



A FOCUSED APPROACH

A passion for hospitality and penchant for creating systems are core values close to the heart of Nirupa Shankar, Director, Brigade Hospitality

Joining the family business was never part of Nirupa Shankar's goals but destiny had other plans. The daughter of M R Jaishankar, Founder-CMD of Brigade Group, Nirupa currently oversees the group's hospitality ventures as Director of Brigade Hospitality Services Ltd (BHSL). This is a 100 per cent owned subsidiary of Brigade Enterprises and was created to give a more focused approach to the hospitality projects. Her role is to oversee Business Development in order to further the business and operations strategy to ensure that the current operating assets are managed well.

Armed with a degree in Economics from University of Virginia and a degree in Hotel Management from the prestigious Cornell University, Nirupa joined the family business in 2009.

One of her first tasks was revamping the websites. "The dashboards – internally referred to as the 'Unit Health Dashboard' allowed me to review a unit's performance and compare it with other similar units in less than 10 minutes," states Nirupa.

Before joining the family business, Nirupa spent eight years abroad. It was during her stint at Ernst & Young that she realised her true calling. "One of the projects was a "Leveraged Buyout of a Casino Group" by a private equity fund. This was my first experience of working on a hotel project. I really enjoyed it despite the 90 hour weeks", she says.

Currently one of her pet projects is the Sky Lounge, a massive 40,000 sq ft space on top of the World Trade Centre –Bengaluru which will be the tallest point in South India at 420 ft.

The young real estate professional has set high goals for herself targeting a turnover of ₹1,000 crores by 2020 for Brigade Hospitality Services.

"I am not yet very involved in the core business of residential real estate. This

I plan to get into at a slightly later stage, once I have achieved my hotel aspirations," admits Nirupa. **RP**