

June '09
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BRIGADE Essence

Volume - 2. No. 2


**BRIGADE
Hospitality**

At your service...always!



BRIGADE WINS 'REGIONAL DEVELOPER OF THE YEAR - SOUTH' AWARD

Brigade Group received the 'Regional Developer of the Year - South' award at the Realty Plus Excellence Awards 2009 ceremony, at The Taj Palace, New Delhi.

The Realty Plus Excellence Awards have been instituted by Realty Plus, India's leading real estate magazine. The award recognizes organizations and projects that have created and delivered new benchmarks for excellence in the Indian real estate industry over the

past three years. Brigade Group was selected for the award based on demonstrated excellence in developing and delivering real estate properties (residential, commercial and retail) in South India, during this period.

ROOMS AT THE WOODROSE GET A FACELIFT

Guest rooms at The Woodrose, an exclusive club in J.P. Nagar managed by Brigade Hospitality, are being refurbished. New and improved features in all 26 guest rooms include LCD TVs, mini bars, premium bedding, contemporary décor and lighting, and an overall improvement in aesthetics.

The brand new rooms will be ready to welcome guests by mid-July this year.

BRIGADE HOSPITALITY ENTERS A CREATIVE TIE-UP WITH BANGALORE LITTLE THEATRE (BLT)

In a pioneering tie-up with one of Bangalore's oldest and most respected theatre societies, BLT, the MLR Convention Centre will now host the openings of all BLT's plays henceforth.

BLT is inspired by the Little Theatre Movement which started in the '50s, in the United Kingdom and will be celebrating its Golden Jubilee in 2009-10. Recently, the MLR Convention Centre hosted their much-acclaimed play 'The Prophet and the Poet' which opened at Sabarmati Ashram, followed by a second staging at the hallowed premises of Shantiniketan, near Kolkata. The play is based on an original script written by Ahmedabad-based Shailesh Parikh, from a compilation of letters and articles exchanged between Mahatma Gandhi and Rabindranath Tagore. "The play explores a mature political dialogue, but through three

contemporary young people," said Mr. Padaki. Prof. Vijay Padaki is a theatre educator, and founder-member of BLT. He stated, "I wish to place on record our very satisfying experience of staging a play at the MLR Convention Centre recently. First and foremost, the auditorium was a delight. It combines the requirements of a conference venue with those of a performance venue. The capacity is optimal, not too large for a performance to be lost, not too small to make it cramped. The dimensions of the stage, especially its depth, are ideal for most theatrical productions. Above all, the maintenance of the premises is of a high standard. The services at MLR are also commendable. The technical, housekeeping and catering staff are not only competent, but also carry out their tasks with courtesy. We look forward to performing regularly at the MLR Convention Centre."

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homestead**
SERVICED RESIDENCES



FROM THE CEO'S DESK



Dear Guest,

Greetings from Brigade Hospitality

We are halfway through 2009 and a lot has happened in the past six months. The highlight was the grand launch of our latest addition to the chain – Mercure Homestead Residences. We feel truly humbled by the overwhelming response that we have been receiving from our valued guests, who have stayed with us and have experienced the high level of hospitality services provided by our dedicated team. We are confident that Mercure Homestead Residences will continue to receive your increased patronage and support in the days ahead.

Overall, the preceding months have not been something to write home about. As you may be aware, the business scenario in general, especially in the hospitality sector, has been fairly challenging, but we remain confident that all this is going to change for the better, albeit gradually, in the coming months.

Another positive development during this period has been the forging of a creative partnership with the renowned Bangalore Little Theatre. Our MLR Convention Centre will now have theatre as an integral part of its annual calendar in keeping with our group's desired objective to promote art and culture. A step in this direction was taken when we hosted 'The Prophet and the Poet' by BLT. Brigade Hospitality also congratulates the winners of the 'May Queen' event and thanks the jury members for their time.

In this issue, we have Gaurav Shiva, the executive chef at Mercure Homestead, giving an insight into a chef's life.

As we move ahead, we realize that it is important to know what our guests think of us. I look forward to receiving feedback on how we are doing and your opinion of our services and facilities. Please write to me at essence@brigadegroup.com. Wishing all our readers a great season ahead.

Vineet Verma
Chief Executive Officer
Brigade Hospitality

MERCURE HOMESTEAD RESIDENCES

“GUEST SPEAK”

"A wonderful group of staff providing incredible service. I have never experienced such service in my years of travelling. We will definitely go back there to see our new friends at the Mercure."

- **Mercure's first guest, on TripAdvisor.com**

"The service is outstanding and the staff goes all out to make you feel at home. Home style food, personalized service and exceptional hospitality."

- **A delighted guest at Mercure, on TripAdvisor.com**

WHAT OUR GUESTS HAVE TO SAY ABOUT THE MLR CONVENTION CENTRE

"Excellent infrastructure. Very professionally managed. Kudos to the entire staff and management! Keep up the good work."

"Very cooperative, professional and courteous staff and management. Facilities and overall ambience is excellent. We liked this place and so did our guests. We had about 250 guests and none of them had anything negative to say."

"We had an absolute dream wedding. The MLR Convention Centre is really beautiful and the hospitality is great."

A few glimpses of the grand launch event at Mercure Homestead Residences



MAY QUEEN 2009

The annual event hosted by the Woodrose Club and MLR Convention centre, is when everyone young at heart are out to up their 'gorgeous quotient' and battle it out for the coveted 'May Queen' title. The pageant was held on Sunday, 31 May 2009, at the MLR Convention Centre in J.P. Nagar, Bangalore. Brigade Hospitality congratulates all the winners!



Manasa
Winner, Woodrose May Queen 2009, with Manjari Bhatnagar.



Manasa
Winner, Woodrose May Queen 2009
Aparna
Runner-up, Woodrose May Queen 2009



The group photo (from left to right):
Ms. Romi and Ms. Manjari Bhatnagar - Judges
Meghana - Winner, Lovely Hair
Shelfali - Winner, Beautiful Eyes
Manasa - Winner, May Queen 2009
Aparna - Runner-Up, May Queen 2009
S Janaki - Guest of Honour
Shreya - Winner, Charming Smile



Celebrity Speak

interview with Chef Gaurav Shiva:

Q. Tell us how your career as a chef unfolded?

A. After I joined IIHM, Aurangabad, the premier hotel management college of the Taj Group of Hotels, my interest in cooking grew more. I started walking that extra mile to learn fine gastronomy and started reading more books outside my syllabus. Later, I used to work at the Taj Residency, Aurangabad, to try out what I read while still in college. To learn bulk cooking, I also used to work in the college's team café, to cook meals for the staff. All this later helped me to cook bulk meals when I was posted at Taj Air caterers in Mumbai.

Q. What is your specialty and why did you choose it?

A. I enjoy cooking international food and consider it my forte. The cuisines of the world enticed me in my formative years of growing as a chef and I gravitated more towards it. Having said that, I am an Indian chef by heart and love creating new recipes. A year back, I opened a coastal cuisine restaurant for a five star hotel near Mumbai, for which I traveled through the districts of Raigad, Ratnagiri and Sindhudurg, staying with local villagers and cooking with fishermen folk to learn coastal cuisine.

Q. What exactly do chefs do?

A. The primary job of a chef is to cook food. But apart from that, we plan and prepare menus, do a lot of trials for new recipes, create new dishes everyday, liaison with different vendors and suppliers for new ingredients, equipment, crockery, cutlery and glassware. We have to maintain high levels of hygiene and sanitation, so we work on a system called HACCP. Chefs motivate their teams to perform better. We are never satisfied with what we do because we always want to do better and raise the bar.

Q. How much of your work is done outside of the kitchen?

A. A lot of work-sourcing of all ingredients, perishables, groceries and produce forms the very basis of our operations. To assist us, we have a microbiologist who keeps a track of hygiene levels in various kitchens and performs various tests on food and water which assist us

in keeping in tandem with acceptable hygiene levels. We also have a kitchen stewarding department which assists us in washing and storing crockery, cutlery and glassware.

Q. Other than creating great food, what are the most important qualities that make a successful chef?

A. A chef needs to be well travelled, well read and needs to have a good knowledge of various cuisines, cultures and customs. He also needs to be sharp, analytical and good with numbers so that he meets cost and revenue targets. Last but not the least, he needs to be a good salesman, and should be able to sell an igloo to a resident of the Sahara desert.

Q. Tell us about your culinary education. What did you like and dislike about it?

A. My culinary education was a diploma in Hospitality management at The Indian Institute of Hotel Management, Aurangabad, a diploma in Hospitality Management from The American Hotel & Motels Association and an Honors Bachelor's Degree in Hospitality Management from The University of Huddersfield, United Kingdom. I have also worked in the USA and briefly in France too. I liked every moment of my education. I don't recall disliking anything about it at all.

Q. What do you enjoy most about being a chef?

A. Cooking, creating new recipes, meeting and taking care of my guests.

Q. Funniest kitchen incident?

A. Crabs are always caught alive and kept in water. Once while cooking, I put a crab in the pan and was about to pour hot water on it when it started to crawl all over and settled in a bowl of paprika.

Q. Do you cook at home as well?

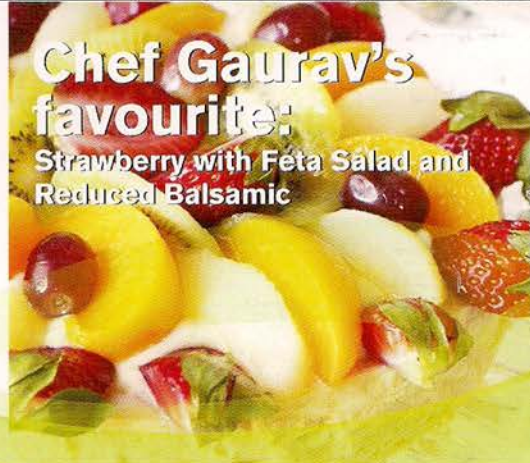
A. Yes, on my day off.

Q. When at home, what do you like to eat?

A. I usually enjoy a fresh salad, a French baguette with blue cheese and a glass of red wine.

Chef Gaurav's favourite:

Strawberry with Feta Salad and Reduced Balsamic



Serves 4

350gm fresh strawberry
150gm feta cheese
50ml extra virgin olive oil
10ml balsamic vinegar
Reduced balsamic vinegar, for presentation
Salt, to taste
Black pepper powder, to taste
Bouquet of fresh herbs, for garnish

Method

1. Clean the strawberries by topping them, and cut them into halves.
2. Crumble the feta cheese and season with salt and pepper, dress with 20ml olive oil and reserve.
3. Dress the strawberries with 20ml olive oil and 10ml balsamic vinegar. Season with salt and pepper.
4. Create a zig zag pattern with the reduced balsamic on the vinegar plate. Gently place the strawberries and the feta cheese. Drizzle 10ml olive oil and garnish with a bouquet of fresh herbs.

Ingredients for Reduced Balsamic Vinegar

Balsamic Vinegar: 20ml
Granulated sugar: 5gm

Method

In a clean pan, caramelize the sugar and add the balsamic vinegar. Reduce to a syrup-like consistency till the balsamic vinegar coats the back of the spoon.

BLT PERFORMS AT THE MLR CONVENTION CENTRE



"The Prophet and the Poet" is part of a series of biographical plays called "The History of Ideas," hoping to revisit important chapters in history. The play is based on an original script written by Ahmedabad-based Shailesh Parikh, from a compilation of letters and articles exchanged between Mahatma Gandhi and Rabindranath Tagore. The play opened at Sabarmati Ashram, followed by a second staging in Shantiniketan near Kolkata. "The play explores a mature political dialogue, but through three, contemporary young people," says Mr. Vijay Padaki, founder member of BLT.

KOOL KAMP AT THE WOODROSE AND AUGUSTA

The 2 clubs of Brigade Hospitality - The Woodrose and Augusta successfully ran KOOL KAMPS, an interactive and fun summer camp conducted by People Pro. The program was received with much appreciation by both children and parents. It included a day of adventure camping and an overnight camp out in tents.



Further to the overwhelming response and repeated requests from parents, People Pro returned to the Augusta Club in May with a fully customized Theatre-Dance-Drama-Mime workshop called Razzmattazz and a 4-hour workshop for parents as well. Here are some fun moments captured during the camps.



THE BRIGADE INTERNATIONAL SCHOOL, NEAR METROPOLIS

The Brigade Foundation, a not-for-profit trust, has opened its new school - The Brigade International School, near Metropolis for the academic year 2009-2010 on 18th June, 2009. Located at Mahadevpura, Whitefield Road, near Brigade Metropolis, the school has classes extending from Nursery to Standard 7. The school offers choices between the International General Certificate of Secondary Education (IGCSE) and the Indian Certificate of Secondary Education (ICSE) programmes.

The non-residential, co-educational school offers the academic environment and infrastructure needed to ensure student life is truly an international experience.

For admissions contact

Brigade Foundation, 34, Cunningham Road, Bangalore 560 052.

Ph. No.: +91 80 4114 8397 www.brigadeschools.org

admincoordinator@brigadeschools.org

BRIGADE HOSPITALITY OFFERS OUTDOOR CATERING SERVICES

We are pleased to inform you that Brigade Hospitality will henceforth undertake catering for all outdoor functions across Bangalore. Our clubs, The Woodrose, Augusta and our latest addition - 12th Main, a multi-cuisine restaurant at the apartment hotel, Mercure Homestead Residences will offer great variety in cuisine - for traditional affairs, barbecues, tandoor evenings or continental spreads.

For more details, please get in touch with:

Mr. Tirthankar Banarjee (The Woodrose and Augusta) at 98804 05402 / 080 - 4199 5999 or at tirthankar@woodroseclub.com, or Ms. Priya Fernandes (Mercure Homestead) at 90087 61325 / 080 - 4512 1212 or write to her at h7155-gm1@accor.com.



DID YOU KNOW?

BURJ AL ARAB - THE HIGHEST HOTEL IN THE WORLD

Burj Al Arab was the dream of Sheikh Zayed bin Sultan al Nahyan. The tower that resembles the sail of a Dhow, became the world's tallest hotel with a height of 321m in 1999, and the iconic tower of Dubai. Burj Al Arab stands on an artificial island which is linked to Jumeirah by a private bridge. The construction took six years (1994-1999). Burj Al Arab has the most luxurious

interior imaginable. Khuan Chew, Design Principal of KCA International was responsible for the interior design. There are 202 duplex suites in the hotel, the smallest suite starts at 169 m², and the largest is 780 m². Each suite has floor to ceiling windows with spectacular views of the Persian Gulf.

SPECIAL DISCOUNTS TO ALL AXIS BANK CARD HOLDERS

Brigade Hospitality announces a 15% discount* to all Axis Bank card holders on stays at all locations of Brigade Homestead Serviced Residences and The Woodrose Club, Bangalore. The offer also includes an option to upgrade to the next category of rooms available in the particular location for all Gold and Platinum credit card holders.

For details, please visit www.homesteadbangalore.com, or write to us at info@homesteadbangalore.com

*Offer valid till 31 March 2010.
Terms & conditions apply.



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UNDER CONSTRUCTION: Brigade Petunia: Jayanagar-Banashankari • 3 & 4 b/r premium residences. Brigade Crescent: Nandidurg Road • Premium 4 b/r residences.

MYSORE PROJECTS: Brigade Horizon: Siddhartha Layout • 2 & 3 b/r apts. Brigade Solitaire: Near Lalith Mahal Palace • 2 & 3 b/r luxury apts. Brigade Citadel: Yadavagiri • 3 & 4 b/r apts.



UPGRADE TO BRIGADE

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Essence

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