MUMBAI’S NEW LIFESTYLE DESTINATION
Exploring Downtown Powai
‘TREES OF HOPE 2023’
Empowering underprivileged children

ART OF PLACEMAKING
Bringing our spaces to life
Dear patrons,

We are committed to creating work destinations where going to work never feels routine. At Brookfield Properties, the experiences we deliver are just as exceptional as the places we create.

With the same zest, I present to you the latest issue of ‘The Edge’, which will immerse you in the unparalleled experiences we create at our campuses by collaborating with our employees, tenants and communities.

When it comes to workplaces, we understand the importance of the physical environment in shaping individuals’ productivity, creativity and overall wellbeing. Our cover story showcases our unique placemaking initiatives, which inspire and enrich the workspaces we offer. Our retail destinations, too, host a range of exciting events, such as flea markets and art exhibitions, making them perfect weekend getaways for families and friends.

In our ‘Walk the Talk’ story, we interview Amit Tyagi, Purchase, Head for India and South East Asia at Marelli. Italian firm Marelli is a tenant at Candor TechSpace, Sector 48, Gurugram. Tyagi describes how the office park is helping the company retain top talent.

We believe it’s our responsibility to not just create better communities, but also to build a better world. Our ‘Trees of Hope 2023’ campaign, in partnership with the NGO Smile Foundation, is transforming the lives of underprivileged children across the country. We celebrated International Women’s Day by launching new initiatives such as Brookfield Properties Women’s Network, which enables women to achieve their career aspirations. And we remain committed to promoting our sustainability ethos at all our campuses.

Lastly, I would like to thank you for being with us on our journey. I encourage you to delve into the captivating three months we have covered through our stories. Your feedback is valuable to us, and we welcome your thoughts on how we can continue to serve you.

You can write to us on marketing.India@brookfieldproperties.com.
Redefining how people and places can come together

Our innovative placemaking initiatives deliver unique experiences for our tenants and communities

Brookfield Properties is changing the game in the real estate industry by reimagining the concept of placemaking. By engaging and collaborating with employees, tenants and communities, we are creating a world of unique experiences within its campuses. From wellbeing to art and culture to sustainability, our engagement and activations are designed to create vibrant and engaged communities through asset and tenant experiences. The recent activations are a testament to its commitment to creating engaging and collaborative spaces. From celebrating the festival of Holi with dance performances and colors to musical evenings called Euphoria that entertained tenants.

The festival of colors was celebrated at five campuses across India.

The music festival Euphoria delighted employees and tenants at seven campuses across four cities.
and employees in seven campuses, in Delhi, Noida, Gurugram and
Kolkata, Brookfield Properties’ events bring people together. On World
Happiness Day, on March 20, the Millennia Business Park in Chennai
hosted a laughter therapy session, which was attended by 54 people.
The brand has also been hosting movie screenings and other such
community-driven initiatives.

As a socially responsible brand we partnered with The Bamboo
Bae, a maker of bamboo-based products, to promote eco-friendly
alternatives. A Bamboo Bae popup exhibited at Millenia Business Park

for five days in March nudged tenants toward reducing their “plastic
footprint” by presenting eco-friendly alternatives, such as brush combs
and staplers made from bamboo.

In conclusion, Brookfield Properties is transforming the real estate
industry by creating vibrant and engaged communities through asset
and tenant experiences. Its multi-disciplinary process, commitment
to curating human experience, and global placemaking expertise are
transforming urban visions into enduring value for its stakeholders and
the communities in which it operates.
Marelli, one of the world’s top automotive sector suppliers, is a highly esteemed tenant at Candor TechSpace, Sector 48, Gurugram. In an interview with THE EDGE, Amit Tyagi, Purchase Head for India and South East Asia at Marelli, discusses the firm’s partnership with Brookfield Properties, and its dedication to sustainability and corporate social responsibility.
Millenia Business Park 2.0: where innovation meets sustainability

The perfect hub for businesses looking to thrive in Chennai

PERFECTLY POSITIONED
Located in Perungudi, Chennai’s bustling IT hub, Millenia Business Park offers over 1.9 million sq. ft. of office space for leading technology, healthcare, and finance companies. Its prime location ensures easy accessibility and excellent connectivity, just a 30-minute drive from the airport and 15.5 km from the Central Business District. With a nearby metro station and proximity to key residential areas, such as Velachery and Adyar, Millenia is an ideal location for businesses looking to attract and retain top talent.

ELEVATED TENANT EXPERIENCE
Millenia Business Park is constantly upgrading its facilities to provide an enhanced tenant experience. The recently enhanced lobby features new furniture, artworks and light fixtures, creating a modern and minimalist aesthetic that leaves a lasting impression. The upcoming addition of an urban plaza with dedicated zones for F&B offerings and events...
promises to add to the already impressive amenities. Furthermore, the park is adding new brands to the food court and introducing popup cafes and restaurants at various locations within the park, making it an exciting destination for food lovers.

UNMATCHED AMENITIES
Millenia Business Park offers world-class amenities to its tenants, including The Bay, a common area boasting landscaped courtyards, top-notch restaurants, coffee shops, gym, daycare facilities, and more. With its contemporary design, advanced technology, and pedestrian-friendly walkways, Millenia Business Park provides a conducive environment for increased productivity and a sense of well-being among tenants. The park also houses a flexible workspace, COWRKS, catering to the dynamic work culture of modern businesses.

GREEN INITIATIVES
As a prominent Brookfield Properties asset, Millenia Business Park is dedicated to promoting green initiatives and ensuring a healthy and sustainable environment for all its tenants. The park has obtained the Leadership in Energy and Environmental Design (LEED) certification from the US Green Building Council and has been granted the WELL Health-Safety seal by the International WELL Building Institute (IWBI). Its sustainable practices include rainwater harvesting, use of solar power, and energy-efficient lighting, all aimed at minimizing its carbon footprint.
Downtown Powai is a bustling upmarket commercial and residential neighbourhood in Mumbai. A part of 250-acre township, it is a complete ‘live-work-play’ destination owned and managed by Brookfield Properties. The state-of-the-art development spreads across three vibrant clusters — One South Avenue, One Central Avenue and One Lake Avenue — and consists of 15 commercial towers. Downtown Powai offers luxurious apartments coupled with world-class amenities.

SUPERLATIVE CONVENIENCE
Downtown Powai offers easy access to the city’s main highways and to nearby metro stations. The international airport is just 15 minutes away. The hub is in proximity to major schools, hospitals and other social infrastructure in the area.

ONE SOUTH AVENUE
One South Avenue is Downtown Powai’s premier lifestyle and commercial cluster. It features four office buildings, two of which function as Special Economic Zones (SEZs). The township is flanked by verdant landscapes, green rolling mountains and the tranquil Powai Lake. By providing a workplace surrounded by nature, One South Avenue breaks the mould of conventional business zones. Everything at this complex is Instagram-worthy, especially its elegant neo-classical architecture, expansive common areas and ubiquitous lush greenery.

ONE CENTRAL AVENUE
One Central Avenue combines the best of entertainment and corporate worlds. It is home to startups and established consulting, IT and financial services firms. With a movie theater, and a bevy of restaurants, cafes and bar, it’s a fantastic place for socializing and leisure. It is home to Binge Central, which offers a variety of restaurants and cuisines under one roof. One Central Avenue delivers a premier retail experience as well, through its upscale fashion boutiques, electronic outlets and elegant home décor stores.

ONE LAKE AVENUE
One Lake Avenue is just a walk away from Powai Lake. Serene during the day and buzzing in the evening — Lake Avenue’s attractions include trendy restaurants and pubs. Mirchi & Mine, Hitchki and Café Mangii attract epicures from across the city.

ECO-FRIENDLY DESIGN
Sustainability is more than a slogan at Downtown Powai. Neo-colonial architecture and world-class amenities characterize Downtown Powai, a complete ‘live-work-play’ hub in India’s financial capital.
Brookfield Properties. Downtown Powai features highly pedestrianized and commuter-friendly infrastructure, with vehicle-free pathways, bicycle docking stations and GPS-enabled buses and shuttle services. Eco-friendly transportation is further encouraged through the availability of EV charging stations across the township.

**THE FINEST AMENITIES**

Downtown Powai has all the comforts and luxuries a modern lifestyle requires, from gyms to outdoor cafes. Among its standout amenities is the 21,000 sq. ft. outdoor sports arena, at Kensington SEZ, in One South Avenue. The space includes a multi-purpose playing court with amphitheatre seating, an event lawn with gallery seating, and several breakout zones. With the infrastructure to play a range of outdoor sports, from basketball to volleyball, this is an ultimate place for professionals living an active lifestyle. Indeed, Downtown Powai is designed to support both productivity and play.

**THE WINNING EDGE**

More jewels in our crown

A look at the recent awards we’ve won

We are pleased to have recorded another fruitful season of winning accolades. Our properties at Downtown Powai, in Mumbai, have been bestowed with National Safety Council of India’s Safety Awards. These government-instituted awards seek “to give recognition to good safety performance on the part of industrial establishments and to stimulate and maintain the interest of both the managements and the workers in accident prevention and safety promotion programmes”.

Adding to the spurs earned by the west region, our Alpha, One Boulevard, Winchester and Fairmont properties in Powai all achieved the Gold rating from Indian Green Building Council (IGBC) under its IGBC Green Existing Buildings category. The rating is based on the green features under: site and facility management, water efficiency, energy efficiency, health and comfort and innovation.

COWORKS, our flexible workspace offering, won three accolades at the fourth edition of Realty+Coworking Conclave and Excellence Awards, in Mumbai: ‘Coworking brand of the year’ (national), ‘Coworking marketing initiatives of the year’, and ‘Coworking woman of the year (national)’, which was bestowed on Parul Thakur, SVP and Business Head.
The sustainability transition
Electric buses: a significant step towards carbon neutrality

Brookfield Properties has teamed up with BEST Chalo, India’s leading bus technology company, to accelerate the “Green Transition” by introducing 100% zero-emission electric luxury buses at its Downtown Powai and Equinox campuses in Mumbai. This eco-friendly initiative marks a significant step towards carbon neutrality, which is part of Brookfield Properties’ long-term goal to achieve Net Zero by 2040 or earlier.

With exclusive features like plush seating, live tracking, USB charging ports, and online booking/rescheduling, these buses are expected to provide a healthier and smarter alternative to private vehicles, reducing the environmental impact of transportation.

In addition to strengthening the brand’s commitment to its environmental, social and governance principles, this endeavor also establishes a new industry standard by offering sustainable and easily accessible last-mile connectivity for both occupants and commuters in the surrounding region.

A Zen oasis in Noida

The Central Courtyard at Candor TechSpace, Sector 135 showcases how people and places come together in workplace design

The Central Courtyard at Tower 11 of Candor TechSpace in Noida’s Sector 135 perfectly embodies our philosophy of integrating people with nature. It boasts a self-sustaining microclimate with lush greenery, water features, and Bonsai trees at its center, as well as other aesthetically pleasing features such as mosaic art, wooden decks and interactive open spaces.

The Central Courtyard was inaugurated recently. We were delighted to have Bikram Ajan, GM and Head - India Operations, Aristocrat, with his team during the launch event.

For Brookfield Properties, a workplace is more than just a place to work; it should be a space that inspires people to connect, create and collaborate.
Empowering children through education

Trees of Hope 2023: Brookfield Properties is transforming the lives of underprivileged kids across India

Brookfield Properties partnered with Smile Foundation, a Mumbai-based non-profit organization, to launch the ‘Trees of Hope’ 2023 initiative. The aim was to support the education of children.

As a part of the initiative, ‘Trees of Hope’ were installed in 14 of our marquee campuses across eight cities (Mumbai, Delhi-NCR, Bengaluru, Chennai, Pune and Kolkata). These installations became center points to connect, collaborate, and drive meaningful conversations. Thanks to a combination of social media efforts and on-ground activities, the initiative gained tremendous traction, reaching more than 2 million people and impacting the lives of more than 5000 children.

For every 10 posts uploaded on social media with the hashtag TreesofHope2023, Brookfield Properties pledged to sponsor the education of one child. Additionally, these tree installations also served as collection points for books with which Brookfield Properties is setting up reading corners at Smile Foundation centers. The cause brought our employees, tenant network and the entire community together like never before.

Our corporate social responsibility programs aim to create vibrant, responsible and sustainable communities. We are building a better world by collaborating with Smile Foundation and supporting the education of children.
On March 5, we collaborated with the Rotary Club of Mumbai Lakers to organize the Powai Run 2023, a community marathon promoting diversity, inclusivity, and equality under the theme #EmbraceEquity. The event, held just before the Holi festival, brought together over 6500 participants from various backgrounds supporting a cause.

One South Avenue in Downtown Powai, which houses some of our marquee office assets, was the perfect starting point for the three different runs — 10 km, four km, and an invite-only CXO run spanning four km. The CXO run, held in partnership with the Adventures Beyond Barriers Foundation, aimed to support people with disability by encouraging corporate leaders to run as allies with visually impaired individuals or individually. Among the prominent participants were Frank Schloeder, Managing Director, Hafele South Asia, Soumya Sen, Director-Compensation and Benefits, Asia Pacific & Japan, Abbott Healthcare, Shefali Mian, Director-Compensation and Benefits, India, Abbott Healthcare, Ramesh Nair, CEO, Colliers India, Anil Bhatia, VP and MD, Emerson, and Gautam Saraf, MD, Mumbai and New Business at Cushman & Wakefield.

The Powai Run 2023 blended social cause, fitness and entertainment. It was a perfect blend of entertainment and social cause, and we are thrilled to have been a part of such an inspiring event.
Women take the spotlight

Brookfield Properties’ International Women’s Day celebrations have set the stage for a more vibrant future

We believe that diversity is key to creating a thriving workplace. We’re committed to providing an inclusive environment where everyone can grow and succeed, and succeed. As a result, we are proud to have launched the Brookfield Properties Women’s Network (BPWN), on International Women’s Day, on March 8.

The launch was a huge success, and we were thrilled to see high attendance. Led by two of our women leaders, Reema Kundani, Senior Vice President - Region Head, West India and Head - Marketing, Branding & Communications, India, and Ruhi Goswami, Vice President and General Counsel - Brookprop Management, Brookfield Properties. BPWN aims to create a supportive platform that empowers women to achieve their career aspirations, foster a more diverse, equitable and inclusive workplace culture, and contribute to the success of the company. The forum will provide opportunities for professional development, mentorship, networking and philanthropy.

To kick off the launch, we hosted sessions across our offices in India, featuring inspiring female leaders from diverse industries. At Godrej BKC in Mumbai, Deepali Naair, Director Digital Sales India and ASEANZK at IBM, shared her experience of mentoring women-led startups. Meanwhile, at Candor TechSpace, Sector 21, in Gurugram, Rakhi Aswal, CFO at Saxo Group India, delivered an insightful talk on ‘How women in the workforce can embrace equity’.

On the other hand, COWRKS unveiled Network of Women (NOW), an employee resource group. The launch was attended by women leaders, including Parul Thakur, SVP at COWRKS India, Marielle Bostrom, Head of Regional Sourcing at Ralph Lauren, Ramita Arora, MD at Bangalore & Head-Flex, Cushman & Wakefield, and Aditi Mudholkar, Head of People Excellence at COWRKS India.

We believe that initiatives like BPWN, NOW, and our International Women’s Day celebrations are essential for building a stronger and more vibrant community, and we’re excited to see what the future holds.
An evening of networking and fun

Brookfield Properties’ Social Hours brought together top leaders from Colliers India

Brookfield Properties’ Social Hours is a celebration of success and collaboration, providing an opportunity to connect and network over delectable cuisine and drinks. In January, we held a special ‘Social Hours’ evening at The Leela Palace Bengaluru, where we welcomed esteemed guests from Colliers India, including Ramesh Nair, Peush Jain and Arpit Mehrotra, along with senior leaders from Brookfield Properties and COWRKS, including Shantanu Chakraborty, Gaurav Bhatia and Parul Thakur.

The evening was a perfect blend of solidifying existing bonds and exploring new connections, all while enjoying the lively tunes of Jukebox 360, the local band that entertained the guests.

We are committed to creating memorable experiences that bring people together and foster long-lasting relationships.
Club-swinging brilliance

Brookfield Properties and The Leela Palace Bengaluru team up to host a thrilling golf tournament for CXOs and golf pros, for KGA

The Karnataka Golf Association’s (KGA) Premier League, popularly called the KPL, is a highly anticipated golf tournament in India, featuring a format similar to that of the Indian Premier League. The 2023 edition of the tournament (February-March) was sponsored by Brookfield Properties and The Leela Palace Bengaluru.

24 teams vied in Bengaluru for the championship. In the end, Cauvery Express, owned by Nirod Kumar Lenka, Director of Nutrigenetics Foods, emerged victorious, while Fanzart Eagles, owned by Anil Lala, finished as the runner-up.

The event attracted over 450 professional golfers and 500 attendees and personnel from the C-suite community, as well as members of the KGA. Notable attendees included Geetanjali Kirloskar, Director of Kirloskar Group, Kodandaram Ramaiah, owner of MSR Hotels, and Sitaram Shetty, Chairman of SNC Power Corporation.

As a part of this association Brookfield Properties and The Leela Palace Bengaluru curated an exclusive nine-hole shotgun format tournament on February 23, 2023, for the CXOs. It was teed off by Vijay Amritraj, a former India tennis player and sports celebrity. The tournament also featured prominent names from the corporate world, such as Ranjan Biswas (Director, EY), Arjun Pratap (a TedX Speaker and the CEO of EDGE, an AI-powered innovative HR tech provider), Dr. Mahesh Reddy (Director, Corporate Affairs & Projects – CSR, Dream Sports), Don Kyu Kim (from the Embassy of the Republic of Korea) and many such who engaged in some high-level ‘corporate power play’ and kept the spectators on the edge of their seats.

We are excited to bring these exclusive experiences to our clients and partners across India. This partnership with KGA provided a bespoke platform for leaders from various walks of life to bond over golf.

Shantanu Chakraborty
Executive Vice President at Brookfield Properties

“"The partnership with KGA provided a bespoke platform for leaders from various walks of life to bond over golf.""
Experiential retail
at its finest

Find out how our blend of entertainment, engagement and community is redefining retail

Brookfield Properties supports creativity in music, dance, theater, film and visual art. Our immersive cultural experiences animate spaces and foster a sense of community and belonging. For instance, Worldmark Delhi, Worldmark Gurugram and The Galleria Mall in Bengaluru regularly host farmer’s markets, music performances and art exhibitions, serving as both event venues and social spaces.

Notable recent events at our retail destinations include the indie band Parvaaz’s performance at Worldmark Gurugram in January. The audience grooved to the band’s blend of prog and psychedelic rock with elements of folk and world music. Worldmark Gurugram also hosted a Sufi music night featuring bands Nizami Bandhu and Chaar Yaar. A standup show by Harsh Gujral, humorously known as “Sasta Vicky Kaushal”, was hosted by The Galleria Mall in Bengaluru. It was enjoyed by a packed house of 450.

In addition to offering entertainment, Brookfield Properties regularly creates enticing bumper draws. For example, Worldmark Gurugram ran the ‘Shop, Savor, Speed’ activation in January, where customers who shopped for Rs 2,500 had a chance to win a luxury bike from BMW. The Galleria Mall celebrated International Women’s Day, in March, by offering an irresistible lucky draw exclusively for its female customers. They could shop or dine for just Rs 3,999 and stand a chance to fly to Dubai free of cost.

Brookfield Properties also creates opportunities for customers to engage with the community and give back. The Kanya-a-thon, an all-women marathon held annually at Worldmark Gurugram, raises awareness about menstrual hygiene and funds to provide sanitary pads to underprivileged girls.

Health was also the theme of ‘Make Your Move with Mary Kom’, held at Worldmark Gurugram, with the six-time boxing champ as the chief guest. Organized in partnership with Imagine Tresor, a premier reseller of Apple’s smart watches, the fitness drive featured air boxing sessions and music performances. 13 women achievers were felicitated at this event.

By creating experiences that transcend traditional retail, Brookfield Properties is setting a new industry standard. Its innovative approach to retail activations, combined with a focus on community building, creates experiences that keep customers coming back for more.

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Experience the best of retail with the latest additions

Brookfield Properties welcomes 10 new world-class brands to its premier retail destinations across India

Over the last couple of months, Brookfield Properties has welcomed more than 10 brands across India, adding to its impressive lineup. At The Galleria Mall in Bengaluru, new entrants include cosmetic labels Beauty & Beyond and Sugar, and Kazo, a fast fashion brand for trendy women. Safari, India’s third-largest luggage brand, also opened a store at the mall. It offers shoppers a variety of travel bags.

Equinox in Mumbai welcomed Third Wave Coffee, which serves fresh brews made from beans sourced from north Karnataka. About 40 minutes away, at Ventura in Powai, Brookfield Properties rolled out the red carpet for Chili’s India. The restaurant gives customers a chance to enjoy delicious food in a vibrant atmosphere.

Adding to the dining offerings is Bahce, which recently opened at Worldmark Gurugram. Here, customers can indulge in an exotic culinary adventure. At Pavilion Mall in Ludhiana, cosmetic brand Nykaa opened an outlet, featuring a diverse range of beauty products.

As you see, our retail destinations offer a variety of shopping experiences at premier locations across the country.
At Brookfield Properties, doing well and doing good go hand in hand. The COWRKS staff planted 1,400 saplings at Fort High School in Bengaluru, where they added greenery to the massive heritage structure. The students and teachers enthusiastically joined hands for the initiative.

In February, we partnered with Maharashtra-based Inali Foundation to conduct three medical prosthetics camps for the poor. The camps were held at Candor TechSpace, Sector 21, Gurugram, Equinox in BKC Mumbai, and Ecoworld in Bengaluru. Over 100 prosthetic arms were provided to beneficiaries from various cities and small towns in the north, such as Lucknow, Gaya, and Panna. In Equinox, 45 people were fitted with electronic prosthetic arms, and the third camp in the south touched the lives of more than 40 people.

In March, we collaborated with The Earth Saviours Foundation (TESF), which provides shelter to abandoned senior citizens and differently-abled persons. Employee volunteers distributed food and clothes at TESF’s center in Bandhwari village in Gurugram.

Empowering communities. Touching lives.
Know safety, no accidents

Intensive training and activities marked ‘National Safety Week’

Every year, National Safety Day is observed on March 4, which aims to emphasize the importance of safety and health in all aspects of life, including the workplace. Across our campuses in India, we took this idea further by organizing a National Safety Week from March 4-10 with the theme of ‘Zero Harm’.

Our efforts were conducted in partnership with our contractors and included a range of activities such as a safety march, safety flag hoisting, job-specific training modules, a blood donation camp, a safety quiz competition, a safety walk down and yoga and physical training sessions. To recognize the best performers in Employee Health and Safety (EHS), we also held a prize distribution ceremony.

As always, the safety of our tenants, shoppers, and employees remains our top priority. Our dedication to EHS is also reflected in the numerous awards we have won, further attesting to our high standards for injury prevention.

Clash of the titans

Top property consulting firms battled for supremacy at the Champions League 2023

In February, Candor TechSpace, Newtown, Kolkata had the privilege of hosting the highly anticipated Champions League 2023. The two-day event saw participation from our esteemed international property consulting partners, including JLL, Knight Frank, CBRE, Cushman & Wakefield, and Colliers International. Even Brookfield Properties joined in on the action.

Close contests kept the excitement level high. In the end, Knight Frank took home the coveted trophy.

The fun event provided an opportunity for participants to take a break from their daily work routine and recharge. More importantly, it served as a reminder of the strong relationships we have forged with our partners. Such events strengthen our collaboration and reaffirm our commitment to working together towards achieving our goals.

Knight Frank took home the coveted trophy.
For more information, visit
www.brookfieldproperties.com

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