @ Mahadevapura—in Whitefield, near the Brigade Metropolis enclave, was opened in 2009. The most recent of our schools, The Brigade School @ Malleswaram, in the Brigade Gateway enclave in Malleswaram-Rajajinagar, opened in 2010.

The Brigade Foundation has plans to establish more schools in the future. To know more about Brigade's schools, click here: [www.brigadeschools.org](http://www.brigadeschools.org)

**Brigade's pioneering initiatives**

Brigade has a series of 'firsts' to its credit. (For a full list, see the Track Record link on the left). The company can lay claim to pioneering initiatives that include:

- Introducing the enclave concept in Bangalore.
- Associations and partnerships with international design, hotel, resort and healthcare chains: Brigade has partnered with Hellmuth, Obata + Kassabaum (H.O.K.), New York—whom international industry surveys rank as one of the world's leading architectural firms—in the design of the Brigade Gateway integrated enclave. And have entered into agreements with world-class organisations like Starwood, InterContinental and Accor for the operation and management of their hospitality projects, under the brands Sheraton, Holiday Inn and Mercure.
- Path breaking approach to design: Brigade has conducted national and international design competitions to tap the best design talents. The design of The Woodrose club and MLR Convention Centre are the result of design competitions.
- Upgrading professional standards and practices: Among South Indian property developers, Brigade group was the first to implement the SAP package. And one of the forerunners in implementing an ERP system.

### **Towards creating world-class environments**

The high standards for which we are known are constantly being upgraded by a high-calibre team. We draw upon a national and international pool of professional associates, employ modern construction technology, work in a professional environment supported by ERP and follow best practices of HR management.

Our vision and endeavour have always been to create world-class living and working environments—and provide a better quality of life for people who inhabit them.

We warmly invite you to explore our world: visit our projects, meet our people, discover how we work and what we have achieved. This website, though large, is easy to navigate intuitively. If you need specific direction, you might find it useful to refer to the site map or 'footer' at the bottom of the page.

Brigade Corporate Headquarters Address:

**Brigade Enterprises Limited**

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