

catering to changing customer lifestyles and expectations, growing in vision and capability, adhering to international trends in architecture and design, facing and overcoming environmental challenges and adopting technological advancement relevant to the construction industry have all contributed to Brigade's growth.

"Continuous research has ensured that we have a real understanding of changing worldwide trends in architecture, design and construction. We have travelled to the U.S., Europe, South-east Asia and the Middle-East to study the changing face of urban architecture on a first-hand basis. We have visited different cities in India to become familiar with our own environment as well. Customer surveys and feedback analysis put us in touch with customer aspirations and preferences. These are the main ingredients which we engineer to deliver benchmark developments" he adds. Over the 27 years, Brigade has taken many initiatives to contribute to society such as planting over 25,000 trees, constructing roads and re-developing parks and playgrounds in the vicinity of its properties. It is now in the process of starting India's first experiential music museum in Bangalore.

### Overcoming challenges

A dip in business sentiments and inflationary pressures on commodities and finance are two great challenges plaguing the economy today. There is a crying need to scale up the available infrastructure to keep pace with the growing population and the demands of a developing economy. Statutory approvals get delayed and processes need simplification for improved efficiency in project management.

"Consistent availability of a reliable and skilled work force remains a challenge and we need to work towards implementing alternative construction methods to reduce our dependence on an expanded work force," points out Mirchandani. "To that effect, we have implemented a new technology

of construction called Precast concrete technology in our township of Brigade Orchards which optimises the use of resources such as labour, material and other auxiliary works," he adds. Appropriate clear-title land availability and the cost of land acquisition is increasingly making development activity more challenging. "In many of our projects, we partner with land owners through a joint development to develop new and large projects," explains Mirchandani.

### Leapfrogging Over Years

From a team of five people in 1986, Brigade, which is listed on the NSE and BSE, currently employs over a 1,000. It has delivered more than 20 million square feet of developed space across business verticals. It is present in seven cities in south India.

From residential and office spaces, Brigade now has shopping malls, stand

alone retail formats, convenience retail, hotels in 4/5 star and 3-star categories, serviced apartments, recreational clubs, convention centres and recently introduced catering services and event management and a world class lounge bar. The core business of residential development has expanded to include villas, luxury apartments, mid-market homes, affordable housing and homes for the retired along with an office space business which now comprises SEZ and non-SEZ developments for large companies and for small entrepreneurial ventures. Brigade Foundation runs three Brigade Schools in Bengaluru and has around 2,000 students in its fold. The group has strategic relations with international hospitality groups like Starwood Group, IHG and Accor. Many of the Fortune 500 companies like Amazon, Siemens, ABB and more are its customers in the office space business apart from knowledge leaders like McKinsey, Ernst & Young, PwC and KPMG.

"Our retail business enjoys a strong association with important international and national retailers like Zara, Debenhams, Mango, McDonalds and we are poised for healthy expansion in this space," says Mirchandani.

Brigade group follows the principle of "profitable growth" and at the same time it believes in being a quality-conscious company. "Hence while we are now on the threshold of crossing revenues of Rs. 1,000 crore, we continue to create benchmark development across our verticals and have lined up more than 40 million square feet of development over the next five to seven years which we believe will place us in a dominant position in each of our business verticals," he says.

From "For a better quality of life", the Brigade Group has changed its motto to "Upgrade to Brigade", reflecting the group's direction and focus on connecting with the changing needs of the market and maintaining its strong focus on quality.

## WHAT NEXT FOR BRIGADE GROUP

The Group aims to strengthen its leadership status in its various business verticals and further enhance the quality of life for its customers.

- It plans to deliver 40 million square feet in 5-7 years, which is under various stages of execution across residential, office space, hospitality and retail businesses.
- The Group's retail and commercial business will contribute around 8 to 10 million square feet of space across the various cities of South India
- Its hospitality business has already signed an MoU with the world renowned IHG to set up ten Holiday Inn Express hotels across south India



Sanjay Randive (Senior General Manager – SCM), Rajesh Shidore Vertical) & Bela Gajjar (National Manager - Customer Relations), Thomas Friedli (Professor, Production Management, University of Future Supply Chains).

## MAHINDRA LOGISTICS WINS FIVE-YEAR CONTRACT WITH VOLKSWAGEN GROUP

MLL will handle in-plant logistics for the Volkswagen Group's Pune plant, and support manufacturing operations for its domestic and export market

This February, Mahindra Logistics Limited (MLL), part of the US \$16.7 billion Mahindra Group, won a five-year contract with Volkswagen India Pvt.Ltd, to handle in-plant logistics for its Pune plant. MLL is a fully integrated third party logistics service provider specialising in supply chain management and people transport solutions. This is the first time in the Volkswagen Group history that in-plant logistics has been outsourced to an external provider.

The Volkswagen Pune plant, which manufactures the Polo, Vento and Skoda, has an annual manufacturing capacity of 1, 50, 000 and caters to domestic Indian market, and exports to 32 other countries across Asia, Africa and North America. MLL commenced operations at the plant on 15th February 2014, and the work involves supporting manufacturing operations for both domestic and export markets. The solution also incorporates various other value added and ancillary services such as information technology integration, HR, training, quality, and process audits. MLL has made significant capital investment to service this project; one of the largest in-plant solutions it provides to date.

Prior to signing this contract, Mahindra Logistics Limited won the **'Manufacturing 3PL Service Provider of the Year 2014'** at the 3rd Asia Manufacturing Supply Chain Summit organised by Kamikaze B2B Media. This award followed MLL receiving the **'Best 3PL Company of the Year'** award in September 2013.