

M.R. Jaishankar

Visionary Entrepreneur and Philanthropist

As a young entrepreneur, M.R. Jaishankar established the Brigade Group in 1986. His leadership, commitment to quality and passion for innovation has enabled Brigade to grow from a single-building, small private enterprise to a diverse multi-domain, multi-city public limited company. Jaishankar conducts business keeping Brigade Group's Core Values in mind: QC-FIRST, which stands for - Quality, Customer Centricity, Fairness, Innovation, Responsible Socially and Trust.

Today, the Brigade Group is one of India's leading property developers with a portfolio that covers a wide range of projects in all domains of property development – Residential, Office, Retail, Hospitality and Education. The company has developed many landmark buildings and transformed the city skylines of Bengaluru, Mysuru, Mangaluru, Hyderabad, Chennai, Kochi and (Gift City) Ahmedabad. Under Jaishankar's leadership, the company has completed 250+ buildings amounting to over 72 million sq. ft of developed space across a diverse real estate portfolio.

Jaishankar is the founder and lifetime trustee of Brigade Foundation, a not-for-profit trust in Education, Health and Community Development. He is also the founder of the Indian Music Experience (IME) – a monumental and philanthropic initiative that is India's only hi-tech interactive music museum.

Jaishankar is the Past President of CREDAI Karnataka formerly known as KOAPA (Karnataka Ownership Apartments Promoters' Association); Past President of Rotary Club of Bangalore Midtown; a former Director on the Board of Public Affairs Centre, a leading NGO; and on the Committees of BCIC (Bangalore Chamber of Industry and Commerce), Confederation of Indian Industry (CII), Bangalore and many others.

Over the years, he has been consistently recognised by various industry organisations and media houses for his outstanding contributions to the Indian real estate industry. Known for holding the highest standard of integrity, his sharp business acumen, visionary ideas, and humble nature, Jaishankar has created a brand of outstanding repute.

Awards/ Recognition

- Economic Times ACETECH 2007 for being an outstanding professional in the field of construction and architecture
- Under his leadership Brigade made it to the prestigious annual "200 Best under a Billion Dollar" Forbes list for the Asia-Pacific region in 2008. Brigade was the only Real Estate Developer in the Country to form part of this elite list
- Senior Builder Award by the Bangalore and Mysore Chapters of Builders Association of India 2010
- Honoured as an "EMINENT DEVELOPER" by Civil-Aid Technoclinic Private Limited, A Bureau Veritas Group Company in 2011
- Real Leader Award in 2013 by 100 Communications an exemplary CSR leader in Real Estate
- Construction Week India Hall of Fame Award 2014 in recognition of his extraordinary work in the real estate sector

- Outstanding contribution to the Real Estate Sector at the CREDAI Real Estate Awards 2015
- The “Significant Achievement Award” at the Vocational Service Awards organised by Rotary Club, Chickmagalur in 2015
- ‘Real Estate Person of the Year’ Award at the 6th Annual Construction Week India Awards 2016
- Professional Developer Par Excellence by Association of Consulting Civil Engineers (India), Bangalore Centre for his contributions to the Society at REDECON 2016
- Awarded the “Scroll of Honour” for his contributions to the real estate sector at the 9th Realty Plus Excellence Awards (SOUTH), 2017
- Conferred the “Entrepreneur Extraordinaire Award” by Builders Association of India, Mysuru Center.
- 'Lifetime Achievement Award' for his contributions to the real-estate sector at the 11th Realty Plus Excellence Awards (SOUTH) 2019
- Felicitated by Images Retail for being one of the top 10 visionaries from South India, who have built great consumer Brands, Retail Concepts and Shopping & Leisure Spaces at the Images South India Retail Awards, 2017
- Ranked no.27th amongst the Top 100 CEO’s of India and 2nd in the Real Estate and Construction Sector by Business Today & PwC in the Annual ranking of India’s Best CEO’s in 2016
- Real Estate and Business Excellence Awards 2021 (Partnered by CNN News18) – Lifetime Achievement of the Year Award to Mr. M. R. Jaishankar
- Conferred with a Honoris Causa Degree (Doctorate) by the Bangalore University for his meritorious contributions to ‘Infrastructure development and philanthropic approach for social cause.’
- Awarded the ‘Bharat Ratna Sir M. Visvesvaraya Memorial Award 2022’ for his contributions in the construction and building sector, as well as in the fields of education, health, community development, social and philanthropic work.

Corporate Social Responsibility Initiatives

Brigade Foundation is a trust, registered under Karnataka Societies registration Act on July 13, 2003. This trust, a not-for-profit trust established with an objective of promoting and sustaining **Education, Health and Community Development.**

Education

The following three schools are functioning under this trust:

The Brigade School, Brigade Gate way, Malleswaram west, Bangalore-560055. Affiliated to ICSE curriculum, running classes from Nursery to 10th.

The Brigade School, Brigade Millennium Campus, JP Nagar 7th Phase Bangalore-560078. Affiliated to CBSE curriculum, running classes from Nursery to 12th.

The Brigade School, Mahadevapura, Whitefield Main Road Bangalore-560048. Affiliated to ICSE curriculum, running classes from Nursery to 10th.

- The Brigade Schools have been working hard to honour the Foundation's commitment to providing students a relatively uninterrupted, accessible and engaging educational experience.
- 3500 students are studying from all the three schools
- The social concern has provided nearly 325 students who have been admitted under RTE Act with free education and access to all facilities
- The schools are provided with world-class infrastructure with all facilities including well equipped class rooms, science labs, high tech computer labs, good playgrounds and swimming pool, and so on
- Focus is also given to special education like, physical education, games, swimming, music, performance art and dance

Health

- The Covid -19 pandemic has brought sharp focus on the need for improved health and access to affordable care especially to the underserved.
- Realising the need of the hour, the Brigade Foundation has joined hands with St. John's Medical College and Hospital and together have established the St. John's Health Centre at Brigade Meadows, Kanakapura main Road. This initiative was conceived, conceptualised and realised in just a matter of **one** year. This is part of our CSR initiative. The health centre caters to the neighbourhood and will eventually become a full pledged hospital which will serve the public in the south side of Bangalore.
- In another initiative, the Foundation in tie up with St John's Medical College and Hospital is also planning to start a full pledged 100 bedded Hospital with all specialities at Brigade El Dorado project in Bangalore International Airport. This is aimed to serve the underserved in the north side of Bangalore.

COMMUNITY DEVELOPMENT AND COVID 19 RELIEF EFFORTS

- Realising the vulnerability of the poor and the marginalised in these difficulties the Brigade Foundation believes that caring is and always has been a shared responsibility. As an organisation committed to caring and serving, the Brigade Foundation has undertaken several initiatives including **COVID-19 relief efforts** under CSR
- **Skill Development and Vocational Training**
With the sole objective of empowering needy youth with special focus on women, skill and vocational training initiatives have been planned/initiated. These will help the youth in getting gainful employment. An Institute of Skill Development and Training is being established in 5 acres of land allotted by the KIADB for this purpose.

- **St. John's Health Centre at Brigade Meadows**

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THE INDIAN MUSIC EXPERIENCE MUSEUM (IME)

The IME is a monumental and philanthropic initiative of Brigade Group, conceived & sponsored to give back to society and to educate the present generation of the rich culture and diversity of Indian music.

Located in JP Nagar, South Bangalore, the IME is India's only interactive music museum. It features a Sound Garden with 10 playable musical sculptures, Exhibit Galleries with musical instruments, storyboards, touchscreens, mini-theatres and audio-video kiosks, a Learning Centre with regular classes and workshops, and much more. With themes ranging from the legends of Bollywood to folk music from around the country, to classical maestros and indie rock bands, the IME covers the entire spectrum of Indian music, from the traditional to the contemporary. The IME is designed to the best international standards and is housed in a beautifully constructed contemporary building surrounded by greenery. In addition, the IME houses an alfresco café, featuring a delectable selection of Indian and international fare. The Gift Store at IME features a product suite of aesthetically crafted products that are inspired by themes from the museum.

Testimonials

- Hon. Prime Minister Narendra Modi has written a glowing letter of appreciation, saying "the vision behind the museum is laudable".
- "Visiting this museum can bring back lot of memories and enlighten us with knowledge of music. It will go a long way in making people interested in music" – Tabla maestro Zakir Hussain
- "The museum is an educational and interactive repository of Indian music creations from ancient to modern times; they have showcased our music in a beautiful and magnificent way, which is unparalleled" – Shri Mohan Bhagwat, Head of RSS, written in the visitors' book at IME
- "You are fortunate to have the Indian Music Experience in your country. Word is spreading that the IME is a 'must see' when visiting India" – Bob Santelli, Founding Director, GRAMMY Museum

Other initiatives over the years:

- Brigade set up **Construction Technology Vocational Training Centre**, in association with NICMAR. CTVTI provides professional training to skilled and semi-skilled workers in the construction and allied industries. (With a shift in NICMAR's focus to management education, Brigade is in the process of re-starting CTVTI on its own).

- Brigade Group took the initiative in strengthening the road infrastructure by the Development and formation of 2.4-km long and 50-65 feet wide road stretch of the further extension of 24th Main in J.P. Nagar costing Rs 35 million. In appreciation of this gesture the civic authorities concerned have renamed the road “**Brigade Millennium Road**”.
- Brigade Group instituted an annual state-wide Young Achiever Award, in association with Rotary International. The award is open to both individuals and teams, the only requirements being that applicants have to be below 25 years of age and residents of Karnataka. The award has been instituted to recognise and encourage the achievements of young people in professional, cultural, social or other specific areas of endeavour.
- Brigade has contributed statues of **Swami Vivekananda, Mahatma Gandhi and Sir M. Visvesvaraya** to the Bangalore cityscape.
- Re-development of Yeshwantpur Police Station at the request of the Commissioner of Police, Bangalore.
- Brigade **redeveloped the 3-acre Sangolli Rayanna Park at Malleswaram** as a contribution towards improving the quality of life of people there. This park was a dark and desolate space, with barely space to walk around or relax and had become the haunt of unsavoury elements. In discussions with the BBMP, this park was resurrected from dereliction. From the scores of people at the park each day who come for walks, to exercise etc. the effort has been well appreciated.
- Brigade **redeveloped the 5-acre Nadaprabhu Kempegowda Playground in Subramanya Nagar, Malleswaram** as a contribution towards community development through sporting activities. The Playground has a range of sporting activities, from a skating rink to a 200-metre racetrack to a basketball and volleyball court.
- Brigade Group joined hands with the NGO- Tropical Research Development Centre (TRDC) for **rejuvenating and restoring the Sitharampalya Lake in Whitefield**.
- Most of the roads in Bangalore are choking with traffic and it is difficult for pedestrians to cross the roads, more so during peak office hours. Dr Rajkumar Road also was no exception. With the Metro work, expansion of the road and fast-moving traffic, pedestrians had to wait long before they could find space to walk across. It was for this reason that Brigade Group, with the support of Bruhat Bengaluru Mahanagara Palike (BBMP) constructed this skywalk across Dr. Rajkumar Road, a first-of-its-kind skywalk with escalator in Bangalore.
- **Tree Planting - 50K Trees planted**
Brigade had pledged to plant 30,000 trees in Bangalore during our 30th Anniversary celebrations and we have now completed the task by planting over 50,000 trees and helping provide the city with the much-needed green cover. Our efforts have borne fruit; the native and indigenous trees that were carefully chosen are growing well. And all the trees are closely monitored during their early years of planting, and therefore the survival rates are very encouraging.
- **Beautification of Bangalore**
In association with The Ugly Indian (TUI), Brigade Group has beautified the pillars at Anand Rao circle— opposite Holiday Inn Express, Racecourse, Sandal Soap station metro pillars,

Bellary Road flyover pillars – opposite Brigade Opus and Brigade Magnum, Mekhri Circle underpass and IISC underpass.

- **Bengaluru Margadarshana** – Brigade Group, in collaboration with The Ugly Indian (TUI) and BBMP, has created Bengaluru Margadarshana, a first-of-its-kind walk-through map of major roads and junctions of Bengaluru city. The CSR initiative, also showcasing Bengaluru's growth over the last five centuries, is part of the company's ongoing efforts to beautify public spaces and give back to society.