

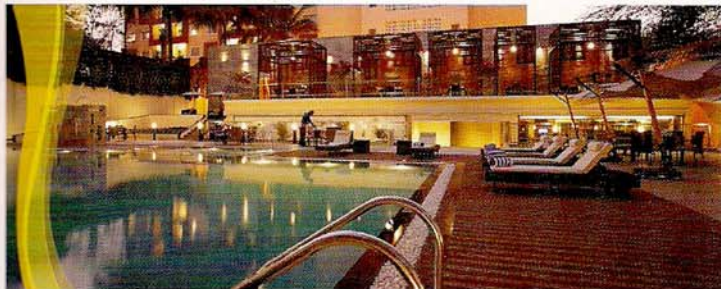
February '09
FOR PRIVATE CIRCULATION ONLY

BRIGADE Essence


**BRIGADE
Hospitality**

At your service... always!

MERCURE HOMESTEAD RESIDENCES



More pictures on Page 2

In collaboration with Accor Hospitality, the French hospitality giant, Brigade Hospitality has launched Bangalore's first ever co-branded serviced residences project. Accor Hospitality is one of the largest hotel brands in the world. The contemporary Mercure Homestead Residences is located in the up-market residential area of Koramangala, within 5 km of major corporate businesses and IT parks. Located close to the city centre, just 40 km from the airport, this Bangalore hotel features 126 extremely spacious, well-equipped apartments, and offers first-class facilities with Wi-Fi internet, restaurants, a gym, pool and a spa with treatment rooms. Ideal for long stays, Mercure Homestead Residences Bangalore is perfectly placed for business and leisure.

Mercure Homestead Residences also features an all day dining facility, 12th Main. 12th Main will provide a unique experience in food and beverages and will be a benchmark in terms of quality, consistency and creativity. 12th Main will showcase Mediterranean, Asian and regional cuisines with emphasis on freshness and creative plate presentations which will be distinctly unique in all its offerings.

For more details, please log on to www.mercurehomestead.com.



L to R:

Daniel Tannenbaum - Regional Director - Sales & Marketing, India - Accor
Keshav Pai, CFO, BHSL, **Vineet Verma**, CEO, BHSL, **Githa Shankar**, Chair Person, Brigade Foundation, **M. R. Jaishankar** - MD, Brigade Group, **Ashwin Shirali** - (behind Mrs. Jaishankar) - Regional Director Human Resources - India, **Phil Logan** - General Manager Development, **Venkatesh Gomatam** - Regional Director - Finance India, **Vinay Gupta**, General Manager, Mercure Homestead Residences.

MYSORE SPORTS CLUB NOW AFFILIATED TO THE WOODROSE CLUB!

We are proud to announce that Kanteerava Narasimharaja Sports Club Mysore, which was started as the Mysore Sports Club in the year 1933 by His Highness Sri Jayachamaraja Wadiyar Bahadur, Maharaja of Mysore, has been added to our list of affiliate clubs.

The club, which celebrated its Platinum jubilee in Sep '08, was and still is patronized by the members of the Royal Family & the who's who of Mysore. Facilities include an indoor Badminton court, a newly constructed swimming pool, bar and restaurant. The Club is open only for its members and their guests.

So the next time you visit Mysore and wish to see one of the City's oldest institutions, just present your Woodrose Club membership card and enjoy your day of leisure!

Sri Kanteerava Narasimharaja Sports Club (Mysore Sports Club)
Tel: 0821- 2520743/ 2442520

FROM THE CEO'S DESK

Dear Guest,



Please accept our best wishes, though belated, for the New Year. We hope 2009 is a happy and safe year for all of us.

2008 has been a fairly forgettable year for most of us and the situation has seen very little improvement especially for the hospitality & tourism sectors.

We are indeed happy that our State Government has taken a serious note of the present scenario and has announced some relief in the recently announced state budget, where the rates of luxury tax have been reviewed on both hotels and on banquet halls. This is indeed heartening and we sincerely believe that our Government will continue to extend its fullest support and understanding in the matter.

On a happier note, we are pleased to announce that Brigade Group has been identified by Forbes Asia as one of the 200 'Best under a \$ Billion' Companies in the Asia Pacific region.

Brigade Hospitality has started the new year with the launch of its latest addition to the Brigade Homestead chain – Mercure Homestead Residences, in collaboration with the internationally renowned Accor Hospitality. We invite you to be our honoured guests at this world-class facility.

Our compliments to celebrity mixologist, Shatbi Basu, on making a mark for herself in the male-dominated bartending industry. Read more about her experiences and journey to success in her article in 'Celebrity Speak.'

We look forward to receiving your feedback and suggestions to help us improve our services and facilities.

Warm regards,
Vineet Verma
Chief Executive Officer
Brigade Hospitality

GUEST COMMENTS

"We engaged the venue for my daughter's wedding. I must commend Brigade Hospitality for the very contemporary and world-class facility. The rooms compare well with 5-star hotels. The ambience is excellent and all our guests spoke appreciatively of the facility. Many were not aware of the existence of such a facility. The assistance provided by the management and the staff is indeed commendable."

- Guest, MLR Convention Centre

"Brigade Homestead became my home away from home for 6 months. From the very first day to the very last day, the staff was always very courteous and made every effort to fulfill any request I might have had. From special food requests to getting me a fan for my apartment, to resolving a particular internet issue I was having to providing a cab to the airport during the taxi strike, the staff always went above and beyond to help me out. Because of their high levels of service, I often told them that I would rather stay at Brigade Homestead than the Taj, when in Bangalore. Thank you for making my stay as pleasant as possible."

- Mr Tony Singer, Guest, Brigade Homestead

Continued from Page 1 Mercure Homestead



Our team at Mercure Homestead

MUSIC FROM BRIGADE

For the last two years, Brigade has brought out an annual collection of vintage Hindi film songs, in association with HMV. Our CDs have been greatly appreciated by thousands of recipients.

This year, we have released a double album of 22 unforgettable songs in English and Kannada (eleven songs each).

TRAVEL THE WORLD WITH OUR 2009 CALENDAR

The theme of the annual Brigade calendar has always revolved around Karnataka: its arts, culture, heritage, flora and fauna. But the 2009 calendar travels further afield, visiting 'twelve great cities of the world'.



The 2009 calendar offers twelve breathtaking cityscapes, along with interesting information about their history, culture and their relevance in the world today. So join us as we journey to twelve of the world's most memorable cities.

ECO-FRIENDLY ESSENCE

Those of you who wish to receive e-copies of our newsletter, Brigade Essence, are requested to send us an e-mail with your **complete e-mail address** to essence@brigadegroup.com. We thank you for helping us conserve nature.

Celebrate! With Brigade Hospitality

In Bangalore, we bring you two lovely locations with multiple venues.



MLR Convention Centre:

- Banquet Hall
- Buffet Hall
- Auditorium
- State-of-the-art kitchen
- Accommodation arrangements between 10 & 100 rooms
- 1.5 acres of open ground (optional)

The Woodrose Club:

- The Blue Room
- Open-air
- Terraced courtyard
- Guest rooms

Ph: +91-80-4199 5999/4018 2222 enquiry@woodroseclub.com
www.woodroseclub.com

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www.woodroseclub.com



Celebrity Speak



She kick-started her career as a trainee chef with Centaur, Mumbai, in 1980. Since then, she has held a range of positions in the creative field (related to hospitality in some way or the other) ranging from training & conducting workshops on wine appreciation, mixing cocktails and bartending, freelance journalism being a columnist for various related publications to being a consultant to many hotel management institutes. She has also authored the first comprehensive guide to alcoholic beverages and cocktails relevant to Indian conditions - The Can't Go Wrong Book Of Cocktails and is the founder of the first-ever platform for bartenders in India, STIR - The Official Meet For Bartenders, a seminar cum competition for professional, student and amateur bartenders. One of her most recent assignments includes hosting & acting as content advisor to NDTV for the show 'In High Spirits' on the NDTV Good Times Lifestyle channel.

Ms Shatbhi Basu, Celebrity Mixologist

Bartending sort of happened to me. I started out wanting to be a Chinese chef. But professional kitchens then were not very happy with women invading their domain. And so I quit to work in restaurant operations. That's when I discovered that my practical knowledge of the bar and making cocktails was quite poor. That knowing a recipe was quite different from actually making a drink. It was also the time when very few international products were easily accessible. Bartenders already in business were not happy about sharing information or skills and so, learning was difficult. Hence, it became a challenge and a mission to find out as much as possible and be the best I could be. In fact, I learned to be a bartender after I was already a manager!

I have not had any negative experiences working behind the bar. I think the way you work, your body language, the way you carry yourself, and show control and confidence in what you do helps you command respect. Most guys would tend to ignore me completely initially. That would soon turn to curiosity, then even awe. Women would come tell me how terrific it was to see a woman behind the bar. Foreign guests were simply pleasantly surprised to find someone like me in the bar.

I think bartending is a strange mix of art, science and technique. It keeps you young and contemporary. It gives you a great environment in which to work. It allows you the flexibility of creative process. If you have a passion for this kind of stuff, pursue it. As a bartender, you are a person in your own right. Someone. Not just one of the crew! You need to have the ability to rise above the ordinary. Beyond customer expectations. People ask me how it feels to be a woman in a man's world. I don't think I have done anything special or outstanding or courageous as a woman at all. I have done all that as a professional - chose to tread the untried path and to break some barriers. Anyone can do that if you like a challenge and have the passion.

Makara Sankaranthi & Lohri Celebrations at our clubs The Woodrose and Augusta

Celebrations have been aplenty at The Woodrose and Augusta Clubs in J.P. Nagar. 2009 began on a grand note with celebrations to mark Makara Sankaranthi and Lohri.



The clubs also host conferences and events at the venue. Those interested are requested to contact:

Col. Beniwal, Manager - Augusta Club at 97400 29981 or e-mail him at beniwal@augustaclub.in

Abdur Rehman, Sales - Woodrose Club at 90083 88114 or e-mail him at rehman@woodroseclub.com

The New Year's Bash at The Woodrose



The Woodrose celebrated New Year's Eve in a grand manner and maintained its record of bettering the previous year's celebrations! DJ Jiten and MC Shabbir added life to the evening.

Axis Bank ATM now at The Woodrose



Axis Bank opens one of its ATMs at The Woodrose on Thu, 15 Jan '09. The ATM was inaugurated by Mr. Vineet Verma, Chief Executive Officer, Brigade Hospitality.



A BRAND NEW YEAR AT BRIGADE HOSPITALITY!

Our Upcoming Clubs

Galaxy Club @ Brigade Gateway



Regent Club @ Brigade Metropolis



The Brigade International School near Brigade Metropolis

The Brigade Foundation announces the opening of The Brigade International School near Metropolis, for the academic year 2009-2010. Located at Mahadevpura, Whitefield Road, near Brigade Metropolis, the school will open with classes extending from Nursery to Standard 7. The school will offer a choice of the International General Certificate of Secondary Education (IGCSE) or the Indian Certificate of Secondary Education (ICSE) programmes.

The non-residential, co-educational school will offer the academic environment and infrastructure needed to ensure that student life is a truly international experience.

Brigade Foundation, 34, Cunningham Road, Bangalore 560 052.
Mobile: +91-98804 05430 / 97400 13024 brigadeschools.org

What's happening at Brigade Hospitality?

- You can now book your stay at any of our Brigade Homestead Serviced Residences by logging on to www.homesteadbangalore.com. Alternatively, you can also send us an e-mail to enquiry@homesteadbangalore.com stating your requirements and we will get back to you immediately.
- For booking your stay at Mercure Homestead Residences, Koramangala, please log on to www.mercurehomestead.com.
- For booking venues for banquets/corporate events and to avail of special benefits / discounts, please write to us with details of your requirements at rehman@woodroseclub.com.
- MLR Convention Centre is offering special discounts and combination packages for all wedding-related events, till 30 June '09. For more details on the same and to make a booking, please write to ramesh@woodroseclub.com.
- To get regular updates about our ongoing promotional offers at Brigade Homestead Serviced Residences / The Woodrose Club / Augusta Club / The MLR Convention Centre, please write to us at essence@brigadegroup.com with a brief note about yourself, your complete postal address and contact information (e-mail, fixed line tel. no and hand phone no.) and we will include you in our mailing lists.
- We look forward to receiving your feedback / suggestions at essence@brigadegroup.com.



Is this a garden complex or a residential project?

BANGALORE

Brigade Petunia
Jayanagar - Banashankari
Premium 3 and 4 bedroom residences
3150 sft - 4500 sft

Brigade Metropolis
Mahadevpura
40-acre integrated enclave with landscaping around the residential towers.
2 and 3-bedroom luxury apartments
1290 sft - 1960 sft
Furnished residences 1-bedroom - 800/830 sft and 2-bedroom 1290 sft

Brigade Courtyard
HMT Main Road
Where every apartment has a private terrace.
2 and 3-bedroom luxury apartments
1240 sft - 1820 sft

Brigade Gateway
Malleswaram - Rajajinagar
40-acre lifestyle enclave with a host of facilities, all within walking distance.
2, 3 and 4-bedroom luxury apartments
Furnished residences 1, 2, 3 bedroom
590 sft - 2420 sft

Brigade PalmSprings
Brigade Millennium Road, J.P. Nagar
The best option in its class.
Exclusive 3-bedroom luxury apartments
1730 sft - 1850 sft

Launching soon!
Brigade crescent Nandidurg Road
premium 3- and 4-bedroom luxury apartments
4100 sft - 4160 sft

MYSORE

Brigade Solitaire, Near Lalitha Mahal Palace
2 and 3-bedroom luxury apartments
1330 sft - 1810 sft

Brigade Citadel, Yadavagiri
3 and 4-bedroom apartments
2930 sft - 3860 sft

Brigade Horizon, Siddhartha Layout
2 and 3-bedroom apartments
1290 sft - 1950 sft

Ready to move in!

Brigade Lakeview, BTM Layout
3 and 4-bedroom premium apartments
2100 sft - 3350 sft (few units left)

Brigade Odyssey
Convent Road - Richmond Town
Exclusive 3 bedroom apartments
2090 sft & 2200 sft

For corporate enquiries contact:

Nandan - 97400 13011
John - 97400 13063

BRIGADE ENTERPRISES LIMITED, Hukil Brigade Centre
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Fax: +91 80 4137 9320 SMS: BRIGADE to 56767
enquiry@brigadegroup.com brigadegroup.com

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BRIGADE GROUP
For a better quality of life

BRIGADE
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