

BEST OF  
**BANGALORE**

Volume 1

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# GLOBALVILLAGE PARTNERSHIPS

*"Building a World Atlas of Success, Sustainability and Culture"*



Welcome to the first volume of 'Best of Bangalore' in which we celebrate this city's amazing achievements in myriad and diverse fields. We reveal the core of its soul, the intermingling of art, culture, technology and commerce that keeps Bangalore buzzing.

Best of Bangalore opens up a tremendously exciting opportunity for India to join the ever-growing network of countries that form Global Village Partnerships (GVP) Ltd.

As Indian businesses expand their bandwidth across the world, it is time to showcase their strengths and capabilities. The select group of successful companies profiled here are truly global; proudly based in Bangalore, the impact of their practices and business models extend across the world. These are businesses with varying interests; from high profile Information Technology to Luxury Lifestyles, Hospitality to Tourism. We have also identified the core of Corporate Social Responsibility which harnesses the fruits of success for the good of the people.

Putting together this book has been a joyous exercise for us. Our endeavour has been a reiteration of pride in the achievements of home-grown players in various verticals and their contribution to the world at large.

Best of Bangalore is the first in the India series and we will soon expand our footprint to cities across the country both in the 'Best of...' series and the 'Best Destinations' series of books.

Be a part of it!

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# GLOBALVILLAGE PARTNERSHIPS



*"Building a World Atlas of Success, Sustainability and Culture"*



Sven Boormeester, Chairman, GVP

*"Our mission is to serve as the world's premier platform for showcasing and networking the world's top brands and companies in business, tourism and lifestyle. We do this through the 'Best of' book series, the Global Village online information portal and the development of our ever expanding business network of international partners and clients."*

As the prominence of the 'global village' unfolds, making the world a smaller and more connected place, so does the ability to reach new and far away markets to create exciting new business opportunities.

Conceived according to this basic premise, we wanted to create a business model that takes advantage of print and electronic media allowing people and companies to promote and network on a worldwide scale. In a sense turning the globe into a village.

The company's first and increasingly successful exploration into this idea is through the creation of the 'Best of' global book series that is forging a rapid international presence in showcasing global business, tourism and lifestyles.

Detailing success stories of people and companies making positive inroads into the commercial fibre of both mature and emerging markets not only supports entrepreneurial spirit, it also bridges cultures, establishes powerful global networks and creates individual brand awareness in competitive markets worldwide.

With regional head offices on every continent, GVP currently operates in 25 territories where the 'Best of' series is published. We have a three year growth plan to develop a further 70 to 80 territories both organically, through each continent's regional head office and through partnerships with companies and individuals that have the local know how and experience of their territory.

Each month new publishing partners from different countries are joining the network adding tremendous value to the over all business model and distribution network. We look forward to one day being able to complete the puzzle by showcasing every economic region and industry sector enjoying success, innovation and social sustainability. Please feel free to email us [publisher@gvpedia.com](mailto:publisher@gvpedia.com) as we appreciate feedback on how to improve and grow our network.

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Lisa Durante,  
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# GLOBALVILLAGE

## PARTNERSHIPS

*“Building a World Atlas of Success, Sustainability and Culture”*



# Foreword

Dr Vijay Mallya, MP  
and Chairman, UB Group



Every city has a story to tell.

The story of Bangalore is a riveting metamorphosis of a quiet little city into a big ticket player in the world's economy. India's rapid ascendancy in the global market owes some of its success to the entrepreneurial flair and business acumen of this city's thought leaders.

The city has grown tremendously, in size and in brand value, making its presence felt across the globe not just as the world's best known back-office, but as a hi-tech hub and intellectual talent pool.

Growth and prosperity are mirrored in Bangalore. The skyline is changing and everywhere there is the excitement of creating new paradigms.

Rapid strides have been made through construction of the international airport, the up-gradation of key roads and commencement of work on the much-needed metro.

Bangalore's salubrious climate, cosmopolitan ethos and excellent work ethic have made it an important investment destination. The world's largest companies have all made a beeline to this city and now the best global consumer brands are setting up boutique stores in the many malls and shopping arcades cropping up across the city.

For me, Bangalore has been integral to the global aspirations and success of the UB Group. From bulk beer manufacture, we have added health care, education, wines and aviation to our portfolio. Bangalore is the focal point of my business and though I constantly travel around the world, this is the city that I am proud to call home.

'Best of Bangalore' salutes and celebrates the city's many success stories by showcasing the best in every field. It is, at once, both a ready reckoner and an elegant coffee-table accessory, with its unique photographs and crisp profiles, complemented by an international look and feel. I congratulate the publishers on their venture and wish them the best for their future editions.

A handwritten signature in black ink, appearing to read 'Vijay Mallya'. The signature is written in a cursive style with a long horizontal line extending to the left and a shorter one to the right.

The UB Group has a turnover of Rs 10000 crore (US \$2.5 billion) and is headquartered in Bangalore.

# CHAPTER 1 | BEST OF BANGALORE



"Bangalore is India's future city."

*Jawaharlal Nehru, (1899 - 1964), India's first Prime Minister*



*Photo: Ramya Reddy*



## The world's back-office

With a cool climate, this tech capital and the world's back-office is the hottest destination in India. Bangalore is one of the country's fastest growing cities, its population burgeoning from 1.6 million in 1970 to over 7 million today. While the IT sector is one of the biggest economic drivers of the city, real estate, banks, hotels, media and a whole lot of emerging industries keep the city pulsating. With an educated upwardly mobile populace, Bangalore is the test market for any new consumer product launch, from credit cards to clothing brands to biscuits and liquor.



*There are over 200000 IT professionals in Bangalore alone, compared to Silicon Valley's 120000.*

*Photos: Cletus Rebello*



Infosys, Electronics City

This is a city with an ever changing persona. From Garden City and Pensioners' Paradise to Hi-Tech Hub, encompassing aerospace, aeronautics, cutting-edge IT and telecom, with a growing clout in biotechnology and the life sciences.

The city has made major contributions to the country's military-industrial complex, and has had a pioneering role in providing back-office services to some of the world's biggest corporations. It has upped its brand equity, won growing respect worldwide for its intellectual talent pool in the new millennium and made its way into modern vocabulary. "Being Bangalored" means that some piece of work somewhere on the globe is being done by someone in Bangalore.

At the cusp of the new century, as the world rushed to prevent a complete breakdown of communications with computers set to go haywire, thousands of programmers in Bangalore prevented Y2K from spelling non-nuclear armageddon. The outsourcing of the reprogramming and subsequently other services by global corporations to companies located in Bangalore triggered India's BPO revolution.

The remarkable achievements of countries like India, driven by cities like Bangalore, has been captured by three time Pulitzer Prize winner Thomas Friedman in his book 'The World is Flat'. This significant historical analysis of the globalised world of the 21st century, owes its title to a meeting the author had with Nandan Nilekani, a co-founder of the Indian IT bellwether, Infosys. Nilekani

had pointed out that countries like India could now compete for global knowledge work as never before since the playing field had been levelled by the internet and market forces.

Software created in Bangalore accounted for 98 per cent of the state's export earnings of Rs 50000 crore (US \$12.6 billion) in 2006-07. Over 1400 hi-tech firms as well as every major multinational operate in the city across various verticals.

This has given Bangaloreans an impressive amount of disposable incomes and the aspirational lifestyles of the empowered young is impacting a consumer boom. The real estate sector reflects this with feature-rich homes, spectacular malls and plug-and-play offices that are elegant, and offer the highest returns on investments.

The city is an employment magnet, and its population is expected to cross 10 million by 2015. The city's infrastructure has to cope with the huge influx of migrants from other cities, and the State Government has geared up to address the issue.

The new Bengaluru International Airport is all set to dramatically improve connectivity and become a hub for air traffic, both east and west. It has also spurred a development boom in North Bangalore. Work on a Metro Rail as well as upgradation of the city's roads and highways has begun. Despite sporadic news about businesses moving to other cities due to lack of infrastructure and growing congestion, Bangalore maintains its pre-eminent position as India's and Asia's most important technopolis.



## Fast Facts



*Bangalore Palace, built in 1887 by the Wodeyar kings of Mysore state, was inspired by the Windsor Castle, England.*

*Photo: Asha Thadani*

### Location

Bangalore is situated in the southeast of the South Indian state of Karnataka. Situated 1000 m above sea level, it is equidistant from the coasts of the Arabian Sea in the West, the Bay of Bengal in the East and around 500 km from the tip of the peninsula.

### Geographic coordinates

Latitudinal parallels: 12 degree 8' N  
Longitudinal meridians: 77 degree 37' E

### Population

Around 7.2 million which is about 10710 people per sq km, making it the third most populous city in India and the 27<sup>th</sup> in the world.

### Linguistic groups

42 per cent of Bangalore's population comprises of Kannadigas; 20 per cent are Tamilians, 13 per cent Telugus, 10 per cent Malayalees, 8 per cent are of European origin and 7 per cent are from other parts of India.

### Religions

Hindu 80 per cent, Muslim 15 per cent, Christian 5 per cent (approximate figures)

### Languages

The regional language is Kannada; English, Hindi, Telugu and Tamil are also widely spoken.

### History

Based on stone implements found at Jalahalli, Siddapura and Jadigenahalli, Bangalore's origins go back to 4000 BC or the Old Stone Age. Kempe Gowda I designed the city in 1537. It was captured by the Maratha chief Shahaji Bhonsle in 1638. It passed to the Mughals in 1686 who in turn sold it to Chikkadevaraja Wodeyar for Rs 300000 in 1689. In 1759, Hyder Ali, the commander-in-chief of Krishna Raja Wodeyar II made himself the de facto ruler of the Mysore kingdom which included Bangalore. After Haider Ali's death, his son Tipu Sultan declared himself the ruler. When Tipu died in 1799 in the Fourth Mysore War, the British gave the kingdom back to Krishna Raja Wodeyar III. The British took over its administration in 1831 until India achieved Independence on August 15, 1947.

### Governing body

The City is administered by the Bruhat Bengaluru Mahanagara Palike (BBMP), a democratically elected municipal corporation. It is in charge of the civic and infrastructural assets of the city.

### Major political parties

Indian National Congress, Bharatiya Janata Party and Janata Dal (secular).

### Eminent industrialists

N. R. Narayan Murthy (Infosys), Azim Premji (Wipro), Kiran Mazumdar Shaw (Biocon), Vijay Mallya (UB Group), and Captain Gopinath (Deccan Aviation)

### Environmental issues

Bangalore is the fastest growing city in Asia in the past decade. Trees and some lakes have yielded to buildings and roads. The water table has dried up in many parts of the city. Pollution levels are on the rise especially from the couple of million automobiles and two wheelers that choke the roads.

### Natural resources

None

### Natural hazards

Bangalore sits on a potential seismic fault and has experienced several minor earthquakes in the 20th century.

### Climate

Bangalore has a temperate climate, which makes it one of the best cities to live in.

March to May (warmest months); December to January (coldest months)

June to September (Monsoon); November to December (intermittent rains)

Temperatures: 20°C-35°C(Summers), 14°C - 28°C (Winters)

### Clothing

Bangalore is a cosmopolitan city and fashion ranges from ethnic to Western to fusion - jeans, formal trousers and shirts, skirts, saris and salwar kameez.

### Business days

All private and public sectors are closed on Sunday. State Government and some private companies work half day on Saturdays while Central Government and most corporates are closed. Nationalised banks have different weekly off and half days. Shops and supermarkets are open seven days a week. ATMs are open 24x7.

### Local time

IST. Bangalore is five and a half hours ahead of GMT.

### Country dialing code

+91 80

### Internet Code

.in

### Currency

Indian Rupees

### Exchange Rates

Rs. 40.28 per US dollar (as of March 2008)

### Electricity

220 or 240 volts AC 50 HZ

### Annual events

#### January

The Annual Feast, Infant Jesus Church  
Rath Yatra, ISKCON temple  
Lal Bagh Flower Show

#### April

Bangalore Karaga  
Ram Navami

#### July

The Kingfisher Derby, The Bangalore Turf Club

#### August-September

St. Mary's Feast, St. Mary's Basilica

#### November

Kannada Rajyotsava  
Bangalore IT.com

#### December

Bangalore Habba  
Kadelekai Parishe (Peanut fair), The Bull Temple

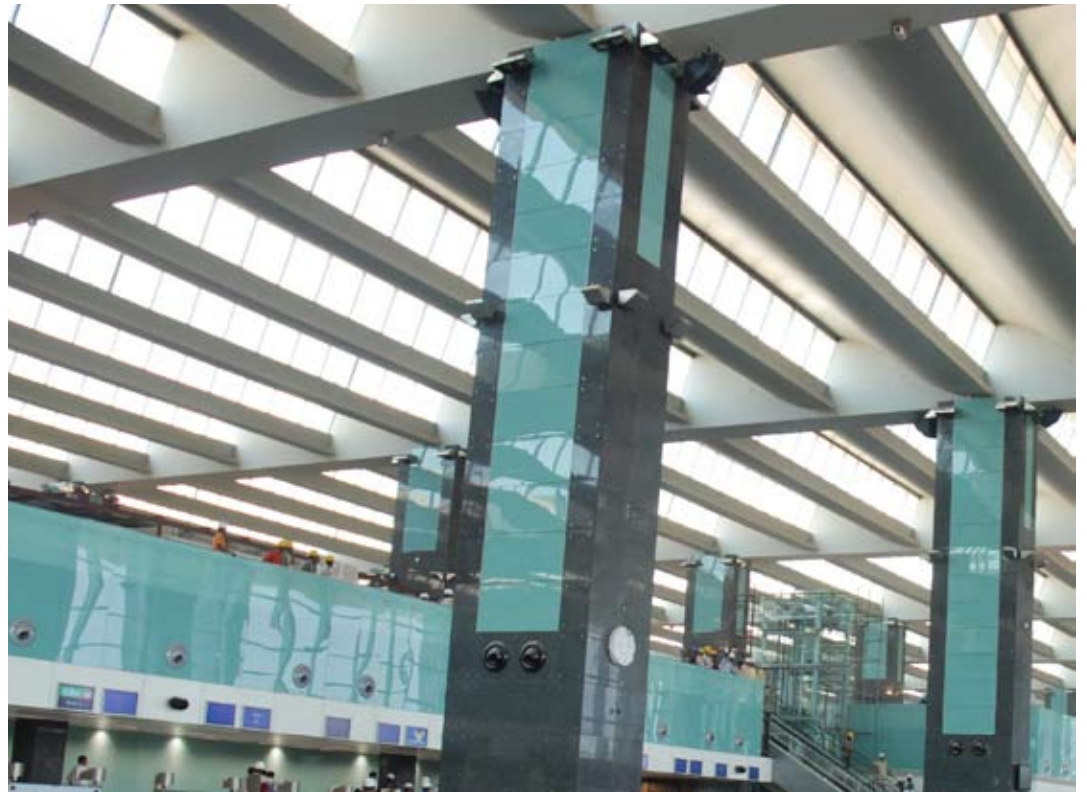
Bangalore is going back to its roots. It will soon be called Bengaluru, the Kannada name for the city.



# Fast forward



Bangalore's ambitious infrastructure projects, launched by the Bruhat Bengaluru Mahanagara Palike (BBMP) in association with private firms, are all set to equip the City with facilities to match its international stature. Bangalore has stretched far beyond the four towers that Kempegowda II built to denote the boundaries of the city. Perhaps the greatest manifestation of Bangalore's rapid economic and demographic growth is the plan to absorb the satellite towns and villages around the city into Greater Bangalore, thereby tripling the size of present day Bangalore. This allows growth to permeate the smaller towns; 50 new wards will be added to Bangalore's existing 100.



**Bengaluru International Airport**

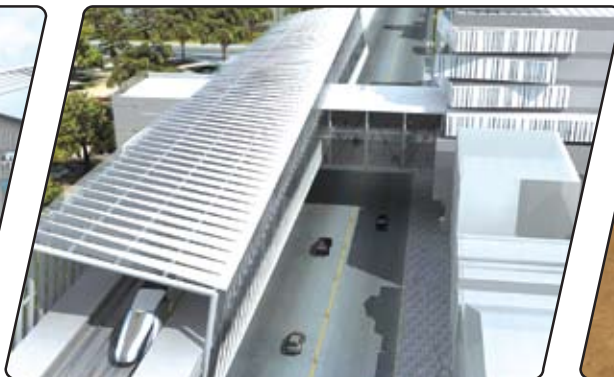
The brand new international airport at Devanahalli, 30 kms from Bangalore, is set in 4300 acres. Built at a cost of Rs 2470 crore (US \$ 6133 million), it can handle 12 million passengers annually. The airport has a three-tiered passenger terminal spread over eight acres with multi-level in-screening facilities for luggage, 53 check-in counters and 18 self-service kiosks. It also boasts of the country's first integrated passenger baggage reconciliation system to prevent loss of baggage.





### Metro Rail

An aerial view of the city presents a web of flyovers weaving through the metropolis. Beneath its verdant skein, preparatory work is on for the city's first ever Metro Rail. This will provide a network of both elevated and underground rail linking 32 stations that will carry 820000 commuters a day.





## Bean town - the genesis

Bangalore's history provides fascinating insights into the influences and the foresight of its rulers who have shaped the city's growth over the years.



*Kempegowda II*

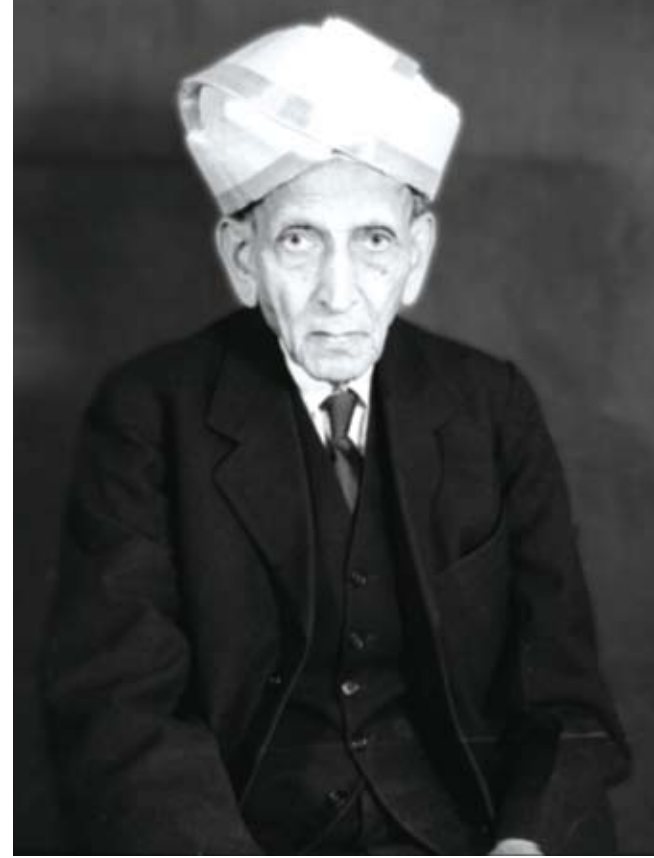
*Photos: Information Department*



Tipu Sultan



Krishnaraja Wodeyar IV



Sir M. Visvesvaraya

The Karnataka State Gazetteer traces Bangalore's origin to a mud-walled town named Bengaluru, laid out in 1537 by Kempegowda I, an agricultural chieftain. Legend has it that during one of his hunting trips, a hungry Kempegowda was offered a bowl of boiled beans by an old woman.

Already impressed by the valour of the place (a hare chased his hunting dog), he decided to build a town in the area where Bangalore now stands and called it Bendakaluru which meant 'town of boiled beans'. It came to be called Bengaluru in common parlance and was morphed into Bangalore by the British.

Kempegowda II, who succeeded him, developed the town and built four watchtowers in four directions marking the territory. The towers exist to this day.

Haider Ali, who ruled from 1759 till his death in 1782, is best remembered for creating the sprawling botanical garden, Lal Bagh, which has over a thousand species of flora. Both Haider and his son Tipu Sultan who succeeded him, developed the city, building a fort and palace. While Tipu was involved in wars with neighbouring kingdoms, Bangalore was captured by Lord Cornwallis, the Governor General of British India in 1791.

It was from here that Lord Cornwallis launched his attack on Srirangapatnam, Tipu's capital, during the Fourth Anglo-Mysore War. Tipu was killed in 1799 and the British took over the administration after retaining the Wodeyars as figurehead royalty. In 1807, Bangalore developed a twin, when Lt John Blakiston laid out a cantonment around the Ulsoor Lake.

Over the next few decades, the town grew into a small city with numerous gardens, tanks and lakes. The salubrious climate encouraged the British to turn the city into a microcosm of an English city with broad, tree-lined avenues, entertainment and shopping areas, stately churches and imposing buildings.

In 1906, Bangalore became the first city to get connected with electricity transmitted from India's first hydroelectric plant at Shivanasamudra near Mysore. It was made possible by Sir M. Visvesvaraya, the visionary Diwan of the princely state of Mysore and its ruler Krishnaraja Wodeyar IV. Visvesvaraya had constructed the Krishna Raja Sagar (KRS) dam across the River Cauvery creating the biggest reservoir in Asia in the 1890s.

A movement to unify 20 fragmented territories led to the creation of a single state in 1956 with Bangalore as its capital. The new state came to be called Karnataka on November 1, 1973, which is celebrated as Rajyothsava, the state day.

In the last three decades Bangalore has metamorphosed into a global hi-tech hub. This in turn has changed the city's demography, geography and aesthetics.

Underlining all this is a sense of purpose of kick-starting new enterprises, of building new and modern infrastructure and most of all engaging with the world at large.

In doing so, Bangaloreans build on its rich historical legacy, stretching the city beyond Kempegowda's towers, symbolic monuments of inspiration to reach out to what lies beyond.



## The Vidhana Soudha

A magnificent structure of granite, this stately building exudes an aura of power and substance befitting its status as the seat of people's power in a democracy.



*Vidhana Soudha is illuminated on Sundays and public holidays*

*Photo: Asha Thadani*

Ranked as an architectural marvel, the Vidhana Soudha hosts both houses of the state legislature and the offices of ministers and their officials. In the recent past, an almost exact replica, the Vikasa Soudha has been built to accommodate the government's ever growing need for space.

The Vidhana Soudha, grandiose in breadth and sweep, is the proud symbol of Bangalore and the state of Karnataka. Built in the 1950s, it is a monument to the vision of its promoter Kengal Hanumanthaiah, who succeeded in putting Bangalore on the world map with this building.



The State celebrates the birth centenary of Kengal Hanumanthaiah this year.



Vikasa Soudha

Photo: Cletus Rebello

Kengal Hanumanthaiah was the chief minister of the Old Mysore State (Karnataka) from 1952 to 1956. Hailing from Kengal village, popular for the Hanuman temple, he was named after the same deity. A powerful leader, he figured prominently in the country's freedom struggle. As the chief minister, he steered the state through crucial moments and went on to national politics as Union Minister for Railways in the 1960s.

Building the Vidhana Soudha was not smooth sailing; Hanumanthaiah faced severe opposition from people who felt that it was just too costly an exercise. The total construction cost was Rs 1.84 crore (approximately US \$47000), a fortune in those days. Current annual maintenance costs are estimated to be more than Rs 2 crore (approximately US \$50000)!

The doughty politician prevailed over his critics; Prime Minister Jawaharlal Nehru himself laid the foundation on July 13, 1951 and it took five long years of tireless work by 1500 chisellers, masons and wood-carvers and the toil of 5000 labourers, many of them prisoners, who were freed when the construction was completed.

This rectangular building of perfect symmetry follows the neo-Dravidian style of architecture and incorporates elements of Indo-Saracenic, Rajasthani Jharokha and Dravidian styles.

Rising up to four floors, it is remarkable for its mammoth granite columns, 12 of which are 40 feet tall, intricate cornices and pediments, and a 60 feet diameter central dome that holds aloft the national emblem.



Along with the stunning red Attara Kacheri which houses the High Court, the Vidhana Soudha and Vikasa Soudha abutting Cubbon Park form a powerful triumvirate holding the legislative, executive and judicial wings of a flourishing democracy.

Photo: Information Department



## A bird's eye view

**Karnataka**  
One state. Many worlds.

As the cool winds of winter warm to the caress of the summer ahead, purple fluted blossoms explode on hundreds of jacaranda trees across the city. By April, colour purple bows to the orange-red narcissism of the gulmohar and by May, the tabebuia preens an exhilarating yellow, not a leaf in sight. Every month, flowering trees and shrubs paint a palette of myriad colours in serial consistency, entitling the city to hold onto its sobriquet of Garden City.



Kempegowda Tower at Lal Bagh

Photo: Asha Thadani

The flora attracts over 150 species of birds. Noisy parakeets make their homes atop peepul and banyan trees, rising in the air like a flying green carpet when disturbed. Owls roost in the gnarled trees that line many of the old roads along with bats, taking wing past sunset, foraging for food. In the little home gardens that still flourish in many parts of the City, bulbuls, finches and sunbirds flit from shrub to shrub warbling their happy songs. Koels and drongos make a merry noise and pariah kites fly high above on the thermals.

Atop the gneiss overlooking Lal Bagh, Kempegowda's Tower maintains vigil over the City founded by the chieftain. The 240 acre park was created by Hyder Ali, father of Tipu Sultan, the Tiger of Mysore. Centuries old trees, twisted by the vicissitudes of time survive amidst strapping young trees, brought as seed or sapling from across the world by the British, who wanted to turn Lal Bagh into a replica of the famed Kew Gardens. A large lake sweeps across one portion of the park, the islands ideal homes for migrating waterfowl. Carp and catfish breed in the waters and cool breezes form over the lake helping drop the temperature of the surrounding localities. There is a pretty bandstand built of Burma Teak and a Glass House modelled on London's Crystal Palace. The Republic Day flower show here draws thousands of visitors from the City and beyond.

Cubbon Park, reminiscent of New York's Central Park, sits bang in the middle of the city, 300 acres of it, with Bal Bhavan – the amusement park, a toy train, two museums and an aquarium. The towers of UB City overlook the park with its statues of Chamarajendra Wodeyar, Queen Victoria and King Edward VII. There is a cast-iron bandstand and a public library, housed in the neo-classical, red painted, Sheshadri Iyer Memorial Hall. The Century Club nestles alongside. The tennis stadium lies within the park with the Chinnaswamy Cricket Stadium and the Kanteerava Stadium located on the periphery.



The flower show at Lal Bagh

Photo: Foresee photo bank



St Mark's Cathedral

Photo: Asha Thadani



*The Bandstand, Cubbon Park*

*Photo: Ramya Reddy*



*Cubbon Park*

*Photo: Ramya Reddy*

Vidhana Soudha, the seat of power and its twin, Vikasa Soudha, loom over Ambedkar Veedhi, with the magnificent, red-hued Attara Kacheri opposite, playing a restraining role to any excess. The periscope-like Visvesvaraya Towers designed by celebrated architect Charles Correa peer over this landscape with the domed general post office creating a stark contrast adjacent to it.

The Raj Bhavan, a palatial bungalow surrounded by manicured lawns and rose beds is home to the Governor of the state. Two cannons decorate either side of the wrought iron gates and one can enter only by invitation.

Across the road are the planetarium and a musical fountain, open to tourists and the public. Down the road is the 18-hole Bangalore Golf Club and to the right, acres of forested land surrounding the Bangalore Palace, its turrets and sweeping balconies reminiscent of Windsor Castle.

The 40 km expressway begins here and leads straight to the Bengaluru International Airport. At Yelahanka, the expressway bisects, one fork leading to Doddaballapur and the other to Nandi hills, the valleys rich in vineyards that produce international quality red and white wines.



*The Glass House, Lal Bagh*

*Photo: Asha Thadani*

Many great churches, temples and mosques straddle the Cantonment, including St Mary's Basilica in teeming Shivajinagar, St Mark's Cathedral on M. G. Road and the fairly new Infant Jesus Church in Viveknagar.

The Jama Masjid in the Krishna Raja market area is the spiritual hub of the Muslim community. In the newer locality of Rajajinagar, nine kilometres away, atop a rocky hill sits the modernistic ISKCON temple, steel and glass with a gopuram that invokes traditional architecture.

There are lakes and tanks aplenty across the city, including the Ulsoor Lake and the Sankey Tank. Ulsoor, or Halsoor, as it was known, was where the British established their first camp over 250 years ago and launched the Madras Sappers, now called the Madras Engineering Group (MEG), which served courageously in battlefields across the globe. The military has more than a dozen, well-wooded camps in Bangalore that contribute to its green cover.



*Iskcon Temple*

*Photo: Cletus Rebello*



Over the years, Mangalore-tiled bungalows have given way to concrete buildings, but there is still an old-world charm to many of the lanes and by-lanes of Langford Town, Richmond Town, Frazer Town, Cleveland Town, Richards Town, Cox Town and Benson Town. Bougainvillea and roses, geraniums and poinsettias and all manner of flowers and shrubs grace the compounds of houses and apartments here. The tree-lined roads have such evocative names as Laurel Lane, Bride Street, Curly Street, Myrtle Lane, Rose Lane, Eagle Street and Promenade Road.

Malls, multiplexes, restaurants and pubs dot both the old and the new extensions of the city and one can spend many hours being hugely entertained on M. G. Road, Brigade Road, Residency Road, Vittal Mallya Road, St Mark's Road and Commercial Street.

The City, that is what the old area is still referred to, has the remnants of Tipu's Fort and also his summer palace, a two storied wooden structure with decorative teak pillars, concave arches and balconies. The Bull temple in Basavanagudi draws thousands of



Ulsoor lake

Photo: Asha Thadani



Tipu's Palace

Photo: Cletus Rebello

the faithful to worship. Balepet, Chickpet, Chamarajpet, Visveswarapuram, Fort, Tharagupet and surrounding areas are all three centuries old, with colourful temples, famous eateries and miles and miles of market places where one can purchase practically anything. Roadside vendors hawk the softest idlis, the crispest dosas and established eateries like MTR have people queuing up early in the morning for its delectable fare.

And if one is curious as to why the city is known as a technopolis, one has only to drive to Electronics City, Whitefield, the Outer Ring Road or the Koramangala-Indiranagar intermediate road to see the classy buildings that house the biggest players in the IT and hi-tech business.

With its many intrinsic charms, is it any wonder that Bangalore tops the list of the most liveable cities in India?

Tel: +91 80 2235 2525  
[www.karnatakaturism.org](http://www.karnatakaturism.org)



Jama Masjid

Photo: Cletus Rebello



The Taj West End  
Bangalore

"Athiti devo bava." *The Rig Veda*

(Treat a guest as if he were God.)





# Fit for royalty

A majestic presence amidst seven acres of lush gardens and a sparkling lagoon, The Leela Palace Kempinski, Bangalore, voted the Best Business Hotel in India by World Travel Awards, Favourite Overseas Business Hotel by Conde Nast Traveller and featured among India's Leading Wedding Destinations by Forbes in 2007, is the measure for luxurious hospitality in the city.





*Charles de Foucault, General Manager, says, "The Leela Palace offers the tranquility of a resort and all the facilities of a city hotel, effortlessly blending the exotic and the contemporary to provide its customers with a superlative experience."*

Built in an art-deco form that draws inspiration from the architectural style of the Royal Palace of Mysore and the palaces of the Vijaynagar Empire, the aptly named Leela Palace's copper domes, arches, exquisite marble fountain at the end of the palm-lined driveway and ornate ceilings reflect the grandeur of the palaces of yore. There is luxury at every turn with hand-woven carpets, priceless brass antiques, finest crystal and bone china adding to the sumptuousness.

Combined with the regal ambience are state-of-the-art facilities across six floors that house 357 rooms and suites. Each room has fine handcrafted furniture, large Italian marble bathrooms, balconies that overlook the azure pool or the verdant gardens in the courtyard, and round-the-clock butler service.

If you are a member of a royal family, a powerful captain of industry or an international celebrity, your preference would certainly be The Royal Club on the top three floors of the hotel. The Royal Club offers all the special privileges that an international jetsetter would expect: a Champagne Lounge, a Billiard and Sports Lounge, a Cigar Lounge and a signature restaurant featuring an opulent English breakfast, caviar, foie-gras, white asparagus, truffles, escargot, French farmhouse cheese and authentic French wines.

The piece de resistance of the hotel is the 3500 sq ft Maharaja Suite on the fifth floor. With a panoramic view of the inner courtyard and its lush gardens and misty waterfalls, it offers impressive security features including bullet-proof windows and hardened reinforced concrete walls, ceilings and floors to ensure total protection for the VVIP guests.

The theme of sophisticated luxury continues through The Royal Suite, the aptly named Turret Suite catering to

long staying guests, and the Executive Suite that are all affiliated to The Royal Club. The sheer scale of the hotel is an invitation to discover what lies along the high ceilings and vast corridors.

Sauntering down the ground floor, you are bound to be drawn to the Library Bar. Classy and cosy, it reflects the style of an old English lounge and is a place to pore over a first edition or indulge in a martini and cigar. Or you could opt for The Library Bar Lounge, with its charming al fresco setting of cane chairs and colourful cushions.

Journeying on, you will be spoilt for dining choices as the hotel boasts of three of the finest restaurants in town. Cheerful and contemporary, Citrus is a 24 hour eatery offering international and authentic continental and Indian cuisine. Its Mediterranean fare is popular, with fresh salads, a variety of pastas and a selection of delectable pizzas from the wood fired oven. It also offers al fresco dining on the deck facing the pool and the landscaped gardens.

The Indian restaurant Jamavar, rated among the World's Top Ten Power Dining Spots by Forbes in 2007, serves an array of the finest recipes drawn from the royal kitchens of India. The menu comprises specialties from both North and South Indian culinary traditions. Zen showcases exotic flavours of Thai, Japanese, Korean and Chinese cuisine and specialises in Teppannayaki and Sushi.

The hotel will introduce two more dining options in 2008 that will delight the gastronome. Adding to the indulgence of the shopping experience at The Leela Galleria will be a gourmet shop; an Italian restaurant that offers both indoor and outdoor dining will dish out superlative fare, whether it is creamy pasta and risotto or an invigorating espresso.

If you want to have a party, it simply has to be at The Grand Ballroom which is the largest pillar free room in the City and can accommodate 650 guests. You could choose between the Royal Ballroom, two boardrooms and ten meeting rooms for meetings of various sizes.

If walking the talk has tired you out and you are in need of pampering, the spa at The Leela Palace is a 2000 sq ft oasis of wellness, lifestyle enhancement and relaxation. You could take your pick of massages from among the authentic Ayurvedic treatments, followed by a rejuvenating stint in the sauna, steam baths, therapy suites, jacuzzi and body jet showers.

If you feel more energetic, head to the gym with its state-of-the-art cardio theatre. For golfers, the 18-hole course at the Karnataka Golf Association is just across the road. For sheer indulgence, there is nothing like soaking in the open air jacuzzi after a few laps in the swimming pool. Lying beside a gently tinkling fountain, you could soak up the warm sunshine even as your feet revel in the hands of an expert reflexologist. Indeed, a lavishly royal experience.

Tel: +91 80 2521 1234  
[www.theleela.com/hotel-bangalore.html](http://www.theleela.com/hotel-bangalore.html)





## As grand as the Taj

The Taj West End  
Bangalore

Situated in the heart of Bangalore, the Taj West End is a quiet haven bathed in grandeur that retains an old world charm even as it takes modernity in its stride to cater to the needs of a changing world. It has garnered a bouquet of awards, and was named the Best Business Hotel in Asia in 2005 by readers of Business Asia, Food Guide awards for its restaurants Blue Ginger and Mynt in 2005, and Best Maintained Gardens award for the last ten years by Mysore Horticulture Society.



*Verdant and luxurious, -the Taj West End merges colonial architecture with new age comfort.*



P. K. Mohankumar,  
Area Director & General Manager



Hearts have been won and lost, companies born and bought, governments formed, scripts written, plays staged and music played, all within this urban oasis.

Here amid ancient rosewood trees, bloom the light purple jacaranda, the rich orange gulmohar, the fragrant parijatha, colourful hibiscus, and fluffy silk cotton. Birdsong makes sweet symphony as mynahs, parakeets, purple sunbirds and barbets are aplenty.

The maddening sounds of a city on the move are magically silenced when you enter this urban oasis. It is rather like a time machine that has transported you back into a surreal world. The buildings bear witness to the architectural genius of a century gone by while the all enveloping lush greenery and aesthetically designed water bodies are an antidote to frayed nerves.

When England began sending more officers to the jewel in its colonial crown, an enterprising British couple in the cantonment of Bangalore opened a boarding house with ten beds in 1887, which became the home away from home for the lads. The very first hotel in this city, the Bronsons' West End passed into the hands of new owners, the Spencers in 1912. They added charming features of architecture including tiled roofs, monkey-tops, trelliswork and intricately carved porticos, landscaped water bodies and sky lights. In 1984, an agreement between the Spencers and the Indian Hotels Company Limited infused fresh life and modernity to the Taj West End.

Today, the legacy of its colonial past blends in perfect harmony with the most modern amenities. The stylish Blue Bar in the garden is a popular watering hole and Blue Ginger is the only Vietnamese restaurant in the country. The latest addition at the Taj West End is a contemporary destination Indian restaurant called Masala Klub. The 117 suites and villas are spread over 20 acres of landscaped greenery enclosing two inviting pools. Each of the rooms have private balconies or verandahs, and are equipped with wi fi connectivity, Plasma screen TVs, 24-hour butler service, business and secretarial services. The Presidential Suite is a 4000 sq ft bungalow that cocoons a plunge pool and massage layout in a cabana.

The recently restored Heritage Wing, which was built in 1905, is the ultimate indulgence for those who love soaking up the past. As part of the experience, it includes a special Maharaja style welcome, with breakfast under a 150-year-old rain tree surrounded by lush gardens. Guests can enjoy a nature tour of the garden by a knowledgeable naturalist, who will keep them entertained with stories of Dame Peggy Ashcroft and Sir Ronald Ross, who stayed at the Heritage Wing.

For those who want to indulge in a bit of golf or watch horse races, the Bangalore Turf Club is just across the road and the hotel shares a boundary with the Bangalore Golf Club.

Over the years, the hotel has played host to several celebrities, writers and royalty, including Sir Ronald Ross, the Nobel prize winner for Medicine in 1902, film-maker David Lean, heads of state such as Japanese Prime Minister Yashiro Mori, Belgian Prime Minister Guy Verhofstadt, President of the Portuguese Republic Anibal Antonio Cavaco Silva and Norwegian President Jens Stoltenberym. James Gordon Brown visited when he was Chancellor of the Exchequer of the United Kingdom, and corporate czarinas such as Indira Nooyi, the CEO of Pepsi International, actor Richard Gere, global financier and philanthropist George Soros, Booker prize winner Kiran Desai and international musicians including Mark Knopfler, Sting, Bryan Adams, Aerosmith and Deep Purple have all enjoyed the hotel's understated elegance.

Says Area Director and General Manager P. K. Mohankumar, "The Taj West End is an iconic hotel seeped in heritage and history, combined with a classic contemporary product, state-of-the-art technology and legendary service that is quintessentially Indian. It is truly the aspirational choice for the discerning global traveller."

The Taj West End is more legend than hotel, and apart from offering a memorable stay, it also gives its patrons a slice of Bangalore's exciting history that leaves them charmed by the entire experience.

Tel: +91 80 6660 5660  
www.tajhotels.com





## To the Manor born

With an innovative idea of a hotel within a hotel, this luxurious property has emerged as a product without parallel, notching up a slew of prestigious awards like The Golden Peacock Award for Environment Management System in 2002, The IBM Passion for Excellence Award in 2006, and the Shell Helen Keller award in 2006 and 2007 for the employment of differently abled individuals; it has also been featured among 4Ps' Power Brands of 2006.



THE WINDSOR  
BENGALURU



THE LUXURY COLLECTION



*The ITC Windsor, now part of the world renowned Luxury Collection, has moved into an altogether new segment of the hospitality industry.*



Driving over the bridge to the ITC Windsor, one cannot help being awed by the imposing architecture, the elegant Victorian décor and the spacious grounds. Passing through the grand entrance, you feel transported to a time when charm, graciousness and easy living were the order of the day.

The Windsor recreates the Raj magic with its attentive service that paradoxically seems languid and unhurried. With its impressive colonnades, balustrades and chandeliers, the hotel is proud of the statement it makes.

The hotel spans across two wings -The Manor and the Towers comprising 240 well appointed rooms, including 22 suites and the Presidential Suite. Original water colours and oils, soft shades of upholstery, specially designed writing tables, personal communications units, luxurious beds, marble bathrooms and designer amenities add the right touch of comfort and elegance.

The Presidential Suite is the chosen residence of visiting royalty, guests of the state and jet setting corporate leaders. Quite appropriately, it is the last word in comfort and you cannot beat it for sheer class. The Manor Suites, named after Viceroy - Lord Hastings, Lord Cornwallis, and Lord Clive - epitomise a finely tuned balance between high technology and a complete service offer.



The hotel pulls out all stops to facilitate business travellers in its Executive Club. It has also pioneered the concept of a designated floor, Eva, to ensure complete safety, comfort and convenience for women travelling on their own.

Round the clock butler service is the foundation of the Windsor's well deserved reputation for discreet care. Butlers go through intensive training in sessions that include tips from the world's leading expert in the field Anthony Seddon-Holland, Director of Training, Guild of Professional English Butlers, England.

Continuing with the theme of the days when the sun never set on the British Empire, the food and beverage repertoire in its award winning restaurants include the best of British era cuisine.



Anand Rao, General Manager

The Raj Pavilion, whose architecture is reminiscent of the famous Glass House at the Lalbagh Gardens, features cuisines from the silk and spice routes. Dum Pukht keeps alive the spirit of the merry nabobs. You can enjoy the fusion cuisine of the Khansamahs (Indian cooks) who added a touch of spice to bland English recipes and tempered Indian curries to suit palates unaccustomed to fiery spices.

Another favoured restaurant is The Royal Afghan, specialising in grilled meats and baked flatbreads of the rugged North West Frontier Province.

Dakshin is the hotel's most prized restaurant, where you can enjoy South Indian specialities from the heartland and the spice coasts. Dublin is a hearty Irish style pub which offers an array of premium liquors, cocktails and cigars.

Lounges, a business centre and a health spa round off the rich offerings at the 'Manor'. The ITC Windsor's luxurious conference venues and meeting halls bear names such as The Regency, Westminster, The Victoria Room, The House of Lords and The Portman Court.

This landmark hotel of Bangalore has played host to several illustrious guests and world leaders including former British Prime Minister Tony Blair, German Chancellor Gerhard Schroeder, the Dalai Lama, Sir Elton John, Chinese Premier Wen Jia Bao, Nobel Laureate Sir V. S. Naipaul and marketing guru Jack Trout.



The period appeal, the warm service, and the comfort and luxury make a stay here unforgettable. Says Anand Rao, General Manager, "The Windsor's guiding premise is to offer a unique and exceptional experience imbued with luxury."

Tel: +91 80 2226 9898  
www.itcwelcomgroup.in



## Perfection at the Pavilion

Cashing in on Bangalore's growing popularity as a business destination, hotels have been quick to cater to a demanding clientele. One of the youngest entrants in the hospitality sector is The Chancery Pavilion which differentiates itself from the herd. It offers a combination of understated luxury and precise efficiency that is duly appreciated by business czars and globetrotters.



THE CHANCERY  
P AV I L I O N



*The Chancery Pavilion epitomises smart casual*



Stephen Beale, General Manager  
Photo: Cletus Rebello



*The Group's growth can be attributed to the creation of a new breed of five star business hotels.*



Set on an elevation along the city's upmarket Residency Road, The Chancery Pavilion is a prominent landmark. With contemporary architecture and a relaxed atmosphere, it has established itself as the new-age luxury business hotel of choice.

The Chancery Pavilion is unique in a segment dominated by hotels that were converted from five star luxury to five star business stopovers. Owned and operated by the Chancery Group, it has been conceptualised and built from scratch to fill the niche of a business hotel.

The lobby itself embodies what the five star business hotel is trying to achieve – on the right is the business centre with clocks displaying the time in economic epicentres across the globe. To the left is a chic lounge done up in plush red leather with a bar and a pastry counter for executives to relax between meetings and where travellers can get some downtime.

Chandrashekar Raju, Managing Director of Chancery Pavilion, sums it up quite well when he says, "The hotel has no frills, but lots of flourish. Our strategy is to keep it simple with no errors and have the best people in the business work with us."

The hotel exudes a tangible vivacity with its watermelon pink wall, light wood panelling and floor-to-ceiling glass doors and windows that let in curtains of light to emphasise the clean lines and uncluttered finish.

The wi-fi enabled rooms - 184 of them - match the ethos established in the hotel's restaurants and lobby. Spread across the Deluxe, Club Pavilion, Executive and Presidential categories, the rooms are minimalist with sporadic bursts of colour provided by paintings and rugs in rich Indian designs and textures. Thoughtful additions like microwave ovens, ironing boards and exercise equipment help transform the rooms into makeshift homes for long stay guests who comprise a large segment of the hotel's clientele.

The Chancery Pavilion will soon roll out a luxurious multi-level lounge where its celeb patrons - maharajas, diplomats, corporate hi-fliers, actors and glitterati - can savour premium cigars, fine wine and cheese, along with an unmatched view of Bangalore's skyline.



The restaurants at The Chancery Pavilion are a talking point in the city's culinary circles, serving up a delicious array that ranges from the authentic to the experimental. The best loved of the hotel's three gourmet experiences is Ithaca, the all-day dining restaurant. Parisian street café meets fine dining chic at Ithaca, which takes its name from 'ithy', Greek for 'cheerful'. The name fits, and the restaurant is constantly abuzz with diners looking for a bite from Chef Sitapathi's extensive menu of global and Mediterranean cuisine.

Those craving a bona fide Indian gastronomic tour head to brown and gold Indian Affair, which specialises in Avadhi, Kashmiri, Goan, Rajasthani and Keralite cuisine. Amnesia, the lounge at The Chancery Pavilion, draws the city's party-goers with its funky interiors in psychedelic hues.

The Chancery Pavilion offers excellent conferencing facilities with seven conference and banquet halls, which can hold up to 1500 people. The exclusive lounge will soon feature a board room, which will supply cigars and caviar to cap a deal.

The Chancery Group is capitalising on the success of the niche business hotel by diversifying its repertoire. In 2009, the group will launch a Victorian-style heritage hotel in Mumbai, a golf resort in Coorg and a business hotel in Chennai. Says Chandrashekar Raju, "There are six permutations between owning, operating and branding a hotel, and we plan to explore all of them."

Tel: + 91 80 4141 4141  
[www.chancerypavilion.com](http://www.chancerypavilion.com)



## A grand affair

Getting on to the hot list of Conde Nast Travellers Top Ten Spa Destinations worldwide in 2007 for its spa Rejuve has been a delightful bonus for The Grand Ashok, which has been recently re-launched and re-branded as a premier five-star deluxe hotel.



**THE GRAND ASHOK**  
Bangalore



*The wide driveway of The Grand Ashok is an invitation in itself*

*"Whether for business or leisure or a little bit of both, The Grand Ashok guarantees that guests will want to relive the experience time and time again," says Harinder Singh.*

A sweeping driveway lined with tall trees leads you to the porch and expansive lobby. Recently refurbished, the hotel has a contemporary exuberance that is evident in its restaurants and rooms.

The Grand Ashok Bangalore is owned and operated by Bharat Hotels India, a group which presently offers seven luxurious hotels in the five star deluxe segment. Says Harinder Singh, the General Manager, "A total refurbishment, renovation and makeover in a sleek contemporary style have completely changed the look and feel of the property."

Nestled in an oasis of manicured lawns and sprawling grounds, which are filled with over 80 varieties of trees, The Grand Ashok has powerful neighbours. The Chief Minister's home and office are on either side and further down the road is the state guest house for VIPs. Indeed, the aura of power and pelf has subtly infused itself into the hotel's character.

For several years, it was the only hotel of its ilk – both in size and prestige, a location of choice for weddings, international conferences and the place to stay for business travellers and politicians. Today, even with more hotels offering similar facilities, the hotel continues to enjoy its day in the sun.

The Grand Ashok has 147 Deluxe Rooms, 21 Club Rooms and 18 Suites equipped with business essentials and creature comforts.

The Presidential Suite is an interesting blend of finest luxury and new age setting; its spacious rooms have enough options - it comes with a personal butler who awaits your bidding, a private jacuzzi and ample space for entertaining, work and relaxation. Large picture windows admit plentiful natural light and offer sweeping, panoramic views of the entire city.

The Executive and Club Suites exude comfort and space in a gracious residential setting while the stylish, intimate Deluxe Rooms offer serene views and a quiet escape from the hustle and bustle outside. It has the city's largest banquet facilities along with a sophisticated Ballroom where one can entertain hundreds of guests in elegance and style.

Besides its fabulous location, the hotel is known for its creative dining options and is the perfect hospitality choice for both the business and leisure traveller.

Centrally located, just 30 km from the Bengaluru International Airport and close to the city's prime commercial, banking, shopping and entertainment districts, the elegant interiors, great service, fine cuisine and contemporary design come together to create an experience that is truly grand and welcoming for any guest.

The hotel has many creative dining options – the delightful rooftop pan-Asian restaurant Mandarin offers specialty dishes along with a panoramic view of the city. Come dinner time, there is peppy live music.

A culinary high point in the city, Baluchi specialises in frontier food from Baluchistan and replicates glorious dishes such as succulent kebab platters, and fragrant biryanis. The aroma of meat roasting on charcoal grills wafting from the open live kitchen awakens a keen appetite.

The round the clock coffee shop, 24/7, is trendy, bright and interactive and reflects Bangalore's evolving lifestyle. The accent is on authentic dishes culled from Italian, Asian, Mediterranean and Indian cuisines to create a full-bodied meal rich in variety and taste. The attached terrace overlooks the pool and offers an al fresco experience.

The contemporary lounge bar Sutra serves signature cocktails whipped up by expert bartenders and extends into a charming courtyard. With music to match, it is a surefire hit.

The large sprawling garden and the deck chairs by the pool are ideal for relaxation; while the Rejuve Spa offers pure pampering using holistic therapies and massages. Trained therapists use Ayurvedic, Aromatherapy and traditional Western techniques. A beauty salon, relaxation pools and a gym are also on offer.

A stroll around the extensive grounds at The Grand Ashok will take one past the tree lined tennis courts to a gazebo; this is the historic spot where Mahatma Gandhi once meditated. With a legacy of the past and a pulse on the present, The Grand Ashok has scaled up the value chain in the city's booming hospitality sector.

Tel: + 91 80 3052 7777  
[www.thegrandbangalore.com](http://www.thegrandbangalore.com)



Harinder Singh, General Manager





## A sliver of Paris

*Le* **MERIDIEN**  
BANGALORE

Overlooking the lush greens of the Bangalore Golf Course, this is as fine a location as a hotel can boast of. Conveniently close to the chief commercial and business areas of Bangalore, the Le Méridien offers distinct advantages to both the business and leisure traveller.



*Easy accessibility from the new international airport makes Le Méridien doubly attractive as a business and leisure hotel.*

The Le Méridien is a well-recognised international brand with a distinctive French flair. Formerly headquartered in the United Kingdom, it is now owned and operated by Starwood Hotels & Resorts Worldwide Inc, one of the world's largest hospitality chains.

"Our hotel caters to the well-informed, cultured, discovery-oriented techno-savvy traveller," says Vijay Gollarahalli, Vice President, Operations. "We have anticipated and met the demands of discerning business travellers to Bangalore."

With an entire floor dedicated to business clientele, it offers thoughtful add-ons such as separate express check-in/out, valet service, dedicated business lounges and complimentary mini-bars among other facilities. Some suites also come with kitchenettes and separate bar counters for guests to entertain in privacy and style.

Le Méridien's style is unique and distinct. The entrance lobby sparkles with fine Spanish crystal chandeliers. Deeply carpeted corridors lead out to the restaurants, lounges, shopping arcades and



Vijay Gollarahalli, Vice President, Operations

banquet halls. The 195 rooms and suites are spacious and well appointed and offer excellent views of the golf course, the pool or the city's soaring skyline.

As one of the city's leading business hotels, Le Méridien provides six convention halls and two boardrooms for meetings and conferences. The Royal Club Lounge fits the bill for smaller meetings, interviews, discussions and briefings.

Le Méridien offers extremely tasteful banquet halls, banquet options and facilities for business conventions, weddings, celebrations or cosy get-togethers.

Led by one of the city's finest chefs Vijaya Baskaran, Executive Chef and F & B Manager, the hotel offers several dining options be it for fine dining, a power lunch or a quick snack.

The food here shows the rich legacy of Indian culinary history enriched continuously by Mughal, Persian, Chinese, Mongolian, Turkish, British and Portuguese influences, and contemporary international trends. All of which make for a sumptuous and mouth-watering spread.

Its most recent addition is Jashn, which offers an experience with a difference. Jashn starts off at an upper level overlooking the wide aquamarine pool, tarries under a high ceilinged sit-out and winds all the way down to the inviting waterside. Lush greenery drapes the surroundings in a soothing hue and come night, twinkling lights add a fairyland ambience.

Sipping on a cocktail or two is sure get the juices flowing; there is plenty of action here at this North West Frontier restaurant as chefs toss up succulent tandooris and aromatic curries in the open kitchen.

Just off the lobby, is the La Brasserie, the 24 hour multi-cuisine restaurant. With an open and cosy feel, it serves a superb a la carte menu with Indian, continental and pan-Asian delicacies, and spreads out lavish buffets for breakfast, lunch, and dinner. A live band with an eclectic repertoire livens up the evenings.

For those with a sweet tooth, a must stop is the legendary La Boulangerie which tempts you with an array of pastries, chocolates and confectionery.

With all the good food inside you, you might think of using the well-equipped health club. A brisk workout at the fitness centre, a few laps in the temperature controlled pool, a soothing massage or a hydrotherapy session in the sauna or the jacuzzi is the perfect way to unwind at the end of a tiring day. You could opt for a session of beauty at the salon or take time off for a sporting encounter of golf, bowling and tennis.

In a city that is seen as one of the technology hubs in the country, Le Méridien is a premium player in a sector that is slated for unprecedented growth.

Tel: +91 80 2226 2233/ 2228 2828  
[www.limeridien-bangalore.com](http://www.limeridien-bangalore.com)





# Royal Orchid class



Royal Orchid Hotels Ltd is one of India's fastest growing hotel chains. With properties in Bangalore, Mysore, Pune, Jaipur and Hyderabad, it is listed in the Bombay and National Stock Exchanges (BSE & NSE). Now along with an exclusive territorial license for India from Ramada, the worldwide leaders in business hotels, it is set to explore global terrain on its own.



*Paparazzi at the Royal Orchid Central commands a breathtaking view of the city*



*Chender V. Baljee, Chairman, with sons Arjun and Keshav*



*Hotel Royal Orchid, Bangalore*



*Royal Orchid Metropole, Mysore*

Inspired by the universal symbol for beauty and luxury, the Royal Orchid's many properties range from five star business stopovers and heritage hotels to spa resorts. Founded by Chender Baljee in 1973, the chain began with Hotel Harsha, the city's first silver service restaurant. Hotel Royal Orchid followed, and the hospitality honcho has been in rapid expansion mode since.

Indeed visiting the group's hotels is almost like a mini-tour of the City. Hotel Royal Orchid abuts the Karnataka Golf Association's sprawling golf course. The hotel's own lawn tapers off gently, showing off the famed local greenery and is a popular venue for parties and music concerts that are best enjoyed under starry skies.

Launched in 2001, this hotel is on the business traveller's map with 195 well-appointed rooms. Three eclectic, equally popular dining options, include Limelight, the 24 hour coffee shop, Geoffrey's, an English-style pub and Ginseng, which was awarded the Best Oriental restaurant in 2006 by the Times Food Guide.

Perhaps one of the best views of the City is from Paparazzi, the glitzy roof-top restaurant at the Royal Orchid Central. Located in the commercial axis of the city in Manipal Centre, it won the Conde Nast Traveller award in 2006 for the Hot Table list, ranked among the Top 82 restaurants across the globe. The hotel itself is a winner too, being the recipient of the prestigious Stars of the Industry award for the Best Economy Business Hotel in 2006. Pinxx, the lively 24 hour coffee shop is one of Bangalore's hippest leisure hotspots.

Soon Royal Orchid Hotels Ltd will re-launch Hotel Harsha as the first Ramada Hotel, promoting the Indian restaurant Tiger Trail as the signature restaurant. The hotel is designed to suit the needs of an on-the-move young executive. Last year, the company inked a deal with the US-based Wyndham Hotel Group to develop at least ten Ramada hotels nationwide, over the next five years.

"As one of Bangalore's largest hotel chains, we have a unique insight about the city. We have operated here for over three decades. We are proud to have shaped the city's hospitality scenario, and have carried the warmth of the city to out other hotels nationwide" says Chender Baljee, Chairman and Managing Director of Royal Orchid Hotels Ltd.

Proving that the company can master the art of leisure as well are the Royal Orchid Getaways, which includes the Royal Orchid Resort on the outskirts of the city. Each of the 54 beautifully designed rooms has a private balcony overlooking a coconut grove. The lawns double up as a banquet facility that can host up to 2000 guests. A rendition of the typical Indian roadside restaurant or dhaba, the 9th Mile Dhaba is a key attraction with its rustic ambience and open-air kitchen that serves succulent North Indian, Punjabi and tandoori cuisine.

The Royal Orchid Brindavan Gardens, ensconced between the river Cauvery and Brindavan Gardens, is a premier heritage property. The Elephant Bar commands a stellar view of the gardens, especially beautiful at night, when the multi-coloured fountains spurt into the air in a carefully orchestrated dance. C.K's, the multi-cuisine restaurant, and the Garden Café, the 24 hour coffee shop, add variety to the food and beverage options on offer. Facilities like a gym, spa and swimming pool add a touch of the modern to the colonial structure, and guests can tee off at the hotel's mini golf course and go boating.

Reflecting the old world charm of colonial Mysore, is the Royal Orchid Metropole. Built in the early 20th century by the Maharaja of Mysore for his British guests, the group has placed its own stamp on the property. Modern amenities including wi-fi connectivity, a swimming pool, spa and gym, paired with the timeless grace of hospitality make this getaway an ideal blend of the old and new age style.

With the acquisition of a 30 acre property in Dar es Salaam, Tanzania, the company has also made a foray into international locations. This beach resort will have a contemporary African theme, with facilities for a full-fledged spa, swimming pool, lagoon and water sports.

Tel: +91 80 2520 5566  
[www.royalorchidhotels.com](http://www.royalorchidhotels.com)

# CHAPTER 3 | FINE DINING



"From food...creatures that dwell on earth are produced;...by food they live;...into it they finally pass....Truly, food is the chief of all beings; therefore it is called a panacea."

*Taittiriya Upanishad*





# Manna making



For the true foodie who constantly craves new tastes to tickle the palate, the BJN Group is like an anchor in rough weather. This unusual business house has diverse restaurants offering a range of cuisines to cajole, coax and please the most jaded appetite.



*Sahib Sindh Sultan recreates the magic of an epic train journey*

Started by the indefatigable Prakash B. Nichani in 1998, the group runs a series of restaurant chains, each offering a unique cuisine that is as varied as Frontier, Mediterranean and Far East. With 21 restaurants in Bangalore, Hyderabad, Mumbai, and new ones soon opening in Delhi and Jaipur, it is impossible to predict how many more will dot the country's landscape.

The Group has created unique dining concepts to tickle the palate and pique the imagination. With Angeethi, Bamboo Shoots, Tavern at the Inn, Aromas of China, Samarkhand, Hypnos, Indijoe, Bombay Post, Sahib Sindh Sultan, Firangi Paani, Vaayu and Café Masala.

Nichani, a self-styled chef with a formidable gourmet instinct and no formal training broke away from the family construction business to set up one of the most dynamic and rapidly growing companies in hospitality, fine dining, leisure, entertainment, banquets and quick service restaurants. He is referred to as the 'Man with the Midas Touch' in industry circles.

The flagship restaurant, the Sahib Sind Sultan is a fabulous recreation of ye olde days when there was much romance in train journeys. This restaurant pays homage to the maiden journey by the first Indian train from Bori Bunder to Thane in 1853. Never mind if you missed this epic journey 150 years ago. All you have to do is get aboard Bangalore's finest North Indian restaurant and chug back in time.

The interiors have been meticulously designed to mirror the elaborate ways of that time. Recreating the spectacular dining cars originally designed by Pullman, due respect is paid to the pomp and circumstance of the occasion by the deep maroon design on the walls, silk table runners, lots of polished wood and etched glass partitions. On the luggage racks perch top hats, which were the rage of the era, woven baskets and leather suitcases, and to complete the picture, there are announcements heralding the departure of a train or the station that it is approaching. You can also dine at the plush rendition of a railway platform at this amazing restaurant.



*"Do not stop dreaming.  
It is only when you dream  
that you can achieve  
bigger goals."*

Prakash B. Nichani, Promoter & Managing Director

The cuisine draws from the traditions of Indian royalty and interesting adaptations from colonial India. A delightful mélange of the tastes of Gujarat, Uttar Pradesh, Rajasthan and Punjab, the menu at Sahib Sindh Sultan also carries a great variety of Anglo Indian dishes. They reflect a delicious insight into perhaps the first fusion food in the sub-continent.

There is an extensive wine menu and cocktails, of which the margarita, mojito and caprioska are especially popular. To conclude the culinary journey, there is an exotic litchi ki tehri or a gulab jamun flambé, or perhaps a pineapple halwa.

With Aromas of China, you journey into the Orient. The atmosphere is a fusion of modern elements merged with signature Chinese themes. The gold leaf finish on the ceiling recreates Oriental grandeur. Ebony veneer, tea-green, Chinese-yellow and blood-red are used sparingly, and to great effect within the restaurant.





Known for its distinct yet subtle flavours, Aroma's Peking duck served with pancake, scallions and hoisin sauce followed by duck soup are worthy of special mention. Pegged as the Chinese restaurant for the discerning gourmand, it stirs up fare from the Sichuan, Shanghai and Guangdong districts of China.

The taste theme stays on with the array of desserts on the menu: chilled Oriental mango pudding, flambéed Mandarin glass peaches and sweet bean red pancake are particularly delicious.

In sharp contrast to the subtle flavours of Aromas, the fare at Angeethi is robust and hearty. This restaurant takes its name from the traditional cooking stove of North India around which families would gather to ward off the winter chill. Exuding all the informality of home, it is a true urban alternative to the wayside dhaba, the much beloved stopovers on Indian highways.

Bollywood posters and favourite Hindi film songs add colour and character; while 'mashaals' (torches) and brass antiques add to the rustic feeling of the eatery. Succulent Tandoori kebabs, Punjabi, Rajasthani and Avadhi cuisine is the fare dished out in the Angeethis at Bangalore, Mumbai and Hyderabad. Prawns and lobster are redolent with Indian spices, teamed with rice and wholesome daal.

If you seek a pub with great character, where you can while away solitude or make merry with a bunch of friends, Firangi Paani would be a fine choice indeed. Created along the lines of the good old-fashioned English pub, there are comfortable bar stools around the long bar and several nooks for privacy. Most people prefer to stand around large beer kegs that double up as tables. Leather upholstered chairs, lots of polished wood, English antiques and an exquisitely crafted miniature ship add to the quirkiness of the pub.



Angeethi

## Signature dishes of BJN



### Sahib Sindh Sultan

Railway Mutton Curry



### Angeethi

Kebabs



### Aromas of China

Chicken in Oyster Sauce



### Firangi Paani

Fish and Chips



Aromas of China



*Firangi Paani is Bangalore's version of the English pub*

The barman at Firangi Paani is adept at conjuring up eclectic cocktails - a variety of martinis, daiquiris and margaritas. Then there are the special Polynesian cocktails, and a wide range of beers, scotches, wines and liqueurs. As you down your favourite tippie, you can tuck into substantial pub food - Tibetan momos, Lebanese hummus, pita bread and falafel, English fish and chips, or Italian spaghetti. Firangi Paani is known for its great choice of music - rock, contemporary and retro all have their special days and time. If you happen to drop by on the dedicated karaoke night on a Sunday, you will find the customers extra gregarious as they join along in song. So raise your glass, put your arm around your friendly neighbour and relish the last notes of the weekend.

In addition to the 15 new restaurants that are slated to open, the BJN Group will soon launch its banquets business in Mumbai, with plans to spread to other cities. Other ancillary ventures on the anvil include outdoor catering and the ambitious BJN Culinary School of Food Production.

The BJN Group's business seems to be all about keeping people happy and smiling, eating and enjoying. And if Nichani himself laughs all the way to the bank, well, more power to him.

Tel: +91 80 4111 3335  
[www.bjngroup.in](http://www.bjngroup.in)



# The Chancery Pavilion



The pivot of Indian hospitality is food and while there are restaurants of all hues, The Chancery Pavilion offers an array of flavours in its restaurants Ithaca and Indian Affair, and the lounge Amnesia, all presided over by a master chef for whom cooking is more than a job; it is a prayer.



On any given day, diners at The Chancery Pavilion's all-day dining restaurant Ithaca linger over a sumptuous breakfast buffet well past breakfast time, eagerly refilling their plates with the generous helpings of Executive Chef Sitapathi's offerings. They are wowed by the visual treat as much as the culinary delicacies. Smoked tomato bisque is served in a bread tureen, and shrimp cocktail in a bowl carved of ice, instead of the usual cocktail glass.

"We do not just serve food," says the jovial Chef Sitapathi, "we serve an experience." It is an experience diners cannot get enough of, and Ithaca is one of Bangalore's most popular restaurants.

European and Mexican cuisine is Chef's Sitapathi's speciality, and Ithaca's interiors complement the food nicely. It is divided into two areas by a glass wall spanning two floors, which lets in enough light to remind its diners of a picture-perfect day in the Mediterranean. The latter half of Ithaca is spread out around the turquoise pool, and diners take advantage of Bangalore's weather for a classic al fresco banquet.

Ithaca showcases a different cuisine every evening, ensuring that regulars and long staying guests are never bored with frequent repetitions. Chef Sitapathi and his crew of 70 lay out a lavish spread of Italian food on Monday and Indian on Tuesday. Wednesdays are seafood nights, Thursdays are for Oriental favourites, fusion food takes the spotlight on Fridays, and the weekend is reserved for international cuisine. The Sunday brunch is a hot favourite with Bangalore's glam set and IT bigwigs, who lounge around the pool relishing the lobster neroli, pepper crusted New Zealand lamb rack and tiramisu.

Celebrating the vast array of Indian flavours is the Indian Affair, which recreates traditional Avadhi, Kashmiri, Goan, Rajasthani, and Keralite cuisine by the book. If Ithaca is positioned as the dining destination for the gastronome who likes the occasional innovative rendition, Indian Affair is a treat for The Chancery Pavilion's many globetrotting guests in search of the real McCoy.

Tastefully decorated in hues of rich brown, gold and beige, the mellow and stylish restaurant invites diners with its incandescent interiors and knick knacks – jewellery boxes, a violin, a strand of pearls, a chess board – to cosset in a journey that is as much cultural as it is culinary.

For those who would like to shake a leg, the lounge Amnesia is the place to join Bangalore's young tycoons as they sip the signature drink '18 till you die', and snack on finger foods from the Caribbean, Mexico and Mediterranean. With a DJ console made of molten lava, it does set pulses racing.

It has a funky colour scheme of deep purple, metallic green and red; streaks of cobalt blue glimmer over the violet walls, setting off luxurious pink couches.

Coming soon is another addition on the rooftop with a breathtaking view of the city; the pan-Asian restaurant will serve Japanese, Thai, Korean, Malaysian, Singaporean and Chinese fare. Chef Sitapathi is understandably enthusiastic about what will soon be a four-fold culinary canvas. He says, "There is no full stop to one's imagination here. I never call my work station a kitchen; it is a temple."

Tel: +91 80 4141 4141  
www.chancerypavilion.com



Executive Chef Sitapathi

Photo: Cletus Rebello



Photo: Souvik Chakraborty



# Blue Ginger

Blue Ginger, the first Vietnamese restaurant to open in India, is as exotic as it can get.



Pathy Aiyar, actor

*"It is the ambience that stands out for me, especially the little lake at the entrance. The food is great; expensive but worth it."*

Photo: Asha Thadani

Aromantic pavilion, the setting of this restaurant resembles a dazzling little island; it exemplifies all the appeal of Southeast Asia. Opening out on to soothing greenery and waterways, Blue Ginger is beautifully decorated with stunning artefacts, colourful lanterns and mood lighting.

As you relax against silk cushions in vibrant hues, the warmth of rich wood and the beauty of the surroundings prepare you for a diverse collation. Vietnamese chefs prepare the healthy, light, and aromatic cuisine of their home. Vegetables, meat and seafood are key to these dishes, expertly prepared with herbs and a minimal use of oil to present a variety of textures and flavours.

Crunchy salads, starters like rice paper roll with chicken and shrimp, zucchini and mushroom in satay sauce, and Hanoi fish only hint at the culinary tour de force to come.

Blue Ginger's Pinstripe Corporate Lunch is an experience of food that is unique, balanced and light, all in 45 minutes.

Tel: +91 80 6660 5660  
www.tajhotels.com



## ANTIQUITY GOURMET COMPANION

Lobster in Satay Sauce

# Bouquet

As the world becomes smaller, and people hop, skip and jump across the globe, palates are going global too.



Vani Ganapathy, dancer

*"The simple and classy décor makes an immediate impression; it offers privacy and very high quality food. I love the pasta."*

With the biggest menu in town, this fine dining restaurant offers pan-Asian, Oriental, Indian and European delicacies. A must try here is Chef Radhakrishnan's Atlantic scallops with apple celery remoulade and beetroot reduction. If you do need help in navigating the menu, the maitre d' is always around to help.

Serenading musicians and a cheerful play area draw families on weekends while the express lunches attract business persons who seek hushed efficiency.

F&B's fine dining restaurant Bouquet offers bon vivants the world on a platter, serving up 288 dishes!

Natural light streams through tall glass windows as the yearning notes of a Spanish guitar seep into your bloodstream in this large airy restaurant. Bouquet has found itself that rare treasure of location; it is bang in the business district and yet is cut away from the noise and furore in a quiet lane.

Tel: + 91 80 4033 3888  
[www.fandb.in](http://www.fandb.in)



ANTIQUITY GOURMET COMPANION

Pu Pahd Pong (crab prepared Thai style with red chilli and coconut milk)

# Dakshin



Dakshin serves a rich repast in a setting reminiscent of a grand durbar, and showcases the speciality cuisines of the Southern heartland.



Vidya Virkar  
Owner, Strand Book Store

*"The food has a reverential quality to it. It is authentic and traditional, with a special mystique."*

Photos: Cletus Rebello

Gorgeously dressed in silks, smiling attendants press strands of fragrant jasmine upon you. If you cannot wear them in your hair, just wrap them around your wrist. Now, on to your table, which is laid with richly bedecked gleaming urlis and addukus, the traditional serving vessels, and clean green plantain leaves.

A delicious tingle courses through your body to the strains of the nadaswaram; the first sip of the fiery rasam does have this effect. The resounding beat of the mridangam muffles the crunching of crisp papaddams and sandige. Soft and sensuous, the melody from the flute is the perfect accompaniment to the banana dosa.

The live Carnatic music heightens your enjoyment of the superlative spread of food from across the south: from the cuisines of the Coorgs and the Madhavas of Karnataka, Nairs and Namboodiris of Kerala, Chettiyar and Andhra Pandiga; from bisi bele bath and banana dosa to yetti masala, pandi curry and mamsam koora.

It counts among its applauding patrons N. R. Narayana Murthy, Chairman and Chief Mentor of Infosys, Dr Shashi Tharoor, former Under-Secretary-General of the United Nations, tabla maestro Zakir Hussain, and the rock band Aerosmith.

Tel: +91 80 2226 9898  
[www.itcwelcomgroup.in](http://www.itcwelcomgroup.in)



ANTIQUITY GOURMET COMPANION

Vaenchina Mamsam (lamb cooked with onions and spices)

# Graze

This mint-fresh speciality restaurant is for the curious eater, the kind who keeps asking questions.



*Kripal Amanna  
Publisher & Managing Editor,  
Taste & Travel/ Food Lovers*

*"I am impressed by the sheer variety of ingredients and produce that come together in a menu that is simple in flavours, yet high in ingenuity."*

You need not worry about offending Executive Chef R. Selvaraju with your insistent queries; he expects this during the culinary rollercoaster ride on offer.

Trendy and chic, this is a contemporary restaurant both in terms of its light and easy décor and the natural flavours of its menu. You might think it is more of a bar than an eatery at first look as there are enormous displays of wine in millwork cabinets.

Well, you would be partly right. There are 200 wines to complement any taste and budget. A unique concept here is the Flight of Wines, a taster of three wines from the menu, red, white, and dessert, paired with appropriate cheese and fruit. A novice drinker could certainly use some help in figuring out what to drink when!

Banishing all misgivings is the display of pyrotechnics at the chef's display kitchen. Watching your food being seared, baked, skilleted, grilled and blended with fresh sauces is a mouth-watering experience.

If it is cossetting that you are after, reserve the exclusive Chef's Table. After interviewing you to figure out your tastes and what your wallet permits, the chef will serve you his finest creations accentuated by his personal attention.

Tel: +91 80 6660 4444  
[www.tajhotels.com](http://www.tajhotels.com)



# i-t.ALIA

i-t.ALIA offers this IT capital the food and the wines from, you guessed it, Italy.



*Sanchita Ajjampur,  
fashion designer*

*"i-t.ALIA represents the Italian design sensibility and modernity within its four walls. Delicate homemade pastas with seafood are my favourites."*

If a restaurant can be dressed in smart casuals, it is this. Dark timber floor, charcoal black upholstery and lime green sofas in the niches along one wall. Crisp white linen tables offset the robust flavours and vibrant colours of Italian food. Chic and cosy, it is a perfect locale for an intimate rendezvous or dinner table networking.

If your palate craves for proscutti and parmesan, if you dream of pizzas baked in wood-fired ovens, fresh seafood, and home made pastas, you will find it here, served by Executive Chef Mandhar Sukthankar. He has worked with Chef Antonio Carluccio at the Neal Street Restaurant, London, to create this menu which is revamped every six months to keep up the novelty.

The food is a repertoire of classic Italian recipes; innovative use of various ingredients and flavours create authentic yet distinct fare.

i-t.ALIA has won several local food guide awards and, perhaps more importantly, a sizeable number of loyal diners.

Tel: +91 80 2559 4666  
[www.theparkhotels.com](http://www.theparkhotels.com)



ANTIQUITY GOURMET COMPANION

Assorted Crostini

# Jamavar

Ranked by Forbes among The World's Top Ten Power Dining Places, this restaurant is devoted to Indian speciality cuisine.



*Nandini Alva,  
dancer and convenor,  
Bengaluru Habba*

*"It reflects the grandeur  
of the Mughal era. I feel  
like a queen every time  
I eat here."*

Golden light glows softly from crystal chandeliers and flower laden urlis greet you in this palatial ambience. The tinkle of bespoke silver cutlery adds to the feeling of super luxury along with classical music and Jamavar wall paintings in pure 24-carat gold leaf and vegetable dyes.

This opulent eatery takes its name from the Jamavar shawls of Kashmir made from the delicate fleece of the Tibetan mountain goat, Capra Hircus. These tapestry shawls are skilfully patterned with weft threads alone. Prized as heirlooms, a true Jamavar shawl of three-metre length is fine enough to slip through a wedding band!

And yes, you will find the food as rich as the surroundings. Ranging from tandoori from the North and spicy curries of the South dished up by Corporate Chef Farman Ali.

It has whetted the appetite of global leaders, from Bill Gates to a host of other biggies setting up base in this tech city. When it comes to talking shop and inking deals, Jamavar seems to be the perfect primer.

Tel: +91 80 2521 1234  
[www.theleela.com](http://www.theleela.com)



ANTIQUITY GOURMET COMPANION

Paneer Tikka Ambi Da / Shahi Aloo Tikki Chandni Chowk Wali

# Karavalli

The Indian representative in the World Gourmet Summit, Singapore 2005, and winner of several prestigious awards, Karavalli is rated by Conde Nast as one of the finest in South Asia.



*Manjusha Maheshwari,  
image consultant*

*"I savour the food and the perfect ambience, which is bright and cheerful during the day and romantic at night."*

*Photos: Cletus Rebello*

Spread out beneath the shade of two giant tamarind trees, Karavalli transports you to the courtyard of a traditional home in coastal Mangalore. The idyllic setting of a hamlet is just right to savour hot spicy food from the West Coast of India.

From Goa through South Karnataka to Kerala, Chef Naren Thimmaiah's menu offers stews and curries to be relished with light and fluffy sannas and neer dosas. Vegetarians might find the aroma of fish a trifle overpowering but they cannot complain about the lack of choice.

The sunny outdoors is a natural choice for diners, though you could opt for the air-conditioned indoor restaurant. Do not miss winding up your meal with bibinca, dodhol or the pazham pradaman; this is sweet surrender to a soulful meal.

Tel: +91 80 6660 4545  
[www.tajhotels.com](http://www.tajhotels.com)



ANTIQUITY GOURMET COMPANION

Kori Gassi (chicken with roti)

# Sunny's

This is a setting that demands 'lights, camera, action' and justifiably so, as the suave Arjun Sajnani, theatre and film director, adds zest to the fare as master chef.



Ritu Mallya,  
connoisseur

*"I live right next door to my favourite restaurant. What I like best at Sunny's is that the food is always consistently delicious."*

Photos: Cletus Rebello

One of the city's favourite restaurants, Sunny's is a sleek blend of style and substance. It exudes pristine sophistication and offers a repast that is light on the tongue and filling to the belly.

A cobbled shaded pathway leads into a walled courtyard; you can opt to sit here or step through the glass door to the formal interior. At the lower level, there is snowy white elegance, while an illuminated flight of stairs leads you upwards to a swish lounge area with deep comfortable couches and tall chairs that offer more privacy. You could perch on bar stools and admire the soft glow that the chandelier casts on the diners.

Sunny's is a popular dining destination amongst expatriates who come in early for their meals. It is equally popular with locals, which certainly explains why one would typically need to book a table. If you are a few minutes late, be warned, you will lose your place.

Tel: +91 80 4132 9391  
[www.sunnysbangalore.com](http://www.sunnysbangalore.com)



ANTIQUITY GOURMET COMPANION

Chicken Saltimbocca with sun-dried tomato sauce



## Kosmic curry



Self-confessed foodie and entrepreneur Pat Manaschaung's trademark restaurants Kosmo and Taika exude a heady individuality that makes them among Bangalore's most frequented and talked about dining destinations.



*Thai is the theme at Taika, Kosma and Rak Thai 29*

**T**all bronze idols of Buddha adorn the walkway into Kosmo; if one did not know it earlier, this will surely clue the visitor that the ravishing Pat is from Thailand and brings to her projects not just the culinary influences of her native land, but all the aesthetic touches that make her restaurants and lounges so different from the rest.

Under the shade of an ancient sithpora tree, one could well experience a sense of enlightenment. The courtyard with the majestic tree is the hub at Kosmo (the new avatar of the old favourite Cosmo Village).

Kosmo builds on the popularity of Cosmo Village's reputation as the base of the city's most exclusive parties, and picks up the thread of unique concepts, with emphasis on authenticity, food and décor.

Housed in a fifty year old colonial bungalow, Kosmo retains the original stone façade. Everything else has been remodelled to create a remarkable experience that weaves together a quaint colonial charm and modern swish interiors. And sitting in the courtyard with stars twinkling overhead, it is easy to forget that

you are in the middle of the city. The bar comes well stocked with a variety of wines and liquors, and the barmen are handy with a cocktail shaker.

The food is a tempting array of barbecue, European and Mexican cuisine. Old fusion favourites are on the menu and the two bars ensure that glasses are well stocked through the evening.

The Music Lounge with unusual artefacts and murals with their mystic aura has been designed to get the foot tapping and is



often host to lounge parties. The DJ spins a different tune every night.

A reclining Buddha, a signature in all of Pat's restaurants, marks the entrance to the open air terrace, by far the largest in Bangalore. Open spaces, with flowing curtains interspersed throughout, combined with fine foods like baked lobster, caviar and foie gras and an exhaustive list of global wines, create a unique culinary experience in a city that is always on the lookout for the next big thing in gastronomy.

"Being a food-a-holic," says Pat, "I enjoy experimenting, mixing flavours, creating new sensations, thinking out of the box. Fusion food is my favourite, and we showcase a particular blend of cuisines each season."

Taika is known for its energy charged atmosphere and great food. Situated on the terrace of a building on Church Street, with two distinctively different areas, the first club offers a variety of music that draws in a plethora of young clubbers with its mix of popular music. An outdoor balcony seating completes the relaxed and casual atmosphere of this club.

A multi-level club attracts genre specific clubbers. With well stocked bars, many mini beer

counters and light bites, Taika is an all-in-one club which attracts the younger generation.

With two uber chic restaurants constantly abuzz with delighted diners and clubbers, Pat has launched a third. Her recent addition Rak Thai 29 is an elegant boutique and Thai cafe spanning three floors with an unusual collection of home décor, bric-a-brac, artefacts and figurines, furniture and delectable Thai food using the most authentic ingredients.

"Being Thai, I miss the food most, the art, the handicraft from Thailand, the list can go on," she says. "So I combined all that I miss to bring a little piece of Thailand into Bangalore." "Rak" means "love" in Thai and the concept strives to deliver a unique experience.

Bangalore surely loves each of these venues; the finesse and authenticity in décor, concept and presentation of food leave one spoilt for choice.

Tel: +91 08 4112 7373  
www.kosmo.in



CHAPTER 4 | FOOD & BEVERAGE



"Eat well, drink in moderation and sleep sound,  
in these three good health abound."  
*Indian Proverb*





## The big little bite

Labelled The Most Trusted Food Brand in a survey conducted by AC Nielsen ORG-Marg and the No.1 Brand across all categories in Indian metros in 2007, Britannia has a larder stocked with delicious biscuits, breads and dairy products.





Biscuits are arguably India's premier anytime eat. And the brand that has become synonymous with biscuits is Britannia. You do not call a biscuit 'a biscuit' anymore. Britannia will suffice.

Mothers seldom forget to pack Treat or Milk Bikis for their children's mid-day snack at school. When they return home at the end of the day, laden with homework and text books, covered in grime and bruises from the rough and tumble games, Milk and Tiger biscuits are the popular fare. If they are packed off to boarding school the assortments of tuck invariably feature packets of various Britannia biscuits.

Life goes on. As children grow out of milk teeth, toys and clothes, Britannia stays on as a favourite, with newer, more exciting flavours to taste. The healthy snack gives way to the 'fun-bite' with Britannia Little Hearts and 50-50 vying for popularity.

Britannia does not just bridge the chasm between the young and the grown up. Few give it credit for being a great social leveller. 'Cutting chai' with a pack of Britannia is a popular combination at any roadside stall as much as Cream Crackers are de rigeur with Darjeeling tea, silver service et al. For those who count calories, there is NutriChoice SugarOut (biscuits sweetened with sucralose, containing no sugar), and Digestive biscuits that can be devoured without keeping count.

The fact remains that Britannia has made inroads into every aspect of our lifestyle without so much as making a point of it. Can you really think of academic excellence without biscuits? Late-night cramming without coffee and Britannia is unheard of. In our high rise office towers, people constantly burn the midnight oil substituting companionship with Bourbon and Orange Cream biscuits.

Ever thought of travel without biscuits? Just look around at any railway or bus station refreshment stall and you have the answer. Britannia goes on picnics, to the movies, on long car rides. Pure

Magic weaves its heady spell for those moments when romance reigns supreme.

The brand alternates roles between pacifier, reward, ice-breaker, inspiring ruminant, health food and fun maker. Little wonder then that it is a household name across the country's social spectrum.

One sometimes wonders how in a nation that is famous for its varied food, a relatively simple snack like the biscuit ever gained prominence. Credit goes to Britannia for a marketing revolution. Starting life armed with a few good recipes and Rs 295 (US \$7) as capital in 1892's Kolkata, its network has widened to include India's big cities and regions including Bangalore, New Delhi, Mumbai, Chennai and Uttaranchal. Today, Britannia Industries Ltd exports its products to over 55 countries around the world.

The fact that the company closed the last quarter of 2007 with a net profit of Rs 45 crore (US \$1.1 million) reflects that it has come a long way indeed. Managing Director Vinita Bali says of the company's performance, "BIL achieved a growth of 16 per cent in the quarter and industry growth of 12 per cent in an extremely competitive environment. Simultaneously, we improved margin, due to higher price realisation and continued focus on operational efficiencies. Investment in advertising and sales promotion increased by 70 per cent to support our brand building initiatives."



Vinita Bali, Managing Director

The 90s and 2000s have seen the company step up its ambition and collect several accolades. In 1997 Britannia adopted the corporate mantra 'Eat Healthy, Think Better', and correspondingly has also changed the formulation of all its biscuits to 'Zero Transfat'.

So much for the spread sheets, forecasts and pie charts. At the heart of Britannia's business, however are intangibles like goodness, happiness, enjoyment, sharing...That perhaps is why the company has partnered the Andhra Pradesh government's midday meal scheme, which hands out iron-fortified Tiger biscuits to supplement the meals of lakhs of underprivileged school children in Hyderabad.

A company grows. It diversifies. Market share goes up. The export market widens. Profits gallop. At the end of the day however, things do not change all that much. The business is still about putting smiles on faces.

Tel: +91 80 6692 8000  
www.britannia.co.in



## Bonhomie in a barrel



Many a lifelong friendship has been born over a frothy mug of beer in Bangalore. Not surprising, for this is a city where the favourite pastime is pub-hopping. With over 200 pubs, the city has rightfully earned the title of 'pub capital' of the country.



*The Kingfisher calendar, featuring top models is a collector's delight.*

Beer came to India through the East India Company and found the hot local climate utterly suitable for consumption of endless rounds. Sadly though for the boys from England who eagerly waited for ale from home, the five month long voyage from London to Bombay across the Cape of Good Hope left the beer flat and practically undrinkable.

Brewers in London were on their mettle; they could not abandon their countrymen to swelter in the tropics without the cheer of beer.

Thus was born 'India Pale Ale' or IPA. This beer was specially brewed for export to India; a higher ratio of 'hops' (plants whose cones give the bitterness and aroma peculiar to beer) helped suppress bacterial infection and retain the taste.

The new beer was popular among the civilians and soldiers, including a certain Lt Winston Churchill of the 4th Hussars, who quaffed the golden fluid in the Bangalore United Services Club, which is now the elite Bangalore Club.



'Pub @ home!  
 Fun does not end at closing time.  
 The party goes home with the Kingfisher  
 5 litre keg that holds 15 draught mugs.

The popularity of beer soon led to the birth of Bangalore Breweries which went on to become United Breweries. Today, this Rs 10132 crore (US \$2.5 billion) liquor giant owns breweries across the world and dominates close to half the beer market in India. Every third bottle of beer drunk in this country of over 1 billion people is Kingfisher.

Pitchers of draught beer overflow in Bangalore's watering holes; with India's biggest brewer headquartered right here, beer lovers have no worries about getting the brew by the barrel.

There are absolutely no class or sex barriers when it comes to enjoying a beer. The crème de la crème saunter out to their swanky clubs - an evening at the Kingfisher Umbrella Bar at the Bangalore Club is delightful indeed. If you peek into the Century Club, you would spot government babus who seem to need quick refills after a day of pushing files around. Across the town, it is all high fives and energy at the Catholic Club where members rehydrate themselves between turns on the dance floor. Out on the golf links, well, let us just say that the 19th hole is the most popular, with Kingfisher quenching the thirst of weary golfers.

The happy hunting grounds for a cheery experience are the hip pubs. Most evenings, they are a sea of humanity; perched on bar stools or grouped around packed tables, pub-hoppers of all ages beatifically smile as they signal another pitcher.

Every pub has its own USP that marks out its regulars and is in fact a sure sign of identification. Music and

beer is a rocking combination; from the brand new Hard Rock Café, to the old favourites like Pecos, Tavern at the Inn, Opus and the swanky Blue Bar, Dublin and i-bar. Keeping the music flowing, Kingfisher sponsors concerts by bands such as Sepultura.

The biggest beer bash happens annually when the city plays host to The Kingfisher Great Indian October Fest, the largest festival of its kind anywhere in the country; every beer drinker worth his froth would have to be here. With large tents setting out delicious food and the freshest draught beer specially brewed for the occasion, there is music, fashion shows and loads of dancing.

The good times get better during telecasts of major international events like F1, cricket and football organised by Kingfisher at popular watering holes. After having hollered themselves hoarse, the way to cool off is of course with the Kingfisher draught.

If it can cool you down, the city's favourite beer maker can also get you all steamed up with the award-winning Kingfisher Swimsuit Calendar featuring India's hottest models. Now in its sixth year, it has a cult status in the fashion world and is a big-ticket collector's item.

From style on the wall to style on the ramp, Bangalore scores high on the fashion quotient. The Kingfisher Model Hunt, a search for the freshest talent to face the spotlight, attracts hundreds of participants and ends at the gala Kingfisher Fashion Awards that felicitates the best in the Indian fashion industry.

There is no doubt about it; life in Bangalore is the king of good times.

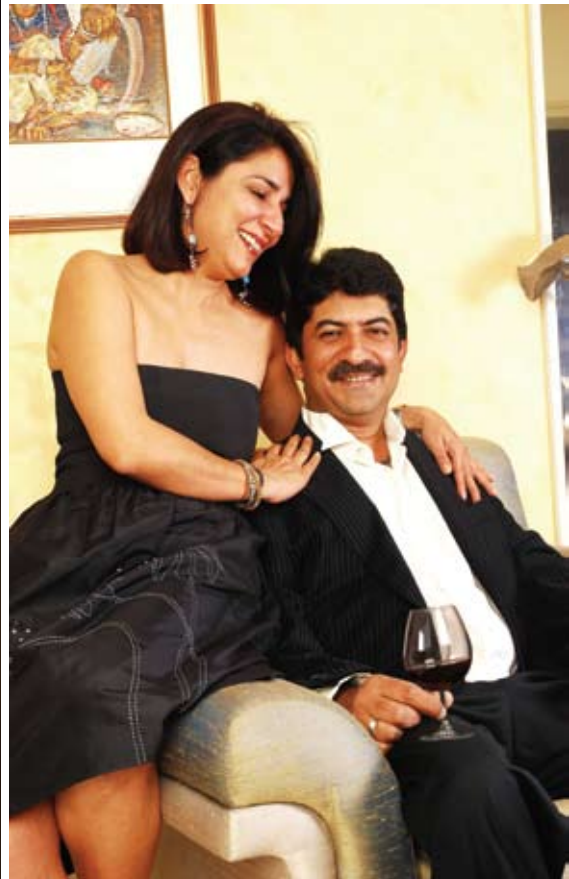
[www.kingfisherworld.com](http://www.kingfisherworld.com)





## Red or white?

Choosing from the ample varieties of fine wine is a tough choice for a city enamoured with wine and we are not overstating the case - Bangalore is the country's third largest market for wines. Wine clubs, wine tastings, the growing length of wine lists in fine restaurants and the number of specialty wine stores attest to the flourishing wine culture here.



Ramaa and Pritham Basappa, wine connoisseurs  
Photo: Cletus Rebello



If someone had predicted a decade ago that urban Indians would turn to wine as the drink of choice, the comment would have elicited a laugh. With a delightful array to pick from, wine has become the libation with everyday lunches and dinners and is no longer hoarded for special occasions. Although spirits still have a strong sway over many Indians, wine is here to stay and its attraction, availability and quality seems to be growing.

The Indian wine market is growing at an impressive 30 per cent annually and this growth shows no signs of slowing down. Bangalore itself consumes 30000 cases a year and is the fastest growing wine market in the country. A remarkable aspect is that Indian wines are not only being increasingly consumed at home, but are also exported across the world.

So what has made wine so popular in the city? The IT boom has created cross-cultural influences with people from many countries working here. Frequent foreign travels undertaken by Indians, who come back with a penchant for wine, has added to the drink's popularity over the last decade. Many Bangaloreans cite health reasons for switching from spirits to wine, and for a city that has always identified itself as cosmopolitan, drinking wine is also a style statement.

The biggest factor in the growth of the wine market and culture is the production of quality Indian wines. Wines imported from the bastions of the wine world such as France, Australia and Chile have long been available at fine dining establishments, but local manufacture has made this drink accessible to the growing urban middle class.

With wine clubs and interest groups sprouting up in the city, it is more than just the drink that fascinates people. Visits to vineyards, wine tastings led by experts and wine based events whet the appetite of people who long to know what they are drinking. Five star hotels regularly hold wine and cheese events and one would be hard pressed to find a fashion show, book launch or any high profile event without a range of Indian wines.

In the midst of this flurry of excitement surrounding wine - enter the UB Group. This conglomerate is a major player in the Indian spirits and beer market. The spirits division of the UB Group contributes to almost 80 per cent of the company's turnover, estimated at Rs 4000 crore (US \$1 billion) and holds a 60 per cent market share in India. Sensing the potential that the Indian wine market holds, the UB Group has taken the initiative in this sector.

With a knack for entering new markets as a leader, the group looks set to do booming business in India's wine market. Abhay Kewadkar, reckoned amongst India's first winemakers, heads the UB Group's Wine Business. In 2006, the group acquired Bouvet-Ladubay, a premium French wine manufacturer from the Loire Valley, which offers a range of top quality red and white sparkling and still wines.

The Group is setting up what promises to be India's largest and most sophisticated winery – The Four Seasons, in Baramati, Maharashtra, to produce quality Indian wines under the brand names Zinzi and Four Seasons. Zinzi wines, both red and white, which have just entered the market, have been crafted from hand-picked French varieties of wine grapes such as Cabernet Sauvignon, Zinfandel, Shiraz, Chenin Blanc and Sauvignon Blanc. These fruity, approachable, and easy going wines have been blended to be enjoyed by the versatile Indian palate. Four Seasons wines will be available in six varietals in the first year and will expand with subsequent vintages. The first vintage has three red varietals (Cabernet Sauvignon, Zinfandel, Shiraz), two whites (Chenin Blanc, Sauvignon Blanc) and one rose (Zinfandel).

Although the UB Group has entered the market after many other Indian wine companies, its multi-pronged approach of import, production, distribution and marketing ensures it a firm foothold in the market.

Tel: +91 80 3985 6800  
wines@ubmail.com



# CHAPTER 5 | COFFEE



"A cup of coffee shared with a friend is happiness  
tasted and time well spent."

*Anonymous*





# The Sufi's gift



In Africa, America, Europe, Arabia and Asia, sipping coffee in a demitasse or a pint-sized mug, drunk black or iced through a straw is an ever popular, socially accepted and time-tested pleasure.



*The taste of Indian coffee is savoured around the world*

*Photo: Cletus Rebello*

If life has its perks, coffee would rank foremost with the average Bangalorean. This city worships coffee with the same fervour that the French reserve for their champagnes. Good old fashioned filter coffee is the ritualistic pick-me-up to start the morning, and the scintillating brew that punctuates the day at frequent intervals.

Times change. Flavours change. But the perk remains. Today, evolving Bangalore has taken to latte, cappuccino and espresso with a passion. Cyber, music and garden cafes, lounges, sports and fashion bars are essentially coffee forums with an interesting twist. Home grown coffee shop chains and international majors vie with traditional South Indian eateries serving 'filter' coffee in ubiquitous steel tumblers.

Indian coffee travels a long way around the world; starting in the Southern states that constitute India's coffee country. India produces nearly 280000 tonnes of coffee and exports about 70 per cent of it. Karnataka accounts for 70 per cent of the total coffee production in India, and the Chandragiri Hills in Chikmagalur are the wellspring of India's coffee culture. The hills are intricately woven into local coffee mythology – the beans, a gift from Baba Budan, the Sufi priest who introduced coffee to India from the port of Mocha in Yemen, were sown in the Chandragiri Hills and the neighbouring Baba Budan hills.

Serene and picturesque coffee estates abound in the higher reaches of Chickmagalur, Hassan and Coorg districts of Karnataka, Salem in Tamil Nadu and Wayanad in Kerala. While Robustas can grow well even at 1500 feet, Arabicas need an altitude of 3500 feet and more. These estates, many dating back to British times, produce some of the best coffee beans in the world – Robusta Kaapi Royale, Monsooned Coffees and Mysore Nuggets Extra Bold.

Says Krishna Rau, Chairman of the Coffee Board, “The diversity of our coffee regions is also reflected in the many diverse coffees we produce. No other coffee producing country offers such large number of varieties and range of coffees. It provides huge opportunity to experiment with many blends to cater to the eclectic tastes of consumers.”

How people like their coffee depends on the aroma and flavour profiles of the varieties. The coffees of different regions and the varieties are assessed based on their organoleptic characteristics. Coffee roasting is a delicate art that is important to creating consistent quality. Coffee cup tasters create new blends using coffees of different origins and varieties.



Life in the coffee estates revolves around the celebrated bean, and changes with the seasons. Coffee growing is highly labour intensive and supports 550000 jobs. An equal number of people contribute in related fields of the coffee value chain – processing, marketing, trading, exports and retailing.

Indian coffee is grown in the shade and often intercropped with pepper, orange, areca nut, vanilla, banana and citrus trees – all making for a heavenly and perfect blend of subtle aromas. Coffee is one of the most eco-friendly crops in the country and helps preserve the fragile bio-diversity in the ecologically sensitive Western Ghats, which stretch 1600 km along the Western edge of the Deccan Plateau. The mountains intercept rain bearing westerly monsoons, providing the perfect micro-climate of shade and plentiful water for the coffee crop.



Krishna Rau, Chairman



The Coffee Board was established in 1942 to provide marketing support to growers. Over the past 66 years, it has effectively played the roles of partner, mentor, friend, philosopher and guide to the coffee industry.

The Board totally withdrew from marketing operations by 1995-96 once it was convinced the industry could handle it on its own. Its role now is to provide support in research, development, extension, quality control and market promotion. It represents the Indian coffee industry as a nodal agency and advises the Government of India on all coffee matters.

The Coffee Board conducts regular diploma courses in coffee quality management, producing professionals like coffee tasters and coffee roasters for the industry.

To encourage youth interested in making a career in the coffee industry, the Coffee Board partners in the promotion of The Indian Barista Championship, a platform for Barista from all over the country. The winners of the pan-Indian contest take the international stage at the World Barista Championship.

Quite rightly, the produce of such a rejuvenating locale is good for you and drinking four to five cups a day is most beneficial. Studies show that coffee is a good source of antioxidants and a natural mood enhancer. The most recent findings give caffeine an emphatic thumbs up. It helps enhance concentration, dispels lethargy, revitalises the liver and reduces the risk of diabetes, cancer and Parkinson's disease.

What could be better than this invigorating drink that lets you work harder, and makes you feel better and all this without any known health risks?

Tel: +91 80 2353 6178  
www.indiacoffee.org



## Brewing a legend

The largest and perhaps the only fully integrated coffee conglomerate in Asia, Amalgamated Bean Coffee Trading Company Ltd (ABCTCL) has a presence in every vertical of the coffee industry. It has taken the country by storm with its Café Coffee Day chain of over 500 cafés and is expanding into ten other countries including Pakistan, UAE and parts of Europe. It takes the coffee continuum forward through retail sales and export of coffee to provide a superlative brew in various formats.



*ABCTCL owns more than 9000 acres of coffee estates*



The perky and smart Café Coffee Days have swept the country, popularising the coffee bar concept and coffee itself. Along with this first domestic retail venture, ABCTCL's divisions are highly visible on each step of the coffee value chain - Café Coffee Day, Fresh 'n Ground, ABC Exports, Coffee Day Xpress, Coffee Day Perfect and Coffee Day Bean2cup.

Says V. G. Siddhartha, Chairman, Amalgamated Bean Coffee Trading Company Ltd, "Delivering great coffee, exceptional service and an uplifting and personal customer experience have all contributed to the success of Coffee Day. Our commitment to conducting business in a socially and environmentally responsible manner has also contributed to our success. While the future is definitely going to be challenging, we are sure to live up to expectations as we have the strong support of our customers."

Founded in 1870 in the Shankara Kudege coffee estate, the entrepreneur-driven and professionally managed ABCTCL is India's only vertically integrated coffee company and the largest individual coffee plantation owner in Asia, with plantations spanning more than 9000 acres.

ABCTCL branched into coffee export with ABC Exports in 1994. In 1999, it became one of India's largest exporters of green coffee, and is now Asia's largest exporter of Arabica coffee. The plantations, which grow Single Origin-High Altitude, Robusta Kaapi Royale, Mysore Nuggets Extra Bold, and Indian Monsooned Coffee, are nestled in the Chikmagalur and Mudigere regions of the Western Ghats, the coffee cradle of India. All the plantations are UTZ Kapeh certified for socially, economically and environmentally responsible coffee growing.

ABCTCL's biggest strengths are the two curing facilities and state-of-the-art roasting plants located in Chikmagalur and Hassan, which allow it to directly control grading standards and efficiency, and the coffee labs in Bangalore and Chikmagalur that constantly develop the quality and flavour of the blends.

The fruits of this meticulous process are the brands of coffee ABCTCL produces for in-home consumption - Dark Forest, Malabar Monsoon, the Heritage Coffee series and Coffee Day Perfect.

Catering to the vast numbers of filter-coffee drinkers in South India, who constitute 80 per cent of India's coffee-drinking segment, ABCTCL launched Fresh 'n Ground in 1995: its first domestic retail venture and the first organised setup in a predominantly unorganised sector. With 400 outlets in South India, Fresh 'n Ground is the leader in the roast and ground filter coffee segment. There are more than 30 region specific blends, each unique in flavour and affordability.

Yet another innovation has been the liquid coffee decoction



machines (LCDM) for the retail segment. Coffee Day 'Bean2cup' vending machines are prominent fixtures in shopping and business hubs, dispensing multiple blends of coffee and tea flavours. They introduce over 700000 people to the Coffee Day brand everyday.

Bridging the gap between the coffee bar - Café Coffee Day, and the vending machine, is the Xpress kiosk, a retail fast food and beverage outlet that is a mix of company owned and franchisee driven ventures. While over 750 outlets operate in indoor and outdoor locations, shop-in-shop at major malls, a majority of the kiosks are close to offices. Besides offering a reviving cuppa to the flourishing corporate sector in urban India, the kiosks are also at convenient locations like gas stations, railway stations and bus depots.



*A million people enjoy the coffee experience every day, thanks to ABCTCL*



The brand that has brought ABCTCL the most visibility and made it a household name is Café Coffee Day, the coffee bar concept it pioneered in the Indian market, giving a significant fillip to coffee consumption in India.

The company set up the first Café Coffee Day outlet in Bangalore's commercial and retail fulcrum, Brigade Road, in 1996. From a handful of cafés in six cities in the first five years, Café Coffee Day, or CCD as it is popularly known, has become India's largest and premier retail chain of cafes with 540 cafes in 90 cities at the last count.

The brand's logo - a vibrant red square bearing a white swirl signifying the invigorating aroma of freshly brewed coffee, and the green stroke that is symbolic of ABCTCL's 138 years in the coffee growing business - is a familiar sight in all key urban residential, commercial and retail areas.

The concept initially took advantage of the rising popularity of the internet, and CCD served as a coffee shop cum cyber café. Till about the late 1990s, coffee drinking in India was restricted to the intellectual, the South Indian traditionalists and five star coffee shop visitors. Coffee consumption jumped from the five decade figure



of 50000 tonnes to 80000 tonnes since Café Coffee Day came into existence. With the catch phrase 'A lot can happen over coffee', the chain has promoted coffee as a social lubricant and the beverage of choice among the young, middle and upper classes.

CCD's mission is 'To be the best cafe chain by offering a world-class coffee experience at affordable prices'. The friendly, casual ambience and affordability have made CCD a runaway success. The cafes sport relaxing hues of royal purple and red and the furniture is cosy with cane and slim steel chairs and comfortable couches. With a menu of signature hot and cold coffees, exotic international brews, food, desserts and pastries, they are popular hangouts from breakfast till post dinner. Colourful merchandise further endorse the brand and there is ample shelf space for trendy accessories ranging from caps, T-shirts, mugs to badges. Strategic media and brand tie-ups add a further boost; while customers enjoy exclusive benefits across product categories, CCD gets access to target markets.

More CCD outlets will dot the country's urban landscape by 2010 - the current number of cafes will swell to 1500. The Café Coffee Day concept has also gone global and will soon see 50 outlets in 10 countries. It already has two cafes in Karachi, Pakistan, three cafes in Vienna, Austria, and will open a few more in the next six months.



ABCTCL is also betting big on its other divisions. By 2010, it will increase the number of vending machines to 12000, with 2500 Xpress kiosks, 600 Fresh 'n Ground stores throughout India across all retail formats through the FMCG division.

As part of its corporate social responsibility, the company supports the SVGH Trust Vocational Training Institute in the semi-rural outskirts of Chikmagalur. It aims at providing job opportunities other than farming to less privileged individuals.

The curriculum includes courses in hotel management and micro-finance and equips students in operations and customer service. After on-the-job training, students have the opportunity to be employed by Café Coffee Day. Over a thousand students have so far been trained and employed by the company, lending new meaning to the brew that perks up life.

Tel: + 91 80 4001 2345  
[www.coffeeday.com](http://www.coffeeday.com)





# A taste of heritage



Arguably the largest integrated coffee plantation company in the world, Tata Coffee Limited has a hand in every aspect of the coffee making process, with business activities ranging from growing and curing of coffee and tea to the manufacture and marketing of value-added coffee products.



Tata Coffee Limited (TCL) grows coffee on its own estates spread over 8037 hectares, processes the beans, exports green coffee, manufactures and exports instant coffee and retails coffee with its own branding in the domestic market. Headquartered in Pollibetta in Kodagu (Coorg) district of Southern Karnataka, TCL's marketing and corporate offices are located in Bangalore. With annual consolidated revenues of Rs 967 crore (US \$240 million), TCL's shares are listed in the National Stock Exchange, Mumbai, Bangalore Stock Exchange Ltd, Madras Stock Exchange and Hyderabad Stock Exchange.

TCL's estates are in the coffee growing highlands of Southern India, with fertile soils and invigorating climate in Coorg, Chikmagalur and Hassan districts of Karnataka and in Valparai district of Tamil Nadu. TCL produces 10000 metric tonnes of natural shade grown Arabica and Robusta coffees, in both washed and unwashed forms. Apart from coffee and tea, pepper and cardamom are also grown as inter crops on its estates.

The company owns six tea estates that span 4755 hectares in Coorg and Chikmagalur districts of Karnataka as well as in the Annamalais district of Tamil Nadu and produce 6.5 million kgs of tea. TCL also deals in plantation requirements such as fertilisers and chemicals, estate implements, and tyres and tubes through its Estate Supplies Division.

Monsoon Malabar, Mysore Nugget Extra Bold, and Robusta Kappi Royale are three of the prominent specialty grades of Indian coffee that TCL grows and processes apart from estate specific coffees. It has recently introduced Mr. Bean, a quality product made from the finest coffee beans.

TCL's modern state-of-the-art curing works at Kudige near Kushalnagar has a curing capacity of 22000 metric tonnes per annum.

*TCL's focus on quality and R&D has reflected in the company consistently winning the majority of the 'Flavour of India Fine Cup Awards' since its inception. Six of the company's estates figure in the famed coffee taster Kenneth David's portfolio of top ten coffees of India.*



"TCL's vision is to emerge as the leading player in the coffee industry by upholding ethical, social and environmental values with total commitment to our customers and stakeholders," says M. H. Ashraff, Managing Director.



This is the first curing industry in Asia to receive the prestigious certificate of Approval for Quality Standards ISO 9002. The unit houses the company's modern roast and ground coffee plant and is equipped with modern facilities such as the Neuhaus Neotec roaster.

Tata Coffee's instant coffee plants are located at Toopran near Hyderabad and at Theni near Madurai. The Theni unit also has a state-of-the-art freeze dried coffee plant. TCL manufactures spray-dried, agglomerated and freeze-dried instant coffees for its growing customer base worldwide.

In the domestic markets, TCL has four major value-added coffee brands: 'Mr.Bean' a coffee chicory mix and 'Coorg' 100 per cent pure coffee in the conventional coffee segment, 'Tata Café' a 100 per cent pure instant coffee, 'Tata Kaapi', a chicory mixed instant coffee in the instant coffee segment.

TCL is firmly moving up the coffee value chain with several initiatives. It is currently the exclusive supplier of coffee blends to major cafés and hotel chains. The company has started a new initiative called 'Mr. Bean Coffee Junction', where roast and ground coffee is sold in a superior retailing ambience with additional features such as coffee beverages. The company operates over 7000 vending machines across the country and has now entered the fresh brew vending segment.

TCL recently acquired the Eight 'o' Clock coffee company (EOC). EOC is a leading brand and a market leader in the value gourmet segment of the US coffee retail industry.

The company takes pride in its efforts towards corporate social responsibility. Estate workers enjoy a very comfortable standard of living and congenial working conditions. The plantations are certified by Utz Kapeh, one of the world's largest coffee certifications for responsible coffee growing and TCL is the only plantation company in the world to be SA 8000 certified for social accountability. The company has an established research and development centre recognised by the government of India and an extensive cupping facility. As part of the 'Timber Value-Addition' business, it converts its silver oak timber into plywood of different types under the brand name 'Conswood'.

TCL is committed to the environment and works in tandem with nature to produce quality crops. It uses indigenous methods to control pests. Leaf litter, fruit droppings, cherry husk and coffee pulp are used as compost to retain the fertility of the soil.

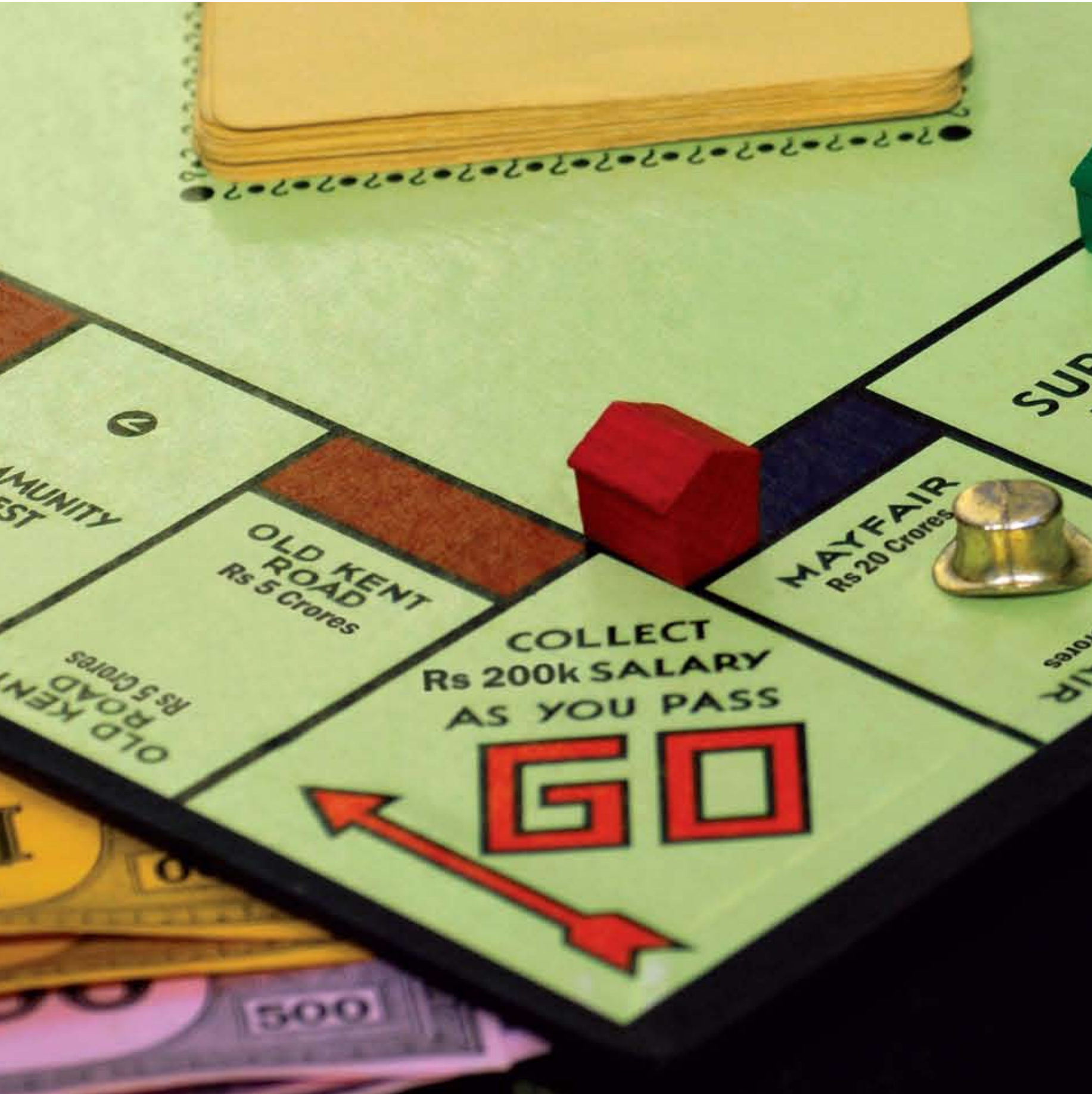
'Plantation Trails' is TCL's latest initiative in the hospitality business and links the tourist market and its heritage coffee brand. Off the beaten path, these are luxury holidays in authentic turn of the century bungalows nestled in picturesque plantations in Coorg and Chikmagalur districts of Karnataka. Visitors follow the trail of India's 150 year old coffee history, accompanied by the heady aromas of pepper, cardamom and vanilla which are grown as intercrops. A true blue introduction to the life of coffee planters whose lives, they say, are poured into every cup of coffee.

Tel: +91 80 2356 1978  
www.tatacoffee.com

'Plantation Trails' offers a taste of life in a planter's bungalow on a coffee estate.



# CHAPTER 6 | REAL ESTATE



"A building is a living organism and should be designed in harmonic resonance with the underlying energy structure of the universe."

*Vastu Shastra (Ancient Indian text on Architecture)*





## A dream run

With over eight million sq ft of space under development, Nitesh Estates has fuelled the growth of premium living, working, lifestyle and leisure space in Bangalore.



*Nitesh Broadway*

*"We are committed to providing the very best from across the world, be it design, architecture or lifestyle. We intend to make an indelible mark on the country's real estate horizon."*



*Nitesh Shetty, Managing Director*



*Ritz Carlton*

Headquartered in Bangalore, with offices in six cities across the country, Nitesh Estates is one of India's fastest growing integrated property and real estate developers. It is also among the few to attract major international investors. Och-Ziff Capital Management Group, one of the top five global hedge funds with assets worth Rs 83406 crore (US \$21 billion), made its first investment in India by picking up a 25 per cent stake in Nitesh Estates in a Rs 218 crore (US \$55 million) deal. The New York based Citigroup Property Investors has partnered Nitesh Estates for a Rs 397 crore (US \$100 million) project to build a 250 room luxury hotel on Residency Road, India's very first Ritz Carlton.

Nitesh Shetty, Bangalore's youngest real estate tycoon is the poster child of India's new entrepreneurial talent. With just Rs12000 (US \$304) and an abundance of ambitious flair, he set up Serve & Volley Outdoor in 1997 at the age of 20. The company has grown to be one of the largest outdoor publicity companies in India.

Even as Shetty pushed himself and his company that extra yard to achieve success, the booming real estate market presented a challenge that he felt compelled to take up. The initial break came when a few landowners recognised his potential and entrusted his fledgling business with the development of their property. Nitesh Estates now has more than eight million sq ft in advanced stages of planning and development in residential and A-grade office space, hospitality and retail projects, each with a distinct style brought by internationally reputed designers like Jurong International and hospitality design kingpin Wimberly Allison Tong & Goo.

The face of the country's new generation of real estate giants, the company is focused on quality and on-time delivery. Says Shetty of the vision he had when he set up in 2001, "The start was humble but our conviction was strong: to be amongst the top developers in the country. We have proven that hard work and focus always pays. We have made our mark in a highly competitive market with rapid and spectacular achievements in a remarkably short span."

In the housing sector, Nitesh Estates is developing a high-end condominium project for ITC's senior management, which is spread over six acres and has an approximate outlay of Rs 100 crore (US \$25 million). The company has set its sights on retail space with plans to develop mega shopping malls across key cities in South India. The first of these is a 1 million sq ft, Rs 400 crore (US \$101 million) project on the high street of Bangalore - Indiranagar 100 ft Road.

The company has expanded its footprint to other real estate hotspots like Mumbai, Delhi, Goa, Kolkata, Chennai, Mangalore and Kochi. It closed the largest land deal in South India when it acquired prime land in Chennai's boat club area for Rs 630 crore (US \$160 million) to create a mixed-use property.

In Kochi, Nitesh Estates is developing a 1.5 million sq ft environment friendly premium office property. It is also developing a 2 million sq ft Special Economic Zone in Mangalore, which will employ more than 10000 people once it is completed in 2009.

From A-grade office and residential spaces to IT parks, shopping malls and five star hotels, the company has taken a quantum leap in terms of scope and reach. Leveraging the power of branding in the recent past, it roped in Australian cricketer Shane Warne and India's own tennis star Sania Mirza to endorse Nitesh properties and to project its urbane, upmarket image.

The straightforward and matter-of-fact Shetty is known for his focus and clarity of thought and has earned the respect of his peers, competitors, media and customers alike. "My aim is to make Nitesh Estates India's premier and most trusted real estate developer," he says. His soaring ambition is reflected in his buildings that are named after prime real estate in USA and the UK - Times Square, Broadway, Mayfair, Buckingham Gate and Forest Hills, symbolising the company's commitment to international quality.

Tel: +91 80 4017 4000  
www.niteshestates.com



*Nitesh Timesquare*



*ITC Condominium - Nitesh Long Island*



## Quality living

One of the fastest growing property developers in the country, Puravankara has created a signature lifestyle for its customers for living, working and shopping. In over 30 years in the real estate sector, the company has chalked up an impressive record of 19 million sq ft of ongoing and constructed space. Examples of its expertise are evident in the apartments, villas, integrated bungalows, commercial and turnkey projects that it has executed across major cities in India and overseas.



*Ravi Purvankara, Chairman and Managing Director*



*Purva Highlands*



*Purva Fairmont*

Listed on the Bombay Stock Exchange and National Stock Exchange since August 2007, Puravankara is among the first real estate developers to be awarded the best builder rating by CRISIL. The award recognises the group as an efficient developer that consistently delivers quality projects within the stipulated time, no mean feat in the competitive real estate construction market.

Puravankara takes pride in its world class projects and customer centric ethos. From property maintenance to interior decoration and a dedicated customer relationship cell, the company has a solution for each need. It has pioneered Purva Privileges, a residents' privileges programme, the first of its kind in India.

70 per cent of its current projects are in Bangalore where it is headquartered and it is fast establishing a strong base in Kochi, Chennai, Coimbatore, Hyderabad and Mysore. Representatives are also present in offices in the UK and USA to assist people interested in investing in the highly desirable Indian property market.

Success has come about, quite literally, brick by brick. The Puravankara Group was established in 1975 in Mumbai by a young entrepreneur, Ravi Puravankara who saw an opportunity for building quality living spaces in a bustling metro. Expansion plans in 1987 brought the Group to Bangalore, where it subsequently established itself in the real estate industry.

The Group today employs more than 750 people and has a professional management. Says Chairman and Managing Director Ravi Puravankara, "Our mission is to make the Puravankara Group synonymous with development of fine living environment of the highest quality and unmatched value for money."

With houses turning into a lifestyle statement today, the well-heeled city dweller is seeking theme based designer houses. Over the last 30 years, the Group has built apartment complexes that blend aesthetics and art with the science of construction. From exclusive apartments like those available in Purva Venezia to elegant townhouses to timeless villas in Purva Park Ridge, each building has a unique character.

The company likes to believe that every customer is a king, and says that its projects are driven by the needs and demands of its clientele. Characteristic hallmarks of Puravankara construction are technical excellence, quality, spacious accommodation, completion



*Purva Venezia*

on schedule and clear titles. The Residents' Privileges Programme entitles Puravankara property owners to benefits such as property management services, discount shopping and referral programmes.

Purva Design is a value-addition, offering the services of an in-house team of architects and interior designers. Propmart is yet another customer service innovation through which Purva customers can get help in selling or leasing their properties. From advertising the availability of space to managing enquiries and inspections, Propmart takes care of the details.

The Group has a joint venture with Singapore based Keppel Land Limited, the property arm of Keppel Corporation Ltd, one of the largest listed property companies of Singapore, to construct a mega township in Yelahanka and an integrated luxury apartment complex in J. P. Nagar.

The Pavilion on Mahatma Gandhi Road is Puravankara's first major commercial building and is being followed by others.

Placing a premium on top-notch quality in construction and design, the hallmark of every Puravankara creation is evident at all levels: from planning to materials to construction skills to customer relations. Puravankara has certainly raised the bar for quality lifestyle homes.

Tel: +91 80 2559 9000  
www.puravankara.com



## On falcon's wings

Prestige Estates Projects Pvt Ltd, with a turnover of Rs 600 crore (US \$150 million) has revolutionised the design aesthetic of Bangalore with its stylistic, pan-global buildings. And like its mascot the falcon, the flagship of the Prestige Group keeps soaring ever higher in India's booming real estate space.



*Irfan Razack  
Chairman and Managing Director*



*Prestige UB City*

The insignia of a falcon crowns every building put up by Prestige Estates Projects Pvt Ltd in Bangalore and elsewhere. Every offering bears the unmistakable stamp of its architects and designers and every finished edifice exudes the quality matrix so intrinsic to the Prestige brand.

Downtown Bangalore's plexi-glass and steel totems to the information revolution are invariable offerings of Prestige Estates Projects, each building mirroring the amazing growth in stature of Bangalore from laid-back pensioner's paradise to the frenetic knowledge economy of the present.

"Our corporate philosophy has always entailed exceeding the expectations of our clients. 'Under-promise and over-deliver' is the mantra that has helped us grow and keep growing," says Irfan Razack, Chairman and Managing Director of Prestige Group.

The company's first project was Prestige Court on Kengal Hanumanthiah Road in the mid 80s. Since then it has completed more than 120 residential, commercial, retail and leisure projects, accounting for over 30 million sq ft.

The company has rapidly scaled up in recent years, working on a number of high-value projects involving the creation of 15 million sq ft of built space in the city's swish localities.

Little wonder, Prestige Estates Projects is the only builder to get a reaffirmation of the Crisil DA1 rating and the only builder in Bangalore to have won the prestigious FIABCI Award for its software and residential facilities. Given by the multi-disciplinary International Real Estate Federation comprising architects, developers, contractors, investors, lawyers and financiers the world over, the FIABCI Award is an impressive addition to the company's laurels.

The Prestige Group's origins date to 1956 with the launch of Prestige Fashions in Commercial Street by Irfan's father Razack Sattar. When Irfan Razack took charge of the business along with his brothers Rezwan and Noaman in the early 80s, the city had just begun its metamorphosis.

"Destiny takes you to different places. We started out by trading in the real estate business and decided to plunge into construction ourselves when we discovered there was a dearth of quality constructions," says Razack.

It was Razack's unerring ability to read the market correctly that resulted in the launch of Prestige Estates Projects in 1985.

"One success led to the other and we got more offers from landlords to develop their properties. We grew organically. We constructed buildings and handed them over to professionals to manage, but later realised that the buildings were not properly cared for," he recalls.

Prestige Property Management & Services grew out of this need, as a service to customers. Prestige thus became the first builder to set up such a division for post-construction care. With over 3000 employees on its rolls, it is now the largest employer in the Prestige Group.

In the last few years, Prestige has vastly widened its portfolio to include malls, hotels, mixed-use condominiums and gated communities. It has also created subsidiary group companies that target niche real estate businesses.

In the new millennium, Prestige gave a fillip to global retail that was slowly moving into India with The Forum, a benchmark in the mall space. Razack aptly calls it "a focal point of social gathering."

Prestige's residential properties draw on international influences and are remarkable contributions to the cityscape. Prestige Acropolis, Prestige Notting Hill, Prestige South Ridge, Prestige St. John's Wood and Palms of Prestige Ozone are just a few examples of Prestige's homes for Bangalore's upwardly mobile, well-travelled and discerning buyers.



Prestige Technology Park



Prestige Ozone



Prestige Acropolis

The company's software campuses Prestige Blue Chip Software Park and Cessna Business Park headquarter Bangalore's top IT companies. Its magnum opus is Prestige Technology Park, a 16 acre campus providing top-of-the-line facilities to software businesses.

The company's latest offering UB City is a thin slice of Manhattan overlooking verdant Cubbon Park. The spires signify everything that Bangalore can hope to be as its populace reach for the sky.

Future projects include a residential development in a mall in Hyderabad, a technology park in Chennai, a residential complex in Mangalore and villas in Goa.

Clearly, the falcon is in a conquering mode.

Tel: +91 80 2559 1080

[www.prestigeconstructions.com](http://www.prestigeconstructions.com)



# Scaling heights

With a repertoire of 67 completed projects comprising residential, commercial and hospitality properties that amount to 6.74 million sq ft of developable area, Brigade Enterprises caters to the growing needs of an emergent economy.



*North Star at Brigade Gateway*



M. R. Jaishankar, Chairman and Managing Director, Brigade Group

*"Our vision and objective encompass not just building better homes or offices, but providing a better quality of life for people who are part of any facility we create," says M. R. Jaishankar.*



Brigade Gateway

Property development in India is no longer a simple matter of owning homes or buying office space. Innovative concepts are being tried and tested, some of them based on international lines. Brigade Enterprises, a facet of Brigade Group, takes the pursuit of innovation up a notch by holding international and local design competitions to select architects, ensuring that the best talent contributes to their projects.

The benefits of a fresh perspective and cutting-edge design are evident in the company's portfolio, which includes luxury apartments, state-of-the-art software and retail facilities, offices, serviced residences, clubs, resorts, spas, hotels and schools. Reliability, high professional standards and long-lasting customer relationships are the catalysts of Brigade's growth since it was established in 1986.

The company's pristine chrome-and-glass office building in a relatively quiet corner of Lavelle Road is a good gauge of its sensibilities in the real estate world. Says M. R. Jaishankar, Chairman and Managing Director of Brigade Group, "Our USP is that we partner with the best in the industry in design development and architecture. We work with various national and international consultants. It is part of our strategy to get some fresh ideas and thought in terms of concept, elevations, and colours."

Brigade's portfolio of completed projects comprises 41 residential, 21 commercial and five hospitality properties. Bridging artistry and comfort, each type of property is carefully planned and developed to fit its purpose.

The company pioneered the integrated enclave concept in Bangalore about ten years ago. Designed as self-contained neighbourhoods, integrated enclaves like Brigade Gardenia and Brigade Millennium offer top-of-the-line facilities like luxury clubs and schools within the gated community. Additional facilities such as convention centres make them attractive bets in the property market - The Woodrose Club and MLR Convention Centre in Brigade Millennium often play host to various prestigious events.

The upcoming 40 acre integrated enclave, Brigade Gateway in Malleswaram-Rajajinagar is poised to become a landmark

in Bangalore. It harbours North Star, Bangalore's tallest office building, and Orion Mall, one of the largest malls in the city with an 11 screen PVR multiplex, artificial lake and shopping havens. The enclave will also host The Sheraton Bangalore Hotel, high-end luxury apartments, Brigade School and the Columbia Asia Hospital.

Another addition to the company's list of integrated enclaves is Brigade Metropolis, a 40 acre property in Whitefield. This will feature high-end luxury apartments, office towers Summit I & II, the Regent Club and a neighbourhood shopping complex called The Arcade.

The stand-alone projects like Brigade Regency, Brigade Hallmark, Brigade Coronet and Komarla Brigade Residency that have features like rainwater harvesting, solid waste management and waste water recycling are some of the Group's well known residential structures.

Reaching out to other cities, Brigade Enterprises has already established a presence in Mysore with several luxury projects like Brigade Splendour, Brigade Elite I & II, and Brigade Habitat.

In the hospitality domain, the Group's 'Homestead' brand runs various serviced residences in the city which are an industry benchmark. It has entered into business associations with leading international players like Starwood for the management of The Sheraton Hotel in Brigade Gateway and The Sheraton Mysore.

It has tied up with Banyan Tree Hotels and Resorts to manage two resorts in Chikmagalur and has also entered into a management agreement with InterContinental Hotels for a proposed hotel to be developed near the new international airport.

Brigade is set to increase its market share with four more integrated lifestyle enclaves, 16 residential properties, nine commercial and five hospitality properties, aggregating to approximately 30.32 million sq ft of developable area. Having made an Initial Public Offering in December 2007, the company is well on its way to further growth.

Tel: +91 80 4137 9200  
www.brigadegroup.com



## On realty's cutting edge



DivyaSree Developers, the flagship brand of Shyamaraju and Company Pvt Ltd, is known the world over for creating state-of-the-art infrastructure for hi-tech companies setting up business in India. Judged the Best Project Manager-Developer in 2003 and The Best Service Provider in 2004 by the International Facilities Management Association (IFMA), the company has attracted a foreign direct investment from TPG-Axon Capital.



DivyaSree Technopolis - Logica CMG campus



The UBS campus developed by DivyaSree

DivyaSree Developers plans to extend its footprint across multiple cities and has already widened its portfolio to include residential projects, hotels and serviced apartments, and Special Economic Zones.

The company was one of the first Indian real estate developers to participate in the reputed MIPIM World Property Market in Cannes in 2007, where industry decision makers meet and present their projects to the end-users from a cross-section of related industries. It has built an impressive portfolio of clients that includes Sun Microsystems, Cisco, Dell, Ernst & Young, Oracle, Autodesk, Mphasis, Wipro, Accenture, Google and UBS.

Shyamaraju and Company is an infrastructure construction major that helped in the restoration of Bangalore's historic Ulsoor lake and building the Mekhri Circle underpass. It launched DivyaSree following the growing demand for commercial and residential property in the city in the wake of the IT-ITES and biotech boom of the 90s. DivyaSree capitalises on the parent company's substantial construction muscle and teams this with cutting-edge solutions for its clients.

The impressive pedigree and the professional management of DivyaSree Constructions drew the attention of TPG-Axon Capital, a global investment firm managing over Rs 27530 crore (US \$7 billion) in capital. In 2007, the firm picked up a minority stake in DivyaSree, boosting the latter's brand equity in India and abroad.

"It was a significant milestone for us because a global investor was expressing confidence not only in our core capacities but also in our ability to scale up the business in the next few years," says Executive Director Bhaskar N. Raju.

This year, DivyaSree is on a rapid growth and diversification mode. From the 5 million sq ft it has built so far, the company is set to make the quantum leap to creating nearly 50 million sq ft of commercial and residential properties in the next few years.

"We are leveraging the goodwill and trust of our global customers to scale up our operations in South India. Our diversifications into residential projects and more recently into the creation of SEZs specifically for the hi-tech industry will keep us on even keel in the push and shove, ups and downs of the property market," says Raju.

DivyaSree is working on a hospitality project on the Hyderabad-Old Mumbai Road comprising of a four star hotel and serviced apartments.

The project will be operational by 2011 and is part of a chain planned by the company in Hyderabad, Chennai and Bangalore. DivyaSree will be tying up with a global hospitality partner to manage this business.

"There is a growing demand for quality hotels and serviced apartments not only in the major metros but also in second and third tier cities. There is a huge chasm between demand and supply and we have homed in on this business opportunity. Our foray into the hospitality space has been well thought out and we will scale up operations in the coming years," says Raju.



DivyaSree Chambers



DivyaSree Greens - Dell campus





*DivyaSree Trinity - Convergys campus*



*"Our desire is to be constantly innovative, straddling the cutting edge of engineering and construction and always delivering world-class quality," says Bhaskar Raju.*

DivyaSree is developing two IT-ITES specific SEZs, one in Bangalore's Whitefield suburb and the other off the Hyderabad-Old Mumbai Road in Hyderabad. MNCs like Accenture have booked space in Bangalore and IBM in Hyderabad. Two more SEZs, one near Bangalore's HAL Airport and the other adjacent to the new international airport, are at a conceptual stage and will take on the contours of development by the year end.

DivyaSree Omega and DivyaSree Solitaire, two massive commercial projects in Madhapur at Hyderabad, have attracted significant media comment because they are the leitmotifs to the city's growing clout as a hub for hi-tech companies. The company has completed work on the Google campus and is also developing facilities for Convergys and the Software Technology Park in the same locality.

"India is poised to become one of the world's largest economies fuelled by industry and the entrepreneurial flare of a new generation of Indians. SEZs are the template of a futuristic country, which is why the government is encouraging their development in every state. DivyaSree's vast experience in designing and creating hi-tech hubs for global corporations comes in handy in the design and creation of state-of-the-art SEZs," says Raju.

DivyaSree has scaled a steep growth curve in recent years with its commercial projects and it is not surprising that it has also ventured into the residential space, considering the ever-growing middle class and the increasing number of high-net-worth individuals. The company designs living spaces for the contemporary Indian family, which is the keystone of its creations – plush modern contours and facilities, twinned with a cosy ambience.

DivyaSree's foray into residential projects received a boost last year when its first outing DivyaSree Élan, a gated community of approximately 400 apartments, located in a cluster of 12-storied towers on Bangalore's Sarjapur Road, were sold out within weeks of the ground breaking ceremony. Projects that will begin to take shape in Bangalore this year include a high-end multi-storied residential project of exclusive apartments in North Bangalore and a middle segment integrated apartment complex on Sarjapur Road. In Hyderabad, work will begin on a large apartment project and a gated community on a large tract of land in Chennai. The gated enclave will feature a hospital, a school and a mall, marrying convenience with exclusive lifestyle concepts.

DivyaSree has been credited with pioneering the concept of providing incubation spaces to its clients, while development is underway. Logica CMG was



*Bhaskar N. Raju, Executive Director, DivyaSree*

provided incubation space while its campus was under construction in Bangalore. A similar deal was inked with Google in Hyderabad.

DivyaSree has many firsts to its credit including structuring the first commercial real estate transaction to be valued on a rental yield capitalisation basis for the sale of commercial space to HDFC. It also provides captive power generation and centralised air-conditioning in an IT Park as part and parcel of the project matrix.

Tel: +91 80 2221 3344  
[www.divyasree.com](http://www.divyasree.com)



*DivyaSree Technopark - Accenture Block A 1*



# Innovative lifestyle

Focused on creating physical environments that are in harmony with their surroundings, Total Environment gives its buildings a character that is essentially grounded in nature.



*The landscaped skywalk on the 19th floor of Windmills of Your Mind*

A charming red brick building sprouting a profusion of glorious greenery catches the eye in the urban landscape of Bangalore. Instantly drawn to the elegance and warmth that it radiates, the passerby lingers. The smile widens, for the apartment building could well bear the name, 'Raindrops Keep Falling on my Head'.

Driving through the city, one encounters other buildings that carry the signature red brick and foliage and yes, certainly whimsical names like 'The Magic Faraway Tree', 'Reach for the Sky', 'Wings' and the path-breaking project 'Windmills of Your Mind'.

Those with a yen for music and literature will quickly spot the allusions. The names are drawn from the favourite songs and books of Kamal Sagar, the Principal Architect and Founder of Total Environment.

The design, the names and indeed its entire design philosophy sets this company apart. It uses natural construction materials like exposed brick masonry and form-finished concrete. The natural materials are maintenance free and age beautifully as the passage of time gives them a life and character of their own.

This multi-faceted real estate development organisation addresses the real estate needs of the emerging breed of global professionals, with projects that range from gated communities to corporate campuses.

The core strength of Total Environment is the ability to understand and meet the needs of the customer through innovative concepts, personalised service, transparency and buildings of the highest quality.

Promoted by architects Shibanee and Kamal Sagar, the company's strength derives from its understanding of the design and construction process in its entirety.

It also offers a range of services to meet customer requests for total solutions. Its in-house team of skilled workers hail from various parts of the country and enables the company to ensure quality while controlling costs.

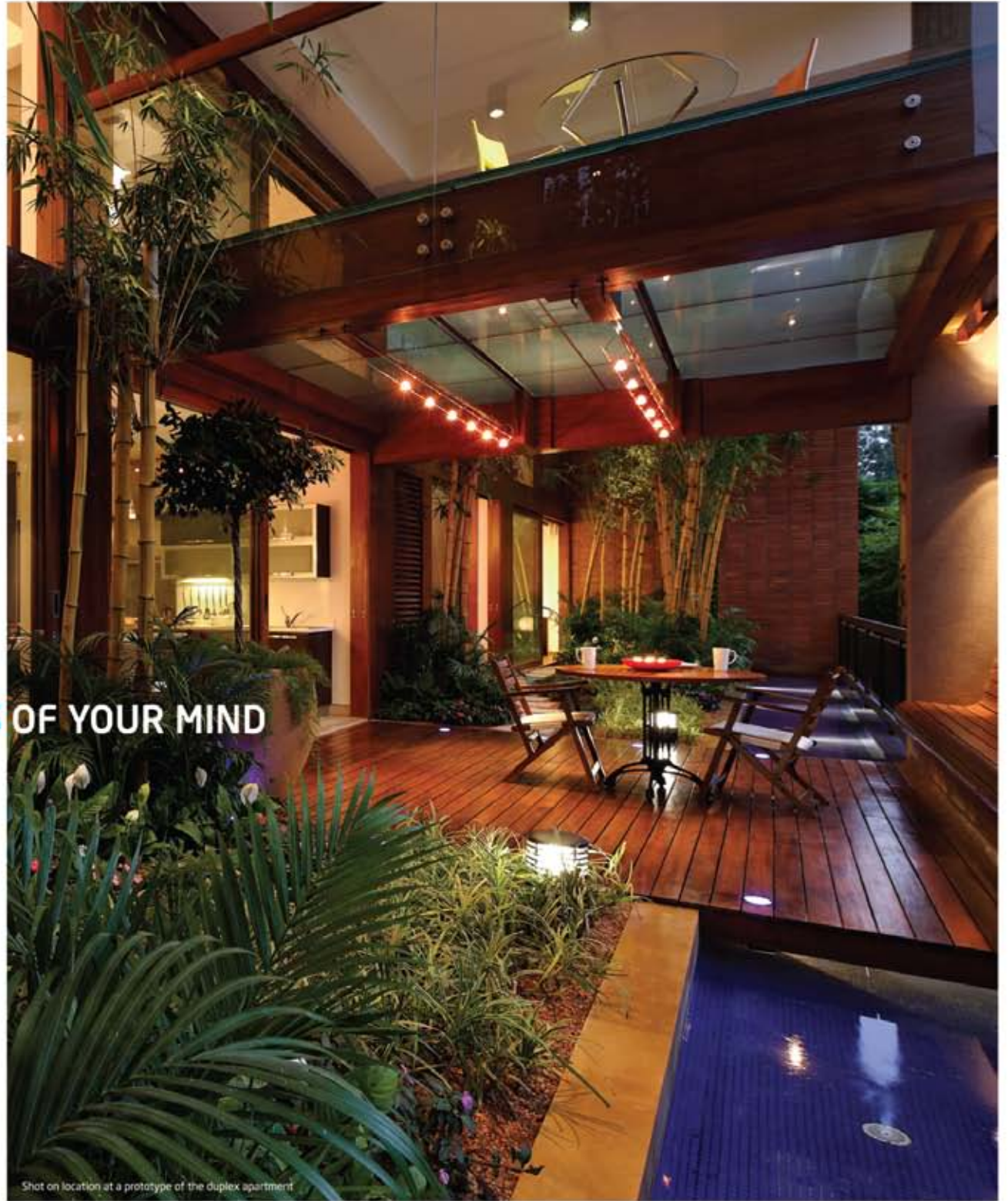
Born with the vision to combine professional expertise, cutting-edge technology and an out-of-the-box approach to make living more comfortable, productive and joyous, the objective of Total Environment is to provide a one-stop, fully accountable partnership with the customer.



*These are individual homes with earth and grass covered roofs and large duplex apartment towers. Almost every single space opens out to a large garden and water body.*

## WINDMILLS OF YOUR MIND

TRULY  
EXCEPTIONAL  
APARTMENT  
HOMES



Shot on location at a prototype of the duplex apartment

The outdoor dining area, and the glass deck on the upper level, highlight the open architecture of our 5924 sqft duplex apartment at [Windmills of Your Mind](#), Whitefield, Bangalore.



# Strong foundations



With 24 aesthetic and well-received projects in its portfolio, 18 year old Chartered Housing has carved a niche for itself in Bangalore's competitive real estate space with global quality standards and ethical business practices. It looks beyond numbers, laying a strong emphasis on quality and customer satisfaction.



*Chartered Coronet*



Chartered Rathna



“The means are as important as the ends”, says A. Balakrishna Hegde, Managing Director of Chartered Housing, quoting Mahatama Gandhi’s adage.

Uncompromising business values, the highest quality standards, strict adherence to building byelaws and regulations and meticulous execution are the cornerstones of Hegde’s business philosophy. After a successful stint in banking, he paved his own path, starting Chartered Leasing Private Limited, a private non-banking financial company in 1983. By 1989, he was looking at the emerging real estate business and founded Chartered Housing. Today, the Chartered Group also includes Chartered Properties (P) Ltd, which oversees facilities management, premium construction and interiors.

“I do it for the joy of creative work, to fashion works of art in brick and mortar,” says Hegde, of his passion for the real estate industry.

Chartered Housing has been setting new benchmarks with every project. “Our first project Chartered Resorts, back in 1990 changed the then prevalent market trend of matchbox flats. That is why the name Chartered today is synonymous with homes,” says Hegde.

Strict quality control in choosing materials, stringent systems followed in construction processes and minute attention to finish are the parameters Chartered has set for itself. “From the first grain of sand to the last drop of paint, everything is a matter of choice and not chance,” says Hegde.

The quality of life in a Chartered apartment is heightened by the attention given to important aspects such as Vaastu, maximum space utilisation, light and ventilation. Even minute aspects such as the positioning of fan points are thoughtfully decided. Chartered Housing’s integrity is extended to the construction workers, with fair wages, free health care, on-site entertainment and an on-site crèche being part of the project process.



A. Balakrishna Hegde, Managing Director, Chartered Housing

The company has made its own contribution to preserving Bangalore’s rich Victorian heritage by restoring a colonial building to its original character. Ancient British manufactured girders have been retrieved from decades of obscurity behind false ceilings, and display a quaint beauty rarely seen in modern buildings.

Chartered Housing has a number of on-going projects ranging from budget to luxury. They include Chartered Jardin, a high-end apartment complex, Chartered Beverly Hills and Chartered Samskruti which target the mid-segment, Chartered Madhura in the budget range and Chartered Cube, which offers commercial space. Chartered Windsong, a gated villa layout in North Bangalore, Chartered Karthika, luxury apartments in Central Bangalore and Chartered Vedantham, a row villa concept are in the pipeline.

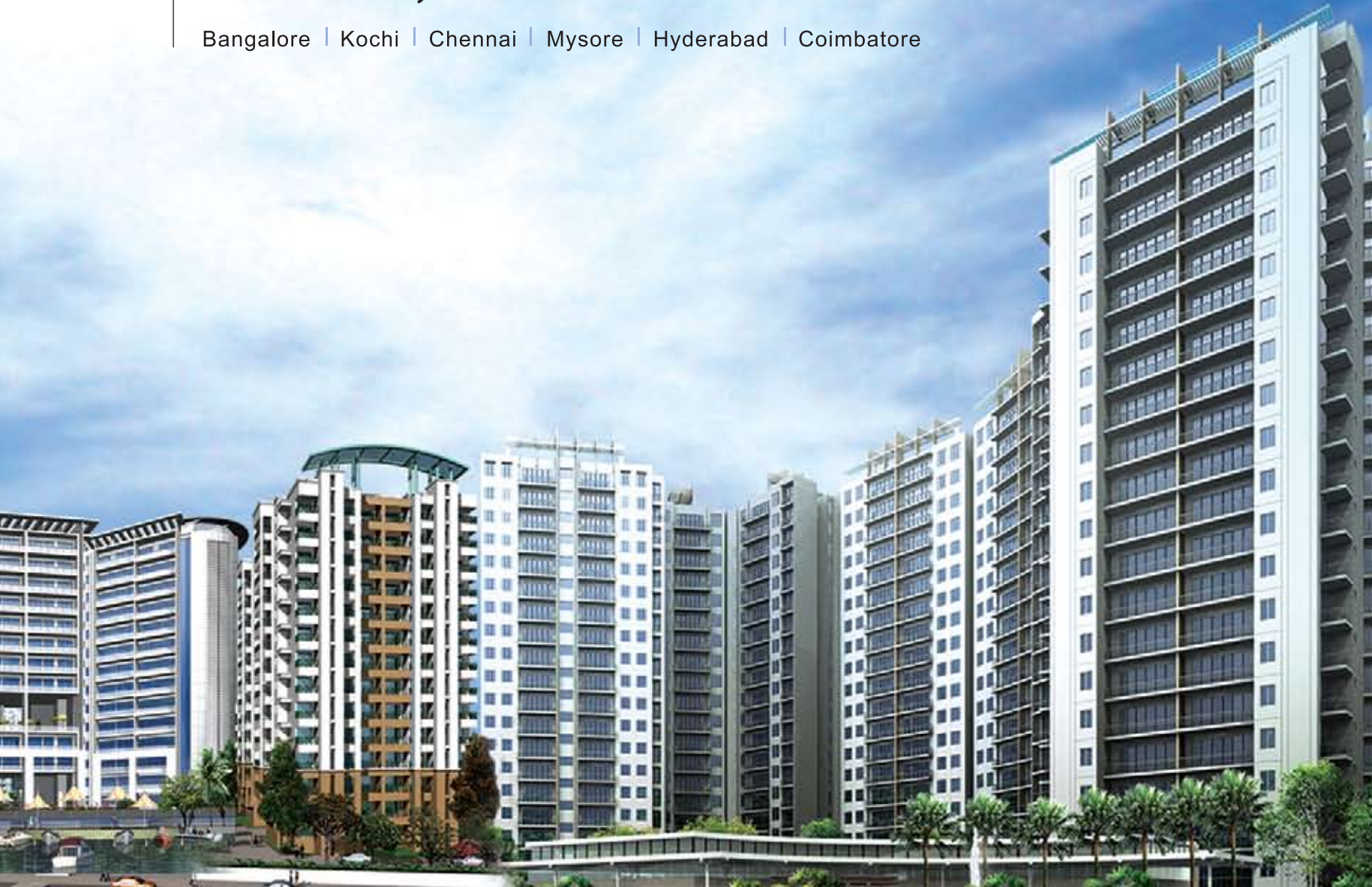
Hegde’s perseverance and passion have got him elected as President of the Karnataka Ownership Apartments Promoters’ Association (KOAPA). He is using this platform to ensure that fly-by-night operators do not take buyers for a ride and to promote brand KOAPA for genuine deals.

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CHAPTER 7 | CORPORATE PROFILES



"For those who dare to dream, there is a whole world to win!"

*Dhirubhai Ambani, (1932 – 2002), Indian business tycoon and founder, Reliance Industries*



# United Spirits Limited



United Spirits Limited (USL), the Rs 4000 crore (US \$1 billion) plus company of the multi-billion UB Group, is presently the world's third largest spirits manufacturing company with a portfolio of brands that are making their presence felt in markets across the globe. From creating its own distilleries to contract manufacturing of spirits to acquiring French wines and Scotch brands, USL has consolidated its firm hold in the world spirit business.



*The spires of UB City are a distinct addition to Bangalore's skyline*

*Photo: Cletus Rebello*

USL is a vital component of the UB Group, one of India's largest conglomerates headquartered in Bangalore's UB City, the group's imposing new addition to the skyline. The combined entity of McDowell, Herbertsons, Triumph Distilleries & Vintners and Shaw Wallace Distilleries, USL is the largest spirits manufacturer in India.

With a portfolio of over a 140 major brands, its market share in India alone is 42 per cent with value share of 60 per cent. It presently boasts of 16 brands that sell many million cases in India and abroad annually. These include Bagpiper Whisky, No.1 McDowell's Whisky, Director's Special Whisky, Old Tavern Whisky, Hayward's Whisky, Gilbey's Green Label Whisky, Gold Riband Whisky, Royal Challenge Whisky, DSP Black Whisky, Old Cask Rum, Celebration Rum, Old Adventurer Rum, No.1 McDowell's Brandy, Honey Bee Brandy, John Ex-Shaw Brandy and White Mischief Vodka. USL's sales volume in 2006-07 was of the order of over 66.4 million cases and is slated to grow considerably over the next few years.

The company's genesis was in 1951 in newly Independent India. Visionary entrepreneur Vittal Mallya, who had built United Breweries into a leading manufacturer of beer from 1947, acquired McDowell and Co established by Angus McDowell in 1826. This spurred him into creating a spirits business of his own. He built a new distillery in Kerala in 1959 and began bottling Bisquit Cognac and Dorville French Brandy, made from concentrates imported from France. Soon it moved on to produce perfumery grade alcohol (Extra Neutral Alcohol), the first in the country to do so. It also began manufacturing and bottling brandy for major stores and liquor companies. By 1962, it launched its own brand Golden Grape Brandy, which was so popular that the marketing team had to ration the brandy!

From 1958 onwards, Vittal Mallya began a series of acquisitions - he took over Phipson & Co Ltd and Carew & Co Ltd and launched Coronation Blend Whisky, using imported Scotch and molasses-based ENA, resulting in the term Indian Made Foreign Liquor (IMFL).

After acquiring a considerable stake in the British-owned Herbertsons Ltd in 1973, Vittal Mallya inducted his son Vijay Mallya as Director in McDowell & Co. In the late 70s, when the long shadow of possible prohibition loomed over the industry and many in the industry went into a panic mode, Vittal Mallya did the opposite - he bought as many distilleries as he could knowing the situation would change and it did.

Taking over as Chairman after his father's untimely death in 1983, Dr Mallya turned the empire into individual operating divisions. As the Chairman of McDowell & Co, he implemented innovations in product development and marketing and executed a series of mergers. In the years that followed, the Technical Development Center in Bangalore created brands for distilleries across the country. Smart marketing built a wide and loyal base of consumers both within and outside the country. He also inducted professionals to take the business ahead.

With globalisation opening up the Indian economy, the company charted an aggressive growth plan in the 1990s, pursuing acquisitions and fighting doughty battles to get its way, as in the case of Shaw Wallace and Company Ltd. In December 2002, Dr Mallya acquired 85 per cent stake in Triumph Distillers & Vintners (TDV), licensees and marketers of the best selling Gilbey's Green Label Whisky.

By 2007, the combined turnover of the various companies - Shaw Wallace, McDowell's, Herbertsons and Triumph Distillers & Vintners accounted for over 66 million cases and a retail sale value of Rs 14000 crore (US \$3 billion plus).

After all these companies were brought together to form United Spirits Limited (USL), the new company has been on a global acquisition spree. It acquired Bouvet Ladubay, the subsidiary of French wine major Taittinger for Rs 85 crore (US \$21 million) in July 2006. In May 2007, USL acquired Glasgow based Whyte and Mackay for Rs 7908 crore (US \$1.8 billion). The all-cash acquisition is helping expand the market for Whyte and Mackay brands

in India while USL has in turn got access to new markets in Europe and North America. The acquisition has reinforced United Spirits as the No. 3 spirits company in the world, after Pernod Ricard of France and Diageo of Britain. In September 2007, USL acquired a majority stake in the US-based alcohol beverage firm, Liquidity Inc for Rs 12 crores (US \$3 million) through a wholly owned subsidiary Zelinka Ltd and added Pinky Vodka to its growing portfolio.

Says Vijay Rekhi, President and Managing Director, United Spirits Limited, "Enduring values are the foundation of our company. Our mandate is to have the best performers - be it our brands, or our people. Our vision is to emerge as the world's largest spirits company by 2010."

Tel: +91 80 3985 6921  
www.unitedspirits.in



Dr Vijay Mallya, Chariman, UB Group



Vijay Rekhi, President & Managing Director, USL





# Ahead of time

Titan Industries, a household name in the colourful cross-section of India, is the world's sixth largest manufacturer of watches and is poised to cross the billion dollar mark this year. Named the No.1 Brand in the consumer durables category in The Economic Times' Brand Equity Survey, the Titan and Tanishq brands have been judged the Most Admired Brands by Images Fashion Forum for eight consecutive years.



*Titan Edge - the slimmest watch in the universe*

Having capitalised on its significant brand equity by diversifying from a multitude of timepieces that target highly specific markets, including foreign licensed brands, to the coveted Tanishq brand of jewellery, the nascent eyewear division Titan Eye+ and a precision engineering division, Titan has lived up to its name by establishing itself as an industry giant across verticals.

Established in 1984 as a joint venture between the Tata Group, India's largest private sector business group, and the Tamil Nadu Industrial Development Corporation, Titan Industries now enjoys 60 per cent of the domestic market share in the organised watch market. Tanishq, launched in 1995, follows a similar success story - it is India's largest and fastest growing jewellery brand.

The company's success can be credited to its ability to redefine the rules in the industries it operates in. Says Bhaskar Bhat, Managing Director, "Pioneering spirit is in our DNA; Titan was the

first to introduce quartz watches in the Indian market and the concept of retailing through exclusive stores. In the larger picture, what Titan eventually did was to shift the perception of a watch from a time piece and a low involvement product to a fashion accessory and a lifestyle product."

Titan currently manufactures three main watch brands - Titan for the premium segment, Fastrack for the youth, and Sonata, India's largest selling watch brand for the below Rs 1000 (US \$25) category.

Its sub-brands are also leaders in their segments: Titan Edge, the world's slimmest watch, Titan Raga, Nebula, Wall Street, Heritage, Regalia and the Aviator series. Xyls, the latest addition, is the company's Swiss-made watch that targets the new age achiever. Titan also markets Tommy Hilfiger and Hugo Boss watches under a licensing agreement.



*Bhaskar Bhat, Managing Director*

The common thread across these brands is design. The Titan design team won the Designer of the Year award and the Best Design award in the Accessories category instituted by the National Institute of Design and Business World in 2006. Bhat describes the Titan aesthetic as "elegant and classic." Making this ethos marketable is the company's proven strength in manufacturing, pricing, retailing and advertising.

Titan's watches retail in more than 12000 outlets in 2500 cities in India, and are particularly popular in the Middle Eastern and Asia Pacific markets.

If Titan's watches help tell time, the Tanishq brand of jewellery makes time stand still. The collections in 22k pure gold are embedded with diamonds and coloured gems; platinum pieces and silverware round up the Tanishq product bouquet.

Like Titan watches, Tanishq also broke new ground in the Rs 70000 crore (US \$17 billion) jewellery market. It was the country's first branded jewellery store in a segment dominated by family owned businesses in an unorganised sector. Tanishq is now one of India's largest specialty retailers, and targets the country's flourishing urban sector. Besides Tanishq, Titan recently launched another brand, Gold Plus, which features traditional designs in gold and is aimed at the country's mass jewellery market.



*From Tanishq's Johaa Akbar collection*

A separate line of Tanishq jewellery is being developed for the US market, which will hit the shelves in mid 2008. Fashioned specifically to appeal to a Western design sensibility, the collection will hinge on various themes.

Titan has now set its sights on eyewear, launching its first foray with Fastrack Eye-Gear sunglasses, as well as prescription eyewear retailed through its stores labelled Titan Eye+. With eight stores in India, plans are underway to increase the number.

Building on its existing manufacturing prowess, Titan branched into precision engineering products and machine building in 2003, its first B2B vertical, which supplies precision components for the avionics and automotive industry, and dashboard clocks for car manufacturers in Europe and the USA.

Central to the company's business philosophy is social responsibility. Titan's CSR activities straddle the areas of children's education, environment preservation, women's empowerment, and community development. At Titan's township in Hosur, designed and planned by the famous architect Charles Correa, it has set up a model learning institution, The Titan School. The company is also one of the largest employers of physically handicapped in the country, for which it was feted with the President of India's Award. Its CSR activities have earned Titan the Helen Keller and Mother Teresa awards.

Tel: +91 80 6660 9000  
www.titanworld.com



## Rearing cities



The multi-pronged Mfar Group is tapping into key industries in emerging India with a slew of projects that include IT business parks, luxury hotels, commercial and retail buildings.



*Philips Software Centre*

*Photo: Cletus Rebello*

Founded by Chairman Dr P. Mohamed Ali, the Mfar Group has a presence in real estate and construction, the keystones of Bangalore's economy, with Mfar Holdings and Mfar Construction respectively; in addition it is making inroads into hospitality with Mfar Hotels.

Though relatively nascent, the group harnesses the expertise of

Dr Ali's 30 years experience in the engineering and construction sector, and the paradigm set by Rs 4875 crore (US \$1.2 billion) Galfar Engineering & Infrastructure LLC, of which Dr Ali is the Vice Chairman. With operations in Qatar, Oman, UAE, Brunei and Yemen, Galfar is the largest construction company in Oman and is a recipient of the coveted Sword of Honour from the British Safety Council.



Le Meridien, Cochin

The group founded Mfar Construction in 1996 which defines its purpose as a combination of values. Its vision is to apply innovative techniques and best construction practices to provide cost-effective solutions to construction needs. It is also committed to safety and environmental protection, keeping the trust of all its stakeholders, inspiring people to achieve goals and promoting dignity of labour.

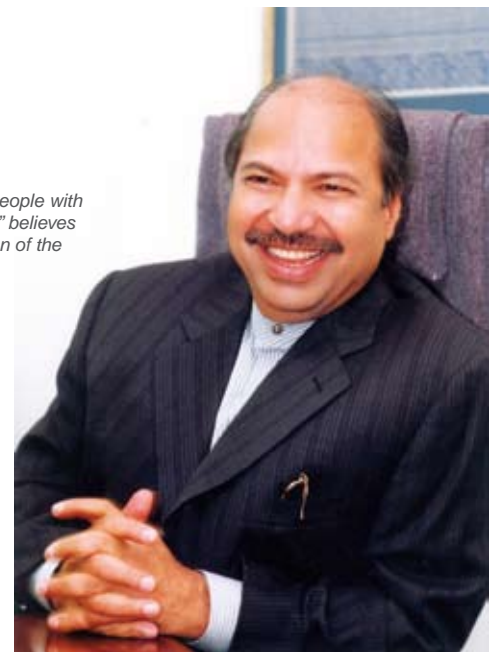
Mfar Construction's workplace policies and quality management systems have received the ISO 9001:2000 certification and its safety records and eco-quotient have been certified with the stamps of ISO 14001:1996 and OHSAS 18001:1999 from BVQI (Bureau Veritas), India. Forging a reputation on fast, reliable and quality construction, it has completed projects for Tesco, Satyam, India Builders Corporation, Embassy, Tata Housing, Brigade Group and Salarpuria along with numerous residential, educational and religious projects.

Mfar Holdings and Mfar Hotels were launched in 1997, and the core competencies of the three subsidiaries are perfectly leveraged in each other's projects. For instance, the Le Meridien Cochin and Cochin Convention Centre, owned by Mfar Hotels, were built by Mfar Constructions.

Mfar Holdings moved into real estate in 2004. Its focus is social infrastructure, which includes malls, housing, commercial infrastructure in the form of software parks, and ancillary services such as facility management and project management services. Among its more exciting projects are the 1.1 million sq ft IT development, Mfar-Manyata Tech Park - a 300000 sq ft five star hotel on Outer Ring Road, a 50 acre development near the new international airport, a 100 acre development in Mangalore, a commercial retail project and a mixed-use development in Thrissur.

The hospitality industry is catered to by Mfar Hotels, which wants to expand its reach beyond the flagship properties of Le Meridien Cochin and Cochin Convention Centre. Besides building an upscale resort cum residential project in Cochin and a new resort project in Thekkady, it is broadening its reach to Chennai and Bangalore.

*"Real leaders are ordinary people with extraordinary determination," believes Dr P Mohamed Ali, Chairman of the Mfar Group.*



Cities everywhere in India are snapping at the bait, raring to be transformed into global destinations for business and leisure. Mfar sees the promise through from the ground up, thus proving itself as a key stakeholder in the skyline.

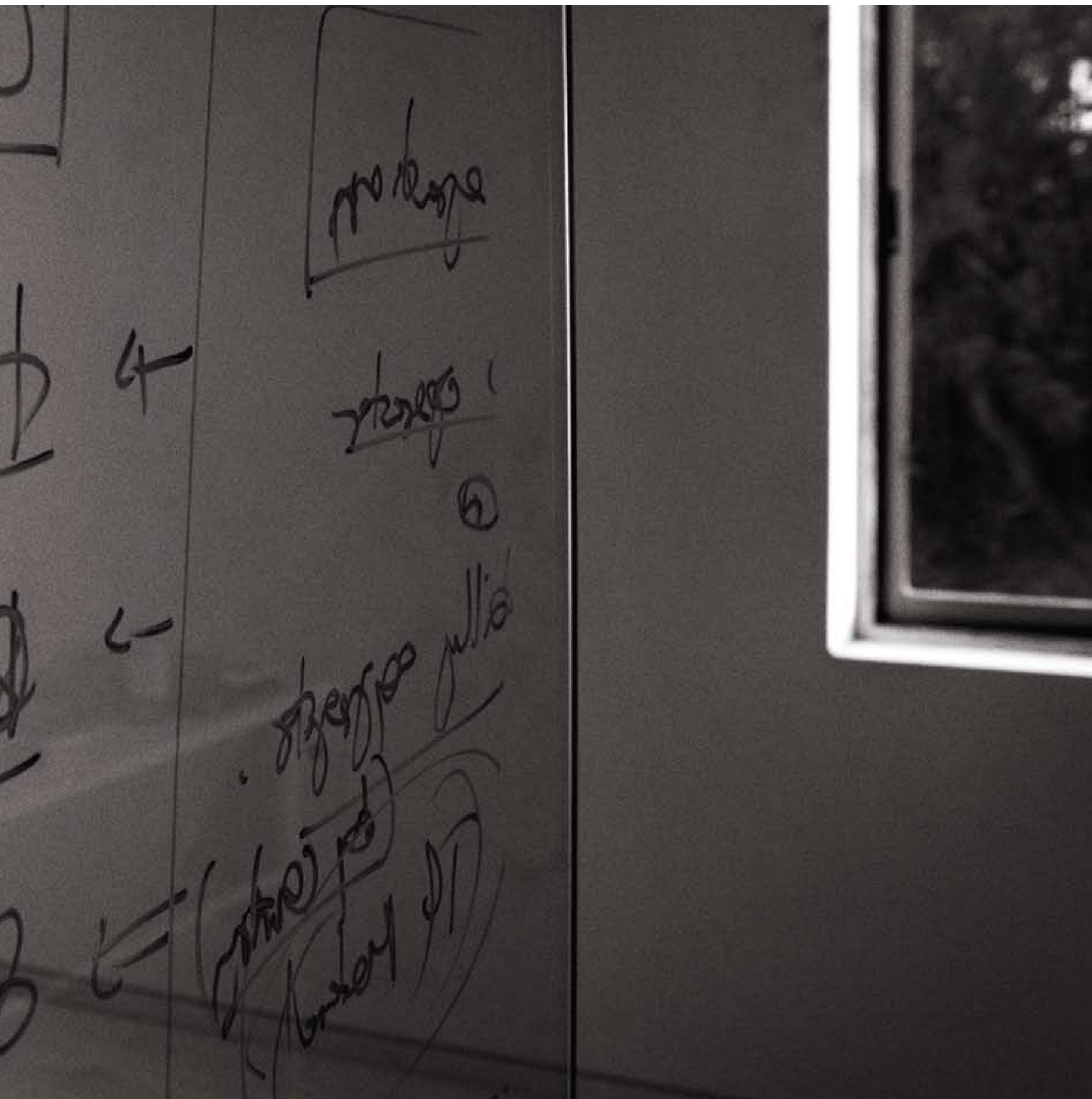
Tel: +91 (80) 4121 7471  
[www.mfarholdings.com](http://www.mfarholdings.com)  
 Tel: +91 (80) 4110 2170  
[www.mfarconstructions.org](http://www.mfarconstructions.org)

# CHAPTER 8 | TECHNOLOGY



"This is the nature of genius, to be able to grasp the knowable even when no one else recognises that it is present."

*Deepak Chopra, (1946), pioneer of alternative medicine*





## Global leader

Hailed by management guru Tom Peters as “the world’s coolest company”, named by The Reputation Institute amongst the 200 Most Respected Companies in the World, listed by BusinessWeek amongst the 40 Most Innovative Companies in the World, Infosys was chosen to be a member of the NASDAQ-100 index in 2006 and named by Fortune magazine amongst the Ten Best Companies in the World for Grooming Leaders in 2007.

# Infosys

POWERED BY INTELLECT  
DRIVEN BY VALUES



*Headquartered in an 80-acre campus in Electronics City, the bellwether of IT in India has ten development centres in the country*



Commemorating its 25th anniversary, Infossys became the first company to remotely ring the NASDAQ opening bell from India on July 31, 2006, an occasion at which NASDAQ CEO Robert Greifeld said, "Infossys has defined what it means to be in a flat world. It is the global transformation partner of choice."



S. Gopalakrishnan, CEO

It has been a long journey since 1981, when seven professionals N. R. Narayana Murthy, Nandan Nilekani, S. Gopalakrishnan, N. S. Raghavan, S. D. Shibulal, K. Dinesh and Ashok Arora pooled in Rs 10000 (US \$250) and started Infossys. By 1999, it had been named by Forbes as one of the 20 Most Promising Small Companies in the world and today, it is the bellwether of IT in India and present in 61 major cities across 25 countries.

Headquartered in an 80 acre campus in Electronics City, Infossys defines, designs and delivers IT enabled business solutions for its clients to win in the flat world. It believes that four mega forces (rise of emerging economies, global demographics shift, technology ubiquity and regulations) are flattening the business world. To succeed in such an environment, companies will need to shift their operational priorities.

Infossys brings together its expertise in Consulting, IT services and BPO to create solutions that allows its clients to make money from information, to increase their customer loyalty through faster innovation, to restructure their cost base so that cost becomes a fuel for their growth and helps them win in the 'turns' of business cycles.

The company is built on a value system which says "The softest pillow is a clear conscience". Its founders decided that the company would aim to earn the respect of stakeholders (clients, partners, employees, investors and the society it operates in).

Forbes magazine has called it a "model of transparency for companies everywhere" and according to Fortune magazine, Infossys is the only company in the world to publish its financial statements in accordance with the GAAP of eight different companies.

Infossys has employees from 66 different nationalities and believes that to win in the knowledge economy, an organisation has to be to

able to attract and retain the best global talent. In 2007, over 1.5 million people applied for a job with Infossys; roughly about 1 in 100 is selected. Its Global Education Centre at Mysore, a residential campus for over 10000 trainees, was called the "Taj Mahal of training centres" by Fortune magazine. Its global internship programme, InStep, attracted over 12000 applications from 80 of the top universities in the world in 2007.

This company believes that what cannot be measured cannot be managed or improved. This is encapsulated in an Infossys adage, "In God we trust; everyone else must come with data." The company has been designed to function in a way that the best data wins. Clients trust Infossys predictability, which has a 90 per cent record of on-time and on-budget delivery of projects.

Infossys has changed the way IT services were delivered by pioneering the Global Delivery Mode (GDM). GDM is about sourcing capital from where it is cheapest, sourcing talent from where it is best available, producing where it is most efficient and selling where the markets are, without being constrained by national boundaries.

Given that Infossys has been doubling in size every two years on an average, it nurtures and improves its powers of innovation, speed of response and execution excellence. S. Gopalakrishnan, CEO of Infossys says, "In an increasingly flat world, our unique business model combined with our value proposition continues to help our clients grow profitably."

One of its fundamental precepts is that community good should triumph over individual good. Infossys gives up to 1 per cent of its profits to Infossys Foundation, which works in the areas of education, health care, social rehabilitation and preserving arts and culture.

Tel: +91 80 2852 0261  
www.infossys.com

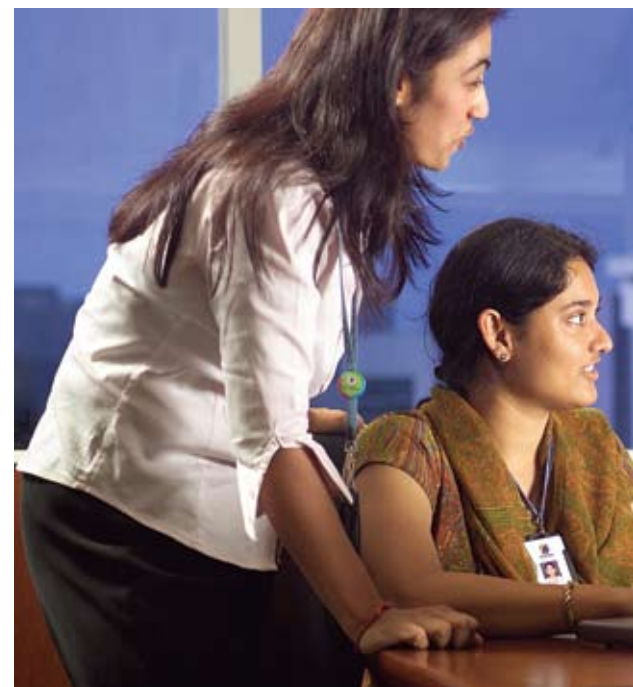
## Awards

- Forrester labelled Infossys a Leader in Global IT Infrastructure Outsourcing, 2007
- Nandan M. Nilekani named Forbes Asia Businessman of the Year, 2006
- Ranked among WIRED magazine's list of 40 companies reshaping the global economy, 2006, 2005, 2004, 2003
- Ranked as one of the World's Most Respected Companies in the Financial Times-PwC annual survey, 2004
- Recognised by Asiamoney as India's Best Managed Company, in 2003, 2001, 1996-1999. Infossys was also labelled The Best Managed Company of the Decade in India, 1991-2001
- Won the Golden Peacock Award for Excellence in Corporate Governance in the Global Category by the World Council for Corporate Governance, London, 2002
- The World Economic Forum hailed it as Technology Pioneer, 2000
- The Economic Times named it India's Most Admired Company, 1999



# The Wipro way

Worth Rs 1186 crore (US \$3 billion) and featuring in Forbes Fab 50 Firms of Asia, Wipro Technologies is the only Indian company to feature in the BusinessWeek's IN25 Champions of Innovation list. It is one of India's largest software exporters and sets itself apart from its competitors by constantly challenging itself to invent and innovate not just technology, but also ideas.



*The Wipro Corporate Headquarters (Top) and Sarjapur A block*



Azim Premji, Chairman



led by Chairman Azim Premji, to whom the company's fabled transformation is credited, Wipro has evolved from a moderately sized commodity company founded in pre-independent India, to one of the world's largest information technology companies, employing over 88000 people.

Established in 1945, Wipro, then known as Western India Vegetable Products Limited, was an edible oil factory that manufactured Sunflower vanaspati (oil) and soap. When 21 year old Azim Premji took over the company from his father in 1966, the hydrogenated cooking fat company was worth Rs 790 lakh (US \$2 million).

On October 18, 2000 Wipro became the first Indian IT company to debut on the New York Stock Exchange. With over 80 offices worldwide, its workforce of highly skilled professionals is drawn from more than 49 countries and services more than 700 clients around the globe. Wipro is the largest provider of outsourced R&D services and is among the top three offshore BPO service providers. With technology driven solutions, it constantly aims to be 'future active'.

Premji himself is a Forbes favourite, having been ranked 60th in the list of billionaires with a net worth of Rs 51403 crore (US \$12.7 billion). In 2004, Time magazine listed him among the 100 Most Influential People in the world and Fortune cited him as one of the 25 Most Powerful Business leaders outside the US in 2003. Premji takes this all in his stride and says, "You should dare to dream, define what you stand for, never lose your zest and your curiosity, always strive for excellence, persevere, have a broader social vision and finally never let success go to your head."

Complete transparency and honesty in transactions are values Premji imbibed from his father. The company he helped build is amirror image of these very values. Integrity

and sensitivity are balanced with a desire to excel and win.

Since it diversified into IT in 1980, Wipro counts among its clients the biggest names in manufacturing, embedded and product engineering, energy and utilities, travel and transportation, telecom and retail spaces. The company's IT services are designed to help organisations improve their business. The wide range of product engineering solutions give customers an identity in the market, differentiating them from the competition. Wipro's Technology Infrastructure Services, with crucial insights into customers' business strategies provide solutions in architecture, strategic consultation, network consultation, storage management and IT integration.

Named among the 25 Most Innovative Companies in the world by BusinessWeek, Wipro is also the world's first PCMM Level 5 software company and the world's first IT services company to use Six Sigma.

Being a formidable player in the IT space is just one face of Wipro. Premji strongly advocates partnership between industry, the government and educational institutions in the development of the country. He fulfils his end of the bargain with the personally funded Azim Premji Foundation, a non-profit organisation. The Foundation engages more than 3.2 million children in over 17000 schools across India, a feat which earned it the recognition as the Corporate Citizen of the Year 2006 by the Economic Times.

The rainbow-hued sunflower logo of Wipro, together with its credo of 'applying thought' is indicative of the company's multi-faceted approach to business, and its ability to metamorphose on the basis of its greatest strength, innovation.

Tel: +91 80 2844 0011  
www.wipro.com



## Biotech boom



Biotechnology is booming in India with revenues doubling to Rs 8081 crore (US \$2 billion) in 2006-07. The sector is predicted to deliver Rs 20203 crore (US \$5 billion) revenues by 2010 and Rs 80830 crore (US \$20 billion) by 2020. Epitomising the success of this nascent sector is Kiran Mazumdar Shaw, the face of India's biotech, and her company Biocon.



*Biocon's research is spread across process sciences as well as clinical and non-clinical research. The company's expertise has resulted in several FDA approved US patents.*



Kiran Mazumdar Shaw, Chairman & Managing Director  
Photo: Cletus Rebello

Electronics City is home to Biocon's corporate headquarters and to the brand new 90 acre, Rs 650 crore (US \$160 million) Biocon Park. This is where Biocon has Asia's largest insulin facility, statin facility and perfusion based antibody production facility. This Rs 990 crore (US \$250 million) company is the global standard bearer for India's next big export sector after information technology.

From making enzymes for beer to discovery, development and commercialisation of affordable drugs for diabetes and cancer, Biocon is at the frontier of science as it leverages India's globally competitive cost base and exceptional scientific people resource.

India's first and biggest biotechnology company and Asia's leading biotech firm was launched in 1978 in Mazumdar Shaw's garage with just Rs 10000 (US \$250). It broke new ground in an era when biotechnology was unheard of.

"Initially, I faced credibility challenges: my youth, my gender and my unfamiliar business model posed enormous obstacles. Funding was not easy to come by either," she says.

In those pre-liberalisation days, awareness was even harder to find. Shaw's single-minded determination first led to Biocon India being incorporated as a joint venture with Biocon Biochemicals Ltd of Ireland in 1978. Unilever plc acquired Biocon Biochemicals Ltd in Ireland and merged it with its subsidiary, Quest International and in 1998, it sold its stake in Biocon to its Indian promoters.

As an independent entity, Biocon geared up for its first IPO offered in 2004, which was over-subscribed more than 30 times, exceeding even the most optimistic expectations. Shaw attributes it to the company's "ability to continuously scale new heights across the biopharmaceutical value chain".

It made Shaw India's richest woman, with an estimated worth of Rs 2100 crore (US \$480 million). Her leadership and pioneering insight earned her the title 'India's Biotech Queen' and the Indian Government awarded her two coveted awards - the Padma Shri in 1989 and the Padma Bhushan in 2005.

The industry has also recognised her achievements: she won the first Veuve Clicquot Initiative for Economic Development for Asia in October 2007, the Wharton Infosys Business Transformation Award in 2006, the Lifetime Achievement Award from Indian Chamber of Commerce in 2005, Honorary Doctorate of Science from Ballarat University, The Economic Times Business Woman of the Year Award in 2004, the Ernst & Young Entrepreneur of the Year Award in Healthcare & Life Sciences Category in 2002 and the MV Memorial Award instituted in honour of Sir M. Visvesvaraya, the pioneering engineer who laid the foundation for Karnataka's industrial growth.

Tel: + 91 80 2808 2808  
www.biocon.com



#### Biocon today

With a 3000 strong team, Biocon offers comprehensive services and solutions in the field of biopharmaceuticals – drugs that can effectively combat cancer, cardiovascular diseases and diabetes. For instance, its new drug BIOMAb EGFR fights a variety of cancers. Through its subsidiary companies Syngene and Clinigene, Biocon also undertakes clinical research for global pharma companies that look to India for reliable and cost effective medical research.

Syngene, a custom research organisation, specialises in pre-clinical discovery, providing tailored solutions to companies in the fields of molecular biology and synthetic chemistry. The focus of Clinigene is clinical development, and Biocon rounds up the biotechnology bouquet by handling the commercial side of research – marketing.

Biocon's contribution to biopharmaceuticals includes anti-diabetic agents, anti-inflammatory agents, anti-oxidants, cardiovascular agents, immunosuppressants, hepatoprotective agents, digestive-aid enzymes and haemostatic agents. Advanced scientific know-how from different streams has helped the company diversify its capabilities and manufacturing prowess.

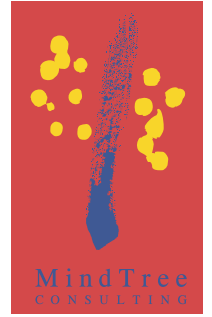
Drawing on scientists from the world's leading institutes for research, Biocon's roster of employees is impressive: 10 per cent hold Ph.D. degrees, 30 per cent have Master's degrees in science and the remaining are graduates in science, commerce or arts. 30 per cent of Biocon scientists are women.

To add to its current portfolio of services and products, Biocon is looking at acquisitions and partnerships with leading pharma companies like Bayer. Biocon recently formed a joint venture with Neopharma, called Neobiocon in Dubai's biotechnology and research park, Dubiotech. Says Mazumdar Shaw, "Our ambition is to be among the top ten biotech companies globally."



# MindTree bears the fruit of imagination, action and joy

One of the fastest growing IT companies in India, MindTree Consulting has been consistently rated as the most admired employer by several industry surveys, including Hewitt Associates and Mercer/TNS. Emphasis on a good working environment not only makes employees happy, it also helps drive the impressive business growth displayed by the company.



*MindTree emphasises knowledge-enabled software*



Ashok Soota, Chairman & Managing Director



MindTree Consulting is a global IT and R&D services company co-headquartered in the US and India with development centres in Bangalore and Chennai in India and New Jersey in the US. Its fourth development centre is coming up in Bhubaneswar in Eastern India. Just six years after its inception, MindTree crossed the Rs 404 crore (US \$100 million) mark in revenues, becoming the first Indian IT services company to achieve this in such a short time span. Its 2006-07 revenue touched Rs 527 crore (US \$130.7 million).

MindTree was founded in 1999 by ten industry professionals from Cambridge Technology Partners, Lucent Technologies and Wipro. One of the founders and current COO, Subroto Bagchi notes that even before the company was formed, he realised that the "21st century [was] to the services industry what the 20th century has been to the manufacturing industries."

Bagchi also realised that simply providing software skills would not be enough, but rather the industry's need was "knowledge enabled software," now a hallmark of MindTree's culture and philosophy. Surviving the dotcom collapse, MindTree used the opportunity to build lasting methodology and relationships.

The founders of MindTree are highly respected veterans in their fields and the company garnered the trust of important clients such as Franklin Templeton Investments, Hindustan Unilever and Avis.

MindTree provides a vast range of IT services to CIOs across a variety of industry segments including manufacturing, travel and transportation, banking, financial services, insurance and hi-tech. The R&D services business provides product realisation services across industries such as automotive, avionics, healthcare, consumer appliances and computer peripherals, communications, storage and computing systems group.

The company was named among the Top 30 Offshore Service Providers by the International Association of Outsourcing Professionals and Fortune magazine in 2007. The organisation also received the EMPI – Indian Express Indian Innovation Award in 2006 and NASSCOM Innovation Awards in 2007. It was selected as one of the Top 25 companies for Good Corporate Governance practices in 2007. MindTree was adjudged the overall winner of the Most Admired Knowledge Enterprises (MAKE) award in 2007.

Although it is driven to provide quality services, the company also differentiates itself by its very approach to the work it does.



Subroto Bagchi, Co-founder & COO

Ashok Soota, Chairman and Managing Director, believes that "the high people satisfaction levels are a result of people friendly policies, empowerment, inclusiveness, career development, exciting work, depth of communication with our teams and the joyous work environment.

When the company offered its initial public offering, each of the 4000 plus 'MindTree Minds,' as the employees are called, already owned a stake in the company. An example of MindTree's culture is seen through the company's DNA of Imagination, Action and Joy, which was visually rendered for the logo by a child belonging to the Spastics Society of Karnataka. This DNA is not just a goal for MindTree, but is rather the mechanism behind the office culture. There is a general excitement about the creation and sharing of knowledge bridging departments and employees.

Another key feature of MindTree's strategy is OneShore. This method consists of an integrated team of software engineers and business consultants who work together from beginning to end on all projects all over the world.

As the culture of knowledge is a tenet of the company, MindTree has taken a less traditional route by acknowledging that knowledge deals with not only physical solutions but a socio-technical approach. To cultivate this culture, it has set up Knowledge Communities, encourages self-expression and holds regular training sessions in creative thinking.

With an ethos that places high priority caring for its customers, human capital and the community, MindTree takes a less-traditional, albeit no less successful approach to business.

Tel: + 91 80 2671 1777/ 267 12777  
www.mindtree.com



## IT's high note



As the nucleus of the worldwide IT landscape, Bangalore is home to several global IT companies. Some of these firms are multinational companies, with headquarters either in the US or Europe. A few others are Indian companies that, by virtue of the nature and scale of business, have become global players. Bangalore based Sonata Software is a case in point.



Sonata has best-in-class office facilities

Having started off as a product company in the fledgling days of the Indian IT industry, Sonata has a history of innovation. Be it in its design of solutions aligned to customer needs, in the creation of robust processes that form its very foundation, or in its unique growth strategy, Sonata pursues innovation with a passion.

Growth in Sonata is driven on two engines. The organic strategy is built on the foundation of long-term partnership with its customers and is focused on imparting continuing business benefits based on technological superiority. This is overlaid with an inorganic strategy through acquisitions that broaden its markets and solution capabilities. Sonata has an enviable relationship with each of its customers, some of who have been associated with the company for many years. This is corroborated by its position in the Top 10 IT companies in India, with the highest revenue per employee among the Top 20 companies (ICMR survey, 2007).

### The India advantage

A unique differentiator at Sonata has been its focus on the Indian market, since its inception. Not only does the focus on India keep the company connected to its roots, it also provides an excellent test-bed for its delivery arm. Sonata's solutions are tested in the challenging environment of Indian enterprises, before being released in other markets.

### High on the IT value-chain

The company provides high-end software solutions and services to Independent Software Vendors (ISVs) and Enterprises. Based on its product development background and its deep understanding of the product development lifecycle, Sonata is best equipped to address the complex business needs of software product companies. Its agility for acquiring knowledge, developing human potential and building capabilities make it a leader in Outsourced Product Development (OPD).



B. Ramaswamy, President & Managing Director, says, "This is a company with a local face and global capabilities."

It quickly translates concepts to tangible business benefits like quicker time to market, reduced costs and higher productivity.

Sonata's Enterprise services are based on its inherent understanding of enterprise processes and state-of-the-art technologies. Backed by its strong alliances with global majors like Microsoft, IBM and Oracle, it is constantly exploring new technologies and building competencies in advance. Combined with a single-minded focus on quality execution, it is able to address business requirements with technology expertise to deliver high-end value-added services to companies across the globe.

#### Committed to providing value

At the heart of Sonata is the promise to provide enduring value to all its key stakeholders and constituencies. Be it delivering well thought out solutions to its customers, offering business partners a continually profitable relationship, enhancing shareholder value, or sustaining a rich and rewarding environment for its employees, the fundamental driving force is 'value that endures'.

Employees at Sonata, or Sonatians as they like to be called, are its biggest assets. Whether it is a young graduate who is bubbling with ideas, or a project manager who is passionate about maximising customer interest, or the experienced professional with a keen eye on strategic direction, Sonata believes that it is a company full of champions. Based on the premise that every employee is integral to its success, the company ensures that life for the Sonatian is full of endless possibilities. With offices that are located right in the heart of the city to ensure minimum travel time to reach home, employee-friendly policies, a high-energy work environment, and innovative reward and recognition schemes, it offers great careers and opportunities to enjoy life.

Sonata is a responsible corporate citizen. The company and the employees strive to bring about an enduring, positive change to its communities. From building a school for disaster affected children and walking for a greener earth to inviting parentless children to participate in its Annual Day celebrations, Sonatians believe in the art of sharing.

#### Sonata Software - the best of both worlds

With best-in-class office facilities spread across the US, Europe and India, robust processes that have stood the test of time, skill sets on the latest technologies and a resource pool of the finest minds, Sonata Software is truly global in its capabilities, with the agility and warmth of a small company.

Tel: +91 80 2661 0330  
[www.sonata-software.com](http://www.sonata-software.com)



Smart minds working on cutting-edge technologies, a culture that is invigorating and rewarding, and values that are pursued with zeal.





# IT's a world in a park



Among India's largest IT Park developers, Ascendas today is worth over Rs 15771 crore (US \$4 billion) with 36 million sq ft under management in markets across Asia. Opened in 1998, it has radically altered the way technology companies conduct business in India by pioneering world-class IT parks in the technology capitals of Bangalore, Chennai, Hyderabad, Pune and Nagpur. Its rapidly expanding portfolio includes plug-and-play facilities that offer a unique 'work-live-play' environment.



*Ascendas' 'work-live-play' philosophy leads to a vibrant work culture*



Retail mall at ITPB



*Lim Sin Tiow, CEO, Ascendas India, says, "ITPB is today India's most sought-after IT destination to work in, with employees enjoying a truly international business lifestyle. Its unique work-live-play environment is synonymous with excellence in Ascendas IT parks across India. This has helped companies working at the Park enjoy high employee retention rates."*

ITPB's six buildings in Whitefield present a futuristic appearance with their modern glass façades. The names of the buildings - Inventor, Creator, Innovator, Explorer, Discoverer and Navigator - celebrate the essential character of this hub of knowledge companies.

The amenities include a business centre, a fully equipped gym, a multipurpose hall and a retail mall. ITPB has received ISO 9001:2000 certification for operation and maintenance.



*ITPB's plug-and-play services and contribution to Bangalore's remarkable growth earned it the title of 'World Teleport Property of the Year' from the New York-based Intelligent Community Forum in 2002.*

Ascendas India is the subcontinental arm of Ascendas Pte Ltd, Asia's leading provider of business space solutions. The company is widely known for the development of the economic magnet International Tech Park Bangalore (ITPB), around which the posh suburb of Whitefield flourishes.

The 69 acre hi-tech facility houses information technology, biotechnology, electronics, telecommunications, R&D, and other IT-related companies that have spearheaded Bangalore's growth to become India's Silicon Valley.

ITPB was conceptualised as a government-to-government bilateral initiative in 1992 by the then Prime Ministers of Singapore and India, Goh Chok Tong and P. V. Narasimha Rao.

With an investment of Rs 970 crore (US \$220 million), ITPB has developed 2.3 million sq ft of prime IT space over 20.3 acres. Round-the-clock business continuity is assured with seamless telecommunication networks, optical fibre connectivity and a dedicated power plant.

Ascendas has further plans to

develop 3 million sq ft of business space over 26 acres of notified IT/ITES SEZ land within ITPB. This is expected to cost an additional Rs 705 crore (US \$180 million). A five star business hotel and Built-to-Suit (BTS) facilities within the Park are also underway.

This top-line facility managed by Ascendas has become the benchmark of excellence for IT parks across India. More than 140 firms employing over 20000 tech savvy professionals have made ITPB their preferred business address.

Ascendas continues to offer integrated business spaces that give its clients an edge. The V and CyberPearl in Hyderabad and the International Tech Park Chennai (ITPC) mirror the success of ITPB. It is now developing International Tech Parks in Pune and Nagpur. In addition, CyberVale, an IT SEZ within Mahindra World City near Chennai is under development.

Tel: +91 80 4188 0000  
[www.ascendas.com/india](http://www.ascendas.com/india)  
[www.itpbangalore.com](http://www.itpbangalore.com)



# Indian Space Research Organisation (ISRO)



India's national space agency explores the frontiers of space, harnessing it for telecommunications, TV broadcasting, meteorological observation, systematic survey of natural resources and in what has become a crucial function, disaster management. It also launches payloads of other countries upon its rockets.



Scientists conduct a pre-launch test on CARTOSAT-1, a state-of-the-art remote sensing satellite for cartographic applications.



ISRO's current project to send an unmanned lunar mission probe Chandrayaan-1 is a first attempt at exploration of the solar system. The probe will enter the lunar orbit from where it will survey the surface of the moon in far greater detail than has ever been done before. This mission is to locate resources and could carry payloads.

Headquartered in Bangalore, ISRO functions under the Department of Space of the Government of India and boasts of world-class infrastructure for development and testing of satellites.

True to the mission of its founder, the visionary Dr Vikram Sarabhai, ISRO has developed two satellite launch vehicles, PSLV (Polar Satellite Launch Vehicle) and GSLV (Geostationary Satellite Launch Vehicle), to place INSAT (Indian National Satellite) and IRS (Indian Remote Sensing) satellites in the required orbits.

Bangalore is a crucial centre for ISRO, with major R&D centres for the development of satellites and facilities for tracking remote sensing. Its Satellite Centre is the lead centre for design, development, fabrication, integration and testing of communication, remote sensing and scientific satellites launched by ISRO.

Tel: +91 80 2341 5474  
www.isro.org

# Indian Institute of Science



Recognised around the world as a leading research institution and advanced instruction centre, the Indian Institute of Science (IISc) has more than 2000 active researchers working in almost all areas of frontier science and technology.



*IISc's verdant campus has 110 species of plants over 400 acres*

**R**anked numero uno in academics in India and South Asia by the journal *Current Science*, this bastion of science and technology is unique. IISc is more than solely a research-based national laboratory and a university. It balances research in frontier areas of science and education in current technologically important areas.

Established by visionary industrialist J.N.Tata on land donated by Krishnaraja Wodeyar IV, Maharaja of Mysore, to encourage research in science and engineering, its illustrious alumni include C. V. Raman, recipient of the Nobel Prize for his discovery of the Raman Effect, Homi J. Bhabha, the father of the Indian nuclear programme, and C. N. R. Rao, one of the world's leading chemists.

IISc has joined the ranks of Georgia

Institute of Technology, Rice University and the Massachusetts Institute of Technology as part of the global semiconductor and computer technology giant Texas Instruments' research network. This collaboration focuses on innovation in analog and mixed systems and digital signal processing.

The institute has ongoing research collaborations with all the universities in the University of California system, Caltech, MIT and companies such as Boeing and General Motors. With a history of being the first scientific research institute in India, and with an alumni that is the cream of the scientific crop, IISc continues to lead the advancement of science and technology.

Tel: +91 80 2293 2001-05  
[www.iisc.ernet.in](http://www.iisc.ernet.in)

CHAPTER 9 | BANKING



"...whither wealth if even a jot be wasted?"

*Subhashitam (Sanskrit shloka)*





# Banking on India



Public sector banks account for over 70 per cent of the Indian banking sector which has assets worth Rs 2348000 crore (US \$595 billion approximately). State Bank of India, on its own, accounts for 15.52 per cent in deposits and 15.62 per cent in advances of the banking sector market share.





*Mahpara Ali, Chief General Manager, SBI, Bangalore Circle*

The biggest commercial bank in India, the 200 year old State Bank of India (SBI) has built up a vibrant organisational structure to shape the Indian economy. With a net worth of Rs 34067 crore (US \$8.63 billion), this colossus on the Indian banking scene is a brand in itself.

The SBI, Bangalore Circle, which contributes Rs 650 crore (US \$16.46 million approximately) to the profits, functions as a 24x7 entity. With 350 branches across the state and an equal number of ATMs, it is poised to scale greater heights with newer initiatives in the near future to make banking a rewarding experience.

Size and speed are evenly matched in the SBI. Take, for instance, the clearance of a loan of Rs 4048 crore (US \$1 billion) for the Indian conglomerate Tata Steel in just five minutes to help it clinch the Rs 48594 (US \$12 billion) takeover of the Anglo-Dutch steel giant Corus.

With the largest network of branches in the country, the bank has transactions exceeding Rs 38000 crore (US \$10 billion). With over 10000 fully computerised branches and over 7900 ATMs, and 83 overseas offices in 32 countries, its credit growth has been around 30 per cent each year for the last three years.

With a total income of Rs 45260 crore (US \$11.43 billion), the SBI's all India net profit is Rs 4541 crore (US \$115 million). The bank's traditional financial strengths lie in the organised corporate and industrial sector. Now SBI is giving newer players a run for their money by increasing focus on the retail banking segment. It is also the single largest player in the Forex market in India.

The Bangalore branch of the bank started operations in the state of Karnataka in 1864 as the first non-seaport branch of the Bank of Madras in pre-Independent India. One of the three Presidency Banks under British rule, it later merged to form the Imperial Bank of India. Post-Independence in 1955, the Imperial Bank of India became the State Bank of India.

The bank started off in premises rented for just Rs 85 (US \$2) per month; it moved to its current location, a colonial bungalow called Hopeville, which was set in a 12 acre plot of land nestled between St Mark's Road and Residency Road in the Bangalore Cantonment. The bank bought the property from Maj Gen Charles James Green of the British army for a princely sum of Rs 30000 (US \$753) in 1868.

The property is a landmark in the area and the original structure is one of the well-preserved heritage buildings in Bangalore. It exists alongside modern additions in the grounds like the Specialised Personal Banking Branch, which came up in 1971 and the local head office which was built in 1993.

The bank has implemented progressive measures initiated by the Government by providing credit to underprivileged sections and acting as a catalyst in employment generation. Its commitment to social banking has won appreciation from NABARD (the National Bank for Agricultural and Rural Development) as the Best Bank in Karnataka to extend support to self help groups.

Says Mahpara Ali, Chief General Manager of SBI, Bangalore Circle, "We are a dynamic institution and constantly offer new initiatives and products. With business process re-engineering and committed human resources, our bank is poised to improve market share in Karnataka substantially. We aim towards making SBI the preferred bank in the minds of customers, both existing and prospective.

In fact, I can say with confidence that the who's who of Karnataka bank with us."

The Bank has set up centralised loan processing cells in several places across the state - Bangalore, Mangalore, Hubli, Belgaum and Mysore for efficient credit delivery. With the assurance of "a scheme for every dream" these cells handle large volumes of personal housing, education, car and mortgage loans, besides credit requirements of small and medium enterprises. The bank's Mid-Corporate Group handles the needs of large corporates and has been seeing sustained growth in recent years.

All branches in Bangalore Circle are on a core banking solutions platform and internet banking is offered to both retail and corporate customers. A single window system has also been introduced for customer services. Almost all its branches handle government businesses and are well equipped to handle foreign exchange transactions of individuals and corporates.

SBI has introduced several technology based product offerings to retail customers, including online trading of stocks, payment of electricity bills through the bank's ATMs, booking air, rail and bus tickets online or through ATMs or credit cards. It has recently developed a unique multipurpose combo card for university students, which combines the features of a debit card with ID and other features required by universities.

Tel: +91 80 2594 3092  
www.sbi.co.in





# i-flex® solutions - empowering financial institutions globally



**i-flex solutions**  
empowering financial institutions globally

i-flex solutions, majority owned by Oracle®, is a company that stands out among software companies for its exclusive focus on providing IT solutions to the financial services industry. It powers the business of global financial institutions and has garnered international recognition by creating and developing intellectual property.



Rajesh Hukku, Chairman of i-flex solutions, says "Our joint vision for the future is that every bank and financial institution, large or small, in any part of the world, advanced or emerging, will transact on software powered by us. I believe our potential is limitless and the opportunity is at hand."



Rajesh Hukku, Chairman



i-flexers at a training session

i-flex offers the most comprehensive IT solutions portfolio for banking, capital markets and insurance, comprising a range of products, services, consulting and BPO offerings. More than 790 financial institutions of varying asset sizes, from various geographies, have partnered with i-flex to excel in their businesses.

#### The initial steps

The i-flex story began in 1992, when from its inception it focused exclusively on the financial services domain, and adopted a strategy of building and marketing world-class solutions and creating intellectual property.

A trailblazer in financial services, the company's core guiding principles - 'customer focus, domain expertise and global reach' - guide its every endeavour. Its mission statement of empowering financial institutions worldwide has remained unchanged through the years.

This clear focus and zeal to make its customers excel in their businesses has stood it in good stead and given it the top slot amongst IT solutions providers to the financial services industry. It is also one of the reasons why Oracle, the world's largest enterprise software company, chose to invest in i-flex.

#### Infinite potential for growth

Today, along with Oracle, i-flex's rich suite of solutions continues to expand, keeping pace with rapidly changing market and regulatory requirements, arming customers with unrivalled competitive



An architectural marvel: i-flex Park, Bangalore

advantage. Large retail and corporate banking deployments, sustained leadership in the risk and compliance area through a comprehensive governance, risk and compliance framework, the enablement of process-driven enterprises through a process repository for banks, and new focus on emerging areas such as Islamic and private banking, among others, set its course for infinite growth.

Tel: +91 80 6659 7000 / 6776 5000  
www.iflexsolutions.com

#### Accolades and global recognition

i-flex's leadership has been consistently acknowledged around the globe, the most recent of which is being part of the list of the Fastest Growing Companies in Asia (2007) by BusinessWeek. Some of the other honours include:

- Being ranked No.12 in Forbes' Asia's Best Under Billion List (2006)
- Adjudged Best Software Product Company in Intellectual Driven Business at the IT-People Awards for Excellence in Information Technology by IT-People (2006)
- Rated as the Leader Among Retail Banking Vendors by Forrester Research
- i-flex's PrimeSourcing™ achieved top ratings for the second time from a leading investment bank, achieving a 98 per cent score and reaching the GOLD certification level
- Reveleus™ positioned in the Leaders Quadrant for Basel II Software Applications Magic Quadrant for the second year in a row (2006)
- Mantas® takes first place in Waters Ranking for Anti-Money Laundering
- i-flex BPO selected in Leaders Category for The 2007 Global Outsourcing 100 by The International Association of Outsourcing Professionals (IAOP)





"Always think outside the box and embrace opportunities  
that appear, wherever they might be."

*Lakshmi Mittal, (1950), Indian billionaire industrialist*





# Engineered in India



Redefining the face of Indian engineering, the Maini Group offers cutting-edge engineering solutions across industry verticals. From precision products, materials movement and electric vehicles, including the first Indian green car, it has set new benchmarks in global markets with the proud claim 'Made in India'.



### Reva awards

- Dr M. S. Swaminathan Award for Environment Protection 2001
- Thomas Alva Edison Award for Innovation in Technology 2002
- Golden Peacock Innovative Product / Services Award 2004
- Monte Carlo Sustainable Award 2005
- Business Leadership Awards (Electric Vehicles) 2005
- Winner 50 best cars 2007 - The Independent UK
- Most Environment Friendly Car in UK - BBC Wildlife Magazine 2007
- Iceland auto show awards in Sept 2007
- Least carbon dioxide emission • Least energy usage
- Least expensive 100 km • Best in overall category

Established in 1973 and headquartered in Bangalore, the Maini Group has revenues of over Rs 250 crore (US \$62 million). It includes Maini Precision Products, Maini Materials Movement, Reva Electric Car Company and joint ventures like Armes Maini. Its products straddle across material handling machinery, electric vehicles, precision components and material storage.

It all started with one man's optimism and belief that to make the best in the world, one had to draw upon and integrate the best that the world has to offer. The Group's founder Sudarshan Maini says, "Synergising the best Indian values and craftsmanship with the best technology and work ethics of the West has been our endeavour at Maini. It has helped us make Indian products a force to reckon with globally."

#### It all begins with zero

The Group is guided by the 'Zero philosophy': zero defects, zero delays, zero wastage, zero pollution and zero compromises. The group's inherent belief derives from being seamless, holistic and inclusive, all together in a synergy that manifests the driving principle 'The power of oneness'.

#### Maini Precision Products (MPP)

The Group's flagship company has perfected the art of precision manufacturing for the automotive, aerospace, medical and general engineering industries. Since its establishment 30 years ago, MPP, with a focus on exports, has evolved into a one-stop-shop for precision products, where reliability replaces probability. The company is a preferred global vendor to many a global giant like GM, BOSCH, Eaton, Honeywell, Volvo and SAFRAN, among others.

#### Maini Materials Movement (MMM)

Formed 20 years ago, the brand has leveraged its engineering excellence to continuously build a comprehensive range of material handling equipment which has found applications across industry verticals. MMM has grown into an end-to-end solutions provider and its expertise covers the entire value chain of logistics that helps its clients in planning, operations, consultation and implementation of their warehousing and material handling needs.

MMM's products and services have found great acceptance among companies like Moser Baer, Blue Dart and Unilever for services such as planning, designing, operations and maintenance. In fact, MMM serves over 80 per cent of corporate India today. Its FERi is an intelligent electric-drive vehicle with a highly customisable design that makes it efficient, cost-effective and an easy medium for transportation within enclosed campuses.

#### Reva

The Maini Group's Reva Electric Car Company has pioneered the world's first truly green, mass-produced car, Reva. This revolutionary car has proven to be one of the most successful battery operated vehicles and is a huge success especially in European countries. Indigenously designed, Reva boasts of world-class technology that has taken Indian engineering to the world. High mileage, smooth drive, and a robust frame are some of its characteristic features. Clean, green and efficient, Reva is a technological wonder; specially designed and developed for those who want an eco-friendly answer to the increasing problems of global warming and pollution.

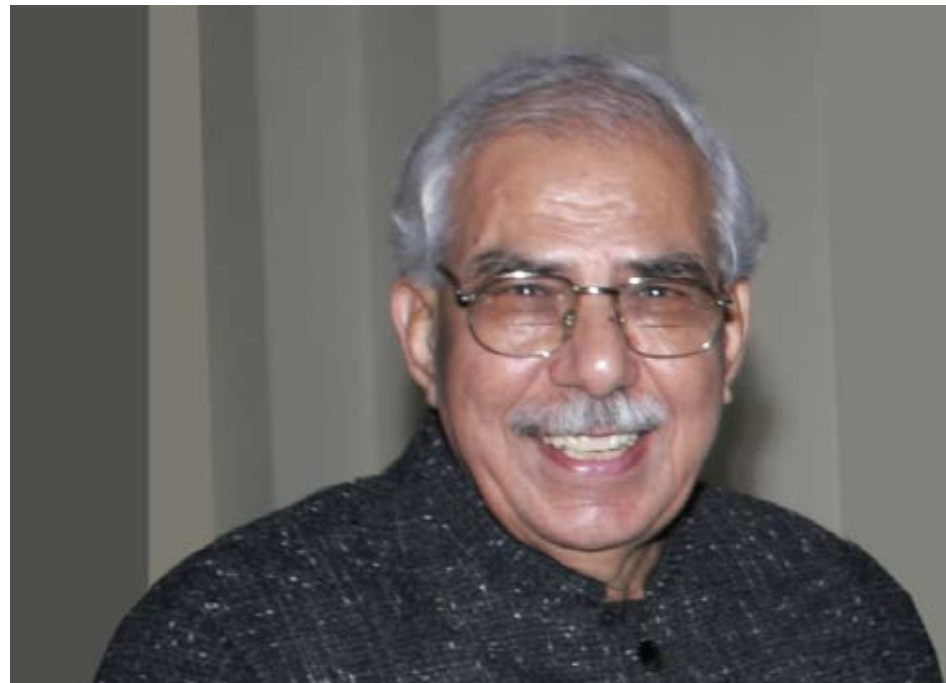
Says Sandeep Maini, Group Chairman, "The Group has an illustrious past of pioneering path-breaking technologies. Taking this legacy forward, we are focusing on a future replete with innovations that are aimed at changing the face of the industrial world. We seek to achieve this goal through a strong commitment towards nature with environment-friendly practices, processes and products."

The Maini group is set on the path of exponential growth and is galloping ahead at a growth rate of over 40 per cent, way above industry average. On the anvil are strategic ventures and business propositions that will take it to the top echelons of global engineering.

Tel: +91 80 2224 5287 / 2227 0972  
www.mainigroup.com



FERi from Maini Materials Movement



Dr Sudarshan Maini, Founder



Maini Precision Products



# Bangalore's ultimate nerve line



India's largest urban bus transportation corporation, the Bangalore Metropolitan Transportation Corporation (BMTc) is a unique success story: it is the only profit making urban bus transport corporation in the country with no accumulated losses.



BMTc has four major bus stations in the city and over 2000 bus shelters.

Photos: Cletus Rebello



Upendra Tripathi, Managing Director

With a massive fleet of around 5000 buses, the BMTC tallies up 11 lakh service kilometres and transports 37 lakh commuters per day. To its credit, it has cut down on fuel usage, traffic congestion and pollution in the ever-growing city.

BMTC began with a legacy of loss. Back in 1997, it was formed after the bifurcation of Karnataka State Road Transportation Corporation (KSRTC) and gained an equity capital of Rs 64.59 crore (US \$16 million), and an accumulated loss of Rs 72.68 crore (US \$18 million). But the very next year, it was able to make a profit and has continued to do so ever since, resulting in an accumulated net worth of Rs 683.31 crore (US \$170 million). Consistent profit on traffic revenue started from the year 2003-04.

BMTC's origin goes back to 1940 when it was created as a private company called Bangalore Transport Company (BTC) with a fleet of just 98 buses serving the city. In 1956, the Government of Mysore took it over and renamed it the Bangalore Transportation Service (BTS), which extended its service to a 16 km radius around the city. BTS was recognised as an independent unit under KSRTC in 1993 and in 1997 got separated from KSRTC and was re-born as BMTC.

Part of the success of BMTC lies in its ability to offer innovative and tailor-made branded services to its customers, creating brand loyalty and a sense of belonging among its patrons. Pushpak was the beginning of the initiative and at present BMTC boasts of services like Metro, Grid, Passes Special, Ladies Special, Hospital Special and Mall Special.

To cater to different economic sections of society it has a variety of rolling stock such as Ordinary, Pushpak and the world-class Vajra (Volvo) services. This initiative was aimed at reducing personalised mode of transport and encouraging public transport, contributing directly to traffic and air quality improvement in the city.

The introduction of more comfortable and better designed passenger/environment friendly buses has received whole-hearted support and encouragement from the public, helped BMTC grow faster than any other city public transport in India and made it profitable too.



BMTC has one of the most successful commuter pass systems, with a patronage of more than half a million. The modest pricing and the services made available under it is the central feature of its stupendous success. Seven additional benefits including automatic travel insurance and medical reimbursements are offered to pass users as a bonus under an umbrella called rainbow benefits.

BMTC not only strives to serve the citizens of Bangalore by providing affordable, efficient and safe public transport but also takes care of its employees who have powered the corporation's unprecedented success story. BMTC staff are provided with facilities like medical treatment, housing, loans for the education for their children, a life insurance scheme of Rs 3 lakh (US\$ 7500) - the only government sector undertaking to do so in India. It encourages gender equality by reserving 33 per cent of its jobs for women.

In order to fulfill its mission - "providing efficient, economic, safe, reliable and punctual services to the commuters of city and suburban areas of Bangalore", BMTC has plans for large scale expansion requiring a capital of Rs 3000 crore (US \$7.5 billion) for running 1000 buses in its circuit.

With the opening of the new international airport and a booming economy creating new jobs and more Bangaloreans by the day, BMTC's expansion is fundamental to the city's vast mobility needs. The proposed growth includes improved connectivity of routes, a huge increase in the number of buses operating and easier access to information for the commuter.

With a history of efficiency, growth and service, BMTC is poised to be an important contributor to Bangalore's success as an international city.

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www.bmtcinfo.com

# CHAPTER 11 | ARCHITECTURE & INTERIORS



"Architecture is music that stands still."

*Anonymous*



*Photo: Ramya Reddy*



# Building icons



Over 1500 prominent landmarks across Southern India bear the eclectic stamp of a Thomas Associates (TA) design, making it one of the best-known architectural, engineering and interior design firms in the country. TA has altered the skyline of a number of Indian cities with a slew of prestigious projects ranging from hotels, corporate offices, integrated campuses, tech parks, high-end retail malls, multiplexes, residential apartments and integrated townships.



Forum Vijaya Mall - Chennai



Velankanni



RMZ Nxt

Thomas Associates prides itself on staying at the cutting edge of global design, ensuring that its contribution to Bangalore's skyline has kept pace with its global evolution into a megapolis.

Headquartered in Bangalore, Thomas Associates is headed by T. M. Thomas, the Principal Architect of the firm, who has over 40 years of experience in the field of traditional and specialised architectural services. After a bachelor's degree in architecture from Madras University, he completed a fellowship with the Indian Institute of Architects and further specialised in tropical architecture at the Architectural Association, England. Tom, as he is popularly known, worked in London for a few years before heading home to Bangalore.

Tilak Thomas, Executive Partner, holds a degree in architecture from the TVB School of Habitat Studies, New Delhi. He is a fellow of the Indian Institute of Architects and Council of Architecture (COA). He has over eight years in the field, during which he honed his skills at the renowned Wimberley Allison Tong & Goo, London, a firm specialising in global hotel and resort projects.

TA is supported by a large team of architects, engineers and draftsmen at various levels, backed by skilled specialised consultancy groups in structural and electrical engineering, plumbing, fire prevention, landscape architecture and interior design.

TA's clientele has been painstakingly built up over the years by word-of-mouth referrals. A majority of its client relationships span several decades. The list reads like a who's who of Bangalore's real estate: Brigade Group, Prestige Group, RMZ Corp, Bagmane Developers, Purvankara, Salarpuria Group, SJR Group, Fidelity Investments, Hewlett Packard, Intel Technologies, Leela Hotels, Taj Hotels and Accor Hotels, to name just a few.

Internationally renowned hotels like The Leela Palace, Bangalore and prestigious ongoing projects such as The Hilton, Accor and Taj hotels in Bangalore, Hyderabad and Chennai, all bear the unmistakable stamp of a TA project. Recent commercial projects include UB City Bangalore, Titanium Bangalore, Raheja Towers Chennai and high-end IT parks in Bangalore such as Bagmane

Tech Park, RMZ Nxt, SJR I-Park, all of which house a number of global technology companies.

In the retail space, high-footfall malls such as The Forum Mall in Bangalore and the upcoming DLF Malls in Chennai and Hyderabad, The Forum Chennai, and Salarpuria Malls in Bangalore are being executed by TA. Special Economic Zones (SEZ) such as the Vrindavan Tech Village and PriTech IT Park bear the TA imprint as well as corporate IT campuses for Fidelity, Hewlett Packard and Intel in Bangalore, Motorola in Hyderabad and ST Microelectronics in Noida.

Each step of the city's growth has posed new challenges in design, usage of new materials and application of rapidly changing technology. TA has been at the cutting edge, developing prototypes for various types of buildings, right from the earliest multi-storeyed apartments, to some of the first open office spaces and large format malls.

In the process of this change, several heritage buildings and city landmarks have made way for new soaring glass and steel structures. Almost every project posed a unique challenge for TA to replace the old with an architecturally significant structure that retains elements of the charming and vibrant character of the city.

Skyrocketing land prices and building byelaws undergoing frequent mutations pose a multitude of challenges both in concept and execution, as well as in resolving commercial, legal and ownership aspirations. TA has adopted an "innovative-solution" method through which it has incubated some of the most successful projects in the country.

And what of the future? "We would like to refine our core competence of continuing the TA imprint by designing landmark projects that maintain the quintessence of Bangalore," says Tilak.

Thomas quotes TA's ethos, "A profession is different from a business. There is a fine line that separates the two and we stay on the professional side. We are committed to our profession and remain focussed on being an ethical, design-oriented, solution providing and innovative firm."

Tel: +91 80 2224 0544 / 2221 7521  
[www.thomas-associates.in](http://www.thomas-associates.in)



The Leela Palace, Bangalore



T. M. Thomas, the Principal Architect and Tilak Thomas, Executive Partner, Thomas Associates



## Urbane chic

A flourishing property market coupled with augmented spending power has escalated the demand for tastefully created living spaces. The Prestige Group's Morph Design Company is among the frontrunners in catering to this demand.



*Founder and Director Anjum Jung's designs are unique in their effortless symbiosis of traditional style with new age needs.*



*Morph's interiors reflect personality, balance and style*



Interiors are what make a house a home. And it is the same principle that turns a corporate or retail space into a testament to its brand identity.

Anjum Jung, Founder and Director of the Morph Design Company, understands this well, for she took her first fledgling footsteps designing the interiors of apartments for the Prestige Group in the mid-90s and went on to tackle even more challenging projects in the residential and hospitality segments.

Anjum graduated in commerce and honed her creative instincts with a diploma in interior design. She later mastered the aesthetics of the hospitality industry during her stint at Cornell University's School of Hotel Administration.

Her in-depth knowledge and flair for her subject is evident in the distinctive style she has brought to each of her projects, both residential and hospitality.

A good design principle instils personality, balance and style into a space while reflecting its owner's ethos. "Every aspect of a house, the colours of the wall, the furniture, the paintings, the upholstery, all speak of the persona of the owner. The rooms are a reflection of their aesthetics. I have long sessions with my customers to understand what they have in mind before my team and I begin work on the design," she says.

Morph extends its alchemical touch and attention to the finer points in the creation of hospitality spaces as well. "Hospitality design, whether for a spa, hotel or club house is a different kind of challenge," Anjum adds. "One has to study the brand identity, the balance between aesthetics and ergonomics, the space requirements and design systems that are in place in other parts of the world, and either replicate the design out here or infuse it with a whiff of India."

Anjum keeps adding to her portfolio and has been busy designing homes and hotels with eclectic prerequisites, "because I love the challenge of minimalism and the usage of new materials. The scale of designing residences and hotels differs, but they both require a certain warmth and individuality, and that allows for innovation."

In the dozen years since its inception, Morph has grown into a multi-dimensional company with over 100 employees that operates as an axis for a range of design solutions. Along with interior design, its manufacturing unit creates customised furniture and custom made window dressings as well. Anjum personally supervises all phases of manufacture and product installation.



"This helps me maintain control over the precision of the design and the quality of material and finish," she says.

All the dedication and sense of purpose has paid off, for Anjum is now in the top bracket of India's interior designers, having carved a niche for Morph in urbane chic design.

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[www.prestigeconstructions.com/morphdesign](http://www.prestigeconstructions.com/morphdesign)



## Finding sanctuary

As ideas zip across the wireless world, the challenge to meet requirements and work within frameworks, while being original and unpredictable is becoming greater. India's latest cultural kaleidoscope and IT capital has been a great launch-pad for young Sanctuary. Anshul Chodha, its Founder and Principal Architect, is now venturing into two joint endeavours with renowned European designer Dieter Dreesen: one to offer commercial and corporate spatial design on a high professional and international level; and another to offer green architecture in the true sense of the word.



*Anshul's home reflects the essence of Sanctuary's design philosophy.*



Founded in 2003, Sanctuary's architecture and spatial designs have defined F&B outlets for international brands, high-end beauty salons and spas, corporate nerve centres, residences and chic lounges from Bangalore to Barcelona.

Whether it is shaping a sleek yet snug abode for a family, designing corporate headquarters encapsulating a company's cross-continental strategy, or delivering an extraordinary commercial spatial solution through highly professional brand driven design, Sanctuary broadens its aesthetics to sensitively heighten and realise a vision.

The firm is committed to creating timeless works by delivering quality and striking a balance between functionality and spirituality. The beauty of simplicity is evident in the spaces Chodha's team help lend an identity to. Whether bathed in baroque colours and textures, or steeped in Zen and Wabi-sabi minimalism, Sanctuary's projects all contain its signature style – roomy spaces suffused in light, done up in inventive and pleasing colour schemes that invite you to linger a while longer.

Anshul's true strength and motivation come from an ancient meditation discipline that he has been following for many years: a path that has answers to life's every question, revealing abstract secrets behind all creation and creativity, through self-experience.



*Anshul Chodha, Founder & Principal Architect, Sanctuary, says, "I believe that every mind has the power of unlimited imagination. It is for us to exploit this power to create surroundings and a life that transcends us to higher planes."*

This unique interest is undoubtedly the factor that catalysed Anshul's new association with renowned German designer Dieter Dreesen, who himself is a passionate Zen Buddhist and devout meditator. They formed their partnership while they were working together on the interior and graphic design of F&B areas for the Bangalore and Hyderabad international airports. Their intention is to merge established European design culture with modern Indian design power, to offer commercial and corporate spatial design on a high professional and international level, with interiors, graphics, information, product, and all concerned services and solutions under one umbrella.

Starting early 2008, Anshul and Dieter will also pioneer to offer real green architecture in India, in collaboration with an architecture firm that brings with it 12 years' experience across Europe, and intense technological research in the field. Their vision is to offer cutting edge contemporary architecture combined with state-of-the-art ecological methods and technology. The technologically oriented projects are to span from resorts and hotels, shopping centres and office buildings, to public spaces and residences, and will present a fusion of contemporary architecture and design while being eco-friendly, energy saving and using sustainable technology. Green design seeks to reduce natural resource consumption, enhance quality of life, improve infrastructure efficiency and still be economically viable.



In these partnerships, the evolving philosophy is described by Dreesen as 'simplicity' - a word that conveys the balance between the complexity of a global world with its visual information overload, and the sensitive human factor of the end experience.

With a dozen residential architecture and interior design projects in progress, and several swanky bars and restaurants on the drawing table, Sanctuary is set on a fast growth model.

Tel: +91 80 4127 7059 / 2354 3176  
[www.sanctuaryarch.com](http://www.sanctuaryarch.com)

# CHAPTER 12 | EDUCATION & TRAINING



"Ignited minds of the youth is the most powerful resource on the earth."

*Dr. Abdul Kalam, (1931), engineer and India's 11th President*





## Possibilities unlimited

Led by an educationist renowned for taking schools in India and abroad to the top of the ratings lists and with a mission to put the joy back in learning, Ebenezer International School Bangalore is customising education to keep pace with the dynamism of India's global technopolis.



Trinity Hill at EISB



Photos: Asha Thadani



Dr. Abraham Ebenezer, Founder Chairman, Ebenezer International School



At first sight, the glass panelled blue edifice of the latest addition to the city's international school circuit, the Ebenezer International School Bangalore, seems like an extension of the sky. Its linear design accentuates the open landscape that spreads across 12.5 acres.

Established in June 2007, the school encapsulates the vision and experience of eminent educationist Dr Abraham Ebenezer who was accorded the Rajyotsava Award by the Karnataka government and the Excellence in Education award in 2005 by Dr Abdul Kalam, the erstwhile President of India. Drawing on more than three decades of experience in the academic field, he set up the Ebenezer International School Bangalore (EISB) with a mission to create a path-breaking educational institution that keeps pace with rapid scholastic advances and infuses learning with joie de vivre.

Says Dr Ebenezer, "Schooling is now no more only about high quality academics and extra-curricular activities, it is also about preparing young minds to meet the demands and pressures of an increasingly complex future. At Ebenezer's, our mission is to create the new age youngster who is passionate, ambitious and yet humane."



Rainbow - Centre of Excellence holds class rooms for middle school and high schools



The joie de vivre at the day-cum-residential school is infectious, as students of all ages dart between the halls and onto the landscaped gardens, heading to join in an impromptu game of hockey or basketball, dance or origami sessions. In addition to mandatory classes under the ICSE syllabus and the IGCSE syllabus from class IX onwards, the school offers a diverse range of special classes. Students looking to spruce up their language skills can choose from a host of foreign and regional language classes. Those with an ear for music could choose between Hindustani or Western music and those with a yen for dance can master the classic Indian dance forms.

Learning is far from theoretical at EISB; teachers try to demonstrate everything that is taught and create experiences that enhance what the child absorbs from each lesson. An apt illustration of the teaching methods at EISB is the Children's Day programme with a farm theme. The school grounds were converted into a veritable farm with livestock, which brought lessons to life. A basic arithmetic class is made fun and empirical, with toddlers setting off on a field trip to the market to buy groceries and put their mathematic skills to the test.

The names of the buildings reflect what EISB aims to be – an alma mater that helps children achieve their potential while leveraging their unique talents. The pyramid-shaped meditation hall, 'Shalom', is a serene sanctuary; water flows softly around the edges and natural light streams in from the skylights.

My Dreams – School of Learning is the brightly-coloured kindergarten section; the toddlers have the building to themselves and it is built specially keeping their needs in mind. Everything is sized to suit the little denizens; the stairs, the bathrooms, the labs and even computers are thoughtfully chosen not to overwhelm the kids with their enormity.

The class rooms are cosy with bright tiny chairs, sporting cartoon characters; the walls have scenes from a popular kids' movie along with play corners that display projects put together by students. To help make playtime safer, the playground is made of a soft rubber compound.

The middle and high school block, called The Rainbow – Centre of Excellence, abuts the administrative building Trinity Hill, and is a labyrinthine structure that envelopes state-of-the-art learning facilities. Open courtyards with exotic flora and water bodies with gushing fountains, lights shaped like lotuses present a delightful visual.



*Shalom, the meditation hall*

EISB has rejected one-size-fits-all methods and has customised education to meet the aspirational demands of children who have information at their fingertips. EISB will add new dimensions as it grows. "We will be ever vigilant to keep abreast of global academic trends, and upgrade all aspects of our infrastructure, intellectual and physical, to play a lead role in education," says Dr Ebenezer.

Einstein's Science Centre, with biology, physics, computer science and chemistry labs packs technology that encourages students to push the scientific envelope. The school's auditorium, The Globe, is named after the playhouse that Shakespeare made famous. This is an ideal platform for students from different countries to stage plays that are popular in their cultures. The faculty encourages children to enact scripts from different societies to widen their cultural understanding.

The Tagore Heritage Centre of Performing and Fine Arts has experts who train students in the art of dance, music, speech, presentation, yoga and sculpture. The school has also signed on GAP, India's first focussed Global Awareness Programme for teachers and students.

Students looking to flex their athletic muscle head to the multi-level sports facility, Olympia. Spread over 12120 sq ft, the sports centre features a swimming pool with an elevated viewing area on the ground floor, an indoor games facility on the first floor and on the second floor, young athletes practise their badminton and basketball moves, while others try their hand at billiards and snooker.

Children with learning disabilities and special needs are brought up to speed at the Learning Laboratory, where specially qualified teachers invent teaching methods to make lessons more relevant and usable for them. The library, or Knowledge Hub helps supplement classroom sessions with online facilities and a collection of more than 10000 publications and counting.

Dr Ebenezer plans to add higher education to his portfolio and is already working on a blueprint for a new module 'From Kindergarten to Career'. With other states inviting him to replicate the model, the Ebenezer brand of education will soon be accessible in other cities.

Tel: +91 80 41464326, 41464327  
[www.ebenezerinternationalschool.org](http://www.ebenezerinternationalschool.org)

“One of the most misunderstood phrases in education is ‘international education’. It means different things to different people,” says Lt Gen Ray. “International-mindedness arises when the school’s curriculum is founded on world citizenship, scientific humanism, whole-education and the ability to lead oneself through self-awareness.”

As a fillip to this philosophy, Indus International School promotes a learning model that uses both online and off-line techniques, integrating academics, creativity and character building.

The facilities to support this model are extensive – a wi-fi enabled campus, a well-stocked learning resource centre, an integrated sports complex, and an outdoor track and field stadium. An amphitheatre amidst lush gardens serves as a platform for budding artists, and students can go horse riding if the mood dictates.



*Indus International School aims to create ‘the leaders of tomorrow’ by promoting the values of love, empathy and discipline.*

Students are familiarised with emerging technologies and relevant issues that extend from biotechnology and ecology to entrepreneurship and technology. By August 2009 the school will be Asia’s first one-laptop-per-child school. Community based activities form part of school learning to build qualities of citizenship, compassion and empathy.

The curriculum helps nurture each child’s specific intelligence, and with a teacher to child ratio of 1:9, tutors are able to focus on developing a child’s skill set and emotional intelligence along seven parameters - integrated value system, leadership within the community, empowerment, ability to make the right choice, maximise intelligence potential, balance between creativity and skills, and self-imposed discipline.

Leadership is the central idea dictating the school’s mission, as Sarojini Rao explains, “Unless a person can lead himself, he or she cannot lead others. The school’s leadership curriculum is designed to develop the child’s potential and entrepreneurial spirit through risk-taking and innovation.”



*Lt Gen (Retd) Arjun Ray, CEO of the Indus Trust*



An exclusive Leadership Institute is being set up on the outskirts of Bangalore for teachers and students of all Indus schools. More schools bearing the Indus insignia will be opened in Hyderabad and Pune in August 2008, and a second one in North Bangalore.

Tel: +91 80 22895900 / 7823888  
[www.indusschool.com](http://www.indusschool.com)



*Sarojini Rao, Principal, Indus International School*



## East meets west

Known as a launch pad for ambitious students, The International School Bangalore (TISB) focuses on academic excellence as well as a wide range of co-curricular activities, preparing students for success in and out of the classroom.



*With an education system that motivates excellence in many fields, TISB makes life-long learning easy.*

TISB's students have a track record of getting the best college placements in the country. Its alumni attend prestigious schools such as Oxford, Cambridge, Columbia University and the University of California, Berkeley.

TISB was founded in 2000 by noted Indian educationalist, Dr K.P. Gopalkrishna, whose National Public Schools are renowned for their academic rigour and excellence. "The all-round education offered in the classroom, boarding houses, playgrounds and the campus in many ways encapsulates a training that has all the richness and flavour of the ancient Indian systems and all the vision and breadth of modern education," he says.



TISB is rooted in the belief that a blend of Asian and modern Western education systems produce excellence. It follows that both their mottos, one in Sanskrit and one in Latin, equate learning with life and vice-versa. Started with the goal of educating students for life, TISB's curriculum emphasises researched learning and well as co-curricular activities that encourage social responsibility and teamwork. The school teaches under the International General Certificate of Secondary Education (ages 14-16), and The International Baccalaureate Diploma Programme (ages 16-18), both recognised by universities worldwide.

The education system's success at TISB is reflected in its students' achievements. Able to match up with the best in India and abroad, students often score perfectly on SAT exams for college admissions in the US and the school's average International Baccalaureate score of 34 is the best in India. Last year, the 116 graduating students tallied up a total of Rs 10 crore (US \$2.5 million) in scholarships. Along with academics, TISB students excel in co-curricular activities. The Model United Nations team has won the parliamentary debate competition award every year for the past five years. TISB also holds an annual student organised Arts and Sciences Festival, VIVUM, attended by 800 guest students from around the country. In 2007, the former President of India, Abdul Kalam visited this festival.

The school makes top-of-the-line facilities available to its students, be it for academics or co-curricular activities. A 30000 volume library, specialist science laboratories for

physics, chemistry and biology and a computer science laboratory allow students to research and experiment. Sporting facilities include a golf course, swimming pool, basketball, badminton, tennis and squash courts, fields for hockey, football and cricket and a gymnasium.

Encouraging of arts, music and drama, TISB also has a 1400 seat convention centre for public performances. Along with excellent boarding and dining facilities, 24-hour security, there is a medical centre with a doctor, dentist and two nurses. A majority of the teachers also live on campus and are available for students 24 hours a day, seven days a week.

The list of co-curricular activities is long and varied. From an art society to dance and drama clubs to a business interest group, from an electronics club to a speech and debate team, students can explore almost any interest they have.

The faculty is as diverse as the students, having been trained and taught in many parts of the world and in India. America-born and Oxford educated Principal Matthew Sullivan notes that, "Our students come from every state in India and 35 other countries, less than half of the school's students are born in India".

Part of the "international" education at TISB is the fact that students interact with others from many other cultures and build acceptance for beliefs different than their own. Dr. Bindu Hari, Director of TISB, believes that the school is "strongly aligned to an educational paradigm that focuses on



empowering students with appropriate life skills and a sound knowledge domain bearing particular relevance in the context of a globalised world." The mission of TISB also states that the school's education system "involves building up more than a body of knowledge" as "students need to have skills and attitudes to be successful life-long learners."

Tel: +91 80 7822 393 / 7822 550 / 52 / 54  
www.tisb.org



# Inventing the future



Leveraging the best practices of both traditional and contemporary schools, Inventure Academy is changing the face of education in a dynamic interconnected world.



*Celebrating differences and nurturing individuality are central to the Academy's curriculum*



India has a demographic dividend of over 550 million people under the age of 26 and, according to a United Nations report, it will have the largest working population in the world by 2030. Central to India fulfilling its promise of being one of the three largest economies in the world by 2050, is the need for it to nurture, develop and guide its current and future people power.

With accelerated growth in the knowledge sector, education is a thriving market in India and is pegged at Rs150000 crore (US \$37 billion). This has given opportunities to new players such as Inventure Academy.

This Bangalore based day school was established by the India Learning Foundation lead by Irfan Razack, CEO of the Prestige Group and Nooraine Fazal, in 2005. It offers kindergarten to senior secondary school within guidelines set by the Council for the Indian School Certificate Examination (CISCE) and the Cambridge International Examinations.

The school is distinguished by its attitude and values towards learning, and its commitment to providing quality education. Aspiring to be among the best progressive schools in India, it wants to be measured by its students who excel not just in academics but in at least one chosen co-curricular activity.

Co-founder and CEO Nooraine Fazal quotes George Bernard Shaw, 'A reasonable man adapts himself to the world; the unreasonable one persists in adapting the world to himself. Therefore all progress depends upon the unreasonable man.' Her experience in the international corporate world is combined with a strong will to make a sustainable difference to the way children are taught at the school.

The Academy's core promise is 'to instill in students the ability and conviction to realise their full potential and excel anywhere in the world'. It encourages inventive thinking, multiple intelligences and differentiated learning. It recognises the challenges of an inter-dependent and competitive world, and the need for children to adapt and excel in it.

Such corporate speak is distilled in a far simpler way for the students. The children have marked the walls with their stamp of ownership through bright murals that adorn corridors and lobbies. Classroom spaces are defined by the children's imagination: each class has a personality that is a reflection of its teachers and students. The facilities include two amphitheatres, a performing arts room, a fine arts studio, a dining hall, a health clinic, a cosy library and a learning lab.



Nooraine Fazal, Co-Founder and CEO

Inventure Academy believes strongly in fitness and challenge, both mental and physical. A graded obstacle course loops around the building perimeter. The grounds are equipped with tennis and basketball courts, cricket pitch, football and hockey ground.

This progressive, learner focused school fosters inventive thinking, multiple intelligences and differentiated learning to prepare students for life and instill individuality in each child.

Tel: +91 80 2780 2600 / 94489 36678 / 81  
[www.inventureacademy.com](http://www.inventureacademy.com)

# CHAPTER 13 | AIRLINES & AEROSPACE



"To most people, the sky is the limit. To those who love aviation, the sky is home."

*Anonymous*





## On the wings of imagination

Getting 16 million Indians airborne, many of them first time fliers from remote regions, was more than a flight of fancy for Capt G. R. Gopinath. While the companies that he founded have changed the face of aviation in the country, the man who pioneered low-cost flying in India explores the new challenge of bringing air cargo and logistics connectivity to rural India.



**D**eccan Aviation, co-founded by Capt Gopinath with Capt K. J. Samuel in 1997 revolutionised travel by helicopter. Based in Bangalore with offices across the country, it is India's leading air charter operator. It provides customised air charter solutions to corporate head honchos, political luminaries and the glitterati. With a fleet of 11 helicopters and three fixed wing aircrafts and growing, it also serves the sectors of tourism, medical evacuation, banner towing and aerial reconnaissance.

Gopi, as he is universally known, made his foray into the sector at a time when domestic aviation was monopolised by a handful of Full Service Airlines (FSA) and strict government regulations were the norm. His background is interesting; a graduate of the prestigious National Defence Academy and the Indian Military Academy, he served as a commissioned officer in the Indian Army for eight years.

After this he took to farming and sericulture and received the ROLEX Award for Ecological Site Farming in 1996.

In the early 1990s, he came across a news report about a Vietnam-born French pilot using helicopters to help foreign investors travel all over Vietnam. This made him think about the abysmal lack of helicopter services in India and the potential of the enterprise.

Combining his entrepreneurial verve and vision with the technical skills of his ex-army friends, he launched Deccan Aviation, a dedicated customer focused heli-charter company along with Capt K. J. Samuel. They were later joined by Col Jayanth Poovaiah and Capt Vishnu Rawal. The company's pilots are from the cream of Army Aviation, IAF and Navy, each with over 4000 hours of flying experience in varied terrain.



Flying high: Capt G. R. Gopinath

At the cusp of the new millennium, he launched India's first 'low cost, no frill' airline on the strength of a simple dream and an evocative statement, "I want every Indian to fly at least once in his or her lifetime".

With India being no longer a country of a billion hungry people to be fed on subsidies, but a country of a billion consumers, Air Deccan put air travel within the reach of millions of Indians. Launched in August 2003 with one aircraft and four flights a day, it became the country's largest people carrier within four years.

"Aviation had remained outside the reach of most people. Rising incomes, especially of the middle class, gave me the idea that affordable air travel had the potential to acquire a mass consumption base, especially if we could touch small towns," recalls Gopinath.

Deccan was India's first airline to establish a fully web-based reservation system and issue e-tickets backed by a 24 hour multilingual call centre. It built an unprecedented network of 7000 distribution outlets ranging from internet cafes to petrol bunks, travel partners and convenience stores to post offices.

Deccan's merger with Kingfisher Airlines in 2007 has created the single largest airline in the Indian aviation industry, connecting 69 destinations and operating over 570 flights daily with a fleet of 78 aircraft. While Kingfisher serves the luxury segment, Deccan caters to the broadest spectrum of travellers in India and offers value-added services at the most competitive fares.

Even as he carries a full workload as the Executive Chairman of Deccan Aviation, Gopinath has spent the last year incubating a new project. "The biggest challenge in the sector is the lack of adequate aviation infrastructure and antiquated rules and regulations. As an entrepreneur, I have to work with the government and be an agent of

the change I wish to see. Poor and unreliable logistics is a nightmare for industries. My new company will integrate rural India with medium and large towns by providing seamless integrated logistics and air cargo services".

Gopinath has bagged many national and international awards for his sterling achievements, including France's Chevalier de la legion d'Honneur (Knight of the Legion of Honour) in April 2007 in recognition of his contribution to Indo-French cooperation in the field of aviation.

He is also the recipient of the Rajyotsava Award by the Government of Karnataka, Personality of the Decade Award instituted by KG Foundation, Editors Choice Award by the Indian Express Trade and Tourism Awards and the Sir M. Visvesvaraya Memorial Award by the Federation of Karnataka Chambers of Commerce and Industry.

Tel: + 91 80 4114 8190-99

[www.airdeccan.net/](http://www.airdeccan.net/) [www.deccanair.com](http://www.deccanair.com)





# Redefining flying experience

A UB Group company, Kingfisher Airlines, with its fleet of red tailed brand new aircraft, makes everyday flying a luxury experience. It is one of the six airlines in the world to have a five star rating from Skytrax and the only domestic airline to do so.



Be it a well-trained world class crew, both on ground and in air, or a personalised welcome message onboard by Chairman and CEO Dr Vijay Mallya to passengers, who are charmingly addressed as 'guests', every aspect of hospitality has been neatly crafted to provide a five star flying experience.

From smiling valets who assist guests with their baggage all the way till security check, to extra-large seats with personalised TV screens that provides a range of entertainment options right from hand picked sitcoms to Live TV programme 35000 feet in the sky, the attractions for flying this airline are many and varied.

It just gets better on the dedicated business class flights, Kingfisher First. Guests have access to exclusive airport lounges which serve refreshments, and on-board, along with a 3 course gourmet cuisine, they get audio and video on-demand, extra-wide personalised screens, and sleeperette seats with extendable

footrests. Says Dr Mallya, "Kingfisher is a super brand that has always stood for premium quality and Kingfisher First has been designed for the future."

Having started its operations on May 9, 2005, Kingfisher is the first Indian airline to order the Airbus A380, the world's largest passenger aircraft. It has raised the bar in the industry and through its strategic investment in Deccan, the country's first low-cost airline has become the largest airline group in the country. It plans to expand its operations to include international flights, offering the world a taste of good times.

Flying with Kingfisher Airlines has other alluring enticements; even the on-screen safety demonstration, far from being mundane, is a viewing pleasure. The lovely young Deepika Padukone, one of the most sought after young Bollywood actors, is its brand ambassador. With so much razzle-dazzle, Kingfisher Airlines assures you a 'good times' experience.

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AIRLINES

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# Hindustan Aeronautics Limited



With an annual sales turnover at Rs 7784 crores (US \$1.82 billion), 18 production divisions and nine R&D centres, Hindustan Aeronautics Limited (HAL) is a premier aeronautical complex of South East Asia.



*A display by the Surya Kiran Aerobatic Team flying HAL's military trainer aircraft*

A public sector (government owned) company with the primary purpose of supporting India's defence needs, HAL has emerged as a globally competitive aerospace company.

Its expertise encompasses design, development, production, repair, overhaul and upgrade of aircraft, helicopters, aero-engines, accessories, avionics and systems. It has also diversified into manufacture and repair/overhaul of industrial and marine gas turbine engines, and manufacture of structures for aerospace vehicles. All the production divisions of HAL have ISO 9001-2000 accreditation and ten divisions have ISO-14001-1996 Environment Management System Certification.

Among the successful products that it manufactures for domestic use as well as exports are: Advanced Light Helicopter (Dhruv), Intermediate Jet Trainer (IJT), Light Combat Aircraft (Tejas), Cheetah and Chetan helicopters, Dornier-228, Light Combat Helicopter (LCH), Su-30MKI, Jaguar (under license from BAe) and Lakshya.

HAL's future projects include co-design, development and co-production of multi-role transport aircraft, medium-lift multi-role helicopters, Unmanned Aerial Vehicles (UAVs), besides the development of simulators.

Tel: + 91 80 2286 4934  
[www.hal-india.com](http://www.hal-india.com)

# National Aerospace Laboratories



From humble beginnings in the stables of a former Maharaja's palace to becoming a leading aerospace R&D centre, NAL has come a long way in fulfilling the dream of its founders.



*NAL's VT-XSD light transport aircraft developed for the Indian Air Force*

First established in Delhi in 1950 and moving to Bangalore within one year of its inception, NAL is a constituent of Council of Scientific and Industrial Research (CSIR). As a civil research institution, NAL has made many significant contributions to all Indian aerospace programmes and has often set the national agenda for these programmes. NAL's R&D abilities are also commercially viable. Within the last 24 months, it has secured contracts worth over Rs100 crore (US \$25 million).

Over the last few years, NAL has earned more than 60 per cent of its budget through external resources. NAL also had

the foresight to identify spin-off technologies from its aerospace research and has licensed and transferred 30 such technologies to 54 industries. In the 80s, it launched the prestigious Light Combat Aircraft (LCA) project.

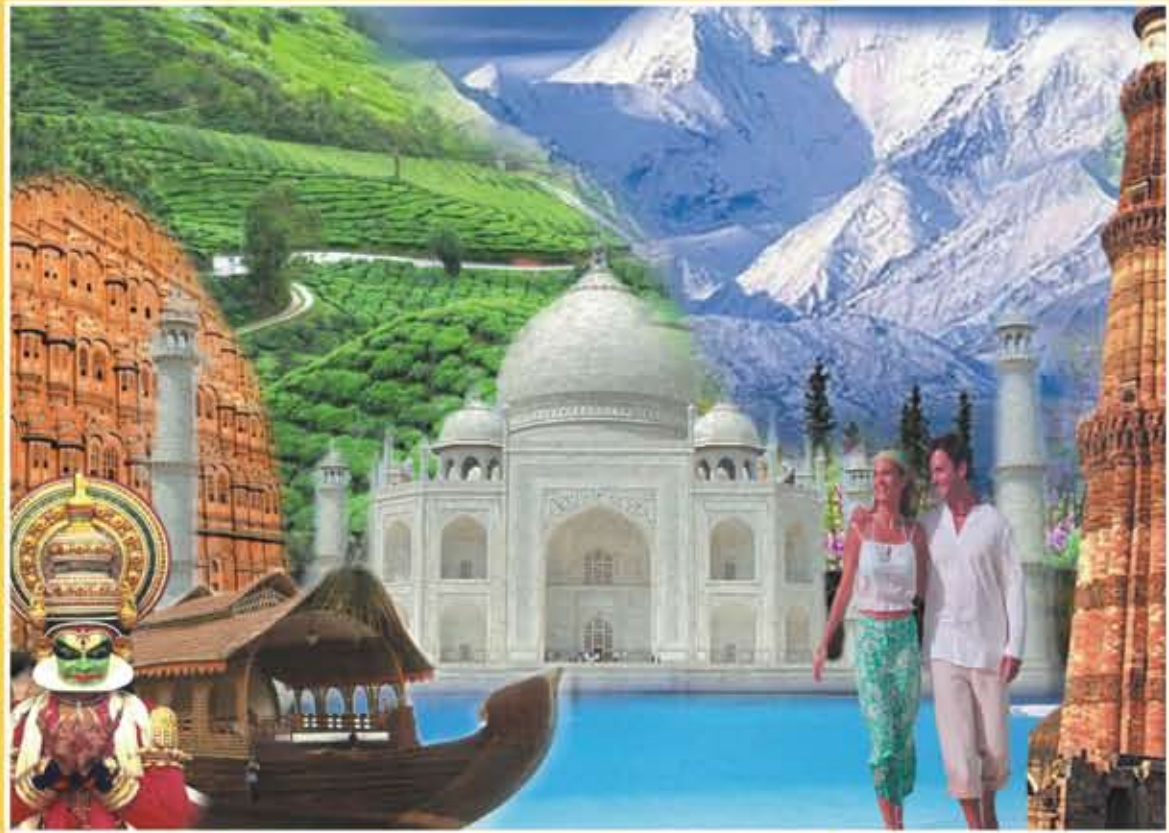
NAL has led the shift in focus to civil aviation technologies creating two new light aircrafts. This laboratory has also undertaken about a dozen international projects for Boeing (USA), the Civil Aviation Authority (UK), IBM Corporation (USA), Hitachi, (Japan) and others.

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## *International Holidays*

## *Domestic Holidays*



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CHAPTER 14 | JEWELLERY & LUXURY



"It is impossible to overdo luxury."

*Coco Chanel, (1883-1971), legendary French fashion designer*



*Photo: Ramya Reddy*



## Time to celebrate India



The Indian design aesthetic, with roots dating back to the time before Christ, connects modern India with its glorious cultural past. Titan, known for introducing international style to the Indian watch market, attempts to bring a finely crafted Indian aesthetic to the forefront through its newest collection, Titan Heritage.



*Inspired by the monument to eternal love, the Taj Mahal*

To delve into the nature of Indian design, Titan searched within the complex history, rich heritage and diverse culture of the country. The Heritage Collection is the result of this voyage and it engages deeply with the ancient and medieval traditions of Indian architecture. Evolving what could be the beginning of a true modern Indian design aesthetic, award winning designer Abhijit Bansod has blended historical influences with contemporary workmanship for this collection.

Speaking about the new collection, Bhaskar Bhat, Managing Director, Titan Industries Limited, said, "With increasing pride in our legacy, we felt the time was right to offer our consumers a collection that paid tribute to India's rich heritage."

Part of the magic of India is its diversity. From snowcapped peaks in the North, to famed beaches on the Western coast, misty tea plantations in the East and the Southern horizon dotted with temples, India is amazing. Titan's new collection not only journeys back in time, it also spans this variety.

The collection begins with Mandala, a basic grid that was the building block of Hindu temples. Contrasting shades and textures on this watch recalls the stonework used in temples and step wells. The Stambha line also features another architectural element, stone pillars, which are said to cosmically join heaven and earth. Modelled after the chariot wheel of the Sun God, the Konaraka draws its inspiration from the majestic Sun Temple in Orissa.

India's heritage is not only in its history and architecture, but also in its rich mythology and stories. For ages, children have grown up hearing the famous story of the Mahabharata, an epic centred on the legendary war fought on the Kurukshetra battlefield between the Pandavas and Kauravas. The Kurukshetra line of watches brings to life the gripping, evocative tales from the Mahabharata, which were inscribed on temple walls.



*Drawing inspiration from the Lakshmi Vilas Palace*

From Hindu mythology, the collection moves to the Buddhist folktale-inspired paintings found on the walls and pillars of the Ajanta and Ellora caves. Carefully detailed on the face of the Ajanta watches is a cave painting of Buddha, while the sides of the watches incorporate the strength of the monolithic cave pillars.

India is a land known for absorbing many cultures into its own. A major component of Indian civilization is the rich Islamic tradition of art and architecture brought from Persia and Asia Minor. While the world was chasing India for its spices, craftsmen, artists and poets were bringing in the tapestry of geometric patterns and new skills from the Islamic world. The Jharokha line of watches weaves in this ancient Islamic tradition using frosted glass and detailing.

If there is one image that has captured the beauty and romance of India for millions worldwide, it is the Taj Mahal. The monument of love, built under the reign of Shah Jahan for his beloved wife, Mumtaz, is one of the seven wonders of the world. Mirroring the intricate details of the domed building, the construction of the Taj line has been equally painstaking. Made of mother of pearl, it makes full use of the symmetry which is a hallmark of Islamic art.

Titan Heritage also features younger monuments such as the Lakshmi Vilas Palace in Baroda and the Jantar Mantar. The latter is an astronomical structure built to track the movement of the stars and calculate the passing of time and is a fitting addition to the collection. Marrying both ancient and modern timepieces, the Jantar Mantar watches incorporate fine lines on the watch face and time markers on the case.

Each watch in the collection draws from a multifaceted and many-layered history. Titan also attempts to use these ancient design methods as an inspiration to develop a sense of a modern Indian aesthetic, a visual that can grace wrists around the world.



*From the Kurukshetra line of watches*

Tel: +91 80 6660 9000  
www.titanworld.com



# Jewel in the crown



If there is one thing Indians across the spectrum cannot do without, it is jewellery. From a new born to the golden oldies, Indians of both sexes adorn themselves with jewellery. Drawing from its expertise of trading diamonds in New York, Antwerp, Dubai, Mumbai and Bangkok, Nikhaar offers a vibrant array of novel designs, drawing from rich Indian heritage and international trends.



India has served as the inspiration intersection in the global jewellery design circuit for more than 5000 years, with its array of techniques, motifs, gems, metals and unmatched opulence. It is but natural then that its markets teem with stores of every size trading in everything from royal antiques to new-age ornaments that hinge on simplicity.

Founded in 2005, Nikhaar, which means 'glow' and 'adorn yourself', is the retail arm of diamond trading companies Hassan Gems & Jewellery and the Moguldiam Group. The companies have traded the precious stone for over four decades. With offices in the world's hottest diamond markets, they have auctioned premier diamonds at Christie's and Sotheby's, and frequently exhibited them in Miami, Las Vegas and Hong Kong.

Nikhaar sources high quality diamonds with stellar cut, clarity and colour from across the world, and adds an additional 3 Cs to the fine gems - craftsmanship, lower costs and the confidence they instill in the wearer. Besides diamond jewellery that is as beautiful as it is rare, Nikhaar retails gold and platinum pieces that harbour gems from across the colour and cut spectrum. While the store also stocks traditional jewellery, its forte is ornaments that bend the rules of conventional design and are marketed at competitive rates.

Aditya Dugar, a partner in Nikhaar, says, "We are steering Nikhaar towards being viewed as an innovative contemporary design hub for customised as well as traditional jewellery. Jewellery today is an expression of one's individuality and personal preference, and we would like to become the first choice when it comes to picking out a piece of jewellery that exemplifies the person you are."

Illustrations of innovative contemporary design are displayed across the store's two levels; ornate pieces that bear 15 varieties of flower patterns, and South Indian trinkets that are traditionally wrought in yellow gold are redesigned in white gold. The upper level displays German geometric patterns, diamond jewellery and Italian renditions that push the envelope of imagination with feather-light gold pieces that fall like rich organza, and platinum ropes that intertwine into a one-of-a-kind necklace.



The store has been on an award winning spree. It won the 'DTC Diamond Season Best Showroom' award in 2006, and bagged the DTC 'Best Upcoming Showroom in Bangalore' award in 2007. It holds the unique distinction of being one of the first jewellery stores in Bangalore to sell 100 per cent hallmarked gold jewellery, and is one of the select few stores worldwide authorised by the DTC to deal with 'Forevermark' diamonds.

Nikhaar has extended its inventive touch to silverware and jewellery at the silver store it launched recently. A tie-up with Gitanjali Lifestyle has ensured that the best designs from such masters as Greggio, Dogale and Olri find their way into the homes of Bangalore's cognoscenti.

Cosmopolitan and eclectic, Nikhaar caters to both the experimental and traditional jewellery lovers. "We are not only trying to give our customers choice, but are also trying to influence their mindset," says Dugar.

Tel: +91 80 2210 3266/77/88  
[www.nikhaar.net](http://www.nikhaar.net)

Dugar, who designs some of the pieces himself, says, "We maintain the basic idea of the ornament, but play around with the design and materials. For instance, a bangle need not necessarily be circular to closely fit around the wrist. Conventional South Indian jewellery makes use of seven different-coloured stones; we maintain this custom but change the contours of these gems."

Nikhaar carries equally stunning traditional pieces that are sourced from the collections of Maratha and Gujarat rulers, and recreated from family heirlooms. There are large pendants and earrings sporting table-cut and rose-cut diamonds inspired by the Mughal era, and pieces elegantly embellished with Basra pearls, considered the best in the world.





## Embracing the spirit of Indian art



When corporations, high net-worth individuals and art connoisseurs seek to collect works of leading artists or invest in young and upcoming talents, their first choice is always the Mahua Art Gallery. It is eclectic and aesthetic, its art carefully chosen for its premium value by a sensitive curator well-versed with the global art scene.



Mahua at the Leela Galleria is an elegant showcase for art

Photo: Cletus Rebello

The art market in India is booming and collectors buy art for reasons ranging from decorating their walls and drawing inspiration to making an investment. Art investors have even been known to triple their investments in a matter of months and are

continually seeking out young and emerging artists who could be the next masters. Collectors prefer to work with galleries offering premium services to help build their collections and whose founders are personally connected with the artists.

Mahua Art Gallery was founded in 2002 by Sadhana Jaipuria, better known to friends and the art world as Meenu. She grew up surrounded by art and artists, being the daughter of prominent art collector and philanthropist H.K. Kejriwal whose family has collected eclectic and rare art for three generations.

"Through the ages, India has been a cradle for creativity and expression of the arts", says Meenu. "The last decade has seen the beginnings of an evolving art market with individuals and corporations making considerable investments. Art appreciation lectures and workshops have educated buyers on ways to identify quality art, spot emerging masters and also unfold the inspirations of the artists. At Mahua, our philosophy is to find a balance between marketing high quality art and promoting initiatives that help embrace this spirit of the Indian artist".

Mahua showcases its works in two galleries in Bangalore, at the posh Leela Galleria in The Leela Palace hotel and at Sadashivanagar, Bangalore's prime residential area. The galleries are minimalist in décor, with sophisticated lighting enhancing the colours and textures of the paintings on display and creating drama around the sculptures nestling in niches and atop pedestals.

The galleries serve as a platform for both young and master artists, promoting, exhibiting and making available their rich talents to collectors and businesses all over India and internationally. The galleries also focus on the requirements of collectors and businesses and ensure that they acquire high quality, selective and authentic art suited to their individual needs.

Some of the established artists represented at Mahua include Arpana Caur, Anjolie Ela Menon, S. G. Vasudev, Shyamal Dutta, Rabin Mondal, Yusuf Arakkal, Dimpay Menon, T. M. Aziz, K. Adimoolam and Subroto Biswas.

Artworks at the Mahua galleries range from Rs 20000 (US \$500) and above for young artists to Rs 3000000 (US \$75000) and above for established and master artists from across the country.

Besides showcasing artists' works in its own galleries, Mahua also hosts national and international exhibitions to give its artists a broader geographical reach and footprint. Mahua showcases its collection on its website; this online gallery offers collectors an easy-to-use system to view the collection and exhibitions. The website enables customers to sign onto the mailing list to keep abreast of new and upcoming



*The gallery in Sadashivnagar*

artists and exhibitions that are showcased at the galleries.

Mahua's services arm helps collectors with art consulting, investments, collections, commissioned art, second sale, restoration, customised framing and maintenance.

To fulfill its commitment of being more than just a commercial space for art, it created the Mahua Arts Foundation that aspires to bring together the community of artists, art lovers, collectors, students and scholars through various education and presentation initiatives. The art foundation has over 500 members including leading business executives, prominent scholars, art students and enthusiasts.

It offers a platform for individuals interested in learning about Indian art and culture an opportunity to experience presentations and workshops by some of India's leading art scholars and historians like Dr Choodamani who spoke about the symbolism in ancient art; Dr B. N. Goswamy who unveiled his knowledge of ancient miniature paintings; and Dr Vidya Dehejia of Colombia University who presented a slide show on some stunning Chola bronzes.

Mahua gallery offers collectors and businesses access to a collection of premium, authentic Indian art while presenting them with an opportunity to enhance their understanding and appreciation for it.

Mahua Art Gallery, Leela Palace  
Tel: +91 80 4126 5229  
+91 93425 18389

Mahua Art Gallery, Sadashivnagar  
Tel: +91 93416 65580

[www.mahuagallery.com](http://www.mahuagallery.com)



*Painting by Amrita Shergil*



*Sadhana Jaipuria, Founder, Mahua Art Gallery*



## Premium value



There are shopping hubs, and then there are shopping destinations. Galleria at The Leela Palace, Bangalore is the latter, and clearly without parallel. Couture, kitsch and exotica sit gracefully along the hotel's gilded halls, subtly casting their spell in Signature style on the well-heeled, the elegantly coiffeured, the aspiring and the have-arrived.



*The cool and elegant Galleria is ideal for upscale shopping*

*Photos: Asha Thadani*



Photo: Cletus Rebello

The piano player at the axis of the Galleria's three floors reverentially runs his fingers over the ebony and ivory keys. Under the midnight blue dome in the hallway, with flickering star-like lights, the tune he plays is almost celestial. A waterfall cascades past two floors to end in a soothing pool of rose petals.

And thus the tone is set, as you weave your way into the labyrinthine halls of Bangalore's definitive shopping experience. Each corner springs a happy surprise, each endless hallway redefines the parameters of retail therapy.

Stroll past the gold leaf lined hallway that overlooks the hotel's sprawling garden, and silver sculptures of gods contoured by a master craftsman and pear-shaped topaz earrings catch your eye. Justifiably hooked, you snap them up, and journey on to the myriad stores spilling over with trinkets, silk carpets, jamavar and pashmina shawls and jewellery boxes designed in the Kashmiri tradition, or head to the designer stores scattered across Galleria.

If your taste is for garments with urbane handloom chic, Anokhi produces hand block printed men and women's wear at an organic farm on the outskirts of Jaipur; its collections are at once both wholesomely earthy and modestly priced.

If your wallet is bulging with mega bucks, make haste here. Abu Jani and Sandeep Khosla, India's pioneering design duo, retail their collections with rich textiles and traditional Indian craftsmanship at Kalika; Manoviraj Khosla adds a modern, funky twist to the Indian design aesthetic while Sanchita Ajjampur, who creates clothing and accessories for Roberto Cavalli, Alexander McQueen and Etro, displays her work at her signature store. Lokkesh Ahuja's minimalist design philosophy is woven into the classic tailored suits in premium Indian and imported fabrics that have become synonymous with his brand of designer wear.

Fancy jewellery worthy of Queen Victoria and Cherie Blair? Frazer and Haws have been Bond Street mainstays since 1869, creating stellar pieces using sterling silver and Hannel diamonds for Britain's brightest stars. Galleria houses some of the world's premier brands in keeping with its theme of sophisticated luxury. Trussardi is among them, with its stock of Italian accessories; Helvetica, which houses 22 Swiss watch brands under its roof, has just the timepiece to go with that new suit.



After canvassing the width of Galleria, chalk up some downtime at Cha Bar, and while you wait for an Assam tea or Earl Grey to be brewed just so, browse through the attached Oxford bookstore for your favourite classic, or leaf through its collection of coffee table books on topics that range from the tribes of the Himalayas to the jewels of the maharajas. If coffee is your brew, Barista has everything from an espresso and latte to a frappe laced with chocolate sauce and a range of short eats to go with it.

Post lunch or dinner, continue with the theme of indulgence at the gorgeous Nandini Alva's Mirrors and Within, the unisex beauty salon that will have you feeling like a million dollars.

Knick-knacks for the home, jewellery that is one-of-a-kind and embellished kurtis can be found at the warm hued Amber Artefacts.

Galleria is home to stores that you could wander into on a whim and be mesmerised by. Subtle aromas from scented candles lure you into Heady Illuminations, where you can pick up a variety of candle accessories. Offering a feast for the senses are Ohana, the flower shop with perhaps the most exotic flora in the city, and Parcos, the perfume store.

If do you have energy left over after the shopping experience, what better place to expend it but at the sports bar Amoeba, with a spell of bowling?

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Graphic: Vipin Chandran



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CHAPTER 15 | FASHION & COUTURE



“Costume, like architecture, is one of the most visible signs of a civilisation”

*Martand Singh, Chairman INTACH (Indian National Trust for Art and Heritage)*





## Fashions for the original



Bangalore's retail space is punctuated by polar opposites. There are the multinational brands with signature styles available worldwide, and then, the niche designer boutiques selling unique pieces that are evidence of a city's style quotient. Marmalade is an example of the latter.



*Gauri Spratt at fashion hotspot Marmalade*



Photos: Asha Thadani

As you push past the butterfly embossed glass door of Marmalade located in the city's retail nerve centre, a flurry of attire and accessories vie for your attention. As do the quirky knick-knacks that immediately define the space you are in.

Personal touches, all gifts to owners Gauri and Shauna Spratt jazz up this destination for affordable designer wear. Wooden dolls seated in a row atop cane baskets filled with glitzy accessories, cat-shaped hangers, and footstools from Thailand with Cheshire cat motifs exude a distinct personality.

Marmalade is an apt name for a store that mingles the diverse collections of upcoming Indian fashion and jewellery designers. It is this melange that makes it a distinctive stopover for women who are looking for one-of-a-kind Western and fusion pieces that project their identity.

With a passion for fashion and style, Gauri and Shauna set up Marmalade in October 2005. Gauri studied textile and fashion design in Mumbai and then photography and styling in London; Shauna is a trained graphics designer and dabbles in silver and fashion jewellery.

Gauri says, "Marmalade is a platform for new designers with lots of individuality looking for a break. We choose collections that are unique, catering to different states of mind and sense of personality. It should be style that really stands out and stay saleable at the same time."

Typical of the Marmalade collection would be Delhi based designer Smriti Ahuja's brand 'Am Alive', with dramatic silhouettes in jersey and cotton. Or a favourite with Bollywood, Shaheen Abbas' 'Flower Child', a jewellery line of silver and gold-plated pieces embellished with pearls and semi-precious stones.

"You notice a movement in what people are wearing and what is available," Shauna says. "What we add to the store also springs from what we think can fill a void in the fashion scene."

Gauri elaborates, "There is a lack of simple, stylish, well-cut evening and day wear. Indian trimmings are appealing to the West, but it is run-of-the-mill at home. There is so much room for experimentation here, especially considering the variety of fabrics we get in India is so vast."

The brands stocked here are interesting too – 'Pink Papaya', 'Half Full', 'Vitamin K', 'Blue Bean'.

Marmalade can be dubbed a laboratory for stylistic experimentation just by skimming the surface of what is on offer. Indeed, it can take an entire leisurely afternoon for the store to unravel all its contents. From kitschy baubles and peppy sundresses to chic, innovatively cut shirts and festive fusion wear. Designers combine and deconstruct the elements of style to reinterpret them in new and creative ways.

Shauna describes the Marmalade woman as one who is "aware of fashion, but her personal style is not necessarily defined by what is in fashion. She likes to stand out, and likes clothes that emphasise who she is."

A fine balance between the quaint and the funky, the store's décor speaks of the sisters' Anglo-Indian roots. Rose patterned pastel wall paper, deep mahogany coloured furniture, and tendrils of pink and cream fabric flowers threading through the store hark back to the Victorian era.

Considering Marmalade is next door to their Spratt Salon & Spa, it is not hard to imagine why it often doubles up as the last stop on the client's tour of pampering from head to toe. Marmalade has just the sandal to show off the new pedicure, and a blouse that will highlight the latest hairdo.

The store's clientele is a wide cross-section of Bangalore's style conscious, who have an eye for original pieces. You are unlikely to find the same outfits again, as the designers are rotated and new pieces brought in every week. Nonetheless, the collections will find favour with varying expressions of style as the garments are selected to offset each other.

With an escalating following and growing demand for personalised style in an age of mass production, Gauri and Shauna are now planning to open more Marmalade outlets around India, starting with Mumbai in 2008.

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# Sartorial splendour

**P R E S T I G E**  
— THE MAN STORE —

Sieving through trends in men's fashion to arrive at signature styles for its discerning clientele, Prestige The Man Store enshrines the concept of sartorial adaptability with effortless elegance.



Amidst the colourful bustle of Commercial Street, one of the city's prime shopping areas, stands the Prestige Group's unparalleled tribute to men's fashion – Prestige The Man Store. What began as a 250 sq ft tailoring shop in 1956 is now a 20000 sq ft four storied one-stop-shop for everything from designer western and ethnic suits to socks, perfumes and pens. What has not changed is the attention to detail and an appreciation for the personal touch, which has been carried over into the Group's burgeoning empire in the real estate and lifestyle sectors.

The man behind the mega store is Managing Director Noaman Razack, who conceptualised the store and now spearheads the flagship store's expansion into other cities. Razack's philosophy on success is simple: "You need desire and passion in your belly. Success is a marriage based on chemistry between who you are and a love for what you do." And passion is precisely what has made Prestige The Man Store the hub of the affluent and the ambitious.

Prestige The Man Store is airy, uncluttered and understatedly sophisticated, with merchandise displayed across seven levels, designed to catch your eye but not overwhelm you with the sheer variety of its clothing options and brands. Apart from retailing readymade suits, shirts, trousers, casual and innerwear from the world's premier brands, The Man Store's forte is bespoke tailoring, perfected over half a century. There are also consulting rooms where experts tailor fashion tips and trends to fit a customer's needs.

Families that have patronised the store for generations linger over swathes of luxe fabric, sipping coffee and taking time to put together the perfect outfit for a particular occasion. "We encourage customers to take their time over the fabrics and measurements, and they come back for trials and fittings. Without time and patience you can only buy a suit, not make one," Razack says.

Clothes do indeed make the man, and the fashion consultants at Prestige The Man Store help men scaling the echelons of the corporate ladder plan their wardrobe to make a definitive style statement. "We hand-pick our readymade lines to appeal to both the conservative and contemporary. Most men tend to be conventional in their dressing, preferring to stick to blacks and navy blues," Razack explains, "We push them to expand their tastes to include a wider colour palette, awaken their fashion consciousness and hone it to their sensibilities. Often, customers walk in just to ask for advice on what trousers to pair with a shirt that they had bought at the store, and what colour tie will go with a particular shirt. It is an add-on that gives our customers value for money, and is pivotal in helping us maintain a relationship with them."

Decades in the business has given Razack a keen insight into sensibilities. The staff treats every customer like a celebrity, and take pains taken to ensure their comfort.



Noaman Razack  
Managing Director

The store's 17 roomy trial areas have a small table each on which the customer can place his foot to tie his shoe laces, instead of arching awkwardly over them. Small boards with instructions on how to knot a tie, the difference between pleated trousers and flat-fronts, and how to match socks to the outfit hang in the trial rooms, to help customers get the basics right. Razack's understanding of his customers is evident here. "People are sensitive about these things. Though these tips help make all the difference, customers would rather have them subtly put across than conspicuously pointed out."

It is these finer details that keep the store's well-travelled, cosmopolitan patrons coming back regularly. "Our staff has been with us for decades, and recognise customers instantly. What we pride ourselves on is the personal rapport we share with them. Malls tend to be impersonal and synthetic; the personal touch is unique to our store. Malls are about the sale; we are about the customer," Razack ventures.

Consolidating Prestige The Man Store's prowess in the fashion sector is a programme based on tie-ups with analogous brands that complement its offerings. Called Tailor Made, the privilege programme drives home the point that dressing well is not a luxury, it is a lifestyle.

Tel: +91 80 2558 8599  
www.prestigethemanstore.com

Tastefully appointed and well designed, the showroom is a focal point of uber chic and ultra contemporary men's fashion.



# Fashion statements galore

If the brands one flaunts speak volumes about a person, Y&O's unmatched range of premium fabrics and men's clothing would describe the man who has arrived in the superlative degree.



Worlds best suits & fabrics



*With fabrics from Italy, formal wear reflect global trends*



Promoter Shakeel Ahmed with sons Yunus (left) and Omar (right)

Perched atop one of Commercial Street's many shopping complexes, Y&O is a striking presence in the city's famous retail hub. Named after promoter Shakeel Ahmed's sons Yunus and Omar, Y&O is possibly the only store in the country that retails fabrics and apparel for men from the world's most respected and exclusive fashion houses under one roof.

The snob value of fabric makers like Holland & Sherry, Cloth Ermenegildo Zegna and Vitale Barberis Canonico, and international couturiers rubs off on Y&O, which caters to high-flying customers on a by-appointment-only basis.

Y&O harnesses the family run company's 40 years of expertise in men's clothing. Capitalising on the opportunities that the new economy brought with it and decades of experience in retail, Ahmed set up Y&O as an extension of the family business. "My grandfather, father, and I set up businesses in this industry, and now Y&O is the legacy that my sons will inherit," says Ahmed. "No other store in India sells these high-end brands to the discerning customer, and our extensive range is unparalleled," he adds, accentuating Y&O's tagline 'World's best suits & fabrics'.

A gold embellished wedding ensemble in salmon pink and an impeccably tailored suit welcome clients who are immediately ushered in to meet Y&O's fashion co-ordinator Sagar Jaiswal.

Jaiswal, who has helped build the store's reputation since it opened in December 2004, says, "The person Y&O targets is not just someone with spending power. We pick our clients, as they are our brand ambassadors. The people who shop at Y&O have refined tastes, and can appreciate what we are trying to achieve here."

Quality is key and quantity is incidental at the store, as Ahmed explains, "Even if I deliver one suit a day, it has to be on par with the finest suits in the world. We are trying to fine-tune our craft into an art form here. Often, though the customer might be satisfied with the garment, if we feel that we could do better, we hold it back and deliver it only when we are completely satisfied with our product."

Such passionate devotion to their craft has certainly helped and word of mouth from delighted customers is the primary driver of Y&O's business. Head honchos and the crème de la crème will find beautiful fabric in the latest patterns waiting, with classy accessories to match. Says Ahmed, "Most customers are strapped for time, so we schedule about two hours with our designer exclusively for them, and the accessories and apparel they are looking for or tend to favour are kept ready."

The cloth is always pure wool or cotton, linen or natural blends; the store is particular about maintaining the quality of the fabric. The after-sales service guarantees free dry cleaning; all material is steamed to ensure longevity. Customers are pencilled in for an appointment should they ever need an alteration well after the suit has been bought. "The suits we make can be equated with the finest bespoke suits in Saville Row, and the fabric is what distinguishes a Y&O suit. It is understandable then that the quality needs to be maintained," says Ahmed.

Ahmed travels through Europe frequently in order to introduce new collections at the store, picking up trends and textiles along the way. Three years old and growing stronger, Y&O is adding to its extensive selection and is set to claim the spotlight as a niche fashion house that announces its clients' success in sartorial terms.

Tel: +91 80 2558 6810 / 4151 3321  
www.yandosuits.com

# CHAPTER 16 | MALLS & RETAIL



"To open a shop is easy, to keep it open is an art."

*Chinese proverb*



Photo: Ramya Reddy



# Perfect retail recipe



Aptly named after the ancient Roman icon for congregation and celebration, The Forum mall has redefined retail culture in Bangalore.



*The Forum is an oasis for shopping*



Retail therapy took wing in Bangalore with the opening of The Forum mall on Hosur Road at the junction of upmarket Koramangala in 2004. A Prestige Group venture, the mall has since become the city's favourite destination for many things: a happy hunting ground for those browsing for books, CDs and DVDs and an entertainment hub for those wishing to catch up with the movies. The Forum is a shopaholic's dream come true. With boutique stores of every kind offering the world's most popular brands, it is also a one-stop destination for a snack, a full-fledged meal or a pint of draught.

The Forum triggered the mall culture in Bangalore and its multi-level car parking facility, the first of its kind in the city, helped exert pressure on the authorities to ensure that all major popular shopping places created such infrastructure. It also introduced Bangaloreans to the idea of buying everything from books to burgers and crystal to coffee from one location. The resounding success of The Forum spawned the establishment of many more malls in the City, with the former providing the benchmark for efficiency, safety and aesthetics.

Neeraj Duggal, Vice President, Retail Development, Prestige Group, provides an insight into the mushrooming mall culture. "Organised retail has phenomenal potential in India. Currently only 3.5 per cent of retail is organised. In five years, it is projected to reach 19 per cent, and continue growing in a country that is poised to become an economic superpower."

The Forum is one of the most successful malls in the country, whose ideation began in 2002, with completion of construction and fittings in 2004. "Attention to detail is an ingrained quality in the Prestige Group, and it is this careful planning that has made The Forum a landmark. We have scrutinised each ingredient in the perfect retail recipe that is The Forum," says Duggal.

Leaving nothing to chance, the company hired mall planners and designers from the USA and Hong Kong to conceptualise the 650000 sq ft of retail space to international standards.

The Forum houses a host of international brands. "The footfall is amazing, especially during holidays and weekends. People keep returning to The Forum because of the trade mix. We compiled a wish list of all the stores we would like in the mall, and planned the layout by zoning. It helps balance the retailer's interests with the consumer's interests. If you plan for congregation, consumption will happen," says Duggal.

The rise of other malls has not taken away from The Forum's popularity, with footfalls increasing each year and Indian retail brands like Landmark, Titan and Westside registering the highest sales out here. Undoubtedly, this has a lot to do with the personality The Forum emanates: airy, spacious, with lots of glass that creates the impression that the sky is the limit to one's leisure experience.

It is not just architectural ingenuity and a fabulous location – the mall is at the entrance to the city's IT, telecom and biotech corridor – that makes The Forum a retailer's dream and a shopper's paradise. A keen insight into the consumer's psyche has played a significant role in its success. Restaurants and fast food places are interspersed with gift shops and clothing stores, a food court sprawls below a multiplex, all ensuring symbiotic spend.

The Prestige Group is fast replicating The Forum. Soon, there will be another one at the gated community, Prestige Shantiniketan, close to the International Tech Park. And later, the Forum Mall in Whitefield. Prestige is also exporting the coveted concept to other cities – Kochi, Chennai, Hyderabad and Mangalore. No doubt these will prove as fashionable as the original.

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[www.theforumexperience.com](http://www.theforumexperience.com)



# Infinite choices



With more than 6000 products from 180 national and global brands on offer, Croma, India's first national large-format specialist retail chain for consumer electronics and durables gives Bangalore's tech-savvy population plenty to choose from at its two megastores in Koramangala and Eva Mall on Brigade Road.



*With 30 more stores across India by the end of 2008, this national chain will be the biggest of its kind*



Ajit Joshi, CEO



Photos: Cletus Rebello

Owned by one of India's largest conglomerates, Tata Group which registered revenues of Rs 129994 crore (US \$28.8 billion) in 2007, and in a technical and sourcing agreement with Woolworth, Australia's largest retail chain at Rs 107575 crore (US \$27 billion), Croma is part of Tata Group's foray into the promising retail sector, Infiniti Retail. A stellar pedigree coupled with technical support and strategic sourcing facilities from the global network of a retail kingpin are converted into a unique proposition that centres on the consumer.

Croma, with a 'we help you buy' philosophy, is redefining the space in which it operates. Until recently, Bangalore's electronic retail sector was fragmented and dominated by regional players, with individual brands either setting up their own showrooms or showcasing limited products through agents. Says Ajit Joshi, CEO, "With the launch of Croma, we have successfully bridged the gap between the brand and consumer by offering our customers not only the widest range of products and categories but also the unique service guaranteed across its network."

Following the success of the first Croma store at Eva Mall, the company launched a 15000 sq ft store in Koramangala and established itself as India's first and largest national chain of multi-brand outlets showcasing electronic and durable products. The stores in Mumbai, Ahmedabad, Surat, Pune and now Bangalore reproduce the tried and tested Croma blueprint of an unparalleled range of brands, product diversity and excellent customer service.

The personnel at Croma match budgets to brands as they guide customers through the spacious outlets at Eva Mall and Koramangala. From home entertainment to gaming software, you name it and the store's well trained staff will help you find it. "Our store allows customers to touch, feel and experience the products before they buy it. Live demonstrations across all categories and well informed customer service specialists ensure that the customers' every buy is their best buy," says Joshi.

Croma sells products ranging from high definition TVs, DVD players, dish washers, laptops and desktops, mobile phones and their accessories, handycams and even gaming software, and thanks to exclusive sourcing agreements, they hit the store's shelves first. "Croma has always been the first to launch the latest products even before they are available anywhere else in the market. We are the first to bring in any new gadget into India in order to keep our customers abreast with new products and technologies", Joshi adds.



With so many products under its roof combining high quality and best price, Croma maintains a high criterion when it comes to selecting the brands and the products they display. "We gauge the demand of the customers and make sure all our offerings suit their requirements. We ensure our merchandise mix gives them a wide spectrum to choose from," assures Joshi.

With more than 15 successful stores launched around India since its inception in October 2006 as stand alone properties in shopping destinations or in leading malls, Infiniti Retail has big expansion plans in the pipeline.

The number of Croma stores will increase to 100 by 2010, with the average size of stores being 15000 to 20000 sq ft. With such ambitious plans for the store, Ajit Joshi feels certain that Croma's USP will help define the future of Bangalore's retail sector. "We are a national brand and have a huge range of products. Moreover, we endeavour to help customers buy. We are, in a word, a cut above the rest," says the confident CEO.

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www.cromaretail.com

## ExpertSpeak

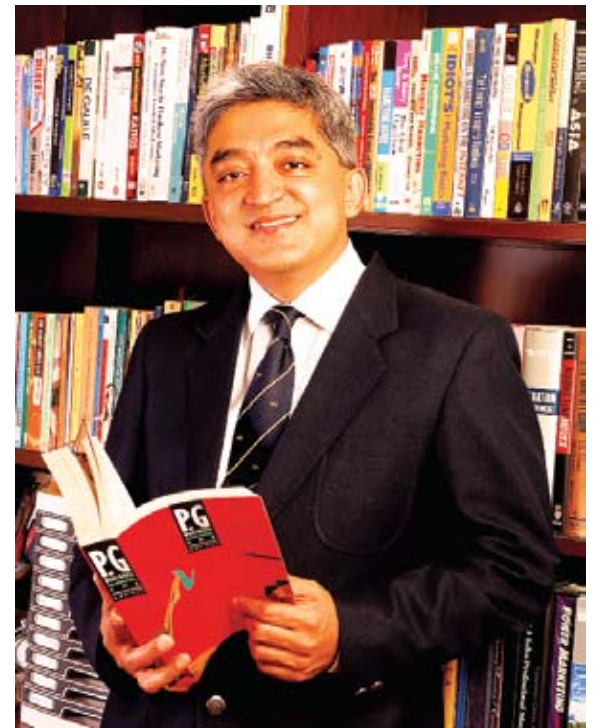
*Harish Bijoor*  
H A R I S H B I J O O R C O N S U L T S

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From Mom & Pop stores to retailer's haven, Bangalore resounds to the clink of cash counters. Young Bangaloreans are spending like never before with New Economy jobs filling their pockets with surplus cash. Virtual Bangalore is eclipsing Old Bangalore and high spends are fuelling the spurt of a retail mania, as more malls make a quick dash from the drawing board to the concrete floor.



Photo: Aditya Mendonca



Harish Bijoor, retail and brand-domain specialist.  
Photos: Cletus Rebello

**B**angalore is on the morph in every way. What is new in retail? The buzz is in retail. Bangalore has transformed itself to this buzzing megapolis that has everything to offer to whoever wants it and can afford it. Brand Bangalore is all about two things today. IT and retail. The Indian retail industry is worth US \$330 billion. IT exports will account for about US \$40 billion in the same period. These are the two legs Brand India and Brand Bangalore stands upon. The retail leg is of course bigger than IT by a multiple of 8.

### What makes Bangalore unique as a retail destination?

Bangalore is a retailer's paradise with a very young population. Almost 66 per cent of the populace is below 25 years. The young are earning more, with the highest in terms of per capita income by those below 35. The city's young people earn incomes that do not necessarily get gobbled up by expenditure of the survival kind only, that is, shelter and clothing. They are able to channel a whole chunk of their earnings into expenditures on food and beverages, apparel, entertainment and financial investment, in that order. Such booming consumption spurs retail on. This consumer segment spends more and saves less. This generation of buyers wants to enjoy the power of "now" and the power of "today". Buying is part of the living experience at large. The demographic profile of the city is the toast of the retailers' circuit.

### What is unique about the Bangalore shopper?

The Bangalore shopper is essentially a young person who typically works in either IT, ITES, biotech, the financial sector or real estate. He is not necessarily a local person of Old Bangalore origin. He has migrated to the city. This is a magnet city. Everyone wants to put in a stint of work here. Bangalore adds value to the resume in hand. The biggest buyers in retail need not be domiciled Bangaloreans. Bangalore boasts of the most secular mix of shoppers. The only commonality is a high level of disposable income in their hands. And by the way, it is 43 per cent "She" and 57 per cent "He"!

### Where do they shop?

Retail destinations in Bangalore are a mix of the old and the new. The old destinations are still robust. Among them are the high street locales of Brigade Road, MG Road, Commercial Street, KG Road, Chikpet, Balepet, Margosa Road, Sampige Road and a whole host of others. The new destinations are all about the 'mallification' of Bangalore. We boast today of 17 malls in all. A total of 29 will be completed by end 2008. What is planned for 2010 is a whopping 134 more at last count!

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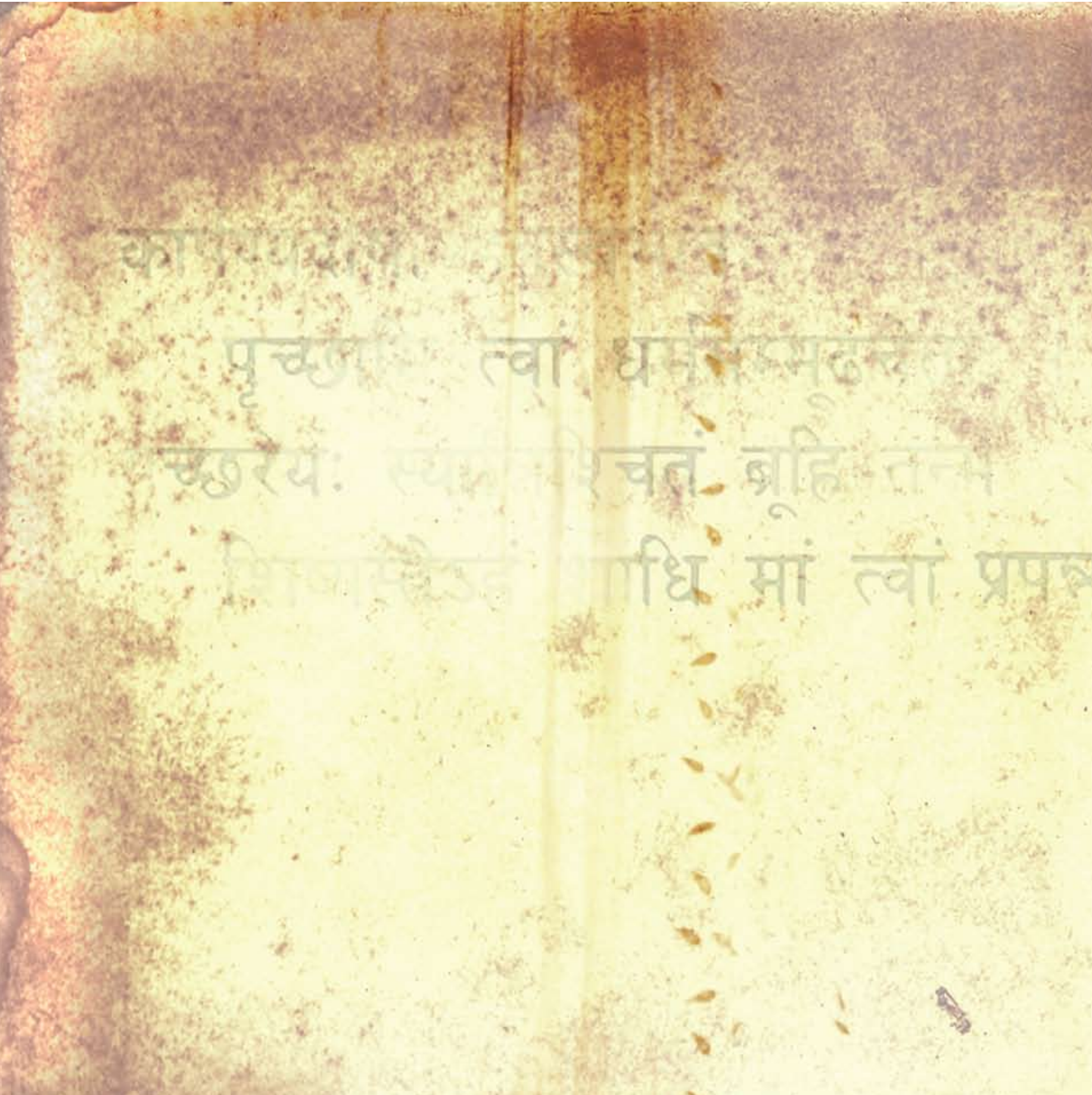
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"Health is a state of complete harmony of the body, mind and spirit. When one is free from physical disabilities and mental distractions, the gates of the soul open."

*B.K.S. Iyengar, (1918), yoga exponent and founder of Iyengar Yoga*



*Photo: Ramya Reddy*



# 78 years of premium herbal healthcare



In the Rs 2813 million (US \$71 billion) herbals industry which is the new-age health and beauty mantra, The Himalaya Drug Company is the face of modern scientific Ayurveda. A leading player in the global herbal healthcare market, its practical philosophy takes mysticism out of the ancient method by offering hassle-free contemporary solutions that range from personal grooming to therapeutic drugs.



Natural alternatives for wellness

Himalaya's story goes back 78 years, when its founder, M. Manal, saw a villager in Myanmar pacifying a restless elephant by feeding it the root of a herb, Rauwolfi serpentina. Fascinated by the plant's effect, he had the root scientifically tested. After researching the herb, Serpina®, the world's first anti-hypertensive drug was launched in 1934.

Himalaya's big breakthrough came in 1955 when it introduced Liv 52, a formulation that has become one of the world's top selling medicines for liver ailments. This success set Himalaya on a growth path which continues until today.

In addition to pharmaceuticals, Himalaya Herbal Healthcare, as it is now called, offers a head-to-heel range of herbal healthcare products spanning the entire wellness spectrum. Over 200 products in therapeutics, personal care and animal health constitute the company's portfolio today.

Says Ravi Prasad, Executive Director, Himalaya Global Holdings Ltd, "We believe that Ayurveda will always remain an esoteric science unless it is interpreted in the language of modern science. Safety and efficacy of a herbal product needs to be established through research in order to gain the trust of consumers and the medical fraternity."

A remarkable achievement of the company is that its products have found worldwide acceptance. Over 250000 doctors around the globe have endorsed Himalaya products and consumers in over 65 countries have turned to this Ayurvedic company for their health and personal care needs.

This trust did not come easy. Allopaths in particular did not consider herbal medicine as a serious alternative. Ultimately, it was solid scientific evidence that made the difference.

In the early 1990s when the retail revolution was still in its nascent stage in India, the company launched its exclusive outlets, which became billboards for the brand. Positioned as 'Information Kiosks' they showcased the entire Himalaya portfolio and educated consumers about the scientific basis of Ayurveda. Today, Himalaya has close to 100 retail outlets across India, each one electronically linked to a CRM cell that can access a panel of doctors for real time customer consultations.

By conducting clinical trials in several leading international hospitals and medical institutes, Himalaya has built credibility for its therapeutic range in once sceptical markets. Russia, Malaysia, Singapore, and the Middle East are huge consumers of Himalaya's range of products.



Ravi Prasad, Executive Director, says, "Himalaya's mission is to make herbal wellness part of every home. We want to be the most trusted company in scientific herbal health care and most admired for our ethics, values and commitment to sustainability."



Himalaya has partnered with top distributors and organic retail chains such as Wild Oats, Whole Foods Market and Vitamin Shoppe. Marketing tie ups with Watsons in Singapore and Guardian in Malaysia, both leading personal care chain stores, and setting up an exclusive store at Kuala Lumpur City Center has ensured that its products share retail space with top international brands.

At its R&D facility, a team of over 100 scientists conduct research on cancer, AIDS, dengue, malaria and other tropical diseases. The company has filed for 18 global patents for its pharma and personal care products and has recently been granted two. Using molecular technology, it is in the process of developing several products that can help combat lifestyle disorders like insomnia and depression.

In personal care, Himalaya is developing specialised herbal cosmeceuticals that will address specific skincare and hair care problems as well as provide grooming solutions.

Himalaya's CSR spans the areas of health, education, community development and environment. Its chief initiative is promoting community trade, which involves building links with small and marginal farmers through a network of NGOs across India. It has converted its business requirement of sourcing herbs into a community development programme.

Tel: +91 80 2371 4444  
[www.himalayahealthcare.com](http://www.himalayahealthcare.com)





## For that million dollar smile

Far from being a quaking mass of nerves, patients sashay into this dentist's with a light step and a quick smile. With cheerful staff whose only purpose appears to be to cater to cowards, treatment at Dr Rohira's dental clinic is a breeze.



*Photo: Asha Thadani*



Dr Jagdish Rohira - keeping Bangaloreans smiling

‘A dentist who takes your mind off dentistry’ is the delightful oxymoron that sums up Dr Jagdish Rohira’s calming and cheerful chairside manner. It has certainly found favour, as many of the city’s high-fliers who frequent his clinic in up market Sadashivanagar will testify.

A member of the American Dental Association (ADA), the Dental Society of the State of New York and the First District Dental Society, Dr Rohira fine-tuned his practice in New York City before heading back to India over a decade ago, and now counts a sizeable section of Bangalore’s expatriate population and high net-worth individuals among his clients.

This Doctor of Dental Surgery from New York University specialises in cosmetic and full mouth reconstructive dentistry and practiced in New York City for 13 years. Dr Rohira is frequently cited in leading national publications and has conducted several dental awareness programmes for multinational companies, notably, Philips and Astra Zeneca.

He heads a highly qualified team, with a collective experience of over 100 years between them, consults on diverse dental needs, from endodontic, pedodontic, orthodontic, periodontic to maxillo-facial surgery. The team’s core strength lies in the creation of a long-term personal rapport, and going that extra mile to put the patient at ease. The clinic, as the good doctor likes to say, “offers quality dentistry for quality-minded people.”

Thoughtful additions in the clinic like a massage chair, a wi-fi connection that lets busy corporate executives surf the net while their kids try out the latest games, and the plethora of TVs and DVDs, take the edge off any dental treatment. What is more, clients can even book their favourite movie when they call for an appointment.



Genial and warm hearted, Dr Rohira has created a clinic where dentists and patients share a rare camaraderie. He says, “We understand that most people might be nervous or scared about dental treatment. At our clinic, we give individual attention and offer special treatment for apprehensive patients through counselling, biofeedback, and desensitising sessions. We help calm fears and make visiting the dentist a positive experience instead of a nightmare.” His card states ‘We cater to cowards’ and he is especially sought after by dentophobics.

The clinic offers pain-free procedures using topical gels and needleless anaesthesia through syrijet. With the help of intra-oral cameras, various problems can be viewed on screen by the patients. Dr Rohira spends quality time with the patients assuring that they are at comfort through every procedure.

The emphasis on hygiene is apparent in the spotlessly clean clinic, which was one of the first to use Autoclave to sterilise equipment. It strictly adheres to the standards of the American Dental Association. Equipment and procedures are constantly updated with every international visit and conference.

A great believer in preventive dentistry, Dr Rohira offers several programmes to coax people into giving their teeth due attention. He was the first in the city to create an annual maintenance programme, which for a nominal fee, offers subsidised treatment on all procedures. This makes dentistry very affordable to all his clients. This clinic is open 24x7 for any dental emergency that may crop up, a service which is highly appreciated by his patients. Now you know the reason for the many happy smiles in this city.

Tel: +91 80 2361 3286  
www.drjagdishrohra.com



CHAPTER 18 | SPAS & BEAUTY



"Beauty is truth's smile when she beholds her  
own face in a perfect mirror".

*Rabindranath Tagore, (1861- 1941), One of Indian's greatest writers, winner of the Nobel Prize for Literature in 1913*



*Photo: Ramya Reddy*



## Sacred space

Declared the The Environment Champion amongst small hotels in the country for 2004-05 by the Federation of Hotel & Restaurant Associations of India (FHRAI), it is evident that rest and relaxation are high on the agenda of aspirational Bangaloreans, as well as foreign residents and travellers. Clearly, the lush settings of Angsana Oasis Spa & Resort boasts everything it takes to indulge, energise and inspire.



**ANGSANA**  
Oasis Spa & Resort  
BANGALORE



*Luxury comes alive with a range of rejuvenating therapies*

Welcome to an oasis of calm on the fringes of a booming Bangalore metropolis. The undeniably hectic pace of this 6.8 million strong city has made the need for a healing environment such as Angsana Oasis Spa & Resort all the more compelling, and since its inception in 2001, it has enveloped many a city slicker in its serene ambience.

Owned by the Prestige Group and managed by the Banyan Tree Hotels and Resorts, the international leader in resorts and spas, Angsana Oasis Spa & Resort bears all the characteristics of an impressive pedigree. It combines the Prestige Group's penchant for architectural refinement, with Banyan Tree's global yen for spa resorts and treatments.

A 45 minute drive from the centre of the city, the resort is located in Prestige North West County and is strategically positioned close to the new international airport, serving as a luxuriant point of transit for the travel-weary heading to the city. The resort has all the requirements necessary to shake off jet lag, unwind and rejuvenate. From authentic Thai massages by experts trained at the Banyan Tree Spa Academy in Phuket, to Swedish massages and an Ayurvedic health care centre run by the Arya Vaidya Pharmacy that harnesses centuries of natural therapy, to Roman Pools, Russian Baths and jacuzzis for the ultimate blissful soak, the facilities combine the benefits of age-old wisdom with modern day cutting-edge spa technology.

This 79 room, nine acre property is popular both for corporate retreats as well as providing a perfect weekend getaway, with its verdant landscape, luxurious rooms and suites and placid azure pools reflecting an ever changing sky. Once you have settled into the plush resort rooms or suites, you stroll barefoot on the moist grass as you head to the spa pavilions set within a bamboo grove for a massage, or lounge in your balcony with a good book and a spectacular view of the sunset. Families compete at a game of carom or chess, while corporate cognoscenti mix business with pleasure. The tennis and squash courts get the adrenalin pumping, and the well equipped gymnasium cannot help but motivate you into a fitness regime.

Explains Nawabzada Omer Bin Jung, Managing Director of Prestige Leisure Resorts Private Limited, "The Angsana Oasis Spa & Resort is an ideal sanctuary designed to restore equilibrium and harmony. The serenity and charm of the



surroundings compel visitors to reunite with nature. A comprehensive blend of health treatment programmes offer a therapeutic remedy to calm, repair, restore, detoxify, invigorate, rejuvenate and protect. The aims are threefold: to achieve some immediate, tangible benefits, to learn how to extend these into a lifestyle and, to have fun."

At Mirage, the lounge, one can linger over alcoholic and non-alcoholic beverages while watching sports on the large plasma screen. For those who would like more than a light bite, Tangerine's Indian menu has something to please both the health-conscious and lovers of wholesome soul food, with dishes from the snow-capped regions of the North and sizzling coastal fare from the South. The Sundance Bistro, set amidst the gardens by the poolside, has all the charm of the Mediterranean, and its specialty is the hand-tossed pizza made in a wood fired oven.

Omer Bin Jung adds, "With India's Silicon Valley just a few kilometres away, Angsana Oasis Spa & Resort is evolving as the natural choice for conferences, team-building offsites and corporate

retreats." The wi-fi enabled property has six conference halls that can hold from 15 to 350 people, and also has a well equipped business centre.

Given the calibre of the environs, it is hardly surprising that this spa-resort has become the destination of choice for weddings and cocktail parties, often holding banquets for up to 2000 people in its expanse. The new Presidential Villa comes additionally equipped with its own heated swimming pool and jacuzzi.

Prestige Leisure Resorts Private Limited spearheads the Prestige Group's foray into hospitality and is expanding its repertoire of offerings with more spas, resorts, hotels and food lounges being developed. Angsana Oasis Spa & Resort sets the benchmark for excellence, comfort and environmentally conscious design, and the array of spa therapies will soon be available at two more locations, one on the 12<sup>th</sup> Floor of UB City and the other at the Oasis Club at Prestige Ozone.

Tel: + 91 80 2846 8892-96  
www.angsana.com/bangalore



## The art of beauty

In the kaleidoscopic world of style, one needs expert help in presenting the best appearance at work and play. Whether it is an avant-garde hairdo or make-up or grooming, choosy Bangaloreans patronise Spratt Studio.



Shauna Spratt



Actor Sharon White gets a makeover at Spratt



*A session at the spa is a soothing experience for mind, body and soul*

This salon at the epicentre of Bangalore's shopping district is constantly buzzing with energy as stylists snip and truss hair with a flourish, turning it from blasé to beautiful, and make-up artists accentuate natural beauty with top-of-the-line cosmetics from the world's leading brands. While most parlours claim exclusive allegiance to a single cosmetic conglomerate, Spratt gives its clientele more brands to experiment with.

Spratt made news as the city's first unisex salon when it was set up by the late Rita Spratt in 2002. Trained in London, Rita brought more than 20 years of experience to the circuit and initially conceptualised Spratt to tend only to hair designing, seeking "to make people aware of the difference a hair-do can make to one's personality, and to introduce the concept of hair designing and its importance to the city."

In 2004, Spratt extended its services to include beauty and spa services as well. Rita's daughters Gauri and Shauna now run Spratt as a one-stop luxury salon for the body beautiful.

With award winning hairstylists and a reputation for taking hair seriously, the salon has chalked up a varied profile of clients - college-goers who save up to get their hair styled just so, professionals getting a last minute touch-up prior to a meeting, and glitterati breezing in to get primed for a night on the town.

Stylists, who are trained both at Spratt's academy for hair dressing and by international experts, pay attention to the client's face structure, skin colour and personality before recommending a

cut, colouring or spa treatment, and a trichologist educates customers on hair care and maintenance.

"People are very conscious about the way they look, are aware about the products and treatments and do not stint in taking care of themselves," Gauri says. Shauna adds, "Grooming has become more of a necessity than a luxury, and even men are paying more attention to their appearance."

Just across the hallway is the Spratt spa, steeped in a Zen-like calm that makes it easy to forget that one is bang in the middle of the city's bustle. The spa has a Southeast Asian theme and is candle-lit with faint wafts of lavender and lilting strains of Oriental music floating through its rooms and garden.

All the treatments ranging from the facials to the massages use natural ingredients. Thai and Swedish body massages, Thai foot massages, Indonesian chocolate body wraps and body packs are among the options available.

With a premium location and specialised services, Spratt combines its first-mover advantage with an international standard that Bangalore's global workforce and youth recognise as the harbinger of the latest trends and continued quality.

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## Bali comes to Bangalore

### ASIAN WOMAN

*The Villa*

'Work hard, play harder' is the mantra of the new economy, the drivers of which balance their hectic lifestyles with increasingly more adventurous and exotic leisure activities. The Balinese themed Asian Woman Spa, with its South East Asian recipes for rejuvenation, ranks high on their list of leisure destinations.



Serene settings create a soothing mood

Photos: Asha Thadani

To step into the verdant 9000 sq ft haven that is the Asian Woman Spa is to be teleported to the mystical isle of Bali; the ornate stone sculptures of the Buddha and Ganesha set amidst tiny flickering candles and fountains hint at what lies in store at this exclusive getaway located in the upmarket residential area of Koramangala.

Established in July 2007, the spa is a lush sliver of Southeast Asia, merging therapies and design influences from Bali, Malaysia, Singapore and India. It projects the multicultural ethos of its Managing Director Kavita Thulasidas' hometown Singapore, combining old-fashioned attention to detail with modern technology. Says Kavita, who runs the spa with her mother Huri Baxani, "I have always been inspired by my culture and Asian background. Being Singaporean, I was brought up in a cosmopolitan city with strong cultural roots."

"I wanted a melange of Asian therapies that reflect my mixed upbringing, and have tried to create a sanctuary where women can take a break from their stressful roles," she says.

Favourites at the spa are natural therapies like 'Satori' – the hot stone therapy to stimulate the flow of energy, followed by a Swedish body massage using aroma oils and acupressure – and aroma facials like the traditional 'Swasti Hastu'. The signature facial of the spa, 'Swasti Hastu' has its origins in the customary Balinese greeting that exhorts you to be in touch with your inner self. The 'Mayathallaso' aroma facial, where DNA and collagen ampoules are used to stimulate cell renewal and hydration, is a more modern and equally effective masterpiece in the art of beauty.

Asian Woman Spa formulates its packages from the beautification techniques honed over the centuries by the people of South East Asia. 'Mandilulur', for example, is a pre-nuptial ritualistic bath of Indonesian royalty. The spa's clients are treated to a body scrub made from a secret blend of herbs, rice powder and turmeric, followed by a body massage and facial.

The 'Maharani of the Day' package is another favourite with the spa's clientele, along with 'Princess of the Orient' and 'Asian Empress'. All these soothing scrubs, massages and pampering are meant to make every woman look like a million dollars and feel like royalty.

To help clients enjoy the serene ambience, the spa holds its manicures and pedicures in the garden under thatch huts with comfortable silk cushions. Surrounded by statues of the Buddha and Balinese dancers, there are large limestone bowls filled with rose petals. Called 'Pediha', the treatment includes a full spa pedicure replete with exfoliation and masks.

Model: Ana Gracia



Says Kavita, "We are not a predictable spa; we surpass your expectations with the range that we offer and the unique touch that you cannot experience anywhere else."

To begin with, the immaculately landscaped gardens host more than just the spa. There is a gallery with a tasteful collection of Southeast Asian artefacts. The spa also showcases an open-air exercise area as well as an airy salon filled with natural light and fringed with orchids that churns out the latest beauty treatments, courtesy Schwarzkopf.

Women who come by the spa for pampering are spoiled for choice: They can pick up a fine piece of art, home décor and clothing from the gallery, along with a modish hairdo at the glass-walled salon. Or perfect their power yoga and Pilates with a trainer at sessions held through the day.

Kavita launched a fashion label called 'Asian Woman' in 2004 in Singapore, and will soon feature it at the spa. Based on the fusion of Oriental cultures, the range features Indonesian batiks, Indian brocades and Vietnamese silhouettes like the 'ao dai'. The semi formal range is a natural blend of vacation wear and corporate and social attire.

Everything from the ambience to the treatments has been engineered by Huri and Kavita. "The personal touch," Huri says as she checks in on a 'Maharani of the Day' to see that she is well taken care of, "makes all the difference."

Tel: + 91 80 4121 9198  
www.e-asianwoman.com



## Add a bounce to your step

**BOUNCE**  
STYLE LOUNGE

Located at the heart of Bangalore's high-end shopping district on Vittal Mallya road, Bounce, the sleek contemporary new age salon is the destination for jet setters and fashionistas.



*The stylish exterior hints at what lies within*

"There is so much innovation and creativity involved in hairstyles that our stylists have to delve into experimentation to bring to our clients something new each time," says Prarthana Mohan, Co-founder, Bounce.



Vikram Mohan, Co-founder

Winning accolades and awards is almost a routine exercise for the stylists at Bounce. Wella Trend Vision 2007 and L'Oreal Colour Trophy 2005/6 are particularly worthy of mention. The Bounce team frequently represents the country in international competitions. But most importantly, it prides itself on its personalised approach and close rapport with its clients.

"To be a great stylist you must have passion for fashion, a passion for creativity, and a passion for people. Style is a way of life here at Bounce," says Vikram Mohan, who along with his sister Prarthana conceptualised and created this happening salon.

The core team at Bounce includes experts from the UK and Sri Lanka in addition to Indian hair stylists, all highly trained by Vidal Sassoon and Toni & Guy. "Our commitment is to keep things exciting, and invariably, this sense of fun transfers to our clients," adds Prarthana.

Step through the portals and you will be greeted by courteous efficient staff. The spacious, well designed interiors with the funky purple and green décor add an edge to the whole experience. Stylists, each with signature specialities, devote their personal attention, all adding up to the most satisfactory of services.

Discreet treatment rooms offer quiet and privacy for relaxing body massages and total skin care treatments. There is also a well appointed section to pamper bridal entourages.

The full-fledged nail bar specialises in customised manicures with an accent on style. You can get your nails cut to the perfect length or have them pierced or embellished with designs to suit any mood or occasion.

You can even get a tattoo done at Bounce or add hair extensions to give yourself a whole new look. Pamper your feet with a relaxing foot massage or pedicure at the foot spa, or totally de-stress with a neck, head and shoulder treatment that leaves you with a feeling that you are floating on air.



"We have sporting fans who want to get their hair shaved to a fraction of its length and sprayed with hair colour, delegates attending an international conference who want a global sophisticated look, young models who want to stand out in a competition, film and theatre artistes wanting a makeover or just the average person looking for a new image. They all present welcome challenges," adds Prarthana.

Hairstylists at Bounce do not conform to a particular trend and are open to experimenting. They continually upgrade their skills at training workshops as styles keep changing.

So whether you get your curly locks straightened or your straight hair curled, add highlights or change the overall colour to suit your mood or the season, you will end up feeling like a million bucks. After all, the catch phrase at Bounce is "What you wear starts with your hair."

Tel: + 91 80 4132 9100  
www.bouncehere.com





## In the Limelite

In a world choked by time constraints and rush hour traffic, Limelite offers a soothing place to relax, refresh and rejuvenate. It boasts of being one of the largest salons and includes a spacious unisex salon area, a private studio for women, a Zen studio for the elite, facial studios and tranquil spa areas for foot and body.



*Limelite salons are spacious and cheerful*



Limelite, the exclusive unisex salon is an experience in itself with a trendy ambience designed to create a spacious setting where customers can indulge in quality beauty and grooming treatments. With over ten extremely successful branches all over India, including five in Bangalore, Limelite is growing at an express rate.

Along with the salon and day spa facility, it also hosts a colourful kids' section and an ethnic design spa with a flow of relaxing music. For celebrities who need extra privacy, Limelite offers special VIP studios. On its menu are some unique services such as strawberry facial, chocolate pedicure, pina colada pedicure, baby corn eye zone treatment and oxygen facial, among other such exotic treatments. All these services have been created and tested successfully by an expert team.

Limelite belongs to Trends in Vogue Pvt Ltd, the retail arm of the FMCG major CavinKare Pvt Ltd that pioneered the sachet revolution in the country. After a successful foray into the foods segment and with an impressive presence overseas, grooming was the logical choice for CavinKare, given its expertise in the personal care scenario.

C. K. Ranganathan, the Chairman and Managing Director of CavinKare Group of Companies, says about the future of high-end grooming and spa culture, "Perceptions towards grooming have undergone a phenomenal change over the recent years. A plethora of beauty and wellness options are now available to consumers who wish to experiment with their looks and pamper themselves. With the advent of the metrosexual man, the contemporary woman and the smart kid, unisex salons are growing at a rapid pace".

"CavinKare Research and Development Centre continuously innovates and creates new services and products that cater to the increasingly beauty conscious individual, who is aware of the trends and is very knowledgeable about the products and services", he adds.

Starting off with just one salon in a posh location in Chennai, Limelite has branched out to almost every major location in India and intends to keep growing and improving its unique services to provide an unparalleled experience to its clients. Through its salons, Trends in Vogue seeks to be a trendsetter through product innovations, customer-centric service delivery mechanisms and gratifying the ever changing needs of the evolving consumer.

Limelite salons in Bangalore are located at Vittal Mallya Road, Indiranagar, Brigade Road, Koramangala and Jayanagar, ensuring that customers are always within reach of expert pampering.

Tel: +91 80 2521 1672/ 2210 3763/  
22443205/ 2532 6400/ 2570 2373  
www.cavinkare.com



*"In keeping with changing lifestyle needs, Limelite offers state of the art technology and professional service to today's discerning consumers."*

C. K. Ranganathan, CMD



## Rituals of radiance

Cleopatra did not bathe alone; someone had to first know exactly how much goat's milk to add to the bath and then, gently bathe the beautiful queen. It is in such personal details and tender pampering that the Bodycraft chain of salons and spas scores high with its customers.



*Bodycraft enjoys its brand equity in a quality conscious salon market.*



*Manjul and Swati Gupta make every treatment a special experience with their warmth and professional expertise*

Rituals they may be but for most people those visits to the salon are not chores to cross off a list, but a few stolen hours of unapologetic self indulgence. And a key ingredient that customers seek in a salon experience is trust; the kind that allows you to say confidently to the beautician, "you decide". Bodycraft operates in precisely that comfort zone with its range of cosmetic and therapeutic services.

Manjul Gupta started Bodycraft in 1997 with a specialisation in women's skin and hair treatments at its first facility in Frazer Town. She had timed it right; when the beauty revolution hit Indian cities, it was right there at the helm. The salon was an instant success as customers had just begun craving for more specialised services and even men wanted a piece of the pampering.

Spearheaded by Manjul's husband, Dr Sushil Kumar Gupta, Bodycraft dedicated a section to men and also invested hugely in spa facilities and a clinic for cosmetology and dermatology. The salon soon became known for its advanced skin care treatments.

Bodycraft read the writing on the wall about beauty trends and in 2005 launched the city's first nail bar at Koramangala. A year later, armed with nearly ten years' experience in beauty and therapeutic treatments, Bodycraft opened a unisex spa and salon in Indiranagar.

Today, along with a well-rounded repertoire of services, Bodycraft has also acquired a healthy location advantage in the city. With a presence in top residential neighbourhoods, the brand has nurtured a significant portion of Bangalore's beauty care market. The four storey Bodycraft Spa & Salon in Indiranagar services much of the brand's newer clientele. Again, this is in keeping with global trends in beauty that concentrate on overall wellness, alongside more localised treatments. The spa offers Far Eastern massages and traditional Ayurvedic expertise, along with the latest innovations in cosmetic therapy.

Alongside the expert massages, Bodycraft's spa services include body scrubs and wraps, and exclusive chambers for naturotherapy. At the spa in Indiranagar, guests can carry their stone therapy onto the fusion-Moroccan terrace, where a juice bar and jacuzzi provide a happy finish.

Like all established names in the beauty care industry, Bodycraft's credibility lies partly with the international product networks it is associated with. It was the first salon in Bangalore to be associated with The International Dermal Institute's skin care brand Dermalogica. Bodycraft's other product associations include Italy's Herbal Life, Germany's Wella International, Spain's Ainhua, America's EZFlow and well travelled brands like Schwarzkopf, L'Oreal and Gigi.



From the affiliations it enjoys to the loyalties it engenders, a twin USP emerges for the Bodycraft brand: skin care and hair design. This is not surprising considering the pedigree of its founders and owners, the Gupta family. Dr Sushil Kumar Gupta is one of the city's eminent dermatologists, trichologists and cosmetologists. Manjul Gupta, his wife, has trained under Shahnaz Hussain, and is president of the All India Beauty and Hairdressers Association (AIBHA) and a member of Intercoiffure Mondial, one of the world's most prestigious networks of hair designers. Swati Gupta, their daughter, has trained under hair and makeup experts like Toni & Guy, Vidal Sassoon and the Greasepaint Academy, London.

Says Manjul Gupta, of the brand's strategy for growth, "Our emphasis has always been on keeping our services, in the spas as well as the salons, relevant to international trends and standards. Another aspect that keeps us competitive is the constant dialogue we share with our customers. It greatly enhances the service experience at Bodycraft."

Whether it is especially high-voltage bridal makeup, a deep-tissue spa Sunday or just a quick tweeze-and-tease before hitting the party circuit, Bodycraft features firmly on the city's style schedule. Call it a habit of ten years or part of an evolving sensibility centred about the self, this chain of spas and salons has created a success out of Bangalore's me-time.

Tel: + 91 80 4146 9944/45/46  
www.bodycraft.co.in

CHAPTER 19 | EVENTS & SERVICES



"All other pleasures and possessions pale into nothingness before service  
which is rendered in a spirit of joy."

*Mohandas Gandhi, (1869-1948), Father of the Nation and Leader of the Indian Independence movement*





## The piper at the gates of dawn

Yanni on the piano at the Taj Mahal, Black Eyed Peas belting out 'Where is the love', Sir Elton John singing 'Candle in the wind', Mick Jagger sticking out his tongue and declaring 'I can get no satisfaction', Iron Maiden screaming 'Fear of the dark' and Shakira swinging her bootilicious bod and promising 'These hips don't lie.' Images frozen in the minds of thousands of music lovers across India. Hit songs that vault across the generation divide. Jam-packed concert venues. Hype, hoopla, extravaganza, all showcased down the years by DNA NETWORKS, the country's best known event management company.



Roger Waters of Pink Floyd performing in Bangalore



Venkat Vardhan with Sting in New Delhi. Right: With the never-say-die rockers, Aerosmith in Bangalore.



Founded by T. Venkat Vardhan, DNA NETWORKS has firmly placed India on the world concert circuit. Venkat, who has become an industry legend, started showcasing events in the late 80s, his first mega concert being the group Europe in 1988, which was the first of its kind in India that drew in over 60000 people.

Being the leading player, DNA NETWORKS became a licensee of MTV years before the advent of satellite television in India and when it did arrive on the heels of globalisation, Venkat entered into a strategic alliance with Star Television to leverage the reach of the nascent Channel V.

India's economic liberalisation of the 90s opened easy access to foreign exchange and travel. Venkat proved his credentials with the sell-out Bryan Adams concert at the Brabourne Stadium in 1994 followed by the Yanni concert in 1997 that pitched him into the global league of concert organisers.

Since then, DNA NETWORKS has handled not just rock stars but also the visits of high profile VIPs such as Bill Clinton. It has also assiduously cultivated its growing customer base of youth by organising annual national campus rock shows and purchasing television time to showcase their talent.

In his plush office surrounded by rock memorabilia - including over a dozen guitars signed by some of the world's greatest guitarists and mementoes from Sir Elton John and Roger Waters - Venkat declares his ambition to become a major player in the concert circuit of Asia in the years to come.

"The mission of DNA NETWORKS is to continue to be the No.1 player in promoting international events and solutions so that this aspirational platform can grow from strength to strength. We have already achieved the distinct record of emerging as the best market in Asia. We want to consolidate and bring live entertainment in different genres of music to appeal to a larger cross section of Indian audiences," he says.

DNA's roadmap includes building on its long association with the major corporates, leveraging its relationships with international booking agents and artist managements, increasing the frequency of international events, promoting different types of international events for different audience segments and consolidating the fan base into a more interactive audience.

"My vision is to scale up the operation of DNA NETWORKS and make it a formidable force in the Asian market. We will enter into strategic alliances with big international live music agencies, to expand and consolidate our position in India," says Venkat.

The rewards have been many. "Mick Jagger, Keith Richards and Charlie Watts gave our services 10 on 10, Yanni presented me an engraved Tiffany's watch, Mark Knopfler personally autographed a Fender Stratocaster, and Sting and Aerosmith have hailed DNA as among the best. Each star has taught me to strive for even greater excellence not only in organising concerts but giving the paying public an unforgettable experience," he says.

Venkat admits his inspiration is his grandfather, Karnataka's first Chief Minister Kengal Hanumanthaiah who built the magnificent Vidhana Soudha as well as laid the foundation for Bangalore's cosmopolitan ethos. "A legacy helps for it goads one to keep raising the bar of excellence," he says.

Tel: + 91 80 2361 6683  
[www.dnanetworks.com](http://www.dnanetworks.com)



Beyonce Knowles at her best



## Where things begin to happen!

**PHASE 1**<sup>™</sup>  
AND • THINGS • BEGIN • TO • HAPPEN

The most popular New Year dance party, mega concerts and high powered corporate conferences: Phase 1 has all this to its credit in India and abroad, having orchestrated over 2000 events of varying descriptions in the last decade. It has also set the benchmark in this hitherto niche industry which is growing exponentially in pace with the rest of the economy.



*Phase 1, the most sought after for corporate launches*

When Oum Pradutt, Managing Director, Phase I, dreamt up the name of his event management company, he never thought the day would come when he would wonder whether he had not gone way beyond Phase I to Phase 2, 3, 4, maybe 5, considering its huge success.

Pradutt set up his company when event management was still a fledgling industry. The industry is currently growing at the rate of 30 per cent per annum and is projected to cross Rs 23789 crore (US \$6 billion) in 2008. Phase 1 is one of the leading contenders in this arena, with a turnover of Rs 20 crore (US \$5 million) and a combined annual growth rate of 100 per cent.

With no guidelines to follow, the field was open for new entrants to chart their own paths and mark their territory. A young marketing professional at the time, Pradutt started out by devising a strategy that made events an effective communications tool. He bridged the communication gap between companies and their stakeholders by organising diverse events for multinational companies.

Says Pradutt, "It was the 90s. The market was expanding. Competition was growing. Companies needed an innovative, effective and organised medium of communication with their stakeholders. I recognised the potential and created the need for a heightened level of communication."



Oum Pradutt, Managing Director



Bollywood star Aamir Khan at a launch



Azim Premji, Chairman of Wipro at a programme organised by Phase 1



There began the story of Phase 1 and its foray has been marked by many kudos. Headquartered in Bangalore with a branch office in Delhi, Phase 1 has been in the industry for over a decade with more than 2000 events under its belt. Its network spreads across the globe and it has conducted events in Thailand, the UK, Malaysia, South Africa, Singapore and Sri Lanka. It is one of the few Bangalore based event management companies whose presence is felt across the country and the globe.

Phase 1 started off in a small office on St Mark's Road, Bangalore, where a table and a telephone stood in faithful attendance to their one employer, Oum Pradutt who had the equivalent of one pound invested to print out his business cards! This three member team rapidly grew to include more furniture and human resources. The first call took them to the doors of one of the biggest Indian corporations, HCL. After which, there was HP and Novell. JTM's launch was one of the most ambitious ventures undertaken when Bangalore's tallest structure, Utility Building was draped from sky to earth with their banner. For this feat, Phase 1 features in the Limca Book of Records. Landing the Microsoft account in 1998 was a turning point. Since then, Phase 1 has been on a rapid rise and has moved across the globe to reach new heights of success!

Phase 1 has been a trendsetter in helping brands go beyond advertisements by offering tangible experiences. The dynamic and youthful team works with clients in creating strategies and weaves in corporate shows as part of long term brand building goals. These events vary in nature, ranging from business meets, conferences, family days, award shows, facility launches, product launches and fashion shows to special niche shows for more high profile companies like Accenture, IBM, Fidelity, Airtel, Titan Watches, Seiko Watches, Tanishq Jewellery, Benetton, Nike, Volvo, Mercedes Benz, Kingfisher, Pernod Ricard, The Times Group, Taj Group and Leela Kempinski Hotels Palaces and Resorts.

One of the jewels in Phase 1's crown is a concept property called

"Hollywood" which is essentially a New Year party but goes a step further. For the last 12 years, the company has been bringing together the best international DJs along with the best the country has to offer. Hollywood is an expertly marketed property that targets a 360 degree approach, showcased across all mediums: television, radio, newspapers, hoardings, posters, etc. It has grown steadily over the years and is now one of the most sought after New Year party destinations, which attracts a 15000 strong crowd of party-goers.

Music is an integral part of events, and Phase 1 has its finger in this pie as well. Music Exchange is a property that was inspired by the vacuum that exists in the music field today. It provides a platform where young, talented and undiscovered musicians from India and the UK share one stage. A unique concept where the music lovers of India are given a taste of a genre of music that is still to be recognised: Independent Music.

Phase 1's rapid growth in the industry is due to it being in constant sync with the pulse of the industry and its ability to meet each change with innovation and flexibility.

This is a company whose strength lies in its people. It boasts of employees who have been with the organisation since its inception. Phase 1 believes in building lasting bonds both with its clients and its employees. Says Pradutt, "We are here to entertain with a vision and inspire through innovation. We want to build not just a brand but a bond that people aspire to work with."

The company prides itself on never shying away from a big idea and takes on each challenge with passion and drive. These are the values that have made it what it is today, a company that is seen as the benchmark in the industry. It has set an accelerated pace of growth for itself and its goal to become the most desirable brand to work with in the sub-continent is fast becoming a reality.

Tel: +91 80 4032 1000  
www.phase1world.com



## At your service



Riding the crest of the property boom in India, Handiman, an ISO 9001 certified company, is fast establishing its presence in comprehensive property maintenance and facility management across India and is now eyeing other countries. With an annual turnover in excess of Rs 25 crore (US \$6.2 million), it has given professional status to a wide array of customer focused and hassle-free services to thousands of people.



*Porus Irani, Director, and Behram Irani, Managing Director at a property maintained by Handiman.*

*Photos: Cletus Rebello*



The Iranis with the senior management team

Property maintenance has been an indispensable part of real estate and construction and in sync with the outsourcing trend, this crucial task is also increasingly outsourced to professionals. Contractual property maintenance and facility management is expected to form a big chunk of the business process outsourcing (BPO) business in the next five years.

With the fast pace of the economy, Indians are increasingly acquiring luxurious properties – villas, apartments, holiday homes and estates, thereby demanding hassle-free maintenance of the interiors and gardens. This is where the smartly uniformed and professionally trained staff of Handiman step in.

Trained to handle any task at any time, these men and women can fix a leaking tap, change a fuse, paint walls, build cabinets, clean up before and after a party and lots more. Polite and neat, they offer a rare degree of reliability and efficiency in a largely unorganised sector. Proof of Handiman's relevance in the market lies in the fact that it touched the Rs 1 crore (US \$ 250,000) mark a year after it was established in 1998.

Behram Irani, Managing Director, last worked as Head of Department – Electrical Engineering for ADNOC (Abu Dhabi National Oil Company), with over 2500 employees reporting to him. He is a firm believer of values and business ethics which he imparts to all his colleagues.

Headquartered in Bangalore with branches in Mumbai, Chennai and Hyderabad, the company plans to have offices in 25 cities across India in the next four years. It has a strong management team and client network and has set itself an ambitious target of market leadership. With more than 5000 employees on its rolls, the company has built an enviable client base.

With a clear focus on client satisfaction and the understanding that “if we do not take care of our clients, someone else will”, Handiman provides comprehensive property maintenance and facility management solutions to corporates, builders and developers, associations and



Ready to work 24x7x365

societies of buildings, hotels and malls as well as individual clients.

Handiman offers a vast array of services. This includes engineering services such as electrical, plumbing, carpentry and HVAC (heating, ventilating and air conditioning); specialised services like Dirt Busters - one time and contractual professional cleaning services, Paint Pro – professional external and internal painting services and the Handi Home Plan which is a package designed exclusively for individual homes. Security services, landscaping and pest management complete the package.

Says Porus Irani, Director, “Handiman will soon be the market leader in India in its field. Our aim is to have a minimum 35 per cent share of the market in the next two years, and with our planned scalability and reach across India, we will surely be a force to reckon with”. The most treasured achievement for the company is that it has won the hearts of many who trustingly turn to Handiman for help. This is something that the company does not take for granted, for being responsive is its sole purpose.

Tel: + 91 80 22120283  
[www.handimanservicesltd.com](http://www.handimanservicesltd.com)

# CHAPTER 20 | ART & CULTURE



"Creativity is God's gift to mankind, art is my soul."

*Yusuf Arakkal, (1945), Bangalore-based award winning artist*



*Photo: Ramya Reddy*

## Cosmopolitan cultural matrix

Literature, dance and theatre are integral to the cultural matrix of Bangalore. And the leitmotif of Kannada, the language of the state not only grows in strength, but fills in the cracks in the edifice of these three components of aesthetic identity; keeping both Bengaluru and Bangalore rooted to the generous disposition of a cosmopolitan populace.



*'C for Clown' - a play at Ranga Shankara*

Playwright Girish Karnad effortlessly segues from Kannada to English, conceptualising and writing his brilliant plays in Kannada and then seamlessly translating them into English for a global audience.

At the Ranga Shankara in JP Nagar, there is a play performed every day. In addition to workshops and festivals and productions featuring the finest troupes from abroad showcasing the alpha to zeta of theatre through the year.

"A city's culture can be measured by the number of theatre productions it stages each year," asserts multi-faceted theatre person Arundathi Nag, whose vision for an intimate drama space resulted in the creation of Ranga Shankara. "Or dance, both classical and contemporary," asserts danseuse Madhu Nataraj, director of STEM and daughter of the legendary Maya Rao, founder of the Natya Institute of Kathak and Choreography.

Plays by Chandrashekar Kambar, P.Lankesh, T.P. Kailasam and other greats, find elliptical interpretations and newer audiences in college auditoria as well as in such places as the Ravindra Kalakshetra, Town Hall and Chowdiah Memorial Hall these days, more than ever before. For many decades, beginning in the 1930s, the cultural scene was dominated by Prabhat Kalavidaru, founded by the Dasa brothers - Gopinath, Karigiri, Jaisimha and Dwarakanath. Their lavish theatre productions included dance ballets that toured the country. The joint family has splintered now, but many members are still involved with various aspects of dance and drama.

The 60s and 70s proved a time of ferment, with literary and theatre movements spicing up the cultural ethos of the city. Folk theatre and classical dance metamorphosed into polemic, returning to the entertainment quotient only in the wake of globalisation in the 80s. The explosion of satellite television in the 90s resulted in a major shift of talent from stage to the studios, but the balance has been restored to a great extent these days. "I was worried, till I realised television was not only keeping Kannada alive but also encouraging its growth," says Karnad.

English theatre has been around for over a hundred years, the oldest surviving group being the Bangalore Little Theatre (BLT), founded in the 60s. Jagdish and Arundathi Raja's Artistes Repertory Theatre (ART) keeps the scene alive along with other groups of committed theatre people. Playwright Mahesh Dattani cut his teeth in this environment.

It is dance however that has really taken off with STEM, Nritarutya and Attakalari choreographing productions that have traveled across the globe and won rave reviews. Says Jayachandran Palazhy, artistic director of the Attakalari Centre for Movement Arts, "Bangalore is culturally a very well connected global city. Foreign artistes visit this city to witness what contemporary young India is producing. There is a lot of curiosity about what we are doing. I myself moved base from the UK to Bangalore because of the abundant raw talent and possibilities offered by this city."

Salsa, meringue, belly dancing and other dance forms have also caught the imagination of the young. Prithvi & Ree's Rock Round the Clock, The Lourd Vijay Dance Studio and many other dance schools are chockfull of students, with quite a few going on to participate in global competitions and winning.

As the city's grows in wealth and stature, so too does its cultural depth, for keeping popular culture alive means sponsorships and goodwill and that has just begun to evolve.



A performance at Bengaluru Habba

Photo: Ramya Reddy



Dancers of Nrityagram

Photo: Sonia Manchanda



# Art of appreciation

Vibrant and rich, the art 'scene' in Bangalore can be experienced at myriad levels: sculptures on boulevards, murals on buildings, treasure troves in museums and paintings that grace the walls of numerous galleries. From palaces to private homes, the pursuit of art is the Signature style of Bangalore.



Sunlight bounces off the circles of burnished steel on a traffic island adjacent to the marvellous Tudor building that graces Mahatma Gandhi Road. The sculpture celebrates the philosophical mysteries of human DNA and was created by celebrated artist Yusuf Arrakal. A fitting symbol for a city that is the technology capital of India.

In juxtaposition, a few hundred metres away, Queen Victoria, carved in white marble gazes imperiously upon this much loved thoroughfare. A statue of Mahatma Gandhi stands nearby, looking upon the green expanse of Cubbon Park.

On Cunningham Road, a building of rectangular lines and curved balustrades has one wall emblazoned with floating gold leaves. Conceptualised by S. G. Vasudev, the leaves seem to float in the precipitated air of a summer day, reminding one of T. S. Eliot and his evocation of a falling leaf.

Brass lock sculptures grace the compound of a modernistic financial institution near Trinity Circle. In the foyer, a Balan Nambiar sculpture in stainless steel, inspired by Kerala's ancient spiritual traditions, towers two stories high.

The canvases of Husain, Vasudev, Hanumaiah, Hariram, Arakkal, Bendre and many others create a pastiche of genres on the walls of the Venkatappa Art Gallery on Kasturba Road. There is a section dedicated to C. P. Rajaram's exquisite wood carvings and another to the canvases of K. K. Hebbar.

On Kumara Krupa Road, an intricately carved granite archway welcomes visitors to the Art Complex of the Karnataka Chitrakala Parishath. It is a treasure house of art from across the state. And its students hold promise of becoming the artists of tomorrow.

Art is a vital component of the visual aesthetic of this technopolis. Its artists have been creating mood magic on canvas and in iron, steel, terracotta, wood, glass, stone and composites. The genres range from abstract to surreal, impressionistic to expressionistic, old world to present day.

Photo: Cletus Rebello



A painting at Kahawa

Photo: Asha Thadani



The gallery at the Taj West End



S. G. Vasudev's painting at Crimson

Photo: Mallikarjun Katakol

experimentation. Some artists have made the quantum leap into the global art consciousness. Some are still trapped in a world of received wisdom, unable to break free. Yet others labour at creating a pan-Indian art identity.

There is at least one new art show opening every week in the well known galleries: Crimson, Sumukha, Time & Space, Renaissance, Gallery G, Srishti and Kahawa. Out here one can relax for hours admiring Milind Nayak's abstract landscapes and nature studies, salute the courage of K. K. Raghava's nude tribute to his lady love, feel the gut-wrenching humanism of T. M. Azis in his black and white images, experience the angst of Ravi Kashi in the contours of his hand-made paper and enjoy the rectangular studies of Soumya Manjunath Chavan.

M. F. Husain, the four score and ten plus stormy icon of contemporary Indian art, has a gallery all to himself in Koramanagala. Husain Sankalana, designed by the master himself has samplings of his work dating to the 40s.

Many of the city's hotels are keen promoters of art. The Taj West End, The ITC Windsor, The Park, The Oberoi, The Leela and Ista also showcase art exhibitions. The Windsor's gallery matches the mood of its colonial architecture, overlooking the six storey high atrium with its circular lounge, its red carpeted grand staircase and a gorgeous chandelier of Murano glass and bead.

What is art if it is not collected and appreciated? What is art if it is not valuable? There is a fabulous selection of art in the sprawl of the Bangalore Palace, collected over two centuries of the dynasty's rule. The major corporations have jumped onto the collectors' bandwagon too, spelling great patronage for art in the years to come. Drive past the Vidhana Soudha with its Vijayanagar inspired columns and domes as the orb of the sun sinks to the west and catch the gold of Ashoka's lions bathed in ethereal iridescence and you will understand the artistic soul of Bangalore.

[www.unitedspirits.in](http://www.unitedspirits.in)



Graphic: Vipin Chandran



# ExpertSpeak



The market for Indian art is growing exponentially. From Rs 15 crore (US \$50 million) in 2006, it leapt to Rs 35 crore (US \$350 million) in 2007 and is expected to scale up to a billion dollars by 2009. With salaries on an upward curve, professionals are looking at non-traditional investment opportunities.



*Gita Maini, art promoter and investment advisor*

### What makes Indian art a promising investment avenue?

Indian art is hot and getting hotter. India's international profile is growing, we have a large number of highly paid professionals who are confident about both collecting art and investing in it. Indian art is big right now, notching up record-breaking figures at auctions each season. In 2003, a 6 ft x 4 ft a painting by Ramkumar sold at Rs 1268960 (US \$32000). In 2005, the same painting resold at Rs 19827500 (US \$500000). That is an amazing 1462 per cent up. Every senior Indian artist is today selling at these auctions at over Rs 10 lakhs (US \$24590).

### How do artists from Bangalore in particular fare in the international art market?

There is a lot of demand the world over for painting by Bangalore based artists. Yusuf Arakkal continues to be the top favourite; there is a lot of buzz for his paintings and the demand will only escalate.

A lot of younger artists are getting known as they participate in international exhibitions and interest continues to grow about them.

### What must one look out for when starting a collection, and how does one go about portfolio diversification?

Begin with a fixed amount of money to spend on art. The wise way to invest would be split it between the works of a master artist, a stable star, a cutting edge artist and an upcoming artist. With this, your collection is a winner. Like any investment, so too in art, one should never put all the eggs into a single basket. It is best to choose a portfolio from the several available options.

Tel: +91 98450 12611  
+91 80 2221 9275  
[www.gallerybangalore.com](http://www.gallerybangalore.com)

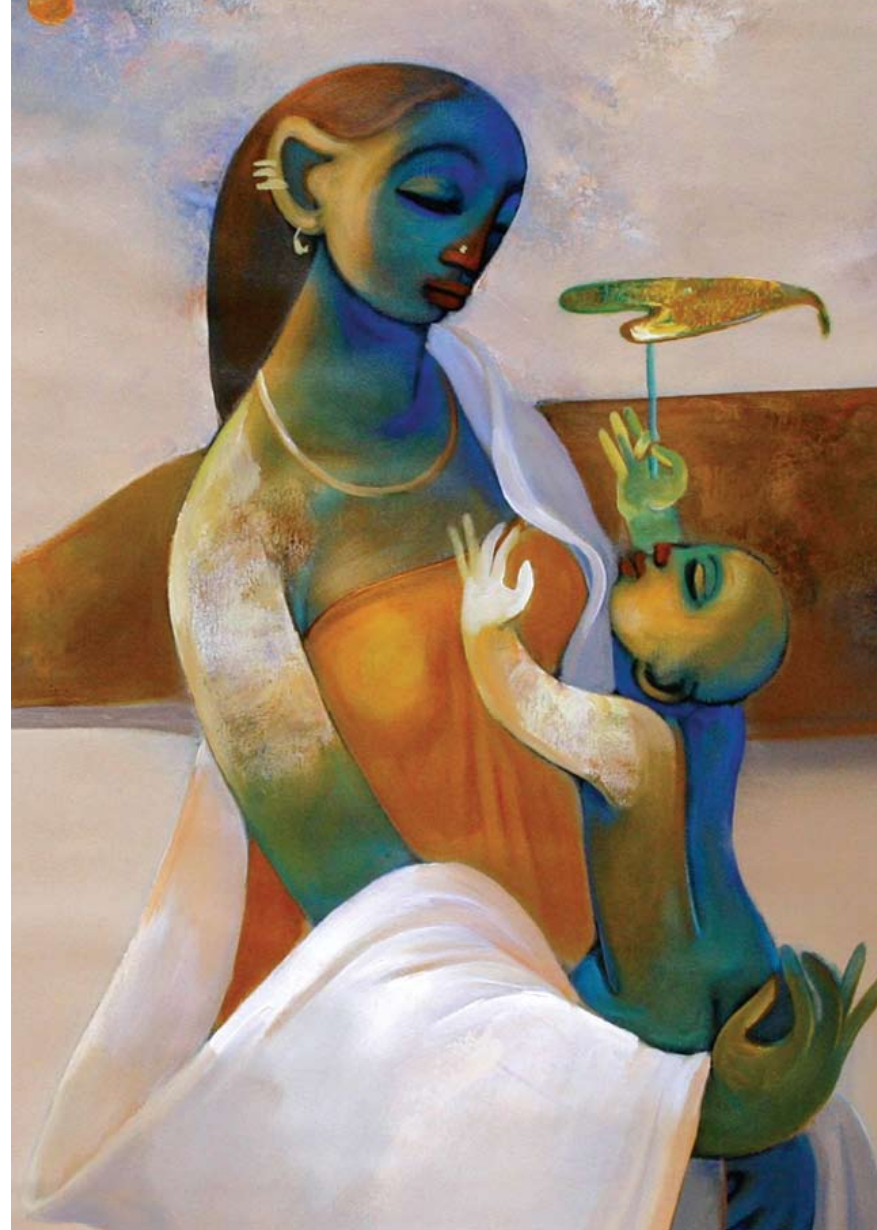


Photo: Ramya Reddy



## Play that funky music



Music is manna for the Bangalorean, as iconic performers from around the world have discovered. Each year international best selling artistes like Sting, Mark Knopfler, Sir Elton John, Rolling Stones, Deep Purple and the Black Eyed Peas perform at sell-out concerts in the city where fans and artists alike are locked in mutual awe.



*Royal Challenge, the millionaire whisky brand from the United Spirits portfolio sponsors concerts of big rock stars and bands.*



Aerosmith rocks Bangalore

Bangaloreans have been treated to the best rock bands and pop legends in recent years thanks to a happy convergence of big-ticket sponsorship from brands like Royal Challenge as well as the expertise of such mega event organisers who have opened India's doors to the international concert circuit of legendary bands and pop stars.

Many years ago, Canadian pop star Bryan Adams turned up in white on the stage to belt out a string of hits – '18 till I die', 'Everything I do, I do it for you', 'Please forgive me', 'All for love' and the largely women audience witnessed dozens of swooning scenes. "I love Bangalore. I love India. I am going to return," he promised and did in more sell-out shows.

Sponsors like United Spirits Ltd, makers of the Royal Challenge brand, understand the power of leveraging youth icons in the music sphere. It is a perfect win-win combo for all concerned.



When Sir Elton John signed on the dotted line to perform here, many wondered how the organisers would deal with the temperamental singer who was used to a fully furnished mega-caravan to accompany him on his tours. In Bangalore, the event manager set up an air-conditioned cabin complete with all of Elton's requirements. The audience sat in comfortable chairs and the honey voiced pop star took the audience through all his greatest hits – 'Your song', 'Daniel', 'Honky cat', 'Goodbye yellow brick road', 'Rocket man', 'Don't let the sun go down on me', 'Crocodile rock', 'Sacrifice', 'Candle in the wind' - a two hour plus non-stop concert, just him, his piano and an appreciative and knowledgeable audience.

Nearly two decades ago, when foreign bands first began making their appearance out here, organisers were at the bottom of the learning curve, running from pillar to post to obtain dozens of permissions and a license, unable to control rowdy audiences, not able to deliver on sound quality, all at sea at arranging proper parking. Thanks to the experiences of Bangalore, event managers are now able to organise world class concerts complete with state-of-the-art stagecraft and security for both artistes and the milling crowds.

When The Rolling Stones swept into the city, they were accompanied by menacing cumulonimbus that thundered across the sky. It began pouring within minutes of the start of the concert, but that only fired the imagination and pumped the adrenaline of the one and only Mick Jagger. He stuck out his tongue, he swung from the stage support pillars, he thrust his pelvis like an 18 year old and he sang 'I can't get no satisfaction'.

Oh yeah, they loved Jumpin' Jack Flash and his pouting lips and Keith Richards and Charlie Watts. 'Time is on my side', Jagger sang and nobody disagreed. 'Ruby Tuesday', 'Angie', 'Miss you', 'Start me up', 'Mother's little helper' followed, in a concert that will not be forgotten for long.

Sting will be remembered for 'Fields of gold', Mark Knopfler for reigniting the mood of 'Brothers in arms', Deep Purple for 'Smoke on the water' and Iron Maiden for their mock tank that swung its turret across the stage as the band went into heavy metal nirvana.

And what about Roger Waters of Pink Floyd? When journalists from Bangalore interviewed him in London, he expressed surprise that anybody in India had heard his music. He came, he saw, he conquered and was overwhelmed by the enthusiasm. "I never knew Pink Floyd was a staple of pubs and bars here," he said.

Responding with a roar, the city revealed its eclectic taste in music when the Black Eyed Peas sang 'Shut up' at the Bangalore Palace grounds. When Fergie cracked, "I thought we asked you to shut up!", the crowd responded by mouthing every line of the lyrics with a thunderous applause. "You are the best audience we have played to in recent months," declared will.i.am. And together band and fans gave face and voice to the smash hit.

Let the music rock. Megadeth and many more echo that.  
[www.game4life.in](http://www.game4life.in)

# CHAPTER 21 | PREMIER CLUBS



"In the sweetness of friendship let there be laughter,  
and sharing of pleasures. For in the dew of little things the heart  
finds its morning and is refreshed."

*Khalil Gibran, (1883-1931), Lebanese American artist, poet and writer*





## Bangalore Club - The upper crust



Anybody who is somebody would be a member of this club. There could be the rare Bangalorean who, like Groucho Marx, would refuse to join, but in reality, nobody gets the choice to refuse – the waiting list is impressively long. If you were to apply now, it could well be 30 years before you could get a membership and that is, if you are found eligible by the committee who fiercely hold the membership down to 2000.



*The stately lobby of the Bangalore Club*

*Photos: Cletus Rebello*

Set in over 11 acres of lush gardens of old eucalyptus, gulmohur, jacaranda trees and shrubbery, the club appears like a frozen vignette of the city's colonial heritage. It started off informally enough in 1863 as the Bangalore United Service (BUS) Club, a place where British officers could play and drink; in 1946 it was rechristened the Bangalore Club.

Over the last millennium, it has transformed into an elite and exclusive hub for Bangalore's silver spoons, nouveau riche and celebrities in varying fields. It has magnanimously written off a debt of Rs 13 left by subaltern Winston Churchill in 1896 and can count upon more solvent members from the crème de la crème of local society.

The club boasts of many firsts: its members enjoyed electricity, telephones and motor cars at a time when the rest of India was decades behind. Today it boasts of a sophisticated health club, spa, swimming pool, tennis courts, library, party halls, several restaurants and bars. In a lingering remnant of the past, there is a bar that is only for men, though a few years ago, it opened a mixed bar yielding to vociferous demands of its women members. In the grand gallantry of old, armed service officers still get to enjoy the privileges of the club.

The club is far from being a refuge for dotty pensioners; it has a flourishing life for the young – fashion shows, dances and rock shows that keep its spirit willing and flesh strong.

Tel: +91 80 4022 0000  
www.bangaloreclub.com

"The club is like a living album of my life. I am the second generation of my family to be associated with the Bangalore Club. My father, B.G. Muthappa, has been a member since 1963 and was also a president of the club. I became a member of the club in the year 2000.

As a child, my favourite haunt in the club was the swimming pool; it changed to the squash court and the table tennis lounge as an adolescent. Today, my hangout is the Umbrella Bar, where I can be found catching up with old friends.

Bangalore Club has always been the focal point of my family's social life. Throughout my life I have lived near the club. This is where I have spent my childhood and met some of my closest friends. The grounds of the club have been a witness to the mischief committed by my gang. Some of the workers here have been working so long that they have seen me as a child and they are now watching my child grow. This is where I dated my first girlfriend and where I first met and then courted my wife, Kavita.

I remember scaring the lifeguard at the swimming pool by diving into the pool from dangerous places; it would scare me if my child did the same thing now!"



Sagar Muthappa, businessman



### Black Dog cocktail

#### Whisky Toddy

- 2 measures Black
- Pared rind and juice of ½ lemon
- 1 tablespoon clear honey
- Boiling water

Put the lemon rind and juice into a heatproof glass. Use a metal spoon to stir in the honey, then pour in a little boiling water and stir to dissolve the honey. Add the Scotch, then top up with more boiling water. Stir occasionally, as you sip the soothing concoction.

www.worldofblackdog.com



# Bowring Institute - Social highpoint

From a thinkers' forum to a cultural crucible for Anglo Indians, and now, a social platform for business associates to shoot the breeze, the Bowring Institute is a cheerful, approachable landmark.



*Meet, eat, play - the club is the space for all social life*

*Photos: Cletus Rebello*

Founded in 1868 by B. L. Rice, CIE, Director of Public Instruction, Mysore, with a group of philanthropists, it was later named after L. B. Bowring, the then Chief Commissioner of Mysore and Coorg, and a president of the club. Its founding principle was to be a forum for the intellectual and moral improvement of Bangaloreans.

The club today is refreshingly unabashed and unpretentious: a colourful melange of old-world Bangaloreans in quest of a quiet drink and a read, and a cost effective networking space for professionals and business people.

Out on the tennis courts, young girls and boys go through their paces alongside sprightly and dapper veteran members whose form belies their age. On the lawns, the first of many sundowners are sipped thirstily; inside, there is a growing buzz - bingo (housie) players are calling out numbers; in the hallway, card players are settled in an intense session of rummy, whist and bridge. From the billiards table, there is a sharp satisfying crack of ball against cue.

The club cherishes traditions from the past: the annual May Queen Ball is part of its Anglo Indian heritage, conjuring wistful images of young girls in pastel dresses holding their dance cards. The presence of these pretty girls was a cause of much anxiety to the establishment of the Bangalore Club down the street! While Bollywood music and dance find more favour than waltzes, the girls are still as pretty as ever.

The club keenly promotes the sporting prowess of its members. It has the first ISO 9001-2000 recognition and boasts of 4355 members. From vegetable and grocery shopping to working out and getting groomed to hosting out of town visitors, the club has worked its way into the daily routine of its members.

Tel: +91 80 2222 8881-4  
www.bowringinstitute.com



"My mother has been a member of the Institution for a long time and I used to sit in this billiards room and watch my older brother play. I could play billiards from the age of 10 but the club would only allow people above 14 years to play. One day though, I just picked the cue and started playing along with my brother. But the person in charge of the room found out and refused to let me play. Today, when I look back at that incident, I cannot help but smile. The club has given me an honorary membership now for my achievements in the game, though I could have got the dependent's membership from my mother.

I spend most of my time here in the billiards room or the swimming pool. I love to socialise and Bowring Institute has many activities where one can meet different people. Every time my cousins come down to Bangalore, there is bound to be a family dinner here."

*Pankaj Advani, World Billiards Champion, 2005, and World Snooker Champion, 2003*

## Black Dog cocktail

### Whisky Sour

- 2 parts of Black Dog
- 1 part of fresh lime juice
- 1 teaspoon of sugar per glass
- 1 cocktail cherry
- 1 slice of orange
- Ice cubes



Place five or six ice cubes in a cocktail shaker. Add the whisky, lime juice and sugar. Shake well and strain into a cocktail glass. Serve with a slice of orange and cocktail cherry speared together on a stick.

www.worldofblackdog.com



## Century Club - 100, going strong



A truly Indian club started by distinguished Indians and fostered by royalty, the Century Club is a tribute to the engineers, architects and government officials who made the erstwhile Mysore State the most progressive in the country and laid the foundation for the growth of Karnataka state.



"I have been a member of Century Club for over 30 years. In the early 70s, there were not too many badminton courts in the city, and Century Club was one of the few that had one. I practised and played many memorable matches at Century Club. Nowadays, I go there with my family, and we usually frequent musical events. The best part about the club is the location, and my favourite thing to do there is to just sit on the lawns."

*Prakash Padukone, Badminton champion  
Indian National Champion, 1970-78, Winner of the Commonwealth Games, 1978, All England Badminton Championship, 1980.*

Conceived by the visionary engineer Bharat Ratna Sir M. Visvesvaraya in 1917, the club was meant to offer "a common meeting place for people and profit by meeting with leading men from beyond the state who might be visiting Bangalore".

Located in Cubbon Park, a landmark garden in the city, it derived its name 'Century', from the number of members it expected to have. Today it has more than ten times this number, who are enjoined to observe its founder's request that members should conduct themselves with dignity. Sir Visvesvaraya, who had earlier formed the Deccan Club in Pune, was keen to promote what he felt was good in English society, particularly their orderly habits, punctuality, restraint in speech and social behaviour.

While tennis, golf and cricket were popular with the members of the club in earlier days, badminton is the most popular game now. With several technically qualified members on its rolls, the Century Club has continued to build various facilities. They managed to build the Diamond Jubilee Hall in just nine months; an achievement that would have surely gladdened the heart of the country's foremost architect and the club's founder.

A cool breeze wafts across a large manicured lawn into the patio bar; there could be a party happening in the conservatory. It could be time for a post work savoury snack and steaming cup of coffee or perhaps a drink before dining sumptuously. Contentment rules with quiet assurance here.

Tel: +91 80 2224 0650  
centuryclub@vsnl.net.



### Black Dog cocktail

Whisky Cooler

- 50 ml Black Dog
- 25 ml fresh lime juice
- 12.5 ml Sugar syrup
- ginger beer

Shake all ingredients (except the Ginger beer) with ice and strain into an ice filled highball glass. Top with ginger beer. Garnish with an orange zest.

[www.worldofblackdog.com](http://www.worldofblackdog.com)

Right: The stylised bar at the Century Club  
Photos: Cletus Rebello





"Golf is life. If you can't take golf, you can't take life."

*Anonymous*



*Photo: Ramya Reddy*



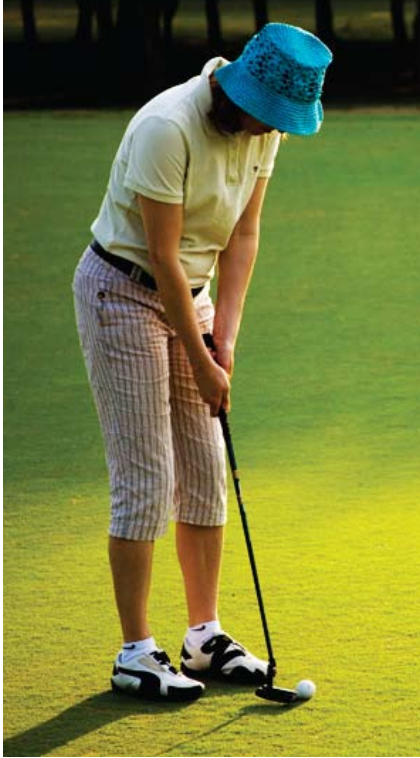
## Stroke play on the tee



From athletic teenagers to millionaire CEOs, golf has an ever-growing fan following. With corporate sponsors backing national and international tournaments and the mass media projecting it as a Signature sport on par with tennis, the game has never had it so good.



*"What other people may find in poetry or art museums, I find in the flight of a good drive". ~Arnold Palmer*



Photos: Ramya Reddy



Photo: Sandhya Mendonca

Golf has got the glamour. It has the glitz. And it has grown so rapidly in Bangalore that even members have to book days in advance for a game at the Karnataka Golf Association (KGA) course, the Bangalore Golf Club (BGC) or any other links that will have them.

Tennis and squash hold their charms for the fitness fanatics. Chess calls the Machiavellian mind. Golf is the magnet that exercises its pull over the rich and powerful. And yet, it is the game in which even the most seasoned pro turns egalitarian and seeks the advice of the caddy who lugs his golf bag around. The greens hold irresistible allure for high fliers who despite being hard pressed for time, indulge in a leisurely walk across a hundred acres, taking the occasional chip shot, drive or putt.

Golf in all its glory has captured the imagination of corporate India; its die-hard devotees boldly countering inclement weather and ridiculously early alarm bells. Like golfers around the world, they subscribe to the view that the game promotes a sense of corporate camaraderie. In fact, 90 per cent of Fortune 500 Company CEOs tee off, even in the face of mounting work pressures. The stimulating green expanse offers a refreshing alternative to the pressure-cooker boardrooms lined with eyeballing executives.

Big ticket sponsors like United Spirits Ltd (USL) have given a fillip to the game through consistent associations. The most prestigious of these is the McDowell's Signature Club Golf Championship - the biggest amateur club golf tournament in India. In 2007 the sixth edition of this championship saw 4500 golfers from 30 leading clubs across 20 cities in India and Nepal, vying for the prestigious title. Finalists from the four regional champion clubs competed in a spectacular finale at the Burapha Golf Course in Thailand.

The glamour and prize money is encouraging youngsters to address the ball right or to putt perfect with the help of high priced coaches. Dozens are showing promise of becoming the national, even global champs in the near future.

Golf was first popularised in Bangalore by army officers, many of who played in make-shift courses in the sprawling camp grounds of the Madras Sappers or Madras Engineering Group (MEG) and the Army Supply Corps (ASC). Maharajahs and members of the royalty also played the sport. The Army and the

Air Force each have 18 hole golf courses which are primarily meant for the officers, though a limited number of civilians are also permitted to play.

The Bangalore Golf Club, founded in 1876 is the second oldest in India. It has the distinction of hosting, along with Chennai, the oldest inter-club tournament in the country, which started in 1878. The bar at the Bangalore Golf Club holds interesting memorabilia tracing the history of the club. The par 71, 6650 yards, 18 hole course has been deftly packed into just 60 acres of land.

The KGA was conceived in 1973 by a small group of self-confessed golf addicts, but it was only in 1981 that the then sport loving Chief Minister R. Gundu Rao sanctioned 124 acres of land in Challaghatta. It took five more years of collecting funds and the goodwill of another chief minister, Ramakrishna Hegde, for the course to become a reality. The first phase of the course was designed by Peter Thomson, the 1965 British Open Champion. It was completed in 1986, and within the next ten years, it helped create national champions. The Indian Golf Union rates it among the top four courses in the country.

There are private golf courses such as Eagleton, an 18 hole, 72 par US PGA standard golf course, an hour's drive along the Bangalore-Mysore highway. The Prestige Leisure Resorts course is fast nearing completion near the new international airport.

Going by the numbers of the hopeful waiting to tee off, the city is well and truly in the sway of "the passion, an obsession, a romance, a nice acquaintanceship with trees, sand, and water".

[www.signaturegolfing.com](http://www.signaturegolfing.com)



Par for the 19<sup>th</sup> hole

Graphic: Vipin Chandran



# Where eagles dare



Just 30 kilometres from Bangalore's hustle and bustle, life slows down literally to a leisurely walk. With multiple attractions, Eagleton is where the avid golfer, the power broker, the weekender and the holiday maker head to.



*This 168 acre expanse of lush green has over 20000 trees.*

**E**agleton is indeed a way of life for those who have the method and the means to tee off. With a championship golf course, a high value residence, a holiday resort, a conference venue, and a restaurant, this is indeed a perfect location.

This golf village, rated the 4th Best Golf Course in the subcontinent by Asian Golf Monthly, is the creation of Pacific Coast Design Pty. Ltd. An impressive example of eco-friendly space management, the course follows the natural contours of the land, leaving large tracts of space for trees and the rich green expanse. Host to the first ever Ladies European Golf Tour in India last year, this 18 hole, 72 par US-PGA standard, championship all season course is rich in challenge, innovation and natural appeal.

Sure, Eagleton is the kind of place where you will find a Randhawa or a Nonita Lall or even perhaps a Greg Norman on holiday teeing off. But it is also the greens where the acolyte is as comfortable as the pro is keen. The Professional Golf Academy has 25 bay flood-lit practice driving range, putting and chipping greens and

comprehensive training facilities for the new entrant. Multiple tees, night lit water bodies, dramatic fog effects and fountains, and the strategically planned layout cater to different handicaps and skill levels. Impeccable maintenance ensures that the course remains an environmental paradise.

But you do not have to be a metaphorical ornithologist to come to Eagleton. The restaurant, for instance, is a haven where you can forget the birdies and eagles and think food...good food at that. The chef is accomplished and the kitchen fires do stoke up an appetite that is, in keeping with the parlance, par for the course.

First however, do drop in at Kingfisher Swing, the very special lounge bar. With cocktails, highballs, single malts, ales, liqueurs and other assorted throat lubricants, you are never too far away from the mood that you wish to be in. There is infinite wisdom in leaving it to the barman to shake up something here, add a dash of something else there and come up with a concoction that is not much different from the proverbial magic potion.



M. Ashok Kumar, Chairman and Managing Director



Golf may be the big ticket, food and drink may be the bait, but a getaway to Eagleton has a lot more. It has everything that the best resorts have from racquet game courts, multi-level swimming pool, a power gymnasium to horse riding, health club, billiards and snooker. Not to mention the lavishly appointed soak-it-all-in spa.

It is logical that the greens, which traditionally has been the meeting ground of tycoons has all the facilities to shape business strategy or negotiate a deal. What could be concluded over a handshake at the 18th hole can actually begin in one of the many conference halls, complete with top-of-the-line multi-media hardware. These facilities are complemented by the 107 classy suites, deluxe rooms, the restaurant and shopping arcade. Begins to sound more and more like an off-the-beaten-track business hotel, does it not? Without doubt, an excellent venue for corporate workshops, HR rally-arounds and post target victory unwinds.

So attractive is the total package at Eagleton that it is the perfect nest for homing high-fliers. Eagleton Enclave and The County are picturesque residential estates within the golf village. With every lifestyle amenity you can think of, housekeeping and maintenance of the highest order, this makes for one of the most envied gated communities in and around Bangalore. Eagleton is a great way to live indeed, with the ultimate privilege of golf literally in one's backyard. As Wodehouse puts it, "the world would be a better place and we should hear less of all this modern unrest."

Tel: +91 80 2263 2222  
[www.eagletonindia.com](http://www.eagletonindia.com)





"In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence."

*Jamsetji Tata, (1839 -1904), pioneer of modern industry in India*



*Photo: Ramya Reddy*



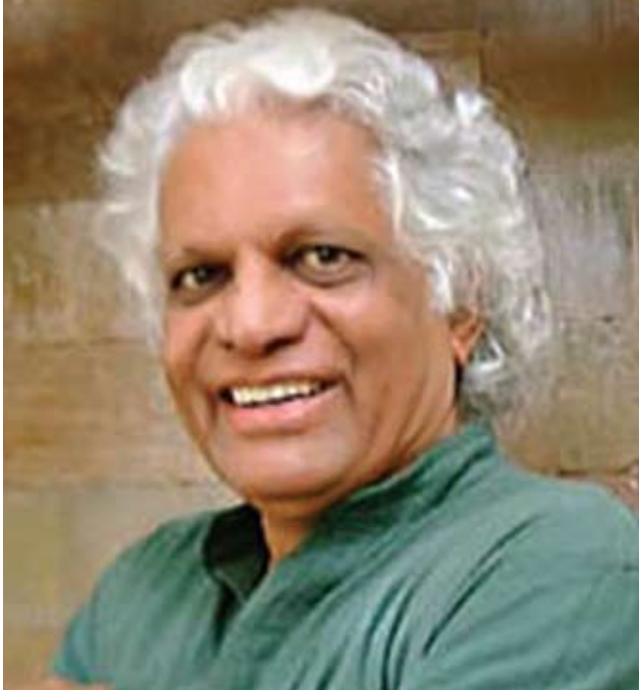
## Noble acts



Corporate India's social conscience was awake long before Corporate Social Responsibility (CSR) became a buzz word. Indian history abounds with stories of benign deeds of the rich and the mighty, and philanthropy has always been a prized virtue amongst business people.



Photo: Ramya Reddy



Dr Ken Gnanakan

Dr Ken Gnanakan, General Director, ACTS, answers questions about channelising CSR through NGOs.

**What do non-government agencies expect from corporates?**

NGOs need the goodwill of both the public as well as the government to accomplish their goals in urban settings and the remotest parts of our country. Most NGOs rely on grants from governments or from private donors. The concept of CSR is gradually coming into India with some of the big corporates setting up funds for charity but there is much more that could be done.

**What are the areas of activity of ACTS?**

ACTS is committed to socio-economic and environmental development. We have a three-pronged operation – Education, Environment and Health, with education being the tool in each. You have heard the adage – Give a man a fish and you feed him for today; teach him how to fish and you feed him for life.

Our environmental activities are focused on educating at various levels, largely through PEAS, the Programme for Environmental Awareness in India that we run in schools. Health and nutrition are major concerns for the poor. We do not build large hospitals, but are involved in community health which is an even more crucial need. This involves holistic education for families to prevent disease rather than cure it when it comes.

One of our major roles is educating NGOs through programmes such as a Masters in Development Studies and even an MBA in NGO Management. This is an Asia-wide program, now reaching parts of Africa too. Indira Gandhi National Open University (IGNOU) in Delhi has called upon our expertise.

**Do most NGO programmes require grants?**

Health programmes and direct educational interventions in poorer rural and slum areas are all charity based and require grants. There are many NGOs who work in remote areas on some very noble programmes and these do require ongoing funding. Grant makers should be open to such needs.

But in ACTS, our urban educational institutions only require start-up funds. Schools can generate fairly good incomes for themselves, as we have proved. Now we have started a University College as well as The William Carey University in Meghalaya, a private university, both of them run on self supporting programmes.

The William Carey University is a unique socio-economic development model that will attract investors into varied commercial activities - horticulture, floriculture and other appropriate areas that will explore the utilisation of natural resources of the region. The people who live here must benefit directly, but the investors will reap good profits too. And yes, all this in a university!

**How should NGOs evolve?**

There will always be the requirement for funding, but grant makers should begin to design some financial management and accountability criteria to help NGOs evolve into more responsible fund managers. My big dream for any NGO, in this case, ACTS, is that it will be a self-funded NGO which will also generate funds so that we can assist smaller NGOs.

Tel: +91 80 25531025  
www.acts.co.in



ACTS believes in health for all

From merely doling out money to the poor, corporate citizens are taking active pride in providing opportunities for the less privileged to access education and employment.

Operational NGOs, very often voluntary agencies offer many options in both small and large scale community operations for those interested in helping the needy.

ACTS is a non-governmental organisation working for holistic development in rural and urban areas of India. It draws upon the expertise of a network of experts from government and non-government agencies, universities and other agencies.



## Unlimited food for hungry minds

Ten central kitchens, state-of-the-art technology, 200 custom-built vehicles, 4500 schools and 827701 mouths all over India fed six days a week. Akshaya Patra keeps little children in school by revolutionising the mid-day meal programme across India and has garnered bountiful support from corporates and charities instituted by CEOs.



*With a mission to reach as many children as possible, Akshaya Patra's goal is to feed a million children a day by 2010.*

*Photos: Cletus Rebello*



A secular, not-for-profit trust, Akshaya Patra is based in the ISKCON (International Society for Krishna Consciousness) temple in Bangalore. Built over seven years on Rs 30 crore ( US \$7.5 million) of public funding, ISKCON decided to extend the temple tradition of giving food to its visitors to five government schools in the surrounding neighbourhood. Shri Chanchalpathi Das, Vice-Chairman of the Akshaya Patra Foundation, remembers that a group simply got together and said, "Let us cook some food." They had no idea what a phenomenon they were starting. "We had no government permission, but we chose government schools because we wanted to address the bottom of the pyramid and we wanted to do it every day," says Chanchalpathi Das. The secular nature of the government schools also ensures that the programme cuts across religions to benefit children equally.

Before the mid-day meal programme was initiated, children often only had a glass of milk in the morning or peanuts in the afternoon. With their only real meal being at night, children often fainted during the day. Once Akshaya Patra began providing a regular lunch, teachers were overwhelmed by the response; children in these schools became more energetic and enthusiastic. Enrollment also increased; children who were forced to work for their wages began coming to school because they would receive a meal that their families could not provide. There are touching instances of other schools stopping the Akshaya Patra vans and asking them to feed their children as well.

Akshaya Patra's success is based on its highly efficient cooking and delivery system. Kitchens that maintain strict hygiene are designed to cook enormous quantities of

food daily. Industrial steam generators cook enough rice for 1000 students in 15 minutes in South India and in North India, ingenious machines make 10000 rotis an hour. The food is packed into custom containers with minimum human handling and is delivered in specially designed vehicles.

Akshaya Patra currently operates in Karnataka, Rajasthan, Gujarat, Orissa and Uttar Pradesh. While most of the areas served are urban and semi-urban, the foundation also serves rural areas through decentralised kitchens which are run by women's self-help groups. These decentralised kitchens also provide employment for women in remote regions.

The foundation sees its work as not just charity, but as something that will fuel the next generation in the country. It believes that an educated populace is the key to a better society and a hungry child cannot learn. Its work has garnered well deserved accolades, including the Karnataka Rajyotsava Award 2003 and the Government of Rajasthan Independence Day Award, 2006. The same year, students from the Harvard Business School came to India to study the foundation's programme and introduced it as a case-study in the Harvard Business Journal as a model of time-management.

Akshaya Patra has also garnered an impressive amount of public and private support. Alexius Collette, CEO, Philips India, notes that "the food preparation and distribution is very well organised; a jewel in India." All the governments of the states in which it operates contribute towards feeding school children.

Companies such as Citigroup, Deutsche Bank, Philips India, HDFC Mutual Fund,



Shri Chanchalpathi Das

Airtel Bharati Enterprises, ICICI Bank and the Aditya Birla Group support the foundation. Other charitable organisations such as the Infosys Foundation, the JSW Foundation, the Prashant H. Fadia Foundation and the Deshpande Foundation all buttress Akshaya Patra's important mission. In fact, the Infosys Foundation has solely funded the kitchen in Hubli (North Karnataka) to provide food for 200000 children a day.

Akshaya Patra is constantly improving its kitchens and systems. South Bangalore was the first to have a custom designed gravity flow kitchen. This design maximises operational and cost efficiency. By feeding hungry children, Akshaya Patra is feeding not just the bodies, but also the souls of children who will run India.

Tel: +91 80 2347 1956 / 2357 8346  
www.akshayapatra.org



# Out of the vicious cycle



**Christel House.**  
*India*

Given a top rating by Charity Navigator, an independent American charity evaluator, Christel House is a non-governmental organisation that stands out for succeeding in its purpose of educating poor children, for transparency of finance and efficiency of operations.



*"Christel House focuses on lasting transformation, not temporary sustenance," says DeHaan. "It is the difference between giving a man a fish for a meal today and teaching him to fish to provide for himself and his family in the future."*

Christel House was founded in 1998 by Christel DeHaan, the co-founder of one of the largest vacation exchange provider in the world. After selling the company in 1996, DeHaan has dedicated her life to making a difference in the lives of children living in poverty. Christel House International has learning centres in India, Mexico, South Africa, Venezuela and the US.



The Christel House Learning Centre in Bangalore is a remarkable institution. With a drop out rate of less than 2 per cent (it is 25- 28 per cent in Government schools), all its students are from slums, low-income neighbourhoods or shelters with family incomes at a maximum of Rs 2500 (approximately US \$62) per month.

Founded with a mission of helping children break out of the cycle of poverty to become self-sufficient and contributing members of society, the Learning Centre began with 320 students in 2001 and in 2004, moved to its own campus in the northern side of the city. A distinguishing factor of the school is the all its general and administrative costs are borne by Christel DeHaan, making it possible for 100 per cent of all contributions to go to programmes.

At first, running the school was a challenge as students spoke many different languages and were not used to a structured school environment. A testament to Christel House's success is that students are now fluent in English, well mannered, technologically savvy and can compete artistically, athletically and academically with students from the best schools. The education provided at Christel House is multi-faceted with training in languages, computers, the arts and music, field trips and inter-house competitions.

A recent audit report on the Learning Centre carried out by three independent educationalists in Bangalore found that "students are very happy and involved with their education" and that the "staff, in addition to the students, shares a positive attitude about the school."

The basis of Christel House's success is the fact that the school takes responsibility for the students from the time they enroll in school until they find a job. This responsibility includes not only education, but regular meals, physical and psychological health programmes, life skills training and enrichment activities. Since many of the children do not have health records or immunisations, the school also provides these services.

The school also gets parents involved with regular parent-teacher conferences. Since all the children come from background where education beyond a certain point is not possible, the students often learn things their parents do not know. Therefore, parents are not only updated on their children's education, but they are also informed about how they are integral to their child's development in areas such as socio-cultural skills, hygiene and civic awareness. Christel House also conducts programmes for parents and the community on skills such as saving habits, environmental awareness and health issues such as AIDS.



Giving students the skills to succeed becomes a living motto with examples such as the Christel House film team. Three students were educated on film making in a four-day workshop. The students decided to take the skills learned and create a documentary based on how Christel House changed their lives. One of the students, Rakshitha, narrated her story; and the documentary, Rakshitha's Story was born. The film was among 57 from around the world selected to be screened at the Kids for Kids International Film Festival in Naples, Italy. At the iEARN conference in 2007, two Christel House student films were judged the best in their categories for documentary and animation.

With a growing student body being equipped to enter society as skilled and confident people, Christel House is reaching its goals of giving children the tools to break out of the cycle of poverty.

Tel: + 91 80 6597 9122 /133/144  
[www.in.christelhouse.org](http://www.in.christelhouse.org)

CHAPTER 24 | MEDIA



"We do not belong to the past dawns but to the noon of the future."

*Sri Aurobindo, (1872-1950), Indian nationalist and philosopher*





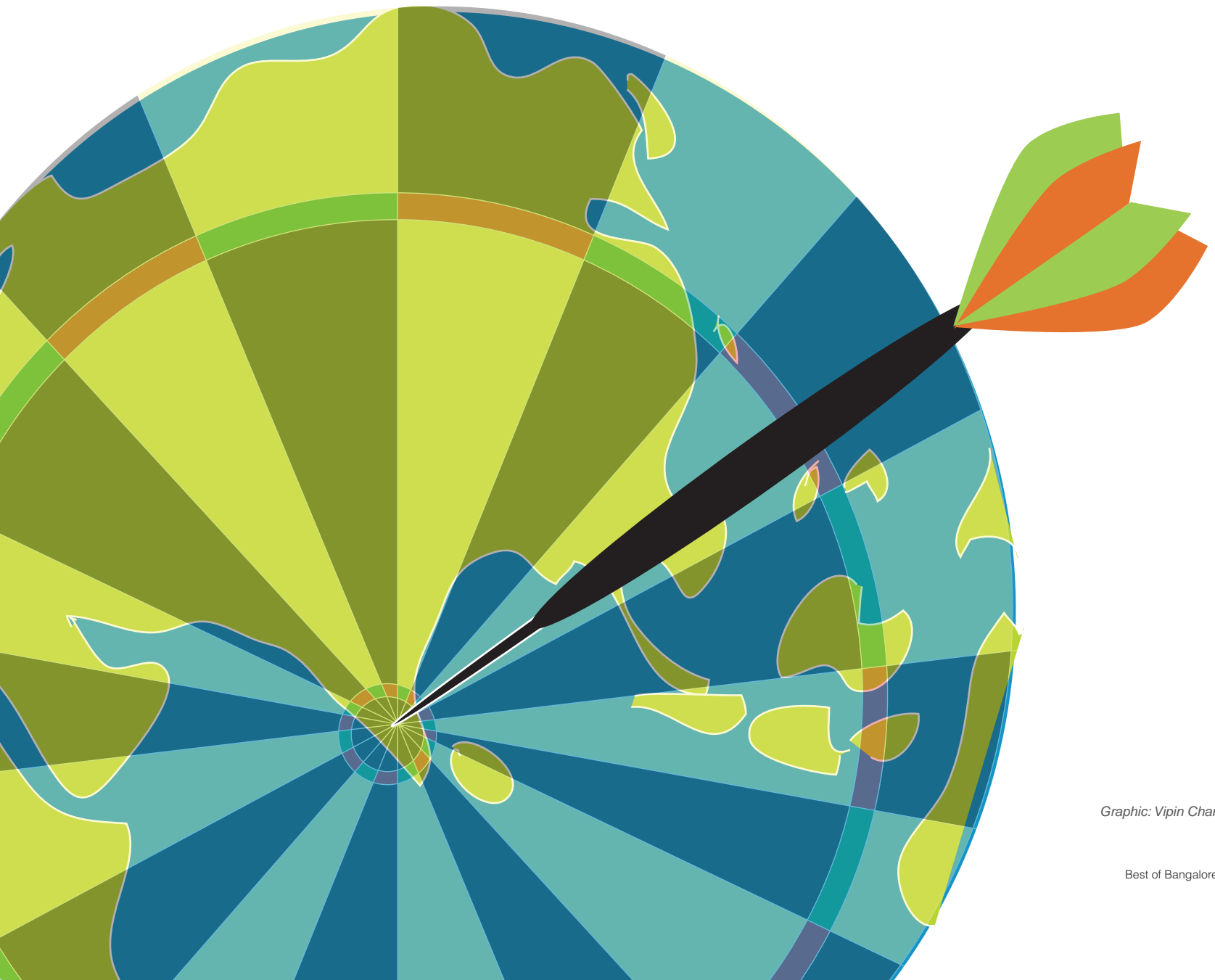
## Converging global media



Cutting a bold swathe through the clutter of media, Raintree Media holds a unique position, converging every form of media into a cohesive whole. It combines the passion of a creative boutique with dynamic and streamlined services as a knowledge process outsourcing (KPO) and New Media firm.

**B**ased in Bangalore with clients from all over the world, Raintree has the advantages of a boutique company and an organisation with international reach. Its business model has three verticals: content writing and publishing, brand building, music and art promotion.

Managing Director Sandhya Mendonca explains: "Raintree Media has been ahead of its time, perhaps subconsciously sensing that the wheel would turn full circle. The buzz today is about convergence at the delivery end - to stretch a brand strategy seamlessly across consumer touch-points and media platforms. This is what we have already been practicing, as vouched for by our clients. We offer ourselves as the sole agency driving a client's marketing collaterals - be it a blog, website, brochures, advertising campaign or pr".



Graphic: Vipin Chandran

Writing, editing and publishing is one of the firm's core strengths and is the key to its knowledge process outsourcing division. Indeed the 'Best of Bangalore' is testimony to Raintree Media's skills; this publishing project being a joint venture with the international publisher of the "Best of..." series of books. The series will soon extend to a number of other Indian cities shortly in a continuation of its exciting relationship with Global Village Partnerships (GVP).

It is perhaps the boutique shop or studio attitude that makes life so rich and the projects so rewarding at Raintree Media. Apart from writing and publishing, Raintree Media helps launch lounges and restaurants and creates events to showcase art. Pulling off the impossible is the high that keeps the adrenalin flowing: writing and editing a restaurant guide in 30 days, cobbling together a media team overnight for a corporate challenge, rescuing an international musician from a flood, juggling between a growing client roster from a wide gamut of industries: technology, leisure, lifestyle, schools and corporates.

A portfolio as varied as this is largely due to the personalities around which Raintree Media is built. A sense of humour and passion for music, film and theatre is the leitmotif of the writing skills of the founders Sandhya and Allen Mendonca, who have vast experience as journalists and writers for national and international publications.

Apart from writing on subjects varying from politics to commerce, travel and lifestyle, Sandhya has honed her skills in the media world through consultancy to corporates like the ITC-Welcomgroup chain of hotels and by serving as a Visiting Faculty Member at the Indian Institute of Management, Bangalore.

Director Allen Mendonca is one of the best known journalists from Bangalore. A Consulting Editor for Explocity, he is a contributing writer for several national magazines and books. A sharp analyst who is able to feel the pulse of the times, he has instilled the attitude that helps the agency to separate product from puffery. He drives Raintree Media's custom publishing and writing division.

Creative Director Sunu Charles has over 20 years in advertising, having worked on a variety of multinational as well as Indian brands. His influences of eclectic reading and an enormous collection of music often provides for startlingly different perspectives.

These are the lead strengths around which a young and dynamic team operates with banter, cheer, goodwill and a lot of hard work. Everybody has a right to voice their opinions and have equal opportunities to hone a variety of skills.

If all this makes you believe that life seems great fun at Raintree Media, you are quite right. It is, most of the time. That is the nature of work in this integrated media setup. Oh yes, targets are set and met, deadlines most often delivered, the late night candle is burnt, but the joie de vivre never flickers out.

As Raintree Media moves from strength to strength, it envisages a service that seamlessly runs through its diverse verticals. "It is quite simple, really," insists Sandhya. "If a brand is a personality, it better look good, be intelligent, friendly, passionate and engaging."

Tel: 91 80 41329394/ 41329395  
www.raintreemedia.com



*Sandhya Mendonca,  
Managing Director*



*Allen Mendonca,  
Director*



*Sunu Charles,  
Creative Director*

*Photos: Asha Thadani*

## The colour of music

radioindigo  
91.9 fm  
the colour of music

With programming that captures the global sensibilities of cosmopolitan Bangalore, it is no surprise that Radio Indigo has not only made it to Elle's Hot 100 list, but is the FM station of choice for the hip and happening set.



*National Programming Director Geoffrey Thomas, Meghna Dhawan & Ayesha D'Souza - RJs who add colour to the airwaves.*

A Jupiter Capital venture, Radio Indigo, 91.9 FM, started beaming out of Bangalore on September 19, 2006 and immediately connected with the city's music lovers. As the country's only international radio station, Indigo's programming mix of pop, hip-hop, rock, metal, jazz, dance and world music not only ensured its success in Bangalore, but encouraged it to start programming in Goa as well.

Indigo's imaging was done by TM Century, Dallas, USA, the company behind the imaging for internationally acclaimed radio stations around the world. Sean Caldwell, the talent behind radio stations from New York and New Orleans, voices the station stings and sweeps, giving Indigo a truly international sound. Top-of-the-line studio equipment like Studer and Tascam consoles and a technologically advanced Rohde and Schwarz transmitter ensures the highest quality in station output.

Says Sanjay Prabhu, Director and COO of Radio Indigo, "Indigo was started with a core passion for international music. Bangalore has been connected with Western music for over a hundred years. Western music classes have been taught here since the late 19th century and bands of every kind, both local and international, have been performing here since then. This is also a city where people have tuned into international radio stations for decades. We believe we know this pulse and want to play music mentor."

Indigo, with a library of over 15000 songs, takes a multi-faceted approach to programming and one of its most pleasing features is its eclectic team: well-known RJs like Rohit Barker and Geoffrey Thomas with newbies Meghana Dhawan and Ayesha D'Souza providing pizzazz and zing. Tune in and you will find that the RJs pass along important tidbits of information, take on civil campaigns and entertain you with interesting interviews.



Rohit Barker and DJ Ivan's Hotmix set feet tapping on Saturday evenings



Bob Bonastre at the Indigo and Blues Festival

Indigo's appeal lies in the variety of its programming, which changes according to the pace of the day. Start your morning off with Indigo Rising and then move on to shows such as Day Trippin and the Indigo Jukebox. A commute home that often involves a traffic snarl is lightened with the music from Cruise Control in the evening and adult contemporary music on Geoffrey Thomas' show Night Patrol keeps you company till midnight.

Because of the varied audience tuning in, Indigo has come up with specialised programming for the weekends. Indigo Time Tunnel lets an older generation tune into their favourites while Ryan Seacrest introduces the songs on the American Top 40 countdown and Casey Kasem does the American Top 20. DJ Ivan and Rohit Barker heat it up on Saturday nights with the Indigo Hotmix, which plays the most popular dance tracks, while Indigo Fresh premieres new tunes for the first time in India.

Sunday nights find Bangalore tuning into Indigo and Blues with Radha Thomas, which showcases jazz, blues, bebop, contemporary jazz and fusion from all over the world followed by the Putumayo World music hour with Dan Stroper and Rosalie Howarth.

Junior RJ, another weekend special, lets a chosen pre-teen handle the console for one hour and play his or her favourite tracks. Far from the expectation that these young music RJs would only stick to bubble gum pop, listeners are often surprised with rock, rock and roll and metal. Indigo also aired the Live Earth concert, a whopping 24 hours of music coverage from around the world in 2007.

Indigo's affiliation with Bangalore goes far beyond that of a radio station playing songs. In December 2007, Radio Indigo along with liquor label Black Dog and German cultural centre Max Mueller Bhavan, organised the Indigo and Blues International Jazz and Blues Festival. It was one of the first jazz festivals to play in the city in almost 15 years. Bangalore favourites such as the Amit Heri Group and Gerard Machado Network performed at the festival, alongside groups such as Cafe Du Sport from Germany, the Matt Littlewood Trio, French guitarist Bob Bonastre, Junckt, Global Unity, Moon Arra and the Barracuda Blues Band. The festival received an enthusiastic response and is the first of many to come.

While there are countless talent hunts for rock and heavy metal bands in India, Radio Indigo decided to try a different approach to a talent search. In July 2007, Indigo launched the country's first campus Acoustic Talent Hunt - Indigo Acoustic. St Joseph's Commerce College walked away with the prize for best group among talented young musicians from all over the city.

Radio Indigo is committed to bringing the best in international music and entertainment to longtime music aficionados in the city and in Goa, and has plans to extend to other cities.

Tel: + 91 80 2550 2919  
www.radioindigo.fm



*"Radio Indigo is the sound of Bangalore – cosmopolitan, vibrant, fresh, energetic and nonconformist."*

Sanjay Prabhu, COO, Radio Indigo



# Empowering Karnataka



In a polity that prides itself on the welfare of its people, citizens have the right to be informed about policies and projects which will better their lives. With a mandate to communicate the Government's programmes, the Department of Information of the Government of Karnataka acts as a harbinger of change by providing a critical link between the Government and the populace of 53 million.



The award winning Republic Day tableau

Disseminating information through a variety of media is the mission of the Information Department, formerly known as the Department of Information, Tourism and Publicity.

The Department uses a multimedia approach, in the true sense of the word, to execute its duties. It employs innovative and effective field publicity through exhibitions, advertisements in print, TV and hoardings, 'edutainment' through plays and street theatre, traditional folk arts, developmental literature and cinema. The Department has 29 exhibition units, one in every district headquarters. Each unit has a multimedia projector, an exhibition unit and other publicity material. Its award winning tableaux at the annual Republic Day Parades in New Delhi highlights Karnataka's culture to the rest of India.

The role of the Department is manifest in the many ad campaigns it undertakes. The campaign for 'Stree Shakti', a programme that empowers women through self-help groups, is one of its major successes. It spiralled into a social movement against such evils like dowry, drinking, gambling etc. 'Yeshaswini' is another widely publicised programme that has helped farmers and the rural poor benefit from medical insurance and the best medical treatment.

The Department has also added to social improvement by similarly publicising schemes such as 'Suvarna Grama Yojane' which aims at the integrated development of the villages, 'Bhoomi' which has computerised land records through out the State, 'Bhagyalakshmi Yojane' that offers benefits to the girl child and another scheme of distribution of bicycles to girl students.

It highlights the achievements of the Government through massive publicity campaigns on occasions such as Independence Day and Republic Day. It draws on the effectiveness of the electronic media by screening development oriented short films and documentaries, spots and tele-films. It puts together a much appreciated news capsule 'Vaartha Sourabha'.

It publishes two journals 'Janapada' in Kannada which focuses on the development activities in the state and 'March of Karnataka' in English which showcases the cultural and historical heritage of the state. The magazines are widely circulated both among the masses and the elite.

It has a symbiotic relationship with the media, as newspapers, TV and radio are the tools to reach out to the masses. Each evening, it sends out an information package to every media house detailing the daily announcements of the various government departments. It organises field trips for journalists to enable them to get a first-hand experience of the many development activities implemented in the state that is being taken up by the Government. The Department has instituted welfare measures for media persons and its subsidiary wing, the Karnataka Media Academy, focuses on raising professional standards of journalism by publishing books and presenting awards to journalists.

Appreciating the role of cinema and the media as agents of social change, the Department actively promotes both. It offers subsidies to help make films of good quality and has instituted annual film awards such as Dr Rajkumar award and Puttanna Kanagal award to honour the best in the field. The Department, as a policy of the Government, offers subsidy to 40 quality films annually.

Soon to take off is a community radio service 'Namma Banuli' that will air information to rural communities about weather, modern farming practices, Government agricultural policies and the like.



Stree Shakti empowers women



A village girl sets off to school on a brand new bicycle

As a conveyor of vital information, the Department will soon provide single point access to the policies and projects of all Government departments through kiosks that have been set up across the State, including remote areas. This Rs 7 crore (US \$1.7 million) facility will be enabled through the prestigious Information Technology Network by late 2008.

Empowering people through information, the Department acts as the backbone of good governance.

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## Visual artistry

Ramya Reddy defies conventional definition of photography. She applies the digital medium to transcend a new level of photography which in essence is fine art imagery.





She goes beyond capturing images as they appear. While careful composition is a given in photography, Ramya applies conscious thought and effort to project the image her artistic mind conjures. She draws inspiration for her images and photo-illustrations from elements of the natural world and the endurance of the human spirit.

An alumna of the famed Light & Life Academy, Ooty, Ramya has specialised in the fine art of printing under the legendary digital fine-artist John Paul Caponigro in Santa Fe.

Her work is plentifully displayed here within the Best of Bangalore; most of the stunning chapter page images are hers. They mirror her passion for experimenting with different media, tones and textures, with inspiration drawn from alternative photographic techniques.

She divides her time between theme-based fine-art work, travel photography and commercial projects that align with her style.

[ramya@ramyareddy.com](mailto:ramya@ramyareddy.com)  
[www.ramyareddy.com](http://www.ramyareddy.com)





## Shooting by instinct

Seeking and discovering new photographic situations, her lens zooming in on what lies around the next bend in the road fuels Asha Thadani's creative impetus.



Whether she is squeezing through a thick, sunlight deprived mangrove jungle in the Andamans, setting up an ice-cold tripod at dawn on a freezing peak in Ladakh or working in the controlled comfort of the studio, Asha is after pure adventure as much as that rare magical image.

A successful advertising photographer, Asha started photographing people, places, history and cultures a decade ago. Largely self taught, she says, "I am guided by my eye and heart rather than any old textbook. I relish the challenge of relying on an instinctive eye for a picture".

Her photographs have been published in magazines, books, calendars and commercial projects around the world. There is plenty of evidence of her work within the pages of this book.

Asha has photographed some of India's most secluded and ancient tribes over the past year; this body of work will soon be published as a coffee table book.

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# CHAPTER 25

# BEYOND BANGALORE



"We travel, initially, to lose ourselves; and we travel, next, to find ourselves."

*Pico Iyer, (1957), essayist and novelist*



*Photo: Ramya Reddy*



## The road beyond

**Karnataka**  
One state. Many worlds.

Away from the hurly burly of the city are places where one can unwind and have a wonderful weekend.



*Shivanasamudra Falls present a breathtaking vista*



A temple at Channapatna



Cauvery Fishing Camp

Photo: Ramya Reddy

Take a walk on the wild side in the Bannerghatta National Park, just a few kilometres from the city centre. The 25000 acre sanctuary is home to elephant, leopard, sloth bear, porcupine, jackal, rock python, and many bird species. Take a ride through the lion and tiger safari and guess which of the tigers were brought from England by Bill Travers and Virginia McKenna, stars of the classic *Born Free*, who set up the foundation to help animals in distress.

Wander through the zoological gardens, find a resting spot beside the aviary or the butterfly park or get up and walk close to all manner of slithery creatures safe in their enclosures.

Nandi Hills is up north, close to the Bengaluru International Airport. The bracing air and serene environs of the hills, towering 1455 m above sea level, provided Tipu Sultan, and later the British, with the idyllic summer retreat. Here, one can take leisurely strolls or experience the spine-chilling thrills of paragliding. Two ancient temples dedicated to Lord Shiva grace the hill. For a magnificent view of the city, trudge to Tipu's Drop, a 600 m high cliff from where condemned convicts were pushed to their death.

In the valleys to the left of the hills stretch acres of vineyards that supply grapes to a winery where one can book a wine appreciation trip on some weekends.

Just an hour's drive from the city, en route to Mysore is Ramanagaram, where Ramesh Sippy shot his classic Bollywood western, *Sholay*. You can stand on the rock where Gabbar Singh mouthed his unforgettable phrase, "Arre oh Samba," and get your picture shot at your most menacing. The rugged rocks are home to bear and pangolin.

There are lots of interesting diversions you can take before you reach Mysore. Hare off to Melkote, a temple town where the ancient language of Sanskrit still thrives. Spend some time in a homestead in the coffee country Kodagu (Coorg). Or check into a resort close to the Bandipur and Nagarhole National Parks where you can see gaur and dancing peacocks, and if you are lucky, you might glimpse a tiger.

Focus your binoculars on the islands of the Cauvery in the Ranganthittu Bird Sanctuary and watch migratory waterfowl nesting in the trees. Tarry a while at Srirangapatna, Tipu's capital. And while in Mysore, enjoy the aesthetics of its grand buildings including the palace of the Wodeyars and marvel at the Brindavan Gardens, adjacent to the KRS dam.



The tiger safari is one of Bannerghatta National Park's main attractions

Discover nature's handiwork in the Shivanamudra Falls, 65 km east of Mysore. Wooded hills and lush green valleys cradle a small hamlet and two fine temples. Together they form a strikingly calm setting for the river Cauvery as it plummets 75 m into a deep rocky gorge with a deafening roar. Downstream is Asia's first hydroelectric project, established by the visionary engineer and statesman Sir M. Visvesvaraya.

If angling is your cup of tea, head for the Cauvery Fishing Camp or the Bheemeshwari Fishing Camp run by Jungle Lodges & Resorts and hook a mahseer, one of the greatest sport fish in the world. Measure the fish, posed for photos and set it free in the river.

You could also stop by at Sangam and Makedatu in Kanakapura taluk for a perfect one day getaway, Sangama, 100 km from the city, is a point where two small rivers flow into the Cauvery. From here one can trek 5 km to Makedatu through lush green forests and breathtaking hills, while you listen to the distant roar of the river.

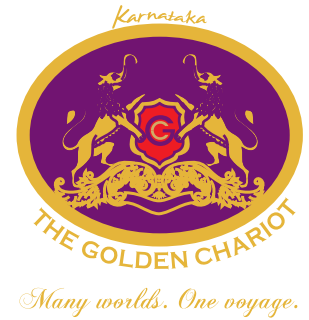
And if your wallet permits, you can board the resplendent Golden Chariot for an amazing train journey or you could soar through the skies in a helicopter, taking in a bird's eye view of the lush green countryside beneath.

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[www.karnatakaturism.org](http://www.karnatakaturism.org)



# Chugging through time

Flagging off every Monday from Bangalore, The Golden Chariot offers a seven-night, eight-day journey across time and space, starting from 21st century Bangalore via 8th century Aihole, to 16th century Goa.



It is no surprise that The Golden Chariot, Karnataka's first and India's third luxury train, is purple. Not only does it traverse terrain ruled by mighty kings of yore, it also treats you like royalty from start to finish.

Crafted by masters, the interiors of this regal locomotive reflect a cohesive blend of the rich culture of the vast state, the architecture of its elegant palaces and the intricate detailing of its splendid temples.

As smiling attendants, dressed in traditional costumes guide you aboard the 19 thematically designed coaches, you enter a magnificent world unlike any other rail coach. Tasselled curtains in peach and gold, walls adorned with art, engraved metal nut-crackers, statuettes in the Belur-Halebid style begin to weave a spell of enchantment.

In striking contrast with the sleek steel exterior, the interiors include hand-carved wooden panels on the roof and walls, exquisite hand-woven silk bed sheets patterned on those in vogue with the Mysore royal family and furniture inspired by Hoysala architecture.

Coaches proudly bear the names of powerful dynasties that ruled Karnataka: Kadamba, Hoysala, Rastrakuta, Ganga, Chalukya, Bhahamani, Adhilshahi, Sangama, Shathavahna, Yudukula, Vijayanagara; some flaunt the names of local birds: Kajana, Kogile, Minchulli, Marakata, Navilu; and others pay homage to cultural icons like Jambusavari, Dasara and Nandi.

On the track of luxury travel

The time travel begins at the check-in point which is at the colonial style Taj West End, Bangalore. Once on board, passengers chug into the hoary past as valorous stories of the Tiger of Mysore, Tipu Sultan, come alive at Srirangapatnam. Imagination goes into overdrive as the mind conjures images of the brave king's defiant battle to the end against the conquering British army. Secret messages to his allies the French, his love of environment and his gastronomic indulgence add flesh to the legendary heroic figure.

The next stop, Mysore, was the capital of the enlightened Wodeyar dynasty. It has much to showcase, all at a leisurely pace: museums, palaces, gardens and a famous zoo. Onwards, in the wake of the kingly pursuit of hunting; though with cameras and not guns, at the hunting lodge at Kabini. A safari by jeep or boat is an amazing opportunity to admire the serene splendour of nature and wildlife.



This is also a culinary journey with the menu offering ethnic and festive Kannadiga dishes, served in silver cutlery. You could opt to be served in your private coach or at either of the two restaurants with tables aptly placed by wide windows. And as the delightful countryside unfolds outside, the wine, the food and the music make for a mellow meal time indeed.

The train moves on to the wondrous temples at Belur-Halebid with their in exquisite sculptures. The attractions include the Chennakeshava temple built in 1116 which took the Hoysala Kings a full 103 years to complete. Hampi, the next stop, was the capital of the Vijayanagara empire, the largest in post-Mughal India. Its architectural beauty is an eye-opener to the grandeur that was ancient Karnataka.

Pages from the history of several centuries unfold through cave art at Badami, the capital of the Chalukya Kings and at Aihole and Pattadakal. A surprising fact is that people still carry on day-to-day existence amidst the 6th-12th century temples.

On now to the grand finale, picturesque Goa, which is beautiful come rain or shine. This neighbouring state which has a strong Portuguese pedigree is the perfect destination for any kind of vacationer; the place has a magical ability to wrap you in its own dreamy pace.

Wi-fi, plasma TVs and DVDs offer a surreal experience of living in two time zones - one that befits modern day royalty who can keep tabs on business in the conference coach in between de-stressing sessions at the Ayurvedic spa or even a brisk work out at the state-of-the-art gym. The whole experience is tailored for utmost luxury; the road transport for sight-seeing at various locations is in the cushioned comfort of Volvo buses with hi-tech suspension.

This is an epic journey that segues the past and the future, old and new, traditional and contemporary, and is both timeless and time bound.

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[www.thegoldenchariot.org](http://www.thegoldenchariot.org)

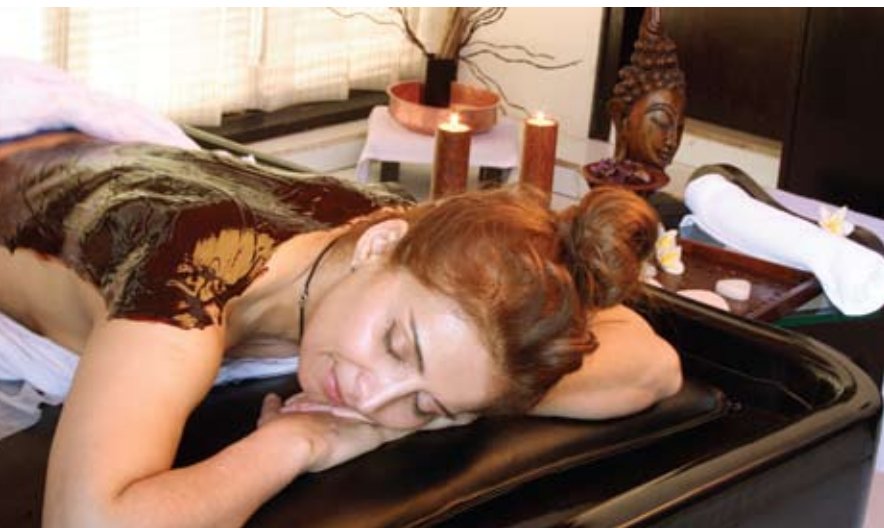




# Nature's therapy



Set in 10 lush acres The Windflower resort is aptly named after the feathery flower that serenely skims along with the wind and together with the Emerge Spa, epitomises the beauty of an unhurried life to create a 'body-soul reunion'. Emerge has been cited by Asia Spa India as among the 10 Best Spas in India, nominated in the Best Spa in Complimentary and Alternative Medicine category in the Spa Asia awards, and by Asia Spa Peronia Awards for Best Spa Exterior, Most Innovative Spa and Best Spa Marketing.



The signature Chocolate Indulgence Massage at Windflower's spa, Emerge

The sunken swimming pool is bordered by vibrant bougainvillea and a waterfall

A starburst of yellow and purple flowers sway gently to the rhythm of the breeze, and the reflecting pool that separates two rows of Balinese-style cottages mirrors the sky's every whimsical change. Windflower is dotted with details that cajole you into slowing your pace down – the reception adjoins a sculpted landscape of a woman in quiet repose; the resident pet is the talkative and colourful parrot 'Rosie' who stares curiously and greets you excitedly.

Located in India's heritage city, Mysore, Windflower abuts the city's prime landmarks. The resort is situated behind the Mysore Race Club, Jayachamaraja Wodeyar Golf Club is the adjacent property and the Mysore Palace is three kilometres away. The advantage of location gives it a unique proposition – it strikes the right balance between being the only resort in the heart of the city and a beautifully landscaped sanctuary.

Founded in 2005, the resort is owned and operated by the Mysore based Siddharta Group. The Group launched its flagship hospitality venture Siddharta Hotel 26 years ago, before it expanded its footprint as a franchisee of popular Indian and international food brands.

Windflower resort is the company's first, and more resorts are on the anvil. Says P. V. Giri, the Chairman of Siddharta Group, "Today's business and leisure traveller lives in a concrete jungle where natural elements are underplayed. When we designed Windflower we focused on nature. The natural ambience soothes the visitor instantly, and the wellness centre adds to a sense of renewal."

It is almost as if a slice of Bali has been transplanted in this quaint old city. The cottages with their gently curved roofs are decidedly Southeast Asian; with its Zen-like serenity, the resort has found favour with international travellers.

Windflower's architecture is based on Feng Shui and its Indian variant, Vaastu, the ancient science that brings nature's energy in sync with ours. Set against Chamundi Hill, the fluid spaces of Windflower are open to the elements, and use colours that are at once both calming and joyous.

Windflower has 39 rooms across four categories – Executive, Deluxe, Club Class Suites and Royal Residential

Suites. Outfitted in Indonesian furniture made from water hyacinth and banana fibres, the rooms are decorated in lush chocolate shades. Huge beds, superbly equipped bath areas (some of them have open air showers) and customised fragrant toiletries are part of the sumptuous hospitality.

The star attraction at the resort is Emerge, the only spa in India with an International Spa association. Its logo is a blossoming lotus symbolic of beauty, divinity and the power of rejuvenation in Hindu and Buddhist cultures.

Emerge offers Balinese, Ayurvedic and Hydrotherapy treatments. The Southeast Asian therapies like the Chocolate Indulgence Massage and Javanese Lulur and Indulgence Bath are sheer pampering, while Ayurvedic treatments like the full body massage Abhyanga followed by the steam bath Sweda is more curative. The spa's most popular treatment is the Detox Programme, an eight day package of massages, medication and counselling.

Le Olive Garden is the resort's multi-cuisine restaurant and 24 hour coffee shop, and is the preferred dining destination for both locals and travellers. Its signature dishes like Aloo Udaygiri from the Indian menu, the Chinese speciality Oriental Wrapped Bake and the subtly-flavoured Continental favourite Steamed Fish Florentine are worthy of particular mention.

Following the success of Windflower in Mysore, The Siddharta Group is busy building more resorts in South India; over the next two years, the company will launch a destination spa in the hill station of Madikeri, a beach resort in the Andaman Islands that will offer deep sea fishing, and a rainforest resort in Wayanad. Come 2012, the company will carry its brand of hospitality overseas and expand its two restaurants in Mauritius into full-fledged resorts.

Tharun Giri, MD, Siddharta Group, says, "The Siddharta Group's roots are in the hospitality and F&B sector. Our USP is the ability to identify what would work in each area that we operate in, source the ideal landscape for the concept and tailor it perfectly to each need."

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P.V. Giri, Chairman



Tharun Giri, Managing Director



Photos: Asha Thadani

# Which will be your favourite



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At the poolside

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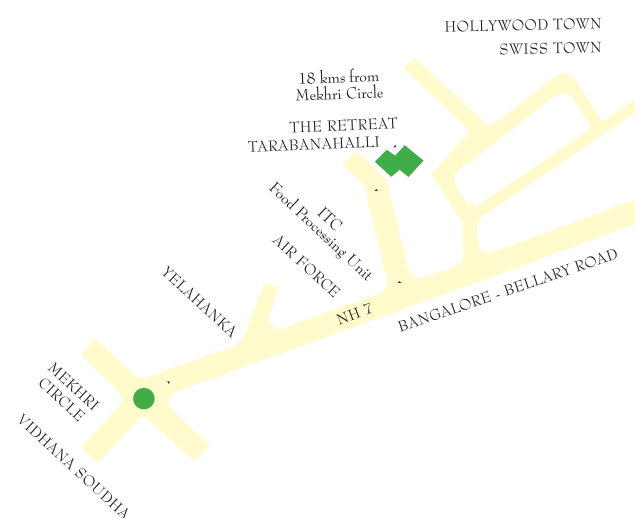
By the pavilion, beside the sprawling cricket ground. Or at the amphitheatre, for the more intellectually inclined.

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# The Retreat

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# chair, at The Retreat?



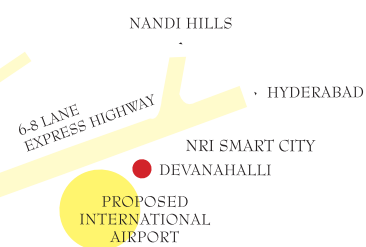
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A woman with dark hair styled in a braid is shown in profile, sitting on a chair with a patterned backrest. She is wearing a white halter-neck top. The back of her top and her back are decorated with a pattern of red leaves on a gold stem, which matches the pattern on the chair's backrest. The background is a solid dark brown color.

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