

BRIGADE INSIGHT

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The newsletter of the Brigade Group
December 2025

*Freedom Fighters
Memorial*



*Indian Music
Experience
Museum*



*From Saplings
to a Sanctuary*



*Venkatappa
Art Gallery*



*Better is the legacy
we leave behind.*

A Humble Tribute to India's Freedom Struggle

Freedom Fighters Memorial

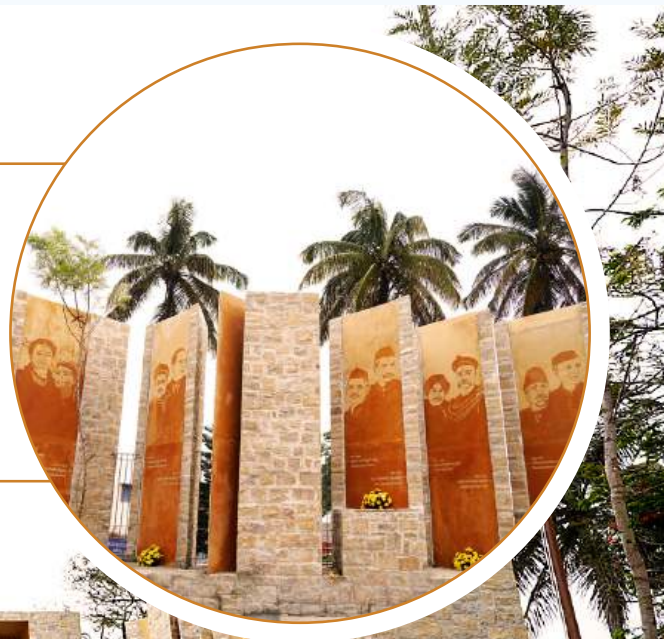


Shri. K J George, Hon'ble Minister for Energy and District In-charge Minister for Chikmagalur, GoK, alongside Lifetime Trustee-Brigade Foundation & Executive Chairman-Brigade Group, M R Jaishankar, and other local & Govt. officials at the lamp lighting ceremony.

At the heart of Chikmagalur, stands the Freedom Fighters Memorial – a powerful tribute to India's relentless struggle for independence and the countless heroes who gave their lives for the nation. Located at Hosamane Circle, this landmark is more than a monument; it's a timeless symbol of sacrifice, resilience, and pride. Designed to ignite patriotism and inspire young minds, the memorial reminds us that freedom was hard-earned – and its legacy lives on.

The memorial was inaugurated by Shri. K J George, Hon'ble Minister for Energy and District In-charge Minister for Chikmagalur, Government of Karnataka, in the presence of several other government dignitaries on Gandhi Jayanthi, October 2, 2025.

On entering the memorial, visitors ascend a series of stone steps leading to a striking mural of Mahatma Gandhi in his iconic spinning wheel pose, surrounded by vertical follies, some adorned with golden yellow stone panels featuring India's freedom fighters, and evoke the independent future they envisioned.





The vertical stone etches feature prominent freedom fighters, among them being Pt. Jawaharlal Nehru, Subhash Chandra Bose, Sardar Vallabhbhai Patel, Chandra Shekhar Azad, Bal Gangadhar Tilak, Lala Lajpat Rai, Lal Bahadur Shastri, Dr. Rajendra Prasad, Dr. B R Ambedkar, Gopal Krishna Gokhale, Maulana Abul Kalam Azad, Rani Lakshmi Bai, Mangal Pandey, Bhagat Singh, Dadabhai Naoroji, Nana Saheb, Rani Abbakka Chowta, Kittur Rani Chennamma, Vinayak D Savarkar, and Kadidal Manjappa.



Our freedom struggle was built on the ideals of courage, unity, sacrifice, and above all, hope. Father of the Nation, Mahatma Gandhi once said, 'The best way to find yourself is to lose yourself in the service of others'. The men and women of our freedom movement embodied this spirit – they placed the nation above self. This memorial is our humble way of ensuring that these values remain alive for generations to come. When people, particularly the younger generation walk through these gates, we want them to pause, reflect, and get inspired.



Scan the QR code
to watch the film.

- M R Jaishankar

Executive Chairman, Brigade Group & Lifetime Trustee, Brigade Foundation

The memorial is the perfect place for citizens to pause, reflect, and engage with the legacy of India's freedom movement, not as history, but as a continuing call to action. It embodies Brigade Foundation's commitment to civic engagement, cultural preservation, and nation-building.

100,000 Trees for a Greener Bengaluru

In a conscientious step toward ecological enhancement and community well-being, Brigade Foundation launched a landmark tree planting drive, **From Saplings to a Sanctuary**. This initiative stems from Brigade Group's Urban Forest philosophy, reinforcing our commitment to a sustainable future with 100,000 new trees being planted, on top of the 100,000 already flourishing across Bengaluru.

Symbolically inaugurated by Shri. M B Patil, Hon. Minister for Large and Medium Industries & Infrastructure Development, GoK, in the presence of Shri. K H Muniyappa, Hon. Minister for Food & Civil Supplies, GoK, and other dignitaries, this marks the beginning of what is certain to be a lush forest in the years to come.

These saplings will be planted in and around Brigade Group's project in Bengaluru's KIADB area, with the aim to reinforce these landscapes as thriving ecological reserves. Brigade Foundation has partnered with Bengaluru based Vanantara, an ecologically focused firm to carry forward this initiative.



Inaugurated by Shri. M B Patil, Hon. Minister for Large and Medium Industries & Infrastructure Development, GoK, Shri. K H Muniyappa, Hon. Minister for Food & Civil Supplies, GoK, in the presence of M R Jaishankar, Lifetime Trustee-Brigade Foundation & Executive Chairman-Brigade Group.

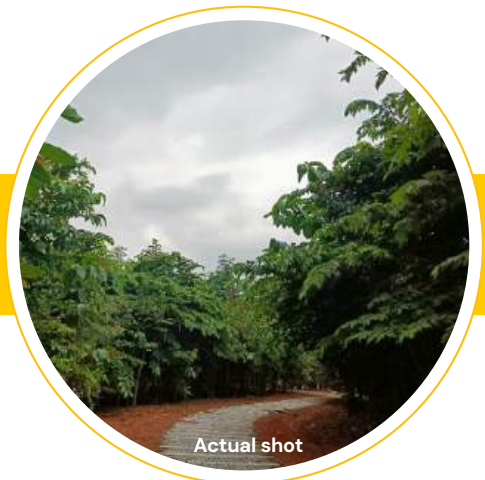
Brigade has also followed the **Miyawaki method of urban forestry**, creating dense, self-sustaining urban forests in Brigade projects.



Brigade Tech Gardens



Brigade Cornerstone Utopia



Brigade El Dorado



Our Bengaluru has always been known as the Garden City. Through this initiative, Brigade Foundation has shown how to balance development with environmental responsibility. It has made a meaningful contribution to the very idea of the Garden City. Usually, people expect someone else to come forward and do something good for the environment, but Brigade Group has demonstrated that protecting the environment is our own responsibility, something we must take up ourselves.



- **M B Patil**

Hon. Minister for Large & Medium Industries & Infrastructure Development, GoK



New and Improved

Venkatappa Art Gallery



Experience the story
behind transforming
this space into what
it is today.



Scan here



The restoration of Venkatappa Art Gallery reflects Brigade Foundation's commitment to preserving art and heritage to foster creativity and community engagement. The initiative marks a significant milestone in the preservation of Karnataka's artistic heritage while ushering in a new era for contemporary artists and art enthusiasts alike. Our Executive Chairman, Mr. Jaishankar has been instrumental in driving this philanthropic effort, ensuring that the Gallery continues to serve as an invaluable platform for Karnataka's artistic community. Brigade Foundation stepped forward in March 2024 to restore and modernize this iconic building.

Using our construction expertise, we carried out a complete hands-on transformation, reviving every detail – from the water body to the visitor spaces – with care and precision.

Today, the Gallery has been renewed with purpose. Inside, exhibitions celebrate Karnataka's iconic artists alongside rotating collections, and a dedicated restoration room offers visitors a close view of art preservation in progress. For us, this was more than a renovation – it was about safeguarding heritage and creating a vibrant cultural hub for the community.



A Few Thoughts

M R Jaishankar

Executive Chairman, Brigade Group

At last, the Central Government's GST Council reduced the GST rates on many products in October. Thankfully, the GST on basic construction materials such as cement has been lowered from 28% to 18%. Cement is no longer considered a 'luxury or sin' good. I am sure rationalised GST rates will boost consumption and over time will bring more revenue to the government.

RBI's reduction in interest rates is also a step in the right direction and should result in increased industrial activity, and demands for goods due to lower borrowing cost. Government at the centre needs to be applauded for controlling inflation to one of the lowest rates in a long time. What is of concern in spite of higher GDP growth rate of

8.2% in Q2, is a kind of uneasiness that is persisting in the economy. Rupee has depreciated substantially in recent times, and foreign investors are not showing the required confidence in our economy – probably due to delay in trade agreement between Bharat and USA, and also due to 'not so palatable' actions, almost on a daily basis, by the leader of the largest economy in the world. However, we have to give credit to President Trump for bringing down the intensity of war between Israel and Palestine, resulting in hope for normalcy to return.

At the city level, the much discussed and highly debatable action to split BBMP into five individual corporations under the GBA (Greater Bengaluru Authority) has become a reality. There is enough and more confusion for the citizens and the businesses. One can only hope and pray the decision to split is a wise decision.

Bengaluru city is receiving a lot of flak for poor quality of roads and unmanageable traffic, resulting in 'bad press', apart from loss of productivity and threat of few IT companies moving out of the city. A population growth of nearly 3% per annum and an addition of 60,000 vehicles per month is a nightmare even to a proactive civic authority. The magnitude can be realised if one knows that Bengaluru adds the equivalent population of Seattle city every two years.

Citizens can only hope and pray that the State Govt. comes with solutions by way

of big improvement in infrastructure of the city, and by creating social infrastructure and business opportunities in all district headquarters of Karnataka to help decongest Bengaluru city.

While 'ease of doing business' is much talked about, the reality is that, year after year, it is becoming tougher to do business with increased compliances, more rules, and frequent tinkering of regulations. Number of our project launches are delayed due to delay in receipt of approvals. Bengaluru badly needs a new master plan. The previous one expired in 2015. A fast growing city requires a dynamic and forward-looking plan, at least till 2047.

Our subsidiary Brigade Hotel Ventures Ltd. (BHVL), came up with a successful IPO in July 2025, though it is a crowded market for raising equity funds. The funds raised will surely help BHVL to more than double the key count by 2030 from the existing 1600 keys.

Our 'not-for-profit' trust, Brigade Foundation, is proud to have set up a one-of-a-kind 'Freedom Fighters Memorial' in my hometown Chikmagalur. It's very unique and worth a visit by the general public and tourists. Brigade Foundation has also launched a 'Saplings to Sanctuary' initiative to grow 1 lakh trees in Aerospace Park, KIADB in Devanahalli.

As we enter the new year, I wish all the readers a happy and peaceful 2026, with more sweetness and less bitterness, just as we pray during the festival of Ugadi. ■

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RESIDENTIAL
Bengaluru

BRIGADE
AVALON

Heritage Meets
Modern Living



3.5 & 4 BHK apartments



4.16 acres



Whitefield Main Rd., Bengaluru



Inspired by agrarian roots and the grace of heritage architecture, this enclave offers a rare harmony of nature and design. Every detail draws from the timeless elegance of colonial-era homes, reinterpreted for contemporary living.

Across three towers, 206 premium residences create a sanctuary of sophistication – where expansive views, curated landscapes, and thoughtful amenities come together to elevate everyday life.

Seamlessly connected to East Bengaluru's vibrant Whitefield, this address blends tranquillity with urban convenience.



Scan here for a glimpse of the project.

Artist's impressions

Premium Living, Perfectly Connected

BRIGADE
LAKECREST



1, 2 and 3 BHK apartments



5 acres



Old Madras Road, Bengaluru



Brigade Lakecrest introduces refined urban living on Old Madras Road, Bengaluru. Four elegant towers rise amidst expansive green spaces and tree-lined walkways, creating a serene retreat within the city.

Thoughtfully designed zones for leisure, wellness, and community complement premium amenities, offering a lifestyle that balances connectivity and calm. With proximity to IT hubs like Whitefield, Marathahalli, and KR Puram, shorter commutes are a given. The Baiyappanahalli-KR Puram metro line ensures seamless access across the city, blending convenience with value.

Set in a dynamic neighbourhood where urban sophistication meets community warmth, Brigade Lakecrest is the ideal address to live, work, and grow.

Visit www.BrigadeLakecrest.com to know more.

BRIGADE
ETERNIA



3 & 4 BHK apartments



14 acres



Yelahanka, Bengaluru

Brigade Eternia, set in the heart of Yelahanka, offers spacious homes with serene views and a vibrant central courtyard – a multi-functional hub designed for connection and activity. Expansive green spaces and world-class amenities create an inspired living experience.

Living at Brigade Eternia means enjoying the best of Yelahanka – a neighbourhood that blends tranquillity with unmatched connectivity. With Kempegowda International Airport, NH 44, and the upcoming Metro close by, every destination is within easy reach. Add to this leading schools, healthcare, and business hubs, and you have a location that keeps convenience at your doorstep while offering a peaceful retreat from the city's bustle.




Visit www.BrigadeEternia.com to know more.



Artist's impression

Luxury Living in Chennai

BRIGADE
ICON




-  3, 4 & 5 bed residences
-  5 acres
-  Mount Road, Chennai



Brigade Icon offers a rare chance to own an iconic address in the heart of Chennai. This mixed-use development blends premium residences with signature commercial and retail spaces, creating a destination that elevates every aspect of life.

Living here means unmatched convenience. Brigade Icon is set on the iconic Mount Rd. (Anna Salai) – one of Chennai's most prominent and historic thoroughfares. Stretching from Marina Beach in the North to Guindy in the South, it serves as a vital artery connecting key city areas. Its strategic location, rich cultural heritage, and modern infrastructure make Mount Road a highly sought-after destination for homebuyers and investors alike.

BRIGADE
altius

-  3, 4 & duplex apartments
-  6.5 acres
-  Sholinganallur, Chennai

Brigade Altius, located in Sholinganallur – Chennai's IT corridor, is poised to become a landmark development in the region. Featuring three iconic towers soaring 43 storeys high, elegantly linked by a spectacular skybridge, the project offers luxurious sky residences with panoramic views, visionary architecture, and world-class amenities – crafted for those who seek the pinnacle of elevated living.

Living at Brigade Altius means enjoying the best of Sholinganallur – a thriving IT hub that combines convenience with lifestyle. With excellent road networks, strong infrastructure, and the upcoming metro extension, connectivity across Chennai and beyond is effortless. Surrounded by tech parks, corporate offices, schools, healthcare, and entertainment, this is where luxury living meets a dynamic, well-connected neighbourhood.

Visit www.BrigadeAltius.com to know more.





A Landmark in the Making



3, 4 & 5 bed residences



10 acres



Kokapet, Hyderabad

Building on the success of Brigade Gateway in Bengaluru, we are bringing a similar landmark development in Hyderabad. Brigade Gateway at Neopolis, Kokapet – set in the prestigious Western Corridor – is poised to become the city's most comprehensive first mixed-use destination.

This iconic project will feature:

- World Trade Center Hyderabad
- Brigade Residences
- InterContinental Hotel with over 300 rooms
- Orion Mall, a premier retail hub

Brigade Gateway Residences, among the tallest towers in Hyderabad, will offer 600 premium homes designed for privacy and comfort. Expansive living decks provide panoramic views, while wide corridors and the absence of common walls ensure unmatched exclusivity.

Luxury is woven into every detail – from high-end fixtures and marble flooring to double-glazed windows. Residents will also enjoy an exclusive 50,000 sq. ft. clubhouse for leisure and recreation.

The commercial tower will include the 22-floor World Trade Center (the 5th one to be built by Brigade), Orion Mall, the 12-floor InterContinental Hotel – creating a vibrant eco-system for work, living, and entertainment.

Designed to redefine urban living and working in Hyderabad, this integrated ecosystem brings together luxury residences, world-class hospitality, premium retail, and cutting-edge commercial spaces, setting it to become the city's most iconic address.



Watch the Brigade
Gateway film here.

RESIDENTIAL

Bengaluru North

Under Construction

BRIGADE INSIGNIA

Yelahanka

3 BHK 2145-2481 sq.ft | 4 BHK 3066 sq.ft | 5 BHK 4137 sq.ft



Under Construction

EBONY AT BRIGADE ORCHARDS

Devanahalli

3 BHK 1897-2014 sq.ft | 4 BHK 2365 sq.ft



Bengaluru East

Plotted Development



BRIGADE CHERRY BLOSSOM (PHASE 1)

Khajihosahalli

30x40 1200 sq.ft | 30x50 1500 sq.ft

Under Construction



BRIGADE CITRINE

Old Madras Road

3 BHK 1548-2000 sq.ft | 4 BHK 2528 sq.ft

Bengaluru South

Under Construction



Artist's impression

BRILLIO AT BRIGADE VALENCIA

New Electronic City, Hosur Road
3 BHK 1701 sq.ft | 4 BHK 2491 sq.ft

Chennai

Ready-to-move-in



Actual shot

DESTINO AT BRIGADE XANADU

Mogappair
1 BHK 682 sq.ft

Nearing Completion

**NEBULA AT BRIGADE RESIDENCES
AT WORLD TRADE CENTER**

Perungudi
1 BHK 984 sq.ft | 2 BHK 1465 sq.ft



Artist's impression

Upcoming Projects

Senior living, **Brigade Orchards** | Mixed-use township, **Devanahalli** | Premium apartments, **Budigere** |
Senior living, **Brigade Meadows** | Senior friendly homes, **Banashankari** | Plots, **Bengaluru-Mysuru Expressway** |
Premium apartments, **Bogadi, Mysuru** | Premium apartments, **Moti Nagar, Hyderabad** |
Signature apartments, **Velachery Chennai** | Premium apartments, **JW Golf Club Road, Mysuru**

Brigade Showcase Chennai



Since debuting in Bengaluru in 2009, Brigade Showcase has grown into a trusted platform, with 18 successful editions to date. With the launch of the Chennai edition, we are reinforcing our presence in this market and our intention to continue expanding our portfolio here.

By bringing the legacy of Brigade Showcase to Chennai for the very first time, we are reiterating our long-term commitment to this city. With a planned investment of ₹8,000 crores over the next six to seven years, and a strong pipeline of developments, we see significant opportunity to contribute meaningfully to Chennai's evolving urban landscape.



- Pavitra Shankar
Managing Director, Brigade Group

Having successfully conducted 18 editions of our flagship property exhibition in Bengaluru, we held the first-ever 'Brigade Showcase' in Chennai this year. The event presented Brigade's portfolio of developments in the residential and commercial real estate segments across the cities of Chennai, Bengaluru, Hyderabad, and Mysuru under one roof. Attendees had access to the complete range of Brigade properties, including new launches and completed projects, as well as rental, resale, and interior offerings. The event also featured limited time offers, including additional booking benefits.

The Chennai and Bengaluru teams behind the success of the Brigade Showcase Chennai.



Melange Channel Partners Meet 2025

An opportunity to connect, share insights, and strengthen partnerships for the road ahead.



Voices of Satisfaction



On behalf of the Parkside Retirement Home community and the wider Brigade Orchards family, I wish to express our sincere gratitude to M R Jaishankar for his visionary leadership, which has transformed Brigade Orchards into one of the finest and most thoughtfully created townships in Bengaluru North.

His foresight in establishing the Parkside Senior Retirement Home nearly eight to nine years ago has given countless seniors the opportunity to live with dignity, comfort, and a deep connection to nature. Today, Parkside stands as a shining example of what compassionate planning can achieve.

Brigade's unwavering commitment to quality, community development, and thoughtful urban living has created an environment that continues to inspire all of us. We remain deeply grateful and appreciative of their constant support for the residents of Brigade Orchards and Parkside.

– **Sqn Ldr Krishnamoorthy Jayaram (Retd.)**
General Secretary, Brigade Orchards
Parkside Apartment Owners
Association (BOPA OA)



On behalf of the entire Brigade Cornerstone Utopia Kannada Sangha, we wish to extend our deepest gratitude for Brigade's unwavering support in celebrating Kannada Rajyotsava 2025.

The event was a grand success, bringing the community together to honor our culture and language. We want to emphasize that without Brigade's dedicated support, this celebration would simply not have been possible. Brigade's belief in our efforts and the resources you provided were instrumental in making the Rajyotsava a memorable and vibrant occasion for all residents.

Starting from the flag hoisting in the morning till the last event that ended at 9:40 PM, residents enjoyed every bit of it. We would also give a special mention to the Brigade EM Team, whose assistance was simply wonderful and crucial in the smooth execution of the event.

– **Kannada Sangha Committee**
Brigade Cornerstone Utopia

Refer Today, Reap the Benefits

Help friends find more than a home – introduce them to a vibrant community. With Brigade’s thoughtfully designed spaces and world-class comforts, your recommendation can turn their dream into reality.

As part of Brigade Communities, our referral programme rewards you for sharing the experience you love. Beyond referrals, this initiative brings residents together through engaging events, fostering connections and a sense of belonging.

Build your close-knit community

Redeem referral points as gift vouchers

Exclusive invitations to special previews of new projects across our portfolio

Access an e-management portal for your residence

Home loan assistance through our banking partners

Explore an extensive range of home interiors and rental solutions

080 4647 4075 | salesenquiry@brigadegroup.com

Empowering Communities

The Brigade Cornerstone Utopia Estate Management Team hosted an RWA Masterclass to empower Resident Welfare Associations with best practices in administration, security, safety, and community management. Highlights included strategic insights from leadership, the launch of the RWA Handbook, and interactive sessions on legal and operational excellence.



Brigade In-House Home Loan Services

A one-stop solution for all your home loan needs, offering hassle-free door-step services by working closely with leading home loan institutions including nationalised banks.

You can reach out to our customer support at **+91 80668 86608** to know more about our home loan services.

Bank Name	ROI Starts/ Onwards	Processing Fee (+GST)	Legal & Technical
Axis	7.40% Onwards	Rs.5,000	NA
Bajaj	7.50% Onwards	Rs.5,900	NA
BOB	7.60% Onwards	Rs.4,130	NA
Godrej	7.75% Onwards	Rs.5,000	NA
HDFC	7.65% Onwards	Rs.4,000	NA
ICICI	7.65% Onwards	Rs.3,000	Rs.5,900 (inc. GST)
Indian Bank	7.15% Onwards	Rs.5,900	Rs.2,000
Navi	7.80% Onwards	NA	NA
SBI	7.60% Onwards	Rs.5,000	NA
TATA Capital	7.99% Onwards	Rs.5,000	NA
Union Bank	7.35% Onwards	NA	NA

Note: ROIs are subject to change basis REPO rate.

As of Dec 2025

Design Trends for Residential Interiors

What's Hot Now & What's Next

Lav Haresh Harjani

General Manager - Interiors, Brigade Plus

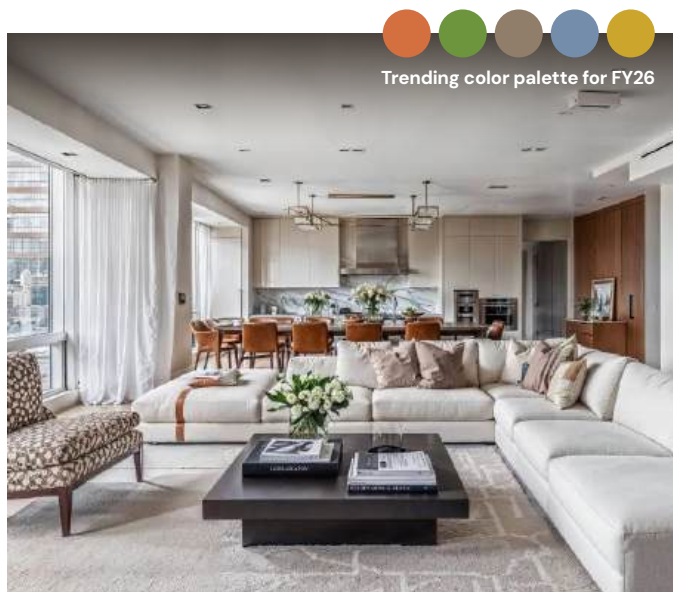


Residential interiors are undergoing a transformation, driven by changing lifestyles, technological advancements, and a growing emphasis on sustainability and wellness. The latest design trends reflect a balance between aesthetic appeal, functionality, and emotional well-being. Wellness, relaxation and comfort are the fitting buzz words for at least the next two years in Interior (home) Designing. Consumers are becoming more discerning about how long products will last and how they are made. Designs will be focused on protecting the Earth and looking at colors/ materials/ finishes that take a cue from nature.

According to a recent survey done on customer searches for home interiors, mention of the word "cozy" has increased by 35 percent compared to last year, while "nostalgia" appeared 14 percent more often. Homeowners and buyers today are looking to the past to create a sense of warmth, character, and comfort in even the most high-tech environments, indicating a comeback for "retro" themes though in modern avatars.

Sharing a few design trends that are poised to remain in vogue for the coming year as well:

Warm, Earthy Colour Palettes



Homeowners are embracing rich, earthy tones – think of terracotta, taupe, ochre, muted sage, and olive green. Brown will continue to have a major moment, offering endless versatility and a connection to nature that feels just right for the times.

Organic Modern Style Combined



The "organic modern" aesthetic blends natural textures (lime-wash walls, white oak, stone) with clean lines for a calm, sophisticated look. Imperfect finishes and handmade elements that add character and authenticity will see a substantial rise in demand. Clay-based products, natural plasters, and natural fibers will be preferred for environmental benefits. The feel of raw, untreated materials that age beautifully, giving spaces a sense of history and grounding is something that people will look forward to.

Bringing Outdoors Indoors



Trend of integrating the natural elements into the built environment to create spaces that foster well-being, tranquillity, and natural creativity. This entails the presence of organic textures, flowing forms, natural light, and indoor greenery into modern day designing of homes. When spending time indoors, consumers tend to seek out materials and designs that reconnect with nature.

Demand for Wellness Corner



There has been growing emphasis on physical and mental well-being at home. Customers will continue to seek wellness areas: yoga zones, spas, cold plunge zones, or home gyms. It is anticipated to see more requests for places that feel private and personal, like a quiet reading nook or a meditation room where one can just breathe and unwind.

Human Activity Based Design Ecosystems



More people prefer fluid living experiences, thereby, opting for design solutions which enable them to perform their jobs/ activities more efficiently and effectively. This hints towards consumers seeking multi-functional products that are high on design innovation and functionality. People are looking at designs that can help in supporting their day-to-day needs – functionally, emotionally, and aesthetically. Something that has a back story or solves multiple problems for them by facilitating multiple actions. For example, a work-from-home ecosystem that can double up as a storage unit, a room divider cum storage rack, a bed that folds into a crockery unit, thereby, saving space, to name a few.

Modular Lighting & Flexible Layouts



Lighting is set to become modular and customisable, while open floor plans will evolve into defined zones that balance privacy and functionality without sacrificing openness. The key will be lighting that adapts to your mood through thoughtful technological integration – proving that practicality can be colourful, interchangeable, and fun. Expect minimalist fixtures with sculptural forms: think lighting that doubles as art!

Big & Bold Furniture



In 2026, oversized seating will dominate interior design. While the focus remains on comfort, large sofas and chairs turn into more than just functional pieces; they also become sculptural elements within a room. This trend also resonates with the trend of larger homes being preferred by customers to reflect and pursue their lifestyle. Bold, bulky but also supporting the key ergonomic postures are going to be preferred over the sleeker sofas. Sectional sofas are slated to become an effortless focal point in living spaces.



BRIGADE+ HOME RENTAL SERVICES

Mohammed Sufiyan Khan

Asst. General Manager- Sales, Brigade Plus

The first half of FY 2025–26 saw India's residential rental market consolidate after two years of strong momentum. Across major metros, rental appreciation remained healthy in the range of 6–9% year-on-year, supported by steady leasing demand, improved connectivity, and limited ready supply in key employment hubs.

While the exuberant post-pandemic spikes have normalized, the underlying sentiment continues to be one of confidence and stability, a positive sign for homeowners, tenants, and investors alike.

Bengaluru: A Balanced Yet Vibrant Market

Bengaluru's rental ecosystem remained active, with different micro-markets showing distinct patterns based on new supply and connectivity improvements.

East Bengaluru

Strong IT employment and good social infrastructure kept demand buoyant, though new completions have balanced rental growth to around 4–6%. Quality apartments close to tech parks continue to command quick absorption, reflecting the corridor's enduring tenant appeal.

North Bengaluru

North Bengaluru was the stand-out performer this period, supported by robust leasing near the Airport and upcoming business districts. Rentals in certain prime projects appreciated by 7–9%, driven by consistent inflow of professionals and improved connectivity through the Airport Expressway and metro expansion.

South Bengaluru

Improved infrastructure, metro connectivity, and balanced supply have kept this corridor on a path of stable appre-

ciation in the 5–7% range. The area continues to attract families and professionals seeking a blend of accessibility, community living, and value. While new developments have added inventory, occupancy levels remain healthy, particularly in integrated townships and well-planned communities.

Chennai

Chennai's rental market retained its upward momentum, led by growth along OMR, Radial Road, and GST Road. Strong leasing from GCCs and IT/ITeS occupiers, combined with limited ready inventory in prime micro-markets, resulted in a 5–7% rental appreciation. Enhanced infrastructure and expanding office catchments continue to reinforce the city's rental strength.

Hyderabad

Hyderabad maintained a steady pace of growth, supported by sustained hiring in the technology and GCC segments. While new project handovers kept overall appreciation moderate in the mid-single digits, leasing remained robust across HITEC City, Gachibowli, and Financial District. The market's strength lies in its stability with healthy absorption and minimal vacancy levels sustaining positive momentum.

The Road Ahead

Across key southern markets, the residential rental sector is entering a mature growth phase, defined by stability, sustained occupier demand, and value-based appreciation. Quality housing, connectivity, and professional management are becoming decisive factors for tenants, while homeowners are prioritizing reliability and transparency in leasing partnerships.

Where Business Finds its Place

Bengaluru

Brigade Twin Towers

Yeshwanthpur



1.2 Mn sq.ft



Two high-rise towers & amenities block



IGBC Gold pre-certified



Over 60% open space



LEASE/ SALE

Actual shot

This Grade A commercial space stands as a testament to ecological design, embodying the Group's commitment to shaping a forward-looking future.

Located in the well-connected Yeshwanthpur locality, Brigade Twin Towers is ideal for tech, finance and service-based firms. As commercial office space for rent in Yeshwanthpur gains demand, Brigade Twin Towers stands out with its green credentials and future-ready infrastructure.

Bengaluru

Brigade Padmini Tech Valley

Whitefield Road



1.3 Mn sq.ft



Three blocks – Alpha, Beta & Cloud



IGBC & LEED Gold Pre-certified

Designed to meet the practical needs of modern businesses, this development is a symbol of practicality, offering an environment conducive to growth and collaboration. Situated close to the scenic 28-acre Thubarahalli Lake, the campus has been designed to integrate this natural asset, offering breakout walkways and a dedicated path that leads directly to the lakefront.

Located on Varthur Main Road, Bengaluru, it gives you easy access to the IT hub, EPIP Zone, and Whitefield, making it a practical choice to redefine success in your business.



LEASE/ SALE

Artist's impression

Bengaluru

Elysium at Brigade Cornerstone Utopia

Whitefield Road



Spread across 4L sq.ft



Grade A premium spaces



Prime locality



Within the 47-acre mixed-use township, Brigade Cornerstone Utopia in Whitefield, this premium workspace is designed to combine work, live, and play with state-of-the-art features, excellent connectivity, and sustainability. It has a vast residential development, varied retail and F&B options within. Elysium combines premium workspace design, superior connectivity, and sustainability to redefine business excellence.

Mysuru

Brigade Vantage

Vinoba Road



0.13 Mn sq.ft



Grade A specifications



Office spaces upto 65,000 sq.ft

Strategically located on Vinoba Road, Mysuru's premium commercial corridor, Brigade Vantage is set to become the preferred office destination for startups, growing businesses, and flexible office operators looking to scale in a dynamic ecosystem.

Designed as a vibrant office campus, Brigade Vantage is where entrepreneurs, professionals, and innovators come together to drive business excellence.

Adding to the convenience, retail amenities within the campus enhance the work experience, making it an ideal business hub where work and lifestyle seamlessly blend.



Chennai

Brigade Tech Boulevard

Pallavaram-Thuraipakkam (Radial Road)



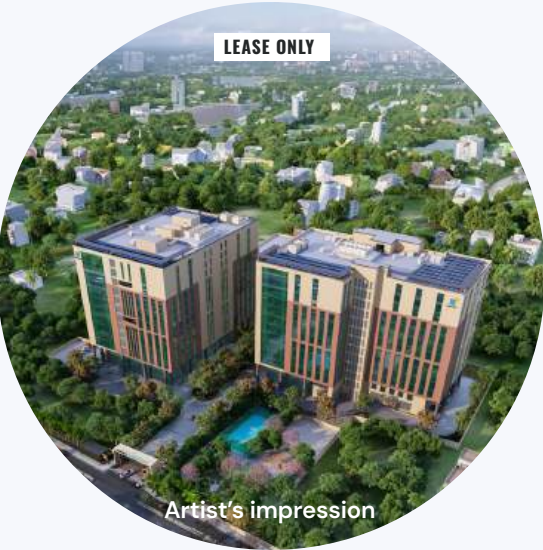
Over 5 acres



IGBC Gold Certification in progress



Closer to upcoming metro station



Strategically located in the bustling Pallavaram-Thuraipakkam corridor of Chennai, this modern IT Park seamlessly blends contemporary amenities with exceptional connectivity, making it an ideal choice for dynamic enterprises. The project offers a versatile mix of retail spaces, food courts, and optimal floor plate, catering to the business needs. With 8.36 lakh sq.ft of leasable area across two towers, Brigade Tech Boulevard is poised to be a landmark destination, following the success of Brigade's World Trade Center on OMR.

BRIGADE HRC ATRIUM

Airport Road
10 acres | Premium leasable space: 1.4 million sq.ft

Bengaluru North



BRIGADE UNITED

Whitefield Road
Floor plate: 25,000-30,000 sq.ft | Development Area: 3.2L sq.ft

Bengaluru East



Bengaluru East

BRIGADE ECO EDGE

Whitefield Road
Development Area: Upto 2 million sq.ft



Artist's impression

Kochi

WORLD TRADE CENTER KOCHI – BLOCK C

Infopark, Kochi
Floor plate: 30,000–36,000 sq.ft



Artist's impression

Bengaluru North

BRIGADE SENATE 2

Hebbal
Floor plates of ~24,000 sq.ft

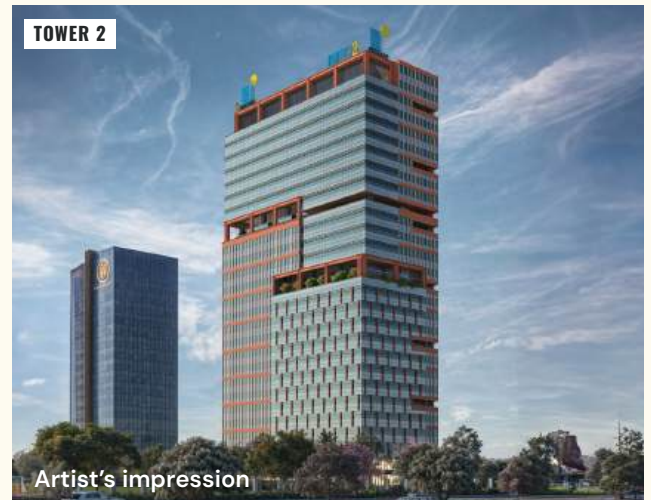


Actual shot

GIFT City - Ahmedabad

BRIGADE INTERNATIONAL FINANCE CENTER (BIFC)

Leasable area: ~4,60,000 sq.ft | Floor plate: ~22,000 sq.ft



Artist's impression

For more information, please reach out
to **1800 102 0115** or email **commercial@brigadegroup.com**

Campus Life & Culture

Bringing Nature Indoors



Celebrating Culture & Community



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1,105 posts 7,521 followers 166 following

Workspaces by Brigade
Real Estate
A range of benchmark setting commercial projects designed to evoke brilliance, since 1986.

YOU'VE WAITED. NOW, YOU CAN BELONG.

Office at World Trade Center
Hyderabad - Madhavaram

Building Office 200,000 sq ft
Grade A++ specifications
LEED Certified

While your day winds down, let this view take over.

This is a sign you've outgrown your old office.

Pick a number and follow to find your upgrade.

Where Work Finds its Rhythm

Expands in Hyderabad, 76,000 sq.ft at Mindspace Business Park



This opening marks another key milestone in the brand's strategic expansion beyond Brigade-owned developments and reinforces BuzzWorks' commitment to delivering premium managed workspaces in high demand commercial hubs. Designed around the theme of Modern Zen, the workspace combines calm, balance, and well-being with the focus and productivity of a modern office environment.

Newest Workspace at Brigade Padmini Tech Valley, Bengaluru



This workspace is designed to meet the dynamic needs of tech-driven companies expanding in East Bengaluru. The workspace blends functionality and forward-thinking design, offering an environment that resonates with the evolving culture of innovation and growth.

World Trade Center Bengaluru



A premium workspace now added, enhancing the coworking space's footprint in North Bengaluru and brings the WTC experience into a modern, well-designed workspace setting. The center offers businesses the unique advantage of being part of the prestigious Brigade Gateway campus, combining convenience, connectivity, and a global business environment.

Partners with Frido to Introduce Comfort & Wellness Rooms



Partnered with Frido, a leading ergonomic and wellness brand, in a move to enhance workplace wellness, offering state-of-the-art comfort and wellness rooms across its centres. Powered by the brand's ergonomic couches and mattresses, these rooms are designed as rejuvenation zones where members can relax, recharge, and enhance well-being during their workday.



Introduces "Sync" – Business Lounges for Meetings & Training

A new offering designed to cater to meeting and training room needs, debuting at Brigade Twin Towers, Yeshwanthpur. The lounge features an 80-seater training room, 20-seater conference room, podcast studio, and U-shaped meeting room, all equipped with the latest video conferencing technology for seamless, plug-and-play experiences.



BuzzWorks at Mindspace, Hyderabad

Where Work Feels Different

Siddharth Verma
Business Head – BuzzWorks

There was a time when offices were built to hold people. Today, they're built to hold purpose.

The modern workspace has quietly undergone a revolution, a shift from being a place we go to every morning, to becoming a place that gives back to us through its energy, its warmth, and its intent. It's where architecture meets emotion, where design meets purpose, and where the smallest of details shape the grandest of experiences.

At BuzzWorks, Brigade Group's managed Office vertical, we don't just design offices, we curate experiences. Every layout, every texture, every scent and sound is tuned to evoke a sense of ease, belonging, and inspiration. Because we've learnt that work thrives not just on Wi-Fi and whiteboards, but on how a space makes you feel.

Being part of the Brigade Group gives BuzzWorks an extraordinary edge; the ability to exist within an ecosystem that spans across hotels, retail, campuses, and conventional offices. It allows us to craft a continuum of experiences, from an interim office for a growing startup to a long-term managed space for a global enterprise. That's the advantage of being born from a brand that has built cities, communities, and trust for over three decades, we understand scale, but we never lose sight of the human.

What truly differentiates BuzzWorks is our obsession with the details that most people overlook, the aroma of freshly brewed Tata Coffee beans, the warm greeting from our staff, the music that shifts gently through the day, the plants that breathe life into every corner, and the tastefully designed wellness and play zones that remind people that work can coexist with joy.

Our partnerships are not transactional, they're thoughtful extensions of the experience we want to create. Frido brings wellness into our quiet corners, Chaayos adds character to tea breaks,

Brigade Clubs curate monthly food events that make teams linger longer, and Spintly's cloud technology makes entry as seamless as the thought behind it.

Every BuzzWorks space is born from a narrative. The design in Yeshwanthpur draws from the area's industrial heritage; our workspace in Hyderabad celebrates the urban forest. No two BuzzWorks are the same, because no two neighbourhoods, no two communities, and no two work cultures are.

We've entered an age where workspaces are no longer static, they are living, breathing ecosystems. They flex, evolve, and adapt to the rhythm of the teams that inhabit them. They're incubators for new ideas, sanctuaries for deep work, and stages for collaboration.

At the end of the day, BuzzWorks is more than a workspace provider. It's a curator of the new work-life balance. A brand that believes in workspace as a service but delivers it as experience with a soul. Because work, after all, deserves a place that inspires, not just a place that exists.

Global Business Forum 2025

Our World Trade Centers participated at the 55th WTCA Global Business Forum, hosted by WTC Marseille Provence, France. The annual event of World Trade Centers Association brought together 300 members from 35+ countries. With 30+ speakers, 500+ B2B meetings, and the launch of the WTCA Real Estate Summit, the event spotlighted innovation, trade, and global collaboration. The event was helpful in showcasing the initiatives of Brigade WTCs to the global members.



MOU Signing with WTC Shenzhen

At the culmination of the plenary session of the Global Business Forum (GBF) 2025, a significant milestone was achieved with the signing of a reciprocity Memorandum of Understanding (MoU) between World Trade Center (WTC) Bengaluru, Chennai and Kochi and WTC Shenzhen. This agreement aims to foster closer collaboration between the two regions, focusing on key areas such as international trade promotion, investment facilitation, innovation exchange, and business networking.

Vineet Verma Honoured with *IRE Excellence Award at GIBS*

Vineet Verma, Managing Director of WTC Bengaluru, Chennai and Kochi, was honoured with the prestigious IRE (Innovation, Research and Entrepreneurship) Excellence Award by the Global Institute of Business Studies. The award was presented by the renowned Olympic medallist, Padma Bhushan and Arjuna Awardee, Ms. Saina Nehwal.





Interactive Session with the *Consul General of Belarus at WTC Chennai*

WTC Chennai hosted H.E. Aliaksandr Matsukou, Consul General of Belarus, for a session on bilateral trade and tourism. The event fostered dialogue on regional co-operation and future partnerships, with active participation from industry stakeholders.



Vivek George Re-appointed as *Chair of WTCA Business Club MAC*

Vivek George, AGM – Business Development of WTC Bengaluru, Chennai and Kochi, has been re-appointed as Chair of the Business Club Members Advisory Council of the World Trade Centers Association (WTCA), New York. His second consecutive term in this role reflects his commitment to strengthening global member engagement and driving strategic growth.

Introducing Aureya FM

Smart Spaces, Sustainable Future

Aureya FM Services Pvt. Ltd., formerly WTC Trades & Projects, is Brigade Group's Facilities Management arm, built on trust, innovation, and service excellence.

We go beyond maintenance to create Smart Spaces that drive productivity, sustainability, and exceptional experiences.

Managing 16 Mn sq.ft across 20+ properties in Ahmedabad, Mysuru, Bengaluru, Chennai, Hyderabad, Kochi, and Thiruvananthapuram, Aureya oversees iconic landmarks like the World Trade Centers in Bengaluru, Chennai, and Kochi.

Our services span technical operations, soft services, safety, food courts, and landscaping – ensuring every detail reflects our promise of excellence.



A Platinum Win

for Aureya FM

We're proud to announce that all 10 properties managed by Aureya FM have earned the prestigious 5S Platinum Certification!

This achievement spans eight commercial properties and two malls, reflecting our commitment to operational excellence, workplace organization, and continuous improvement.

The recognition is a testament to the dedication of our Facility Management teams and the leadership of our Property Heads, setting new benchmarks in quality and service delivery.





BSC Five Star Audit Journey Begins

We have officially begun our journey towards securing the prestigious Five Star Health and Safety Certification from the British Safety Council. The inaugural session at Brigade Tech Gardens, led by auditor Mr. Rajendra Dusane, outlined the audit's four key pillars: Plan, Do, Check, and Act.

This initiative reflects our dedication to global safety standards and employee well-being.

WTC Kochi Shines at iNFHRA Awards

World Trade Center Kochi has been honoured with two prestigious accolades at the iNFHRA 2nd Edition of Corporate Excellence Conference & Awards 2025 held in Chennai, winning:

- Platinum Award for Best Workplace Culture
- Diamond Award for Workplace Security



WTC Chennai Recognized for ESG & Innovation

At the iNFHRA 2nd Edition of Corporate Excellence Conference & Awards 2025, World Trade Center Chennai was awarded:

- Platinum Award for ESG – for our sustainable practices and governance excellence.
- Silver Award for Tech-Driven Workplace Change – for leveraging technology to enhance workplace efficiency and experience.



Shaping India's Next Industrial Frontier

Subrata K C Sharma

Chief Business Officer, Industrial & Integrated Development, Brigade Group



India is redefining its industrial landscape. As global supply chains continue to re-balance and national priorities sharpen around self-reliance and advanced manufacturing, the country is entering a decisive phase of industrial transformation.

At the forefront of this evolution are three high-growth sectors, Aerospace & Defence manufacturing, IT/ITES, and Data Centres, each driving demand for next-generation, innovation-led infrastructure.

Brigade's Strategic Foray into Industrial Development

For Brigade Group, this transformation represents both a challenge and an opportunity. Having built homes that nurture lives, offices that shape careers, and destinations that bring communities together, Brigade has now extended its expertise into the industrial and logistics domain, a natural and strategic progression of its vision to create smart,

sustainable, and scalable ecosystems that enable enterprise and innovation.

Brigade's industrial development continues to strengthen its footprint as part of the Group's larger vision of creating integrated, future-ready business ecosystems. The vertical has seen steady momentum, with significant progress made on ongoing projects and a growing pipeline of interest from large-scale industrial and logistics players.

Our flagship project- Brigade Industrial Park, is in the final stages of securing statutory approvals. Simultaneously, the team has been engaging with several major domestic and international firms as prospective clients, marking an encouraging response to Brigade's entry into this high-potential asset class.

As India witnesses a surge in demand for modern industrial infrastructure, especially, across Bengaluru's fast-developing northern corridor, Brigade's

industrial development stands poised to leverage this growth. Situated within the KIADB hi-tech Aerospace & Defence Park, Phase 1, the project enjoys excellent connectivity and synergy with leading manufacturing and technology clusters.

Brigade's industrial developments are being planned with the same focus on quality, sustainability, and operational excellence that define all our business verticals. This approach aims not just to create spaces for production and logistics but to foster long-term partnerships with enterprises looking for a trusted development partner.

As the vertical nears a key milestone with its first project, the foundation is being laid for a robust industrial portfolio that will complement Brigade's presence across office, retail, residential, and hospitality sectors, reinforcing the Group's position as one of India's most diversified real estate players.

Brigade Hotel Ventures Goes Public

On 31 July 2025, Brigade Hotel Ventures Ltd. marked a defining moment in our hospitality journey – ringing the bell and joining India's listed universe (as BRIGHOTEL). This achievement makes Brigade the first real estate developer in the country with two listed entities, following Brigade Enterprises' IPO in 2007.



Scan here to watch the complete listing ceremony.





(L to R): Snapshots from the roadshows held in *Bengaluru, Mumbai, Rajkot & Ahmedabad* ahead of the listing day.

Below: The core team behind the successful IPO.



HOTELS

Today, Brigade Hotel Ventures Ltd. operates 9 hotels with 1,604 keys, with 5 more under development adding 960 keys. Partnering with global hospitality leaders like Marriott, Accor, and IHG, our portfolio spans midscale to upper-upscale segments, strategically located near IT corridors and commercial hubs.



This IPO is more than a financial milestone – it's a testament to a vision that began 25 years ago during the late-1990s real estate recession. From a single strategic move to a robust hospitality portfolio, we've come a long way. And while this chapter closes with celebration, the road ahead promises even greater possibilities.



This journey – from conversations to closure, from vision to valuation – has demanded the same level of discipline, endurance, and belief that an Ironman race does. This IPO journey has tested our resilience. Whether it has been navigating global uncertainty or dealing with tariffs – we stayed the course. India's best years are yet to come and we are excited to be part of the phenomenal growth story of this country's tourism and business services sector. We are now a part of India's listed universe, and we take that responsibility seriously.



-Nirupa Shankar
Managing Director, Brigade Hotel Ventures Ltd.

BHVL Receives EDGE Certification Across Hotel Portfolio

Brigade Hotel Ventures Limited (BHVL) has earned the EDGE (Excellence in Design for Greater Efficiencies) certification from the International Finance Corporation (IFC), part of the World Bank Group. The recognition reflects BHVL's hotels surpassing benchmarks with over 20% reductions in energy and water use, and its commitment to sustainable design through low-carbon materials and operational efficiency.





My Journey through the IPO of Brigade Hotel Ventures Ltd.

Vineet Verma

Director, Brigade Hospitality

The beginning of a landmark initiative.

The decision to take Brigade Hotel Ventures Ltd. (BHVL) public was not just a financial milestone – it was a strategic leap for our hospitality business. As a fully owned subsidiary of Brigade Enterprises Limited, BHVL had already established a strong presence with nine operational hotels and a pipeline of five more across Bengaluru, Chennai, Kerala and Hyderabad.

Our IPO was all about unlocking growth and creating long-term value.

The IPO opened on 24 July 2025 and closed on 28 July 2025. The shares were listed on BSE and NSE on 31 July 2025, marking a historic moment for us.

Challenges and Turning Points

The journey was intense, balancing regulatory compliance, investor expectations, and operational readiness. Preparing the Red Herring Prospectus (RHP), engaging with analysts, and conducting roadshows across key markets across India and overseas tested our resilience.

This was the first time, at least in my life, that we had Mumbai's famous Vada Pav from a road-side cart in between rushing from one meeting to another.

One of the biggest learnings was the importance of transparent communication. From explaining the advantage of giving out management of our hotels to international operators over creating our own brand, to highlighting our strong EBITDA margins and RevPAR growth, every detail mattered.

Key Learnings from the IPO

1. Strategic Clarity Wins Trust:

Investors value a clear roadmap. Our plan to double the portfolio to 18 hotels (3,300 keys) by FY30 was a strong growth narrative.

2. Operational Excellence Drives

Confidence: Demonstrating consistent performance like high occupancies, ARR growth, and RevPAR improvement helped position BHVL as a resilient player.

3. People and Partnerships Matter:

Collaborating with global brands and leveraging Brigade's real estate

expertise gave us a competitive edge. The IPO reinforced the value of strong alliances and leadership alignment.

The Road Ahead

Post-listing, our focus remains on expansion and operational efficiency. With Bengaluru continuing as a growth driver and new properties in the pipeline, we aim to strengthen our footprint across the country where high potential opportunities arise.

The IPO was not the destination – rather the beginning of a new chapter in Brigade's hospitality journey.

“An IPO is more than a financial event. It is a leadership test of vision, resilience, & trust.”



(L to R): Anand Natarajan, CFO-BHVL, Nirupa Shankar, Managing Director-BHVL, Vineet Verma, Director-BHVL.

HOTELS

Introducing *By The Blue*

In August 2025, Grand Mercure Mysuru unveiled By The Blue, a new fine dining restaurant that brings together inspired Indian cuisine and an oasis-like poolside setting. Designed to offer a relaxed yet refined dining experience, the space captures the essence of elegance and tranquillity. The menu features a modern take on regional Indian flavours, thoughtfully curated to create a journey that's both comforting and contemporary.

Plan the perfect dining experience – book now.

+91 82140 21212



Actual shots

Celebrating *Community Heroes*

As part of our Independence Day celebrations, the Holiday Inn Race-course Team hosted a special brunch for the dedicated BBMP team, honouring their invaluable contribution to keeping our city clean and safe.

This initiative not only reinforced our brand's commitment to community engagement but also created meaningful connections and positive sentiment within the local community.



True freedom is sharing joy at the same table.





Sheraton Grand Bangalore Hotel at Brigade Gateway was honoured with dual distinctions at the South Asian Travel Awards (SATA) – Leading City Hotel and Leading Meeting & Conference Hotel/ Resort.

General Manager, **Ms. Sushma Khichar**, **Sheraton Grand Bangalore Hotel** was felicitated at The Times of India's ET F&B Achievers & Conclave 2025.



High Ultra Lounge was recognised as **"Night Club of the Year – South"** at the ET Restaurant & Nightlife Awards 2025.

HOSPITALITY

We create memorable stays and events through luxurious and vibrant clubs, and world-class venues. Every experience is designed with comfort, care, and connection in mind – delivering warmth, excellence, and sustainability at every step.

The Baking Company Revamped & Relunched

The Baking Company, our in-house bakery launched in April 2014, has been a favourite across our clubs with its wide range of freshly baked products. Today, it caters to employees at the World Trade Center Bengaluru. In September 2025, The Baking Company unveiled a refreshed look and an updated menu, marking its relaunch with a modern twist.



MLR Convention Centres Excellence in Every Occasion

Whether they be for weddings or conventions or shows, our venues bring with them a sense of pride and exquisiteness that shows your guests the value you put into the gathering. For every event, the name of MLR brings a standard of excellence you can count on.



Stand-up comedy show by Aakash Gupta

Annual Cake Mixing Celebration at Signature Club Resort

We joyfully marked the beginning of the festive season with our annual cake mixing ceremony at Signature Club Resort. The event brought together in-house guests and residents of Brigade Orchards for a delightful afternoon of fun, laughter, and festive cheer. It was a wonderful opportunity to celebrate community spirit and kick off the holiday season.



Awadhi Food Festival at Galaxy Club

Guests were immersed in a world of regal flavours and timeless traditions at our exclusive Awadhi food festival. Every bite told a story of heritage and craftsmanship, creating an experience that was as indulgent as it was unforgettable. With an ambience steeped in sophistication and warm hospitality, the evening celebrated the true essence of culinary artistry.



Bringing You the Best in Retail

Orion Mall, Brigade Gateway,
Rajajinagar, Bengaluru

Uniqlo

Global apparel retailer UNIQLO opened the doors to its first-ever store in Bengaluru, marking a significant milestone in its India journey. UNIQLO, a leading Japanese retail holding company, introduces the brand's signature LifeWear philosophy to the city: high-quality, functional clothing designed to improve everyday life.

As part of our strategy to give the best shopping experience to our patrons, we have partnered with global brands offering our visitors access to the world's most celebrated brands, from luxury fashion and lifestyle to renowned dining experiences.



The opening of renowned Japanese apparel brand UNIQLO adds to our existing lineup of international fashion labels and **enhances our reputation** as a preferred shopping destination for patrons seeking a **global shopping experience**.



-Nirupa Shankar

Jt. Managing Director, Brigade Group



LEGO

World famous toy brand LEGO opened its first official store in South India at Orion Gateway, Rajajinagar, in August 2025. This flagship store offers an unparalleled retail experience for LEGO enthusiasts of all ages, bringing the world's most beloved toy brand closer to fans in Bengaluru. The store provides an engaging and interactive experience for visitors such as 3D models of LEGO sets, iconic mini-figures, and installations inspired by local culture. Interactive building stations and creativity corners offer hands-on opportunities for imaginative play.

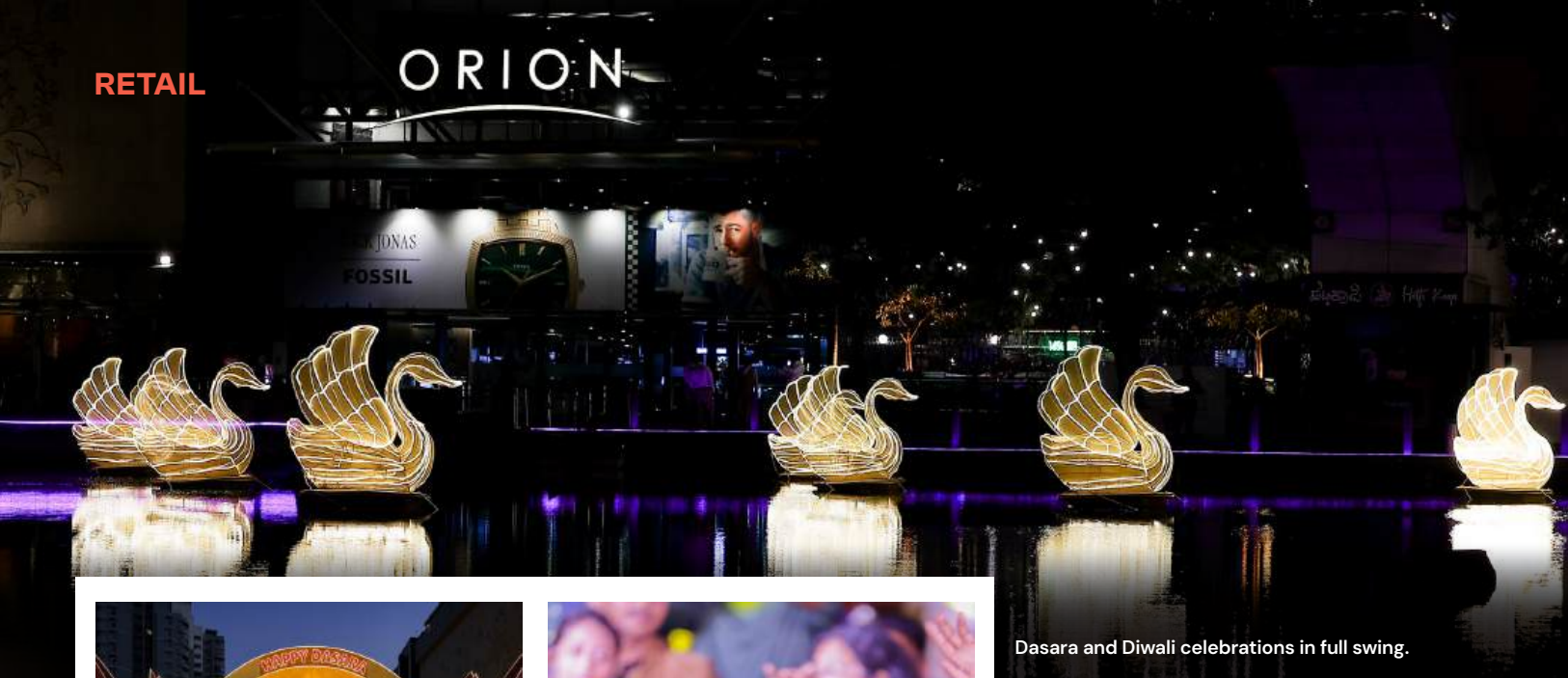
Victoria's Secret

Victoria's Secret, the leading specialty retailer of intimate apparel and beauty products including modern, fashion-inspired collections, fine fragrances, body care and loungewear has opened its newest store in Bengaluru. The store offers Victoria's Secret's signature undergarments, sport collection and sleepwear across a multitude of collections. Shoppers can also select from Victoria's Secrets accessories as well as beauty products, featuring their popular fine fragrances, scents, lotions and mists.



Coyu

Coyu is an Indian luxury fashion brand offering a curated shopping experience for women, with a focus on premium quality fabrics and custom tailoring. It offers a mix of contemporary styles with elegance for everyday fashion. From effortless silhouettes to refined details, every piece is made for those who value style and quality.



Dasara and Diwali celebrations in full swing.

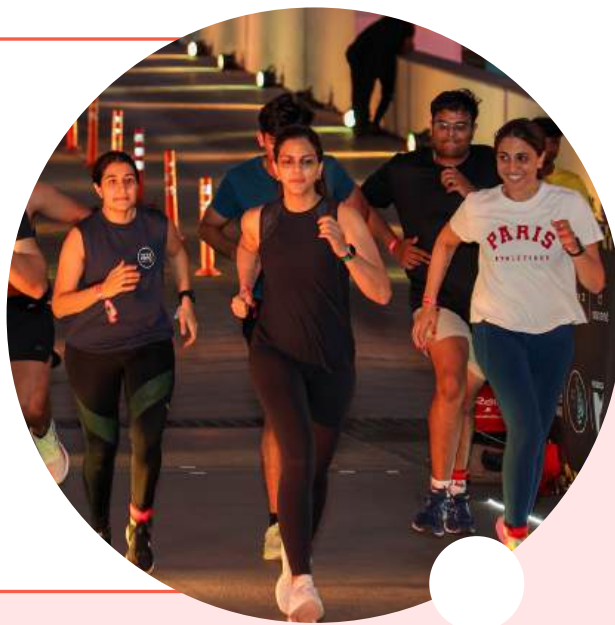


Festivals. Fun. Together.

From lights and laughter to music and joy – our malls are where every festival comes alive. We celebrate traditions, showcase vibrant events, and make every occasion unforgettable.

No Parking by Peakst8

Orion Mall at Brigade Gateway hosted No Parking by Peakst8 – India's first underground night sports festival. The event brought together running communities, thrill-seekers, fitness enthusiasts and music lovers for an unforgettable night beneath the city lights. The experience featured immersive running challenges, participants took part in an electrifying underground team relay, complete with racetracks, workout zones, recovery areas and dynamic DJ sets that kept the momentum high all night long.



Investing in the Future of the Built Environment

At Brigade REAP, our mission goes beyond accelerating startups – we also back visionary founders through our investments vertical, focused on identifying early-stage opportunities at the intersection of real estate, sustainability, and urban innovation.

We continue to invest in startups that are solving for India's rapidly urbanising economy – leveraging emerging technologies to tackle complex challenges in the built environment.

Two of our latest investments exemplify this approach:

basil

Basil is redefining India's healthy beverage landscape through its proprietary robotic vending machine, ELLA – a first-of-its-kind innovation that delivers fresh juices and smoothies via automated kiosks and mini-QSR formats. With zero customer acquisition costs, quick deployment, and live-prep freshness, Basil has scaled to 30+ locations across Delhi NCR and is now expanding into Bengaluru with outlets at World Trade Center and Orion Mall. Backed by leading angels and corporate partners, Basil is on track to become a national name in clean, tech-enabled nutrition.

Aeria

Aeria is a PropTech startup transforming tenant experience and asset management across commercial real estate. Their AI-powered platform centralises operations for property managers – automating workflows, reducing operational costs, and uncovering new revenue streams. With 4.7 million sq.ft already under pilot and strong interest from asset owners across India and Southeast Asia, Aeria is positioned to scale rapidly. The startup is supported by marquee investors like Kalaari Capital and Fundamental.

Through such investments, REAP remains committed to driving innovation in real estate, construction, climate tech, and beyond – backing the startups that are shaping the future of how we live, work, and build.

Global Delegation Visits for an Innovation-Focused Immersion

Earth Fund and Brigade REAP recently hosted a global delegation of industry leaders and investors for an immersive day dedicated to innovation in the built environment and sustainability.

The visiting cohort included representatives from Brick & Mortar Ventures (USA), Knauf – a global leader in construction materials, Glodon (China), WND Ventures, DPR Construction, and VConstruct.

The day began with a guided tour of Brigade El Dorado, showcasing Brigade’s commitment to construction excellence and sustainable development.

Next came a startup showcase, where ventures from the Earth Fund and Brigade REAP ecosystem unveiled innovative solutions in energy efficiency, materials, and advanced construction technologies.

The visit concluded with an engaging interaction, exploring collaborative pathways between global industry leaders and India’s rapidly growing innovation landscape.

The day underscored the power of cross-border collaboration in accelerating sustainable transformation in the built environment.





Brand Leadership: Winning the Long Game

Smarajit Mishra

Sr. Vice President - Marketing & Customer Experience, Residential, Brigade Group

Earlier this year, Brigade Group emerged as the No. 1 Brand leader of Indian real estate for the first time. Trust building is core to Brigade's brand equity, reflected in timely delivery, transparent processes, and a strong emphasis on customer service across the ownership lifecycle. The key barometer of the brand worth in the sector is most often the residential segment. Having topped the residential category last year as well, the recognition of being the leader in the overall category was a testament to the brand perception and delivery track record of the Group.

In the recent times, there have been some significant steps taken by the organization to shape the direction of the brand strategy further.

Our offering of products is now more attuned to exclusive living experiences. We had 4 launches in the past year in our Signature portfolio: Brigade Icon in Chennai, Brigade Gateway in Hyderabad, Brigade Insignia and Brigade Avalon in Bengaluru. In the years preceding that, a large percentage of our volumes were from the mid-premium segment but considering the changing consumer needs, we felt this was the appropriate time to re-enter this segment. Brigade had announced its plans to be a net zero organization by 2045. It's an

audacious goal for an organization of our scale and the breadth of different business verticals. Sustainability will be a key consideration for our upcoming projects and we launched India's first true net zero project (Brigade Citrine) in early 2025 with more such projects to follow. The social impact of sustainability has a deeper emotional connect which goes beyond pure product features. This goal will involve meticulous planning and execution from our Design and Construction teams, which comes at an additional cost. It also becomes the responsibility of the customer-facing teams to spread awareness of the reasoning behind such forward-looking initiatives.

After 18 successful editions of Brigade Showcase in Bengaluru, we hosted it in Chennai for the very first time. This move was in sync with our focussed efforts towards Chennai as a growth market for us. We also had the Dubai and Singapore editions of Brigade Showcase in the previous quarter to get closer to our consumers in these markets where we operate satellite offices. In the coming quarter, we also plan to take our annual flagship event to Hyderabad city for the very first time.

Physical events like Brigade Showcase are not just sales platforms, but a more strategic interface for brand building, market expansion, stakeholder engagement, and organizational alignment. In an increasingly digital world, these in-person experiences remain irreplaceable for creating trust, excitement, and lasting impact.

Post COVID, the sales cycles had reduced, and we were selling out projects within one-third of the time that it took to construct them. There are some early signs of headwinds in the category, and we expect the 'art of sustenance' to come back in the coming times. Companies will have to invest steadily in their brand stories and find the right channels to communicate the same. It will be equally important to focus on getting the launch strategy right and in line with the expectations (achieving

numbers vis-à-vis a creative positioning) and a lot more rigour will have to be put in by the top players who are jostling in the same space (sometimes quite literally).

We have also seen some sharp trends in the media mix. While digital spends have been on the rise across sectors, the usage of influencers (mostly mid to high tier / local celebrities) to amplify awareness has been tried across our markets and also for our larger umbrella campaigns. While the restrictions on hoardings still remain in the cities of Bengaluru and Chennai, the increasing count of digital screens in key CBD areas is helping brands tell their stories better. Airport presence is a key aspect in the real estate space and at Brigade, we have consistently been present across our 3 key markets. We recently tied up for the 4th round of barter arrangement with the BCCL Group (Times of India) since we foresee significant investments in print advertising in the coming years. Our teams have also built deeper relationships with Google and Meta, and by strengthening the data framework with our CDP Partners have built an ecosystem where a large part of our performance campaigns are now being run by our in-house digital marketing team.

As the market trends keep evolving, getting a pulse of the consumer becomes more important than ever. We have a process in place of collecting feedback across the customer lifecycle and are working towards making it more intuitive and easier to participate in. Wherever needed, we have also commissioned research for getting deeper insight into focussed initiatives and markets.

We are witnessing more and more new entrants coming into the space in our home turf of Bengaluru. At the same time, we are a challenger brand in the cities of Chennai & Hyderabad. The strategies for markets have to be very distinct and as a team we are working towards showcasing our offerings with lifestyle narratives that align with the specific requirement of that portfolio. These continued efforts should help keep the brand salient with urban, upwardly mobile consumers.

Celebrating **20+**
Years of



Ensuring *Safe Access to Education*

To ensure safe, reliable transportation for students in rural areas, Brigade Foundation donated a 40-seater Ashok Leyland school bus to Vishwavidyalaya School in Hosamane, Chikmagalur. The handover took place in the presence of school authorities, students, & M R Jaishankar, Executive Chairman, Brigade Group – a proud alumnus of the century-old school. The initiative supports continued education by reducing commute barriers for rural children, while renovation of the school is also underway.



Expanding Community *Healthcare Access*

Brigade Foundation enhanced diagnostic capabilities at the Bangalore West Lions Super Speciality Eye Hospital with the provision of an advanced Camera and Fluorescein Angiography system. This state-of-the-art equipment enables detailed retinal imaging, supporting early diagnosis and affordable treatment for communities in need.

Golden Jubilee Celebrations

St. John's National Academy of Health Sciences celebrated its Golden Jubilee, marking five decades of excellence in healthcare. M R Jaishankar, Lifetime Trustee–Brigade Foundation and Executive Chairman–Brigade Group was felicitated at the event.





Strengthening *Unity and National Values*

The district-level Rashtriya Ekta Diwas (National Unity Day) 2025 was commemorated in October 2025 at the Freedom Fighters' Memorial, Hosamane Extension, Chikmagalur.

The ceremony marked the 150th birth anniversary of Sardar Vallabhbhai Patel, celebrating his role in unifying India. Smt. H. S. Keerthana, CEO, Zilla Panchayat, and Mr. Shivayogi Kalasad, CEO, Brigade Foundation, addressed the gathering, after which students took the National Unity Pledge to uphold integrity and national harmony.

Celebrating *India's Cultural Heritage*

To promote India's classical arts and cultural legacy, Brigade Foundation supported the Gandhi Smruti Sangeetotsava, held at Chowdiah Memorial Hall, organised by Swara Foundation and Academy of Music. The event was inaugurated by Sri B.L. Shankar and celebrated the rich tapestry of Indian performing arts, offering a platform for artists across diverse backgrounds.



One Year of Care and Service St. John's Medical College Hospital at Brigade Meadows



(L to R): Rev. Fr. Ajith Menezes, Associate Director, St. John's Medical College, Rev. Fr. Jesudoss Rajamanickam, Director - St. John's National Academy of Health Sciences, Shivayogi Kalasad, CEO-Brigade Foundation, M R Jaishankar, Lifetime Trustee-Brigade Foundation & Executive Chairman-Brigade Group, Rev. Fr. Wilson C. D. - Associate Director, St. John's Medical College Hospital at Brigade Meadows, Rev. Fr. Ajit Kerketta - Associate Director, St. John's Medical College Hospital.

Cultural Day

The Brigade Schools embarked on a cultural voyage with the theme '*The Essence of Incredible India*' – Andhra Pradesh and Telangana. The vibrant, dynamic, and dazzling cultural heritage of these states came alive through a vivid display of royal traditions, folk legends, tribal rhythms, and festive beats.



The Jackfruit Songsters 2025

The Jackfruit 2025 Songsters was a much-awaited concert that brought together 150 young singers from across India, all under the age of 16, to celebrate the country's rich musical and cultural heritage. From The Brigade Schools, 14 students across three campuses were handpicked by Vidushi Shubha Mudgal (Indian singer) and trained under the school's music faculty, guided by a team of acclaimed conductors including Bombay Jayashri, Varijashree Venugopal, MD Pallavi, Priya Saraiya, Shantanu Herlekar, and Shatavisha Mukherjee.



Path Finder Talks

Sessions to empower senior students with real-world perspective, career clarity, and life lessons from accomplished professionals. They offer a window into diverse career paths, encouraging students to dream boldly and plan confidently for the future.



Traffic Awareness

In collaboration with the Bangalore City Traffic Police and the Traffic Warden Organization, Mr. Manjunath, Security Manager, organized awareness sessions on road safety for students. Senior officers including Mr. Henry and Mr. Sudhakar educated students on safe road practices – following signals, using footpaths, wearing helmets and seat belts, and the dangers of rash and underage driving.

Intra-Schools Swimming Gala

The event opened with an elegant Aqua Yoga performance, followed by races in freestyle, butterfly, backstroke, breaststroke, kickboard, and relay events. Aqua yoga is a relatively new form of yoga that requires performing asanas in water.

The pool came alive with excitement as young swimmers showcased skill and sportsmanship.



Celebrating the Spirit of Artistic Freedom

IME hosted the Azaadi Music Festival – a free 10-day festival celebrating the diverse sounds, stories, and traditions of Indian music that explores the evolving meaning of freedom, or Azaadi, in modern India.



Like the museum, the festival too served as an invitation to audiences to engage with music not just as entertainment, but as a force of unity, cultural learning and transformation.



- Preema John

Museum Director of the Indian Music Experience Museum



Padmashree Kaluram Bamaniya performing the songs of Kabir for the Azaadi Music Festival

Community Outreach

Launched in 2021, Project Svarita is IME's flagship outreach initiative fostering inclusion through the arts for neurodiverse and underprivileged children. To mark the five-year milestone of this project, IME hosted its first national conference, Inclusion Beyond Agenda. IME's impact continues through weekly music classes, led by renowned percussionist Jayachandra Rao for the Gubbacchi Learning Community and museum experiences engaging over 900 children in the past 4 months.



Music classes at Gubbacchi Learning Community



The original rockstars of indie music – Indian Ocean – in the Contemporary Expressions Gallery at IME

Musicians in the Museum

The museum launched a new series of in-gallery programming titled Musicians in the Museum, where eminent artists across genres are invited to engage in conversations about their beginnings in music, artistic practice, and the way forward. The series has featured three editions so far, with stalwart musicians such as Indian Ocean and Sumangala Damodaran, as well as emerging artists like Divyam Sodhi and Khwaab.



Masterclasses by Icons

IME was honoured to host masterclasses by doyen of Hindustani Music, Padmashri Begum Parween Sultana as well as veteran Indian theatre actress, director and singer, B. Jayashree as part of the Jackfruit Festival, organized by Bhoomija Trust, with legend Shubha Mudgal as the Festival Director.



Stroke survivors, their caregivers and the team from Manipal Hospitals, with Head of Administration, Dr. Adity Gudi (centre)

World Stroke Day

On World Stroke Day, the museum collaborated with the Manipal Hospitals to create an unforgettable experience for stroke survivors and their caregivers. Since music therapy has a proven impact on stroke recovery, the visit was followed by a soulful sound bath session conducted by actress Shilpa Das.

Learning Centre

Learning Centre

Give your child the gift of melody and rhythm. IME's Indian classical music classes make learning ragas and rhythm both fun and inspiring – guided by expert musicians who make tradition come alive.

Karnatik Vocal | Semi-Classical Vocal | Instrument | Bharatnatyam classes

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Scan the QR code to know more.

A View from the Outside

Andreas Meyer

Professor of Ethnomusicology,
Folkwang Universität der Künste



Museums convey knowledge while also offering sensory experiences and a vessel for shared memory. They often tell stories that unfold in the museum space, inviting visitors to explore these spaces. This is what makes museum exhibitions so special and fascinating. As a musicologist, I am particularly interested in music exhibitions.

In 2015, I set up a larger research project at the Folkwang University of the Arts in Essen, Germany. Funded by the German Research Foundation, the project examined how musical topics are presented in museum exhibitions. My team and I visited music museums across Europe, conducted detailed analyses of each one, and spoke with curators and visitors. This resulted in insightful documentation that eventually led to the publication of a book. When I retired two years ago, I asked myself whether it might be a good idea to look beyond the European horizon and see how music exhibitions are established in other regions of the world.

In my research, I came across the website of the Indian Music Experience (IME) Museum and was immediately impressed with the presented information. Drawing on my observations in Germany and other European countries, I decided to travel to Bengaluru to explore this museum in depth and gain

a firsthand understanding of its exhibitions. I was received very warmly and was allowed to move freely throughout the building. This was a great help, and I thus wish to express my sincere thanks to the entire IME team.

The exhibition is divided into different 'galleries', each of which is devoted to a particular topic. In the first gallery, somewhat surprisingly to me, the focus is on contemporary pop music and hybrid musical forms that emerged in the 20th century. The gallery is designed in a scenic, immersive way that provides an immediate emotional entry into the exhibition. On the wall, there is an image of Commercial Street in Bengaluru, while two rickshaw taxis stand in the middle of the room. A mixture of various sounds is blended with street noises, conveying the bustling urban life.

Moving into the next gallery, which focuses on Indian classical music, visitors pass through a gateway that looks as if it were made of marble. They walk past banners that resemble columns and that are printed with Vedic verses. Instead of the sounds of the hectic city, calm, meditative chants are heard that give the feeling of having left the busy street and entered a temple – a sacred space. The section on Indian classical music as a whole contains many interactive, playful elements, but it also

addresses more demanding topics, such as the functioning of the raga and tala systems as well as different types of compositional forms.

At this point, comparisons with European museums come to mind. While European music exhibitions also present more than merely light, entertaining topics, music-theoretical questions are usually avoided. At the IME, the presentation of these topics flows naturally among the more playful elements.

Another gallery is entitled 'Songs of the People' and is devoted to traditional musical forms beyond classical music. Here, the focus is on diverse regional music and dance forms as well as on the social contexts in which these forms are embedded. Clearly, the museum aims to contribute to the protection and preservation of this cultural diversity. However, the highlight of the exhibition is yet to come: On a large wall, the museum presents an overwhelming number of musical instruments from all regions of the country. The range extends from the well-known instruments of classical music to highly original exhibits of folk musical expression and even to modern electric instruments. Visitors can view these artifacts individually – simply for their aesthetic appeal – or they can make comparisons and marvel at the variety



and distinctiveness of the items on display. In addition, the presentation is complemented by a media station that provides high-quality video films on almost all instruments, with the films offering extensive information on the instruments' sound and playing techniques. I could easily spend an entire day in this gallery alone.

In the following room, the exhibition takes a political turn, focusing on the national significance of music and on the ways in which music accompanies political events and developments. The Indian national flag stretches across the ceiling, while the text of the national anthem is displayed in large letters on one wall. In addition, Jawaharlal Nehru's 1947 Speech to the Constituent Assembly of India plays in the room on an endless loop. To me, this arrangement feels highly ceremonial and seems connected to India's colonial history and the country's arduous, lengthy struggle against colonial oppression. The information on the text panels and various media stations maintains a rather factual tone while additionally addressing artists who – through their music – have critically engaged with social conditions in India since independence. Another gallery is devoted to Indian film music. Here, a scenic presentation has again been chosen, with a large cinema hall at the centre showing a documentary on

the development of Indian film and its accompanying music. Panels and media stations are arranged along the walls, continuing the concept of combining playful elements with the conveyance of cultural and historical knowledge. What plays only a minor role, however, is the international significance of Indian film. Bollywood productions are popular in many countries, and Indian film music often provides an attractive alternative to Western pop music, particularly in Southeast Asia, West Asia, and various African regions. In this context, I also noticed that the exhibition devotes little space to the music of the Indian diaspora. In the era of deep globalisation, the significance of Indian music is not confined to national borders. This is therefore one area in which the displays could be improved.

The exhibition continues beyond this point, but I would like to end my tour here and finally turn my attention to the museum's visitors. During my stay, I was able to speak with many visitors and also to observe how they engaged with the exhibition. To my surprise, the audience consisted predominantly of young people. Many young families and small groups of friends came together for a museum visit, and almost without exception, they were enthusiastic about the exhibition. The museum should be very proud of this, and here, another

difference to European museum culture becomes apparent: In Europe, young people tend to avoid exhibitions with a cultural-historical focus. There is, however, one parallel: Just as I have observed in many European museums, many visitors to the IME tended to go directly to the various media stations and largely ignored the other displays. This is a pity, and I believe it is worth reflecting on how these habits might be adjusted to some extent. One possibility could be to introduce interactive opportunities beyond electronics. In particular, I can imagine allowing visitors to play musical instruments themselves. It must be an amazing experience to try out a South Indian ghatam and hear how it sounds when struck or to discover the variety of sounds that can be produced on a tabla drum set depending on the playing technique. Perhaps such hands-on experiences would also encourage visitors to read the explanatory panels.

As we can see, even for such an outstanding institution as the Indian Music Experience Museum, there are still many possibilities for innovation. Indeed, museums are not only places where culture is presented; rather, they themselves should always be considered part of culture and thus also as subject to dynamic developments.

Brigade's ESG Efforts



Scan this QR code
to calculate your
carbon footprint.

As part of our net zero efforts, we share monthly emailers on urgent sustainability issues. One recent topic was Earth Overshoot Day – the date when humanity's demand for ecological resources exceeds what the Earth can regenerate in a year.

In 2025, this fell in July, meaning we used up the planet's annual ecological budget in under seven months. For the rest of the year, we live in "ecological debt", depleting natural reserves and adding carbon emissions the Earth cannot absorb.

This day highlights the need for businesses, governments, and individuals to rethink consumption and embed sustainability in every decision. In the 1970s, Overshoot Day was in late December; now, we consume 1.7 times faster than nature can replenish. At this rate, by 2050 we'll need two Earths to sustain us.

5 Simple Ways to Cut Your Footprint:

Refuse Single-Use

Carry your own bottle, bag, and cutlery. Every "no" saves resources.

Repair Before Replace

Fix electronics and clothes instead of tossing them.

Choose Local and Less

Buy seasonal, local products. Quality over quantity.

Rethink Home Habits

Use fans before AC, switch to LEDs, save water, unplug devices.

Move Green

Walk, cycle, or take public transport. Fewer car rides = less carbon.

Reimagining Bengaluru

Shashwat Kumar

Entertainment Partnerships, UnboxingBLR

No business model. No grand strategy doc. Just one stubborn conviction – work with everyone, do good for the city. That was it.

That's when the idea of Namma Bengaluru Challenge surfaced, almost naturally. Not as a grand innovation, but as a simple question: "What if we could solve this like a startup would?"

On paper, UnboxingBLR is a not-for-profit. But in spirit, it behaves like the hungriest startup: constantly questioning, iterating, breaking, rebuilding. We have no monetary agenda, yet the execution is ruthless. Maybe that's because doing good – truly doing good – demands clarity, speed, and a certain unshakeable madness.

For years, we have watched this city drown in noise – climate outrage on social media, traffic memes, debates about rainfall, garbage, heating, flooding. Everyone had a complaint, everyone had a theory, and somehow, no one had a solution. What was striking was the narrative. Like Bengaluru wasn't also shaped by our choices, our consumption, our neglect, our indifference.

No sensationalism. No blame. A lot of ownership. And a group of partners who see climate as a part of their vision and success.

We reached out to government officers, private companies, VCs, construction firms, urban planners, creators, and

climate scientists. And to our surprise, everyone said yes. Twenty plus partners across sectors, all willing to co-own the problem. And this collaboration is truly at the heart of the startup spirit that Bengaluru embodies.

A key part of this collaboration is Brigade Group. An organisation that started with a single building at Brigade Road and has now spent almost 4 decades shaping this city's skyline.

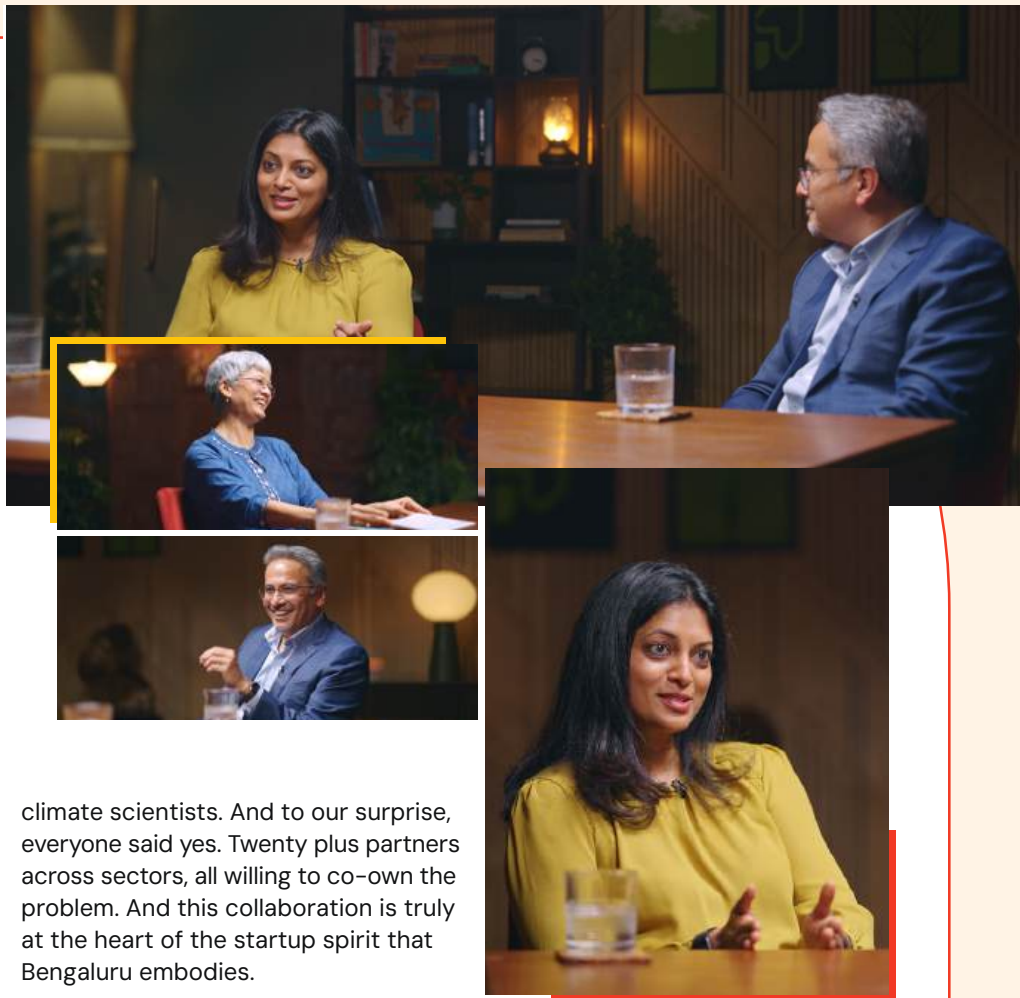
And so we asked Pavitra Shankar, MD at Brigade Group alongside Hari Marar, MD & CEO at BIAL to join us for a candid discussion on Bengaluru's infrastructure, hosted by Malini Goyal, Co-founder & CEO at UnboxingBLR.

As the leader of her organisation, we saw Pavitra speak with a lot of sincerity and candor about the nature of the business, the history of Brigade, the challenges of climate change and what it's doing to the city she loves. By the end of the conversation though, we saw a different side emerge from her.

A Bangalore girl who has seen her city grow beyond her wildest expectations.

While the growth has been great for business, she does feel that the city is fighting for a certain part of its culture – the fading music scene that once defined the city's soul – something she feels very passionately about.

Malini and Pavitra exchanged a few of these ideas on Code to Culture (to be released soon). Bangalore's music experience has been a cornerstone of pride for ages. Perhaps a revival of that music scene is long due. Perhaps something is cooking.



Promoting Employee Wellbeing

We organise wellness programmes, mental health support, and engaging activities that foster balance and positivity. From fitness sessions and cultural events to learning opportunities and recognition platforms, every initiative is designed to create a healthy, inclusive, and thriving workplace.



Brigade
*Badminton
League*





Brigade Fiesta 2025

Celebrating 39 Years



Brigade Fiesta was a vibrant celebration of our journey spanning 39 incredible years. This annual event brought together the Brigade family for a day filled with joy, music, and camaraderie. From lively performances to engaging activities, every moment reflected the spirit of unity and the values that have shaped our success.





Brigade Group has been named in the *Forbes India Developers A-List 2025*.

Brigade Group was recognised under two categories:
1. India's Wealth Creators
& 2. Top Builders
 at the Construction World Architects & Builders Awards 2025.



Brigade Group was recognised at the *Global Real Estate Brand Awards (GREBA) Awards for Brigade Twin Towers* 'Iconic Property of the Year – Commercial'.

AWARDS & RECOGNITION



Brigade Citadel won '*Residential Project of the Year*' at the *17th Realty+ Excellence Awards 2025* – South.

Brigade Group was recognised as one of *India's Best Workplaces for Women 2025* by Great Place to Work institute.



Brigade Group was awarded the *Rotary Midtown CSR Award 2025* in recognition of our outstanding contribution towards community welfare by detecting, curing and saving precious lives by providing free cancer screening and treatment.

Brigade Group was recognised under the '*Silver*' category at the *Arogya World Healthy Workplace Awards 2025*.





Watch the campaign here.

PUMA collaborated with Nirupa Shankar, Jt. MD of Brigade Group, to celebrate innovation, leadership, and passion for fitness – the campaign also features two of Brigade's landmark developments: Brigade Tech Gardens and World Trade Center Bengaluru.

Spotlight Collaborations

Where grit meets grace

Celebrating the journey of Nirupa Shankar, a trailblazer in real estate, one of the most demanding sectors for a woman leader

etpanache@timesofindia.com

Zoya, from the Tata Group, celebrates the transformative journeys of women who reconnect with their feminine essence through exquisitely crafted creations. Zoya's 'Finely Crafted Journeys' share insights from women whose lives inspire, uplift and leave a lasting imprint on the world.

Nirupa Shankar is one such remarkable woman. A trailblazer in real estate, Shankar has redefined leadership in one of the industry's most demanding spaces. Over 16 years, she has navigated sectors such as office, retail, hospitality and tech with grace and resilience. At the Ironman Copenhagen 2023, Shankar was the only Indian woman to take on the formidable triathlon, a testament not only to her endurance, but also her courage, elegance and unwavering spirit.

What do you enjoy most about your craft?

What I love about real estate is that it's never static. Every day unfolds with its own rhythm, bringing new challenges and discoveries. The magic lies in shaping skylines and creating spaces where people can live, work and thrive. Each vertical — office, retail, hospitality and tech — offers a unique lesson. Real estate reminds me that so much is beyond one's control,

be it regulatory approvals, shifting markets or economic cycles. It teaches you to stay present, to recalibrate and to approach each situation with a mindful strategy.

Looking back, what makes you most proud?

Some of my most profound learnings have been about patience and resilience. Deals take time to happen, fundraising and acquisitions have their ups and downs. Long-drawn-out deals and processes have taught me to embrace uncertainty with calm and trust. Even amid setbacks, particularly in fundraising, I've learnt to remain hopeful and persistent until the right opportunity emerges. Strength and grace must walk hand in hand.

"True leadership isn't only about endurance, but also about embracing feminine intuition"

— NIRUPA SHANKAR

How has your journey helped you connect with your feminine spirit?

In a male-dominated industry, toughness can become default. But over time, I've discovered that true leadership is not only about endurance, it's also about embracing feminine intuition. Caring for my team, fostering meaningful connections and leading



Nirupa Shankar

with empathy are central to my approach. Growth isn't always found in chasing external answers, but in trusting one's resilience, intuition and boundless possibilities that exist within.

Zoya and you.

Jewellery should mirror one's essence. For me, that essence is bold, resilient and quietly alluring. Beyond ornamentation, jewellery becomes a talisman of intention, a reminder that authenticity is the most radiant adornment of all.

Today, I am wearing Zoya's Aeterna collection, inspired by the infinite possibilities of sacred geometry.

Brigade in the News

Brigade inks pact for ₹2,500 cr residential project in Bengaluru

Real estate major Brigade Group has announced the signing of a joint development

agreement (JDA) for a luxury project in east Bengaluru with a development value of ₹2,500 crore to the company, the joint development is over 10.75 acres with a saleable plot of 10.75 million square feet. Pradyumn, executive director of Brigade Group, says the company is targeting a 15 per cent pre-sales, with a goal of ₹9,000 crore by the end of FY26.

Brigade Group's PAT up 48% at ₹170 crore

Bengaluru: Brigade Group has reported a 48 per cent year-on-year growth in profit after tax (PAT) at ₹170 crore for the second quarter of FY26. Net bookings for the quarter stood at 1.9 million sq.ft., with a sales value of ₹2,034 crore, while collections came in at ₹2,003 crore. Total revenue rose 26 per cent year-on-year to ₹1,430 crore in Q2 FY26.



Scan the QR code or visit **BrigadeGroup.com** for latest updates & news.



REAL ESTATE

Beyond Bengaluru

Brigade Group is expanding beyond Karnataka. But amid stiff regional competition, will its strategy deliver?



Scan the QR to read the article



Verkatepe Art Gallery

Once an intellectual cultural landmark, colonising Karnataka's artistic heritage, the Verkatepe Art Gallery has been thoroughly restored by the Brigade Foundation.

renovating a timeless storehouse of history

The restoration strengthened the structure and introduced modern definition spaces, signalled public amenities, a dedicated bookstore, and new water-centric areas, to name a few. With its rejuvenated mood, focus pond, and curated galleries, the space now stands renewed as a vibrant symbol of the state's creative spirit.

Exclusive gallery to tribute the work of K. Verkatepe of E. K. Bhat

3 new galleries featuring rotating exhibitions

Verkatepe's space of dedicated member zone

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4th Anniversary | 14th Guest Chaired | 17th Volunteer Day
20th Fall Mon | 10th New Mon

Brigade's 2026 Table Calendar



Scan here to download.

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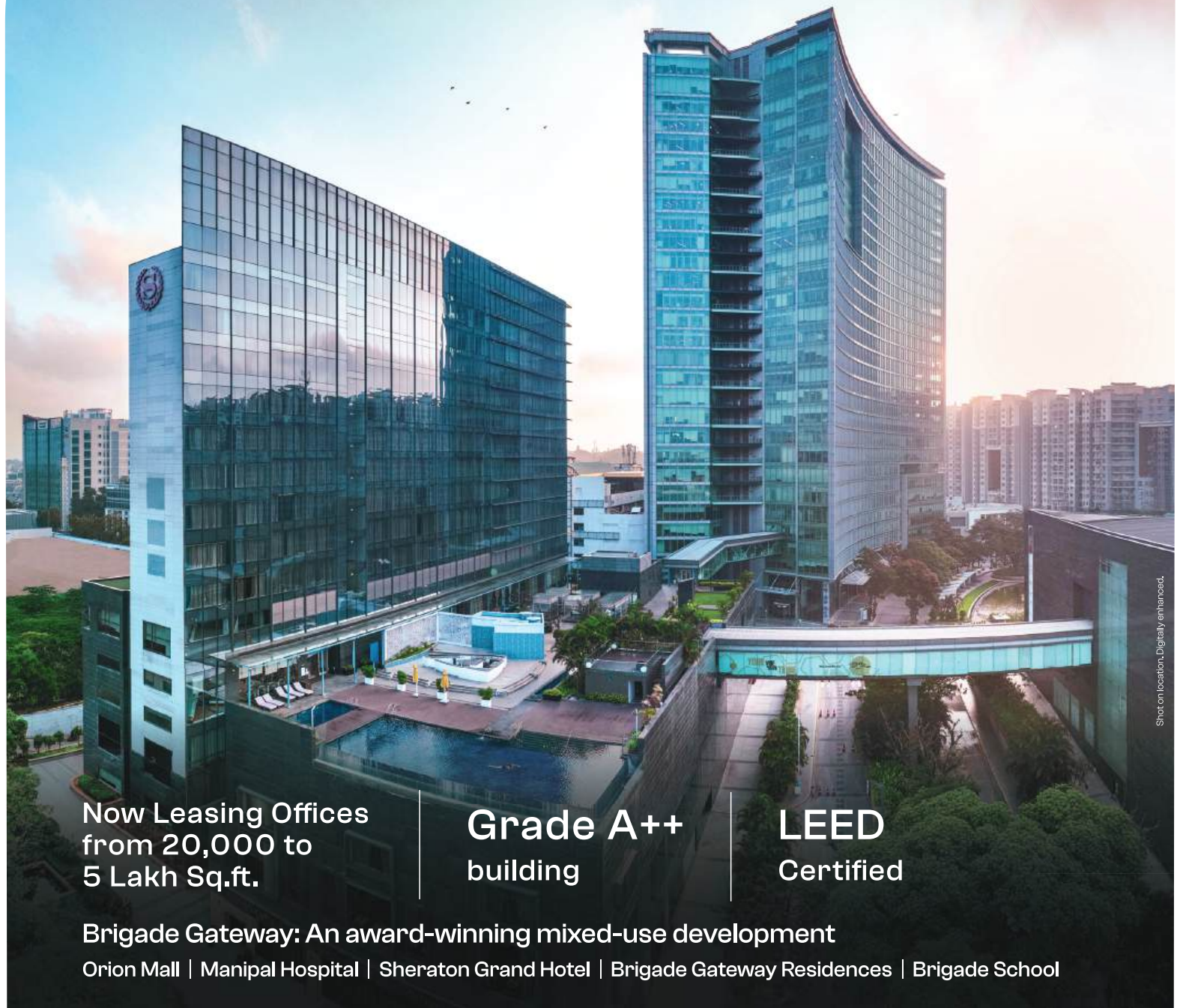
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Image shot at a Brigade property

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*Freedom Fighters
Memorial*



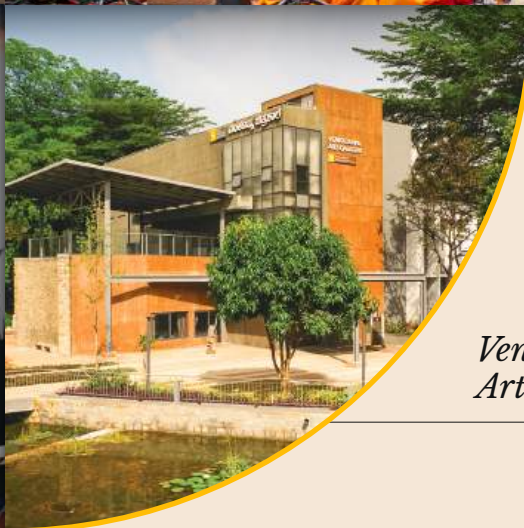
*Indian Music
Experience
Museum*



*From Saplings
to a Sanctuary*



*Venkatappa
Art Gallery*



*Better is the legacy
we leave behind.*