

DECEMBER 2024

FESTIVE
splendour

- CELEBRATING EXCELLENCE -

UNWRAPPING CHEER

Step inside our merry edition to discover how Brigade Hospitality joyfully welcomed the festive season with their grand cake mixing ceremonies. Turn to page 17 to experience the magic!

content

3

Message from our Director



4



In the Spotlight

6

Feather in Our Cap Awards & Recognition



8

Brigade Hospitality Inter-Club Sports Tournament

11

Brigade Hospitality Events & Happenings

13

Win Exclusive Surprises Social media contest

14

Shimmer & Shine Houskeeping Tips



17



Feature Story
Cake Mixing Merriment

15

News
Brigade Hospitality



21

Join Us!
Membership Opportunities

19

Your Festive Planner





message from our *Director*

It is with great joy that I reconnect with you through this special edition of Brigade Beat! After a prolonged hiatus due to the challenges brought on by the pandemic, we are thrilled to relaunch this magazine in a digital format. This soft copy edition ensures accessibility while staying environmentally conscious.

This year has been a testament to growth, resilience, and innovation, with several exciting developments to share. Let me begin by introducing **ibis Styles Mysuru**, the newest addition to our hospitality portfolio. Managed by the internationally renowned hotel chain Accor, this stylish hotel in the cultural heart of Mysuru is designed to cater to both business and leisure travelers. With its contemporary design and thoughtfully curated amenities, it promises a comfortable and memorable stay for every guest.

In Devanahalli, we have taken our culinary endeavours a step further with the launch of **Dhaba on the Highway at Brigade Orchards**. This vibrant Punjabi restaurant celebrates the authentic flavors of the North, bringing rustic charm and delectable dishes that will transport you to the vibrant dhabas of North. It's a must-visit for those seeking a unique dining experience that reflects the true spirit of Punjabi food.

Across our clubs—**Signature Club Resort, The Woodrose, Galaxy Club, Regent Club, and Augusta Club**, we have undertaken significant upgrades to enhance your experience. From improved facilities to more personalized services, every change is aimed at ensuring that your visits are as comfortable and enjoyable as possible.

Strengthening our sense of community has always been at the core of Brigade Hospitality, and this year we launched the Brigade Hospitality Inter-Club Tournament. This unique initiative brings together members from all our clubs for a series of friendly yet competitive events. With rolling trophies, individual prizes, and a spirit of camaraderie, this annual event promises to be a highlight for years to come.

In addition to these exciting activities, we have revamped the menus across our clubs to bring you a fresh and diverse dining experience. With healthier options, elevated signature dishes, and exciting new additions, these changes are designed to cater to your tastes and preferences.

As 2024 draws to a close, I would like to extend my heartfelt gratitude to each of you for your continued support and trust. Your encouragement inspires us to push boundaries and set new benchmarks in hospitality. On behalf of everyone at Brigade Hospitality, I wish you and your loved ones a joyous festive season, a prosperous 2025 filled with success, and lasting happiness.

Vineet Verma

Director



Brigade Hospitality

in the spotlight
Manoj Agarwal

*Chief Operating Officer,
Brigade Hotel Ventures Limited*

Manoj is the newest addition to the Brigade family, having joined Brigade Hospitality in November 2024. He is an accomplished professional (CA, CS, LLB) with extensive experience in managing 28 hotels (5500+ rooms) in his previous role with Interglobe Hotels. Manoj has 22 years of work experience across asset management, investments, investment banking, and financial advisory, having worked with leading corporates in these sectors.



Sunsign  Libra	Favourite Song  'Jab koi baat bigad jaaye'
Last company I worked for Interglobe Hotels	

If not in hospitality, you'd be in which field?

Movies Production & Direction.

What do you like to do in your free time?

Playing sports, watching movies, or reading.

Favourite Holiday Destination?

Anywhere with friends & family.

What are the changes you are looking to create to meet holiday experiences for the guests at the Brigade Hospitality properties?

To deliver best in class service quality.

A movie which changed your point of view in life?

3 Idiots.

What is your
Go to Mantra of Life?

*"Your attitude determines
your altitude."*

Sunsign ☿ Gemini	Favourite Song 🎵 'Coming Back to Life' by Pink Floyd'
Last company I worked for Accor	

If not in hospitality, you'd be in which field?

Architecture & Design or Creative Writing.

What do you like to do in your free time?

I love cooking for my family and friends.

Favourite Holiday Destination?

Goa, or any beach destination.

What are the changes you are looking to create to meet expectations for the guests at the Brigade Hospitality properties?

To create personalized, immersive, and sustainable experiences that celebrate local culture and innovation.

A movie which changed your point of view in life?

The Pursuit of Happiness. The movie's central message about resilience, hard work, and the importance of never giving up on your goals resonated deeply with me.

What is your
Go to Mantra of Life?

*"In the midst of
chaos, remember to be kind."*

in the spotlight Rayan Aranha

Vice President,
Brigade Hotel Ventures Limited

Rayan is an established hospitality professional with over 22 years of experience in the industry, joined Brigade Hospitality in August 2023. He has held leadership positions at Accor in Bangalore, Mumbai, Mysore, and Chennai. Most recently, he served as Cluster General Manager for Accor in Chennai. He has also worked as Cluster General Manager for Grand Mercure Bangalore and Grand Mercure Mysore, and was the brand head for Grand Mercure and Mercure hotels in South Asia.

Rayan has valuable experience from his time at IHCL (Taj Hotels) in Bangalore. He holds postgraduate degrees from IIM Bangalore and SP Jain Institute of Management and Research, Mumbai.





feathers in our cap
Awards & Recognition



*Bangalore Chamber of Industry & Commerce elects
Vineet Verma as President for the Year 2024-25*

The felicitation was carried out by the past Presidents of BCIC.

We take immense pride in sharing our recent accolades that reflect our unwavering commitment to excellence in hospitality. Each award stands as a testament to our team's dedication and passion for creating exceptional experiences.



*The Persian Terrace -
Sheraton Grand, Bangalore
at Brigade Gateway*

Fine Dining Hotel Restaurant of the Year
- Restaurant India Awards 2024



*High Ultra Lounge -
Sheraton Grand, Bangalore
at Brigade Gateway*

Night Club of the Year
- ET Hospitality - Restaurant Nightlife Award



*Sheraton Grand, Bangalore
at Brigade Gateway*

Leading F&B Hotel, Leading Luxury Hotel &
South Asia's Best GM
- South Asian Travel Awards 2023



*Holiday Inn
Bengaluru, Racecourse*

Gold Circle Award 2024
-Agoda



Brigade Clubs *Inter-Club Sports Tournament*

We are excited to announce the Brigade Inter-club Sports Tournament, a new annual event uniting all five Brigade clubs for an unforgettable experience of sportsmanship, camaraderie, and competition. This tournament highlights the incredible talent and team spirit within our clubs and fosters a sense of unity in the larger Brigade community. Whether you're competing, joining a team, or cheering on fellow members, this event has something for everyone. With thrilling games, exclusive prizes, and the chance to represent your club, it's an event not to be missed. The winning team will earn the prestigious Brigade Inter-club Rolling Trophy with individual awards for outstanding players.



Signature Club Resort recently hosted a vibrant series of events, uniting club members across seven sports: Snooker, Billiards, Cricket, Tennis, Table Tennis, and Squash. The event was filled with enthusiasm as members competed passionately to secure victories for their clubs, fostering camaraderie and sportsmanship.

The eagerly awaited finale in mid-February will feature the presentation of the prestigious Mighty Trophy to the champions. Brigade residents can join in to cheer their favourite teams for scheduled events. Table Tennis at Galaxy Club (January 11-12, 2025), Tennis at Regent Club (January 18-19, 2025), and Squash at The Woodrose (February 1-2, 2025).



INTER-CLUB SPORTS TOURNAMENT

Join us for a high-energy tournament filled with adrenaline, fierce rivalries, and unforgettable moments!

Tournament Dates:
30th November, 2024 to 2nd February, 2025

FEATURED SPORTS

Badminton | Cricket | Tennis | Table Tennis | Snooker & Billiards | Squash

Eligibility:

Open to all members and dependent members aged 16 and above, including non-resident members.

Inclusions:

The Club offers meals, refreshments, changing areas, and first aid for players. Guest rooms are available at special rates, and family members get 25% off on food or can choose a day-out package.



Malleswaram



Devanahalli



Whitefield



JP Nagar



JP Nagar



JP Nagar | Whitefield

victory lane

Join us in celebrating the incredible talent and dedication of our sports stars who emerged victorious in their recent competitions. Their hard work and determination have brought pride and inspiration to us all—congratulations to the champions!



Saanvi

Ladies Singles Winner
Badminton



Karthik

Men's Singles Winner
Badminton



Dr. Suraj Mohan

Snooker Singles Winner
Snooker

How to Register: Contact the designated club representative

Signature Club Resort: Manjunath- 9901987111 | The woodrose: Sudheer Raj - 97319 82735

Galaxy Club: Vasantha — 99024 29595 | Regent club: Deepak - 81470 16652 | Augusta club: Jaymala - 87929 13903

Brigade Clubs *Events & Happenings*



A Feast of Talent

Brigade Hospitality celebrated International Chef's Day by hosting the Inter-Club Chef Competition at **Signature Club Resort**, Brigade Orchards. The event featured talented chefs from its clubs, presenting dishes like Jhol Momos, Cucumber Halwa, and Sesame Fish Tikki, showcasing regional specialties. Judged by Executive Chef Ajit Tiwari, Holiday Inn Bengaluru Racecourse on criteria such as taste, creativity, and presentation, Signature Club Resort claimed the title, with Regent Club finishing as runner-up.





A Pawsome Sunday at Signature Club Resort

The Resort recently hosted a delightful Sunday brunch for pets and their owners at Brigade Orchards. This unique event allowed pets to socialise while their owners enjoyed a warm, inclusive atmosphere. The highlight of the day was the sports events, where pets and their pet parents showcased incredible teamwork and skills. These heartwarming moments of connection celebrated the special bond they share, creating cherished memories and bringing immense joy to everyone involved.



Diwali Celebration at Galaxy Club



The gathering brought over 40 residents under one roof for an evening filled with joy, laughter, and togetherness. The celebration was nothing short of vibrant, featuring lively music, engaging games, spirited dancing, and heartfelt conversations. Adding to the charm of the evening was the exquisite spread of food prepared by the Galaxy Club team, which delighted everyone with its variety and flavors. The event perfectly captured the essence of Diwali—community, happiness, and togetherness—and left the attendees with cherished memories of an evening well spent. Galaxy Club truly proved to be the ideal venue for such a joyous and festive occasion.

FOLLOW

the fun
the frolic
the festivities



Follow our page, get 10 friends to do the same, send us a screenshot on 76250 59192, and win an exclusive staycation at Woodrose Club.

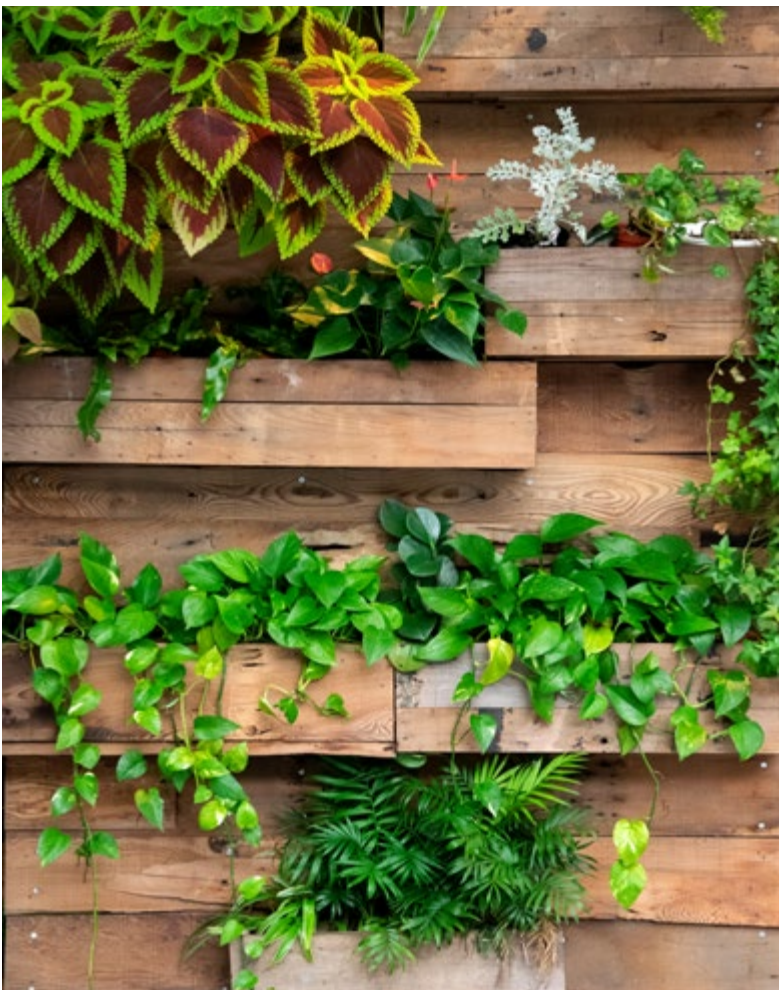


Follow our page, get 5 friends to do the same, send us a screenshot on 76250 59192, and win exclusive dinner voucher at Signature Club Resort & exciting prizes!





shimmer & shine *Housekeeping Tips*



Smart Housekeeping Hacks

Looking to maintain your home efficiently without breaking the bank? Here are some clever housekeeping solutions straight from hospitality experts:

Carpet Care Tips

Give your carpets new life with targeted patching instead of full replacement. This spot-fix approach saves both money and time while extending your carpet's lifespan.

Natural Odour Elimination

Say goodbye to unwanted smoke smells with this simple solution: Mix equal parts white vinegar and water (1 cup each), spray affected areas, and let nature do its work. It's chemical-free and budget-friendly!

Green Thumb Savings

Transform your garden budget with cuttings, seeds, divisions, and hybrid planting. This sustainable approach blends traditional and modern techniques, saving money while allowing you to nurture a vibrant and diverse green space with pride.



Brigade Hospitality *in the News*



Holiday Inn, Bengaluru Racecourse

Hosted the prestigious Discover Mysuru Event by India Tourism Bengaluru

Welcomed the Kerala Cricket Team for their exclusive stay

Sheraton Grand, Bangalore at Brigade Gateway

Distinguished Dignitaries:

Hosted Japanese diplomats Consul General Nakane Tsutomu-san and Consul Toyama Mayuko-san

Sports Icons:

Welcomed boxing legend Mary Kom and cricket maestro Jonty Rhodes

Entertainment Royalty:

Hosted Bollywood humanitarian Sonu Sood
Classical dance icon Vyjayanthimala graced our premises
International DJ sensation Alan Walker's exclusive stay and High Ultra Lounge after-party



Upcoming IPO: Brigade Hotel Ventures files DRHP with Sebi for ₹900 crore IPO

Brigade Group and Accor Launch ibis Styles Mysuru, their fourth hotel together

Experience the essence of Mysuru at ibis Styles, featuring 130 thoughtfully designed rooms inspired by local culture. Perfect for families and travelers alike

Hospibuz
31 Aug 2024 17:08 IST

Follow Us    

SECTION:  IN • BENGALURU 25°C

THE TIMES OF INDIA

Business | India Business | Budget 2024 | Financial Literacy | International Business | Markets | Videos | Cryptocurrency

BUDGET | IFC | BAN CARD | AADHAAR CARD | IPO | INCOME TAX | SAVINGS GROWTH CALCULATOR

NEWS / BUSINESS NEWS / INDIA BUSINESS NEWS / Brigade Hotel Ventures Files Draft Paper With Sebi To Raise Rs 9...

TRENDING: [Saloni Bhatnagar](#) | [Bitcoin Price](#) | [Briji IPO](#) | [Bank Holidays In November](#) | [Donald Trump](#) | [Gautam Adani](#)

Brigade Hotel Ventures files draft paper with Sebi to raise Rs 900-crore via IPO

HOSPITALITY WORLD

News | Exclusives | Leaders Speak | Events | Awards | Webinars | Brand Solution

Hotels • 1 Min Read

Brigade Hospitality appoints Arvind Kumar Sharma GM, Signature Club Resort, Bengaluru

COVER STORY

THE 2024 POWER LIST

Nirupa Shankar has spent the past 14 years of her career overseeing the Brigade Group's hotel, office and retail portfolios.

NIRUPA SHANKAR

Joint Managing Director, Brigade Enterprises Ltd

Nirupa Shankar is Joint Managing Director at Brigade Group, one of India's leading real estate developers. She has spent the last 14 years of her career overseeing the company's hotel, office and retail portfolios.

Shankar has the serial entrepreneurial bug and has conceptualised award-winning F&B outlets such as HGH Ultra Lounge and Glass Kitchen & Bar in Bengaluru.

In 2016, she set up India's first real estate accelerator - Brigade Real Estate Accelerator Program (REAP), to mentor high-tech start-ups in real estate. She launched Brigade's flexible workspace brand - BuzzSpaces in 2018.

Shankar has also launched Earth Fund, a SEBI-approved CAT II fund to invest in technologies that help create a sustainable future.

Prior to joining Brigade, Shankar worked as a Senior Business Analyst with Ernst & Young LLP in the New York and North Carolina offices. She has a Bachelor's degree in Economics from the University of Virginia and a Master's of Management in Hospitality from Cornell University. She graduated on the Dean's List and as Vice President of her class.

Passionate about writing, Shankar's articles are regularly published in news and trade journals. A speaker at various trade fairs, conferences, and think tanks, she is also a two-time TEDx speaker.

A fitness enthusiast, Shankar participates in triathlons, recently completing the Ironman Copenhagen 23. Mother of two daughters, she reads autobiographies and plays pool to unwind.

44 SEPTEMBER 2024 | HOTELIER INDIA

www.hotelierindia.com

feature story
**Cake Mixing
Merriment**





Christmas Cake Mixing Ceremony at our Brigade Hospitality Clubs - Signature Club Resort & The Woodrose

The festive spirit of Christmas came alive as both Signature Club Resort and The Woodrose hosted splendid cake-mixing ceremonies, spreading cheer and togetherness. These vibrant events drew enthusiastic participation from local residents and influencers, setting the tone for a joyous holiday season.

At each venue, the evenings began with an engaging cake-mixing session, where attendees immersed

themselves in the tradition of blending fruits, nuts, and spices—a symbolic gesture of unity and prosperity. The air was filled with festive aromas, laughter, and the buzz of cheerful conversations as everyone came together to celebrate this cherished ritual.

Post the ceremony, guests indulged in a lavish spread of delicacies that perfectly complemented the holiday vibe. Both events concluded with sumptuous dinners, featuring a medley of exquisite dishes and creating a warm setting for mingling and reveling in the festive spirit. Truly, it was an unforgettable start to the season!



your festive Planner

SIGNATURE CLUB ROOMS

BRIGADE HOSPITALITY

An Eve of Cheer

Make the merriest of memories this Christmas Eve at our enchanting wonderland.

Join us for a spectacular two-day celebration where every moment sparkles with luxury holiday magic.

December 24th & 25th

SIGNATURE ROOMS	SIGNATURE SUITES
Single Occupancy @ ₹11,199	Single/Double Occupancy @ ₹16,399
Double Occupancy @ ₹13,399	Triple Occupancy @ ₹16,599
Triple Occupancy @ ₹14,599	

SIGNATURE VILLAS

3-Bedroom (6 guests) @ ₹59,999
4-Bedroom (8 guests) @ ₹69,999

Christmas Eve Gala Dinner Buffet
Christmas Day Breakfast Spread
Complimentary Access to Resort Sports Facilities
Tree Lighting Ceremony | Live Entertainment | Lucky Draw

For reservations, call +91 99723 05352

THE WOODROSE | **GALAXY** | **AGENT CLUB** | **BRIGADE** | **MLR CONVENTION CENTRE**
JIP Nagar | Maldevhawan | Whitefield | JIP Nagar | JIP Nagar | Whitefield

the eatery

FOUR POINTS BY SHERATON
Kochi, India

Grand Christmas Brunch

Celebrate Christmas with a festive brunch, kids' activities, live music and holiday favourites like honey-glazed ham and stuffed turkey.

25th December | 12:30 PM - 3:30 PM

For more details, please call +91 7593 835 173

MARRIOTT BONVOY

the eatery

FOUR POINTS BY SHERATON
Kochi, India

Christmas Eve Dinner

Celebrate Christmas with a festive buffet featuring roast turkey, yule logs, mulled wine, set to live carols and enchanting decor.

24th December | 7:00 PM - 11:00 PM

For more details, please call +91 7593 835 173

MARRIOTT BONVOY

DEC 31TH

FOUR POINTS BY SHERATON
Kochi, India

DJ NIGHT

NEW YEARS EDITION!

CELEBRATE THE NEW YEAR IN STYLE WITH ELECTRIFYING BEATS, LIVE MUSIC, DANCE AND A SUMPTUOUS BUFFET!

7:00 PM - 11:00 PM

For more details, please call +91 7593 835 173

Holiday cheer
MAGICAL DECEMBER AT
GRAND MERCURE MYSORE

Event	Date	Time	Price
Tree Lighting Ceremony	December 09	5:30 PM	Free
Christmas Eve Dinner	December 24	7:00 PM onwards	INR 1999 plus taxes
Christmas Brunch	December 25	12:30 PM onwards	INR 1499 plus taxes
Christmas Dinner	December 25	7:00 PM onwards	INR 1499 plus taxes
New Year's Eve	December 31	7:30 PM onwards	INR 3500 plus taxes

For more information, call +91 0821 402 1212 or +91 91487 90108

GRAND MERCURE
MYSORE

Countdown to 2025

Ring in the New Year with grandeur and glamour! We bring you two whole days of extraordinary festivities, where we usher in new beginnings with full glory.

31st Dec '24 & 1st Jan '25

SIGNATURE ROOMS	SIGNATURE SUITES	SIGNATURE VILLAS
Solo/Double Occupancy @ ₹20,999 Triple Occupancy @ ₹24,999	Solo/Double Occupancy @ ₹30,999 Triple Occupancy @ ₹35,999	3-Bedroom (8 guests) @ ₹1,28,000 4-Bedroom (10 guests) @ ₹1,45,000

New Year's Eve Gala Dinner Buffet | New Year's Day Breakfast Spread
Complimentary Access to Resort Sports Facilities | Live Entertainment
Kids Activities | Lucky Draw

For reservations, call +91 99723 05352

THE WOODBROOK GALAXY HOLIDAY HOMES SIGNATURE BRIGADE MYSORE MUR CORPORATION LIMITED

SID, SIZZLE, REPEAT

15th - 20th NOVEMBER, 2024
4 PM - 10:30 AM | 1 PM - 12:30 AM ON SUNDAYS

Kebab Platter with 2 Draught Beer

INR 1599++ | INR 1999++
Per Person | Per Person

SHERATON GRAND
Mysore
A Signature Collection

BERRY DELICIOUS!

feast

CRIMSON BRUNCH
17th November, 2024 | 12:30 PM - 4:00 PM

INR 2599 | INR 2999
Brunch with Beverages | Brunch
Prices are excluding the taxes

For reservations, contact us on
+91 99919 98226 | +91 80 4252 0133

SHERATON GRAND
Mysore
A Signature Collection

Festive Christmas Feast

Experience a magical Christmas brunch with joy, laughter, and love abound!

Grand brunch | Live counters |
Festive dishes | Santa Claus appearance

25th December | 12:30 pm to 04:00 pm
The Verandah Resto-bar
1499++ per person

For reservations, please call: +91 6366-825647

HOLIDAY INN
Mysore
A Signature Collection

MASQUERADE EXTRAVAGANZA 2025

Usher in the new year with a spectacular masquerade ball setting the stage for a night of unforgettable moments!

DJ | LIVE BAND | DELECTABLE APPETIZERS & CULINARY SPREAD

Buffet dinner with unlimited beverages

31st DECEMBER 2024

Venue: EQUUS

8:30 PM onwards

INR 6000++ Couple | INR 4000++ Stag (Ladies only)
| INR 2000++ Kids

For details, call: +91 97311 28349

HOLIDAY INN
Mysore
A Signature Collection

How do you prefer your weekends? Memorable or unforgettable?



UPGRADE TO THE

Club Life

The finest privilege in life is the power to decide what you do with your time.

Which makes a membership at Club Life from Brigade Hospitality, one of the smartest decisions.

One membership can give you access to five clubs.

Each one vying to claim the title of the finest leisure-lifestyle destination in the city, with health and sporting activities of every kind to restaurants and spas that pamper your every indulgence.

Our own humble submission: don't take too long to **say yes to the privilege.**



Spacious guest rooms



Sporting facilities



World-class gymnasium

| MEMBERSHIPS OPEN FOR |



For an exclusive Club tour and a complimentary family meal reach out to us

membership@brigadehospitality.com | +91 9972305352

CLUBS OWNED & MANAGED BY

