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Silicon Valley

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BANGALORE



I.T. Loves Bangalore...

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Bangalore is India's fourth largest and fastest growing market. Bangalore's per capita income of Rs. .49 lakh (US\$ 1,160) is the highest for any Indian city. The city is the third-largest hub for high net worth individuals (HNWI / HNIs), after Mumbai and Delhi. Bangalore is home to over 10,000 individual dollar millionaires and around 60,000 super-rich people who have an invest able surplus of Rs 4.5 crore and Rs 50 lakhs respectively. As of 2001 Bangalore's share of Rs. 1660 crore (US\$ 3.7 billion) in Foreign Direct Investment was the 3rd highest for an Indian city.

Bangalore is headquarters to several public manufacturing heavy industries such as Hindustan Aeronautics Limited (HAL), National Aerospace Laboratories (NAL), Bharat Heavy Electricals Limited (BHEL), Bharat Electronics Limited, Bharat Earth Movers Limited (BEML) and Hindustan Machine Tools (HMT). In June 1972 the Indian Space Research Organisation (ISRO) was established under the Department of Space and headquartered in the city.

Bangalore is called the "Silicon Valley of India" because of the large number of Information Technology companies located in the city which contribute 38% of India's Rs. 100,000 crore (US\$ 22 billion) IT and software export market.

The growth of Information Technology and Bangalore's rapid growth has presented the city with unique challenges relating to traffic congestion and infrastructural obsolescence. The unplanned nature of growth in the city resulted in massive traffic gridlocks that the municipality attempted to ease by constructing a flyover system and by imposing one-way traffic systems. Some of the flyovers and one-ways mitigated the traffic situation moderately but were unable to adequately address the disproportionate growth of city traffic. In July 2004 Wipro CEO Azim Premji actually threatened to pull his company out of the city, stating, "We do not see the situation (state of Bengaluru's infrastructure) improving in the near future".

Given this scenario the latest information technology campus – *Global Village* - coming up in the city could actually be mistaken for a green lung corridor.

Global Village is easily accessible by road being strategically located at a distance of 12 kms from Bangalore on the *Bangalore - Mysore Expressway* and about two km. from the Outer Ring Road junction of the Mysore Road. The estimated driving time to GV from the heart of Bangalore city is approximately 20 minutes. Interestingly, Global Village is just 12 km. from the Vidhana Soudha along the Bangalore-Mysore Road — that's just half the distance to Electronic City in one direction and the International Tech Park Ltd. (ITPL) in another, those favored destinations for high-tech activity.



Spread over 110 acres of greenery, the project will house a cluster of technology companies in a campus type setting. The buildings nestle among the lush green of manicured lawns, coconut palms and an eclectic mix of old trees in a serene and dust free environment. Tanglin Developments, which has created the 60-acre facility hopes to attract companies who look for a relaxed, green ambience for their hotshot hardware and software whiz kids.

Which is why a company like Mind Tree Consulting, steered by one of the father figures of Indian IT, Ashok Soota, who earlier headed Wipro, has just become the latest high-tech outfit to come to Global Village. By November this year, Mind Tree's new West Campus (it has its main facility in Banashankari) will house 3,000 of its engineers in a 50,000-square metre area that is coming up in Global Village. Mr. Soota gave RSP Architects Planners and Engineers (who also helped design many units in ITPL) a mandate: realize in brick and stone Mind Tree's corporate "DNA" of imagination, action, and joy. The new campus is expected to be ready by September this year.

From the first floor corridor of the circular, tiled clubhouse, one can see undulating coconut groves and neem trees in all directions. Today, two other IT companies are already in business there, nestling among the greenery: Kshema Technologies (the company was acquired by Mphasis-BFL earlier this month) in a 8,000-square metre building of its own and iVega in a slightly smaller structure. At lunchtime, their staff relaxes on the shady lawns or take a walk along green edged paths.

This is a world apart from the environment in which much of Bangalore's high intensity, high-tech work is done. And hopefully, other players will follow, driven by the urge to create serene workplaces where the mind can range far and wide, supported by surrounding tranquillity. If the State Government's plans bear fruition, the Bangalore-Mysore Highway will soon be a four-lane expressway and a high-tech corridor combined. Then others might follow. But right now, the Global Village looks like a smart idea whose time has come.

"If you look at any of the IT parks in the Silicon Valley in the US, they are surrounded by lush greenery, educational institutions and residential complexes, and Mysore Road has the perfect eco-system for that," says Mr V. Shankar, Director, Tanglin Developments Ltd.

For many of Bangalore's young IT professionals who have been driven by stiff housing costs, to move to the outskirts of the city, creating a workplace that is conveniently situated near the employees' homes, is obviously a canny move. The quest is for relief from glass and steel towers, which is at the same time convenient for the family and not just the breadwinner – a township where homes, schools, shops, hospitals, and high-tech companies share the same location and ambience.



MindTree
CONSULTING

Tanglin Development Ltd
MindTree West Campus at GlobalVillage



MindTree Consulting has grown to be a 1,100-person organization in the last four and a half years. We are poised to touch 2000 by March 2005. MindTree's current facility at Banashankari, Bangalore will soon reach its peak capacity. This required us to consider adding a new location. In doing so, we decided to have our next campus close to where people live. We did an analysis of where people live and work. We found that in West Bangalore, there is a large population of IT folks and they do not have many great professional choices nearby. They commute to far-away places. We thought that our next expansion could be closer to where they live. After looking at various options, we narrowed down our choice to Global Village, which is situated next to Bangalore University and right behind RVCE College.

With the IT corridor (around Brookfields and Airport Road) remaining "hot property" it has had its fallout in terms of major traffic snarls on a daily basis. Getting to the workplaces takes considerable time. Even areas around Bannerghatta Road, which saw many IT companies setting up offices, have become congested.

It is in this background that some IT companies have started locating themselves in less congested areas. The latest to hit Bangalore in terms of technology parks is the Global Village on Mysore Road. Built by Tanglin Developments on 60 acres of land, 12 km. from the heart of the city, Global Village already has two major companies - Kshema Technologies and Ivega Corporation. The offices are "built to suit" their specific requirements depending on whether they are a BPO or an ITES company. "Built to suit" concept is the latest trend with software companies.

Global Village can house about 20 companies with each taking at least a minimum of 50,000 sq. ft. The company had made an investment of over Rs. 10 crore towards land and landscaping.

Rajarajeshwarinagar Nagar is an area to the southwest of Bangalore, on the Bangalore-Mysore Highway. A magnificent arch that marks the entrance to the area is visible from the Mysore Road. Rajarajeshwari Nagar derives its name from the famous Rajarajeshwari Nagar temple located just over one kilometer from the arch. The temple, which was built in the late 1960s, has Jnanakshi Shri Rajarajeshwari as its deity.



What was once a beautiful valley surrounded by hills and full of greenery is today a bustling area with schools, colleges, nursing homes and also many shopping complexes and hotels. Pattangere is also a beautiful area inside Rajarajeshwari Nagar with an old look and feel to it.

Education:

Rajarajeshwari Nagar, which was once considered to be far from Bangalore, is today one of the prime properties in Bangalore and is very well connected by bus. With several schools (National Hill View Public School, Rotary Seva Bharathi School, JSS High School, Gurukula Vidya Petha School, Vidya Kendra High School, The Valley School) and as many as six engineering colleges (PES, RV, Ambedkar, GAT, RNSIT, JSSATE and SJBIT) within a short drive, and the *Global Village* situated nearby, the area has become a popular place to live for many students and techies. In addition, the area's greenery and parks attract many retirees.

Healthcare:

Manipal hospital

Bangalore Children's Hospital and Rotary Hospital are medical care institutes located here.

Entertainment and Tourism:

Omkar Hills and Shridhar Gudda, both of which are within a five minute drive of Rajarajeshwari Nagar, offer breathtaking views of southern Bangalore. Omkar Hills is said to be the highest point in Bangalore. Also place like Big Banyan Tree locally known as *Dodda Alada Mara* and Manchenbele Dam are just a few minutes drive from here.

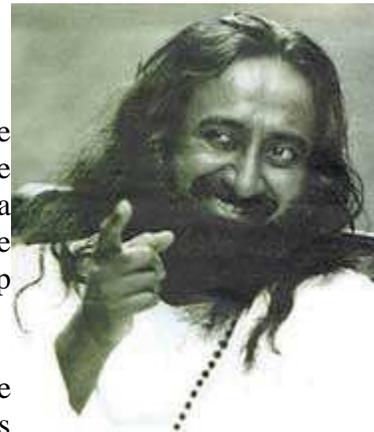


WonderLa: This amusement park is located 20-30km from Bangalore. The place can be ideal for spending weekend with friends or children. Many different kinds of rides are available here and these have been categorized under two broad heads: Dry Rides and Wet Rides.

Art of Living:

True laughter is true prayer, teaches Sri Sri Ravishankar—the guru whose *Art of Living* courses gives lessons in living, which concentrate on breath work and self-awareness.

Simplicity, naturalness, effortless and spontaneity are spiritual precepts for him. The ego, which is considered the chief foe of seekers of enlightenment, simply arises from a short supply of "naturalness", says **Ravi Shankar**. It is more difficult to be an atheist than a believer. "Don't try to develop unconditional love," he advises, "because you are love."



As for himself, he appears to be running his worldwide organization absolutely effortlessly. Born in a prosperous business family in Bangalore, southern India, **Ravi Shankar's** spiritual destiny manifested itself in his infancy, when as a child of four, he recited the entire Bhagavad Gita. The atmosphere at home was deeply religious. His father, a medical astrologer, divined his son's unusual powers early, and has always supported his decisions. At eight, in addition to conventional schooling, **Ravi Shankar** started studying Vedic literature. By 18, he had earned a degree in science. His background in science and the Vedas is what brought him to the notice of Maharishi Mahesh Yogi, founder of the transcendental meditation movement. Ravi Shankar rose in the movement to become a close associate of Maharishi before deciding to forge out on his own.

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Accessibility

- About 20km from Airport.
- 8 km from City Railway Station.
- Janabharati and Kengeri Railway Station are nearest to catch local trains to other parts of the city.
- Mysore Road, Uttarahalli Road and Itamadu Main Road connects this place to rest of the city.

Transport



- Bangalore Metropolitan Transport Corporation (BMTC) operates a fleet of 3,207 BMTC public buses, servicing an average of 2,800,000 commuters. BMTC also has about 34 Low Floor, Air Conditioned Volvo buses on major routes and has plans to introduce another 1000 by the end of 2007. The new additions to BMTC is its "Pink Buses" meant for women passengers alone.
- Three-wheeled, black and yellow auto-rickshaws referred to as *autos*, are a popular form of transport. They are metered and can accommodate up to three passengers.
- Taxi service within Bangalore, provided by several operators commonly referred to as *City Taxis*, can take up to four passengers. They are usually metered and relatively more expensive than auto-rickshaws.
- An intra-city rapid rail transport system called the *Namma Metro* is being developed and is expected to be operational in 2011. The Bangalore Metro, once ready, will encompass a 33 km (20.5 mi) elevated and underground rail network, with 32 stations in *Phase I* and more to be added in *Phase II*.
- Also, the construction of the 6-lane Bangalore-Devanahalli expressway is underway, and most parts are nearly complete. This enables HGVs to bypass the city centre if they are en route to other destinations and has helped ease congestion in the centre.
- Bangalore is well connected to the rest of the country through the Indian Railways.

- The new International Airport, being constructed at a cost of USD 288 million is coming up in Devanahalli, 31 km North of Bangalore, and is likely to be operational by April 2008.