



India's Real Estate Sector

Growing Opportunities in the Delhi NCR Area

Concept by:

Abroader Consultancy India Pvt. Ltd.

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About Abroader Consultancy India Pvt. Ltd.

Your India Trade and Investment Services Partner

About us:

- Established in 2001
- Headquartered in **Bangalore**, New office in **Goa** (August, 2013), presence in **Mumbai, Pune and Dubai**.
- Proven Track record in Europe, Asia and North America.
- **Helped more than 150 clients to enter the Indian market.**
- Senior team of international Business Consultants (3 Consultants are Dutch speaking), experienced Indian team.
- Extensive Senior business network in India.



We accelerate your business and mitigate risks

- Market entry strategy & local implementation
- Partner search & selection
- Local management, interim management
- Business intelligence, market research
- Feasibility studies and pilot projects
- Due diligence on partners and projects
- Mergers & Acquisitions advisory
- Deal structuring & negotiation support
- Post investment local support & implementation

Why Work With Us?

Our added value for your ambitions in India

Flexibility

Our approach is fully **tailor-made** to individual client needs, providing an international contact point, yet local resources to support your activities.

Focus on success for our clients – objective and experienced

We provide an **unmatched track record** in supporting clients to establish and expand in India. Through our work in different sectors, we have accumulated a wealth of experience that we apply to our clients' benefit.

Implementation Support

We **operationally assist** clients in penetrating new markets. Our job is not telling clients what to do, but actually getting it done. From potential to reality, that's what we offer.



Flexibility

Local Presence

Local Presence, International Approach

We have the **local expertise** and **resources** to support clients from business intelligence, through market entry strategy development to local execution. Our local presence in emerging markets is vital to success.

Market Entrance Specialist

We have a clear focus on emerging markets. Our local offices include sector experts with **extensive networks** that know what it takes to succeed in the respective country.

We pride ourselves on getting beneath the surface in emerging markets and understanding what is really happening.

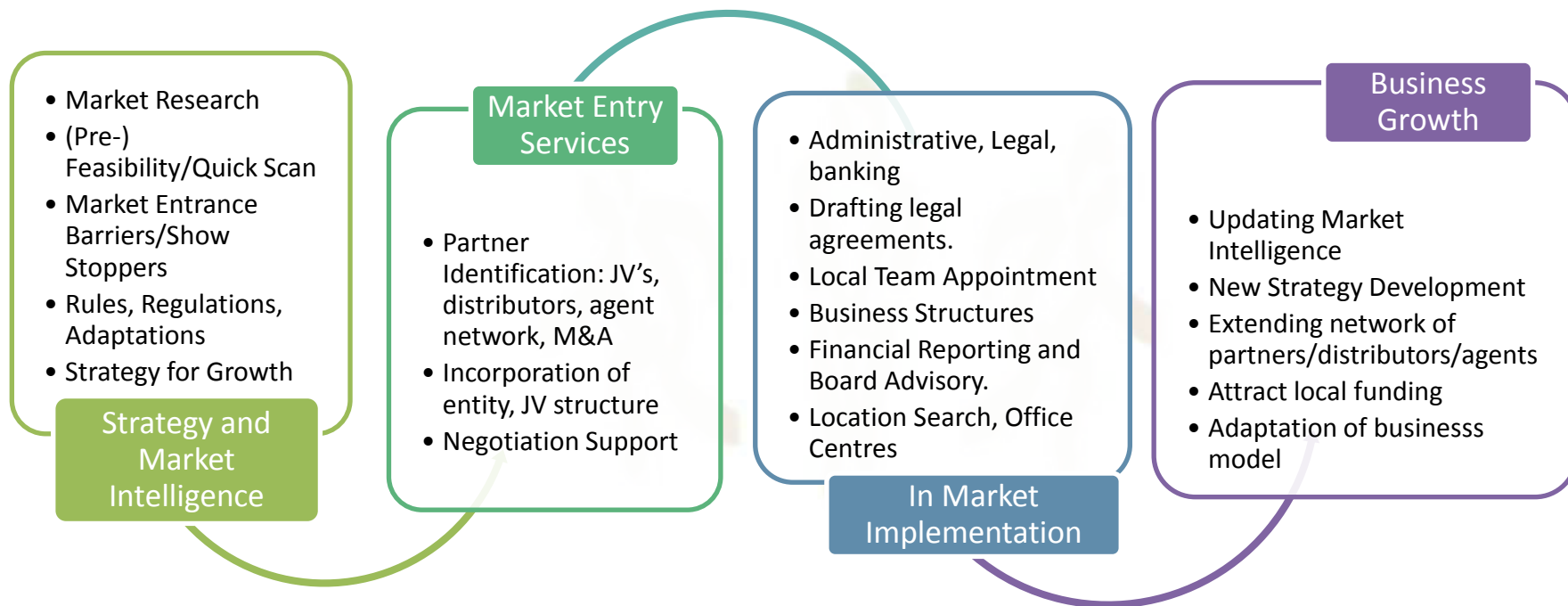
**Support
In
Implementation**

**Focus on
Success**

Specialists

Services in Detail

Our added value



In addition, we offer a complete package of services to set up your company, design financial reports, hire and train a local team, find business development partners, compliance and licensing, etc.

Our Directors



Carin Rustema – Director

Carin (MSc.) was born and raised in the Netherlands and holds a Master degree in Communication Science (University of Amsterdam) and 2 post-graduate degrees in Brand Management and Business Economics (University of Groningen, Netherlands). Carin has more than 17 years of experience in international business, both in India and abroad in more than 8 sectors.

She started her career in Europe (Netherlands, Italy) and worked in the food, human resources, telecom, travel and energy sectors, before moving to India in 2001 to co-found Abroader Consultancy. She has since initiated and lead many consultancy projects for foreign organisations in India in both the private and public sector.

Carin is the Founding Member of the India Netherlands Business Circle (Bangalore), member of the Bangalore Chamber of Commerce Food Expert Committee and author of various publications. She is Senior Visiting Lecturer at the biggest Tourism Management University in the world, with programmes in the Netherlands and Asia.



Pratap Raju – Director

Pratap (B.Tech, MBA), holds an Engineering Degree (JNTU, Hyderabad) and did his MBA at Symbiosis (Pune). He also holds a Post Graduate Diploma in marketing management (Maastricht, the Netherlands). Pratap has 3 decades of extensive international business and consultancy experience on 3 continents and in 9 different sectors.

He started his career in India and moved to Europe in 1991, where he held business development positions with international companies (Netherlands, Italy, US) in technology and food processing.

Since 2001, after co-founding Abroader Consultancy, he worked on investment, trade and partnership opportunities in India for foreign companies and governments. For three years (2009/12), he represented the Province of British Columbia (Canada) in India as their Trade and Investment Representative – with a focus on technology and innovation. In 2012, he chose to focus on Private Sector opportunities in India, offering services in investment, Mergers & Acquisitions and JV structuring. Pratap currently works with clients from Europe, Canada and the Middle East.

Countries we work with/in: The Netherlands, Belgium, UK,, Germany, Italy, Spain, Turkey, France, Denmark, UK, Israel, Dubai, Hong Kong, Thailand, Cambodia, Philippines, Indonesia, Singapore, Malaysia, USA and Canada.

Sr. Business Consultant: Kanishka Sharma

Kanishka, born and raised in Bangalore, studied at the Emerson College in Boston (Bachelors in Journalism & Publishing). She has more than 10 years of business experience in a variety of sectors, including Manufacturing, Food Processing, IT, HRM, Media and Entertainment.

Kanishka started her career in the US and moved to India where she worked for five years as an independent consultant for leading Indian IT organizations. After this, she became co-responsible for setting up a Green Field operation in the food processing industry in South India – financed by investors from The Netherlands and Belgium. She worked on the training of new teams, setting up the logistics and supply chain department and liaison with (local) governmental agencies.

She played a key role in international marketing and promoting the company, handled international and local investor relations. Kanishka has an extensive Indian business network and works across sectors to support foreign companies during their growth phase in India.

Investment Advisory Associate: Brian D'Souza

Brian was born in India and holds a Bachelor degree in Commerce and an MBA from Symbiosis Institute of Business Management, (Pune). He has over 25 years of finance and investment experience across 17 sectors in India and is exposed to a large network of Indian businesses (mid- to large scale), being based out of Mumbai – the financial capital of India.

Brian started his career with the Consumer Service Group of Citibank. After this, he joined the American Express Bank (Head Quarters, Mumbai) for 5 years, and helped setting up a boutique investment bank for one of the largest - cash rich - corporates in India. In 1995, Brian became an independent consultant, working on growth capital for scalable Indian businesses, raising capital from India and/or through overseas instruments. Till date, he has raised more than \$300 Million of funding for his clients and established a direct relationship with one of India's largest private individual investor – who is currently exposed to over a Billion Dollars of investment in India.

Principle Consultant: Edwin Katerberg

Edwin was born and raised in the Netherlands and completed his Bachelor of Business Administration (European Studies) at The Hague University (the Netherlands). He lived and worked in 6 different countries and has over 17 years of international work and management experience, including over 15 years in (South) India.

Edwin is specialized in establishing new (Indian) business ventures, setting up production units, (import and export) supply chains, international sales teams and agricultural companies (from farm extensions till actual processing). His main professional focus has been on India where he has spent 15 years on sharpening his skills in quality management, production management, international logistics, import and export regulations, international marketing, trade representation activities, licensing, general management of production units and service industries. He worked for various foreign investors and Indian firms in the Indian and foreign food industry.

Business Consultant: Akshara Walia

Akshara (BBA, Mtdm) was born and brought up in Delhi, India. She completed her Bachelors in Business Studies (BBA) from Delhi University (DU) and graduated in 2013 at the Breda University of Applied Science – The Netherlands (Tourism Destination Management). Akshara commenced her career in market research with Synovate Business Consulting (now part of Ipsos) in 2009 and was promoted to Associate Consultant within a year. She worked for Indian and global accounts (Middle East, Turkey, Japan and Australia) and was involved in all aspects of the market intelligence field including desk and primary based research, in-depth project analysis, competitive benchmarking, market entry and top line market analysis.

She conducted multi-stakeholder destination research in Australia, Thailand and Indonesia and prepared reports on destination development, marketing and tourism issues. She dealt with different components of the value chain to propose sector broad solutions for development. Akshara is fluent in English and Hindi and studied basic Spanish.

Our Consultants

Business Consultant: Rajeev Rao

Rajeev has over 2 decades of experience in a number of diverse business processes, including office establishment and incubation, sales management, output reporting, budgeting and finance, business development and technical talent management. He completed his Bachelor's Degree in Chemical Engineering from the National Institute of Technology and has since spent over twenty years in various industries and sectors, managing processes, developing sales, establishing regional offices and branches and sourcing and recruiting the requisite talent for them.

He is especially well versed with the IT and Electronics sectors, as well as others like chemicals and solar power. From 1998-2007, he worked with RB Comtec in Bangalore where he established two regional offices in the South and recruited, developed and led the regional teams (of around 30 people). He went on to work towards revenue generation in a number of core sectors until 2013 when he shifted towards the private consultancy field. As a consultant at Abroader he provides Strategic consulting services for international clients in the fields of business incubation and operational set up, talent acquisition and management. Rajeev speaks fluent English, Hindi and Oriya, and is well versed with Telugu.

Our Consultants and Associates:

Our team of Senior Consultants and Associates have hands-on experience in promoting foreign investment and trade opportunities to businesses around the globe. They have extensive business experience in India and abroad and have worked for international investors throughout their careers.

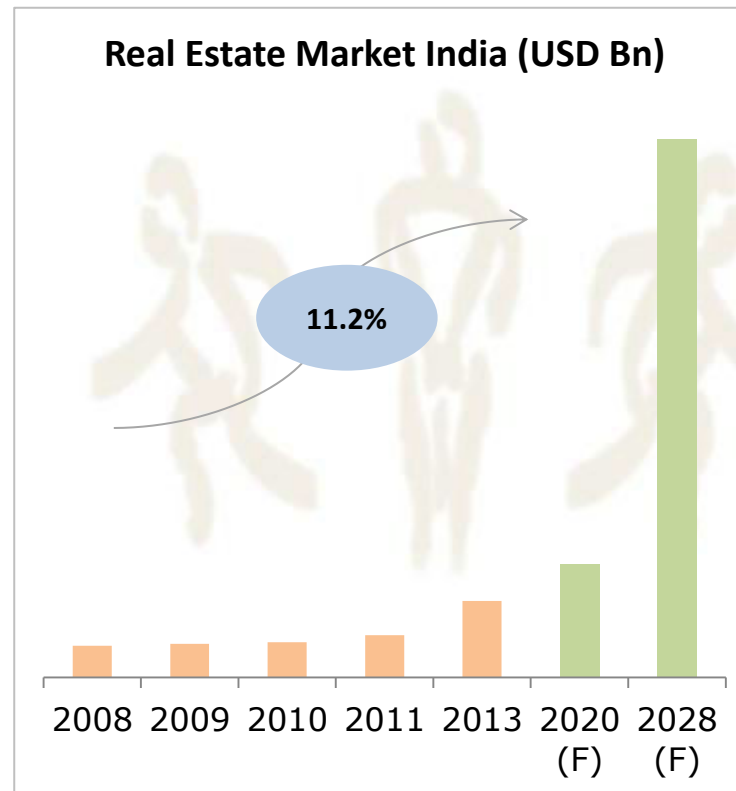
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The Indian Real Estate Market has shown significant growth (11.2% CAGR; 2008-11) over the last decade owing to a number of factors

Growing demand from healthcare and education sectors

Government support: FDI of up to 100% in development projects

Growth in tourism; demand for hospitality infrastructure



Rapid urbanisation

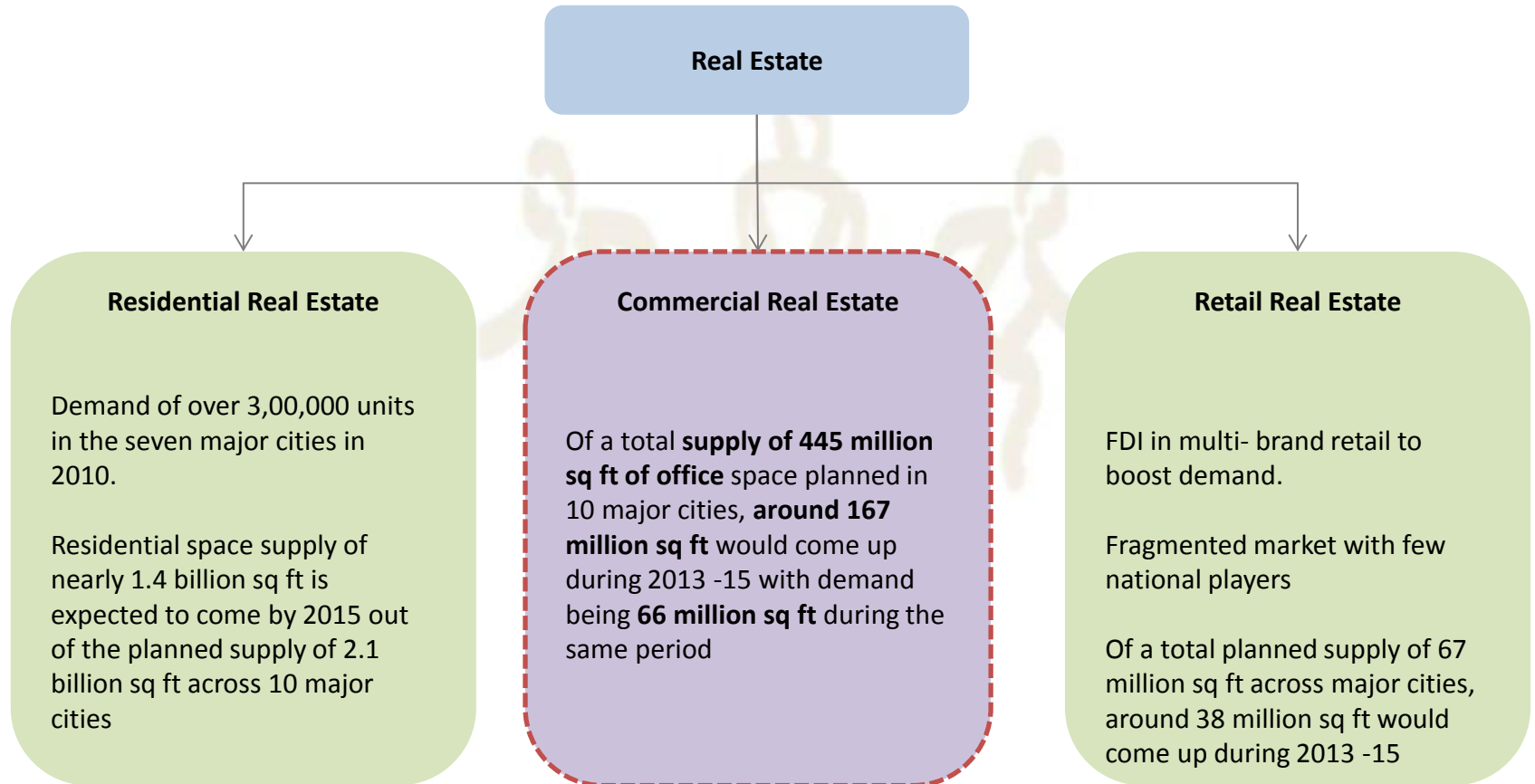
Number of Indians in urban areas to touch 500 Mn by 2031

Indian construction market to double to USD 700 Bn by 2020

The market is expected to reach USD 180 Bn in 2020 and quadruple to USD 853 Bn in 2028; FDI in the sector is expected to grow to USD 25 Bn (USD 4 Bn in 2012) in the coming decade.

Source: IBEF Real Estate Report, 2014

Commercial Real Estate is expected to become a priority with 445 Mn Sq Ft of supply planned across the major cities.



Source: IBEF Real Estate Report, 2014, CRISIL Real Estate (2013)

Real Estate Commitment across Geographical Clusters

From the estimated supply forecasted for establishment of real estate across 2013-15, India's North Cluster is ranked the highest— particularly due to the Delhi NCR region (city of Gurgaon). From a commercial perspective, the NCR region also has the maximum real estate coverage planned (38 Mn sq Ft).

Estimated Supply (2013-15) of Real Estate (Mn Sq Ft)								
	Residential	Cluster Weightage (Residential)	Commercial	Cluster Weightage (Commercial)	Organised Retail	Cluster Weightage (Retail)	Total	Cluster Weightage (Total)
North								
NCR								
Chandigarh								
Total								
Ahmedabad								
Pune								
Mumbai								
Total								
Kolkata								
Total								
Kochi								
Chennai								
Bangalore								
Hyderabad								
Total								
Grand Total								



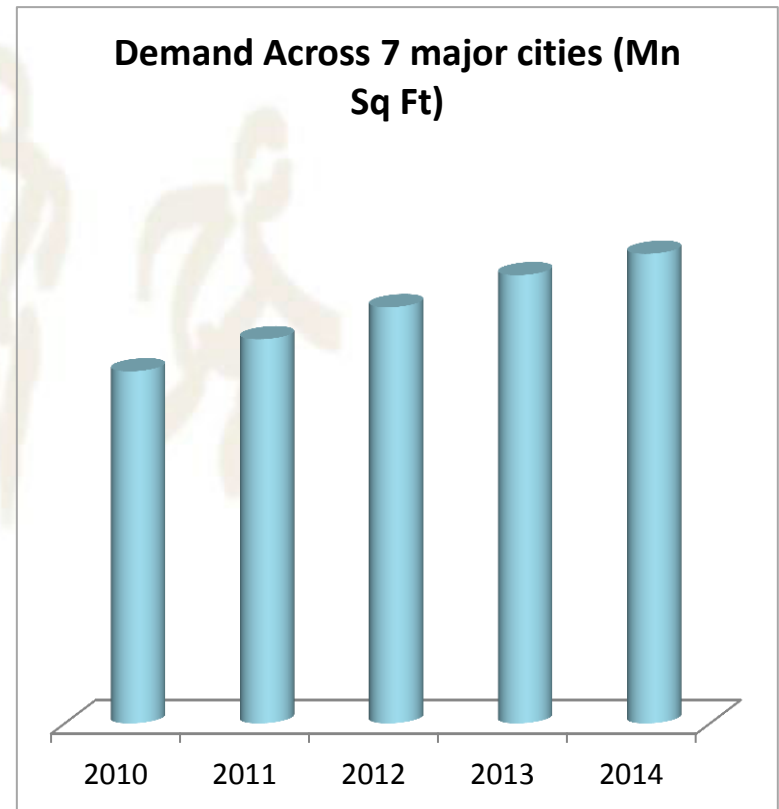
Source: CRISIL Real Estate (2013)

The increasing demand for commercial real estate across metro and Tier 1 cities across India can be attributed to a number of key factors.

- Few large developers with a pan-India presence dominate the market Operating

- Rapid growth in services sectors: IT, BFSI and Telecom
- Rising demand from MNCs

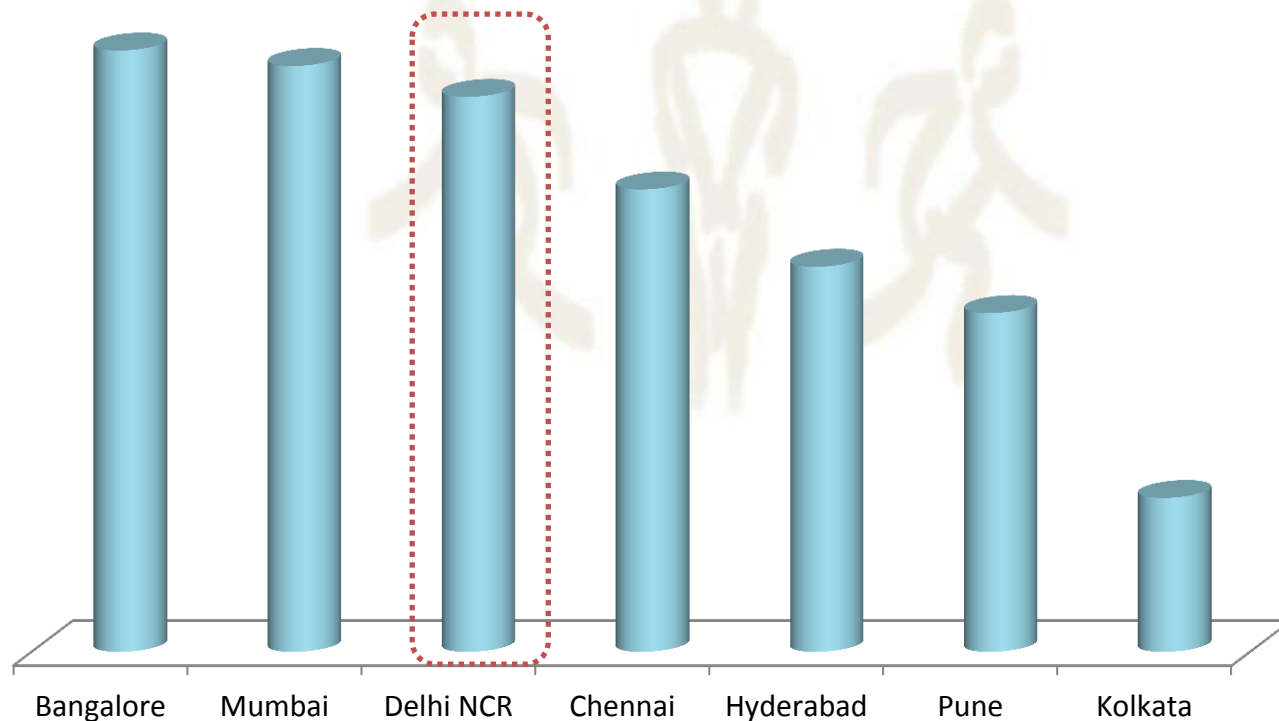
- Model has shifted from sales to a lease-and-maintenance
- Demand for office space in Tier 2 cities



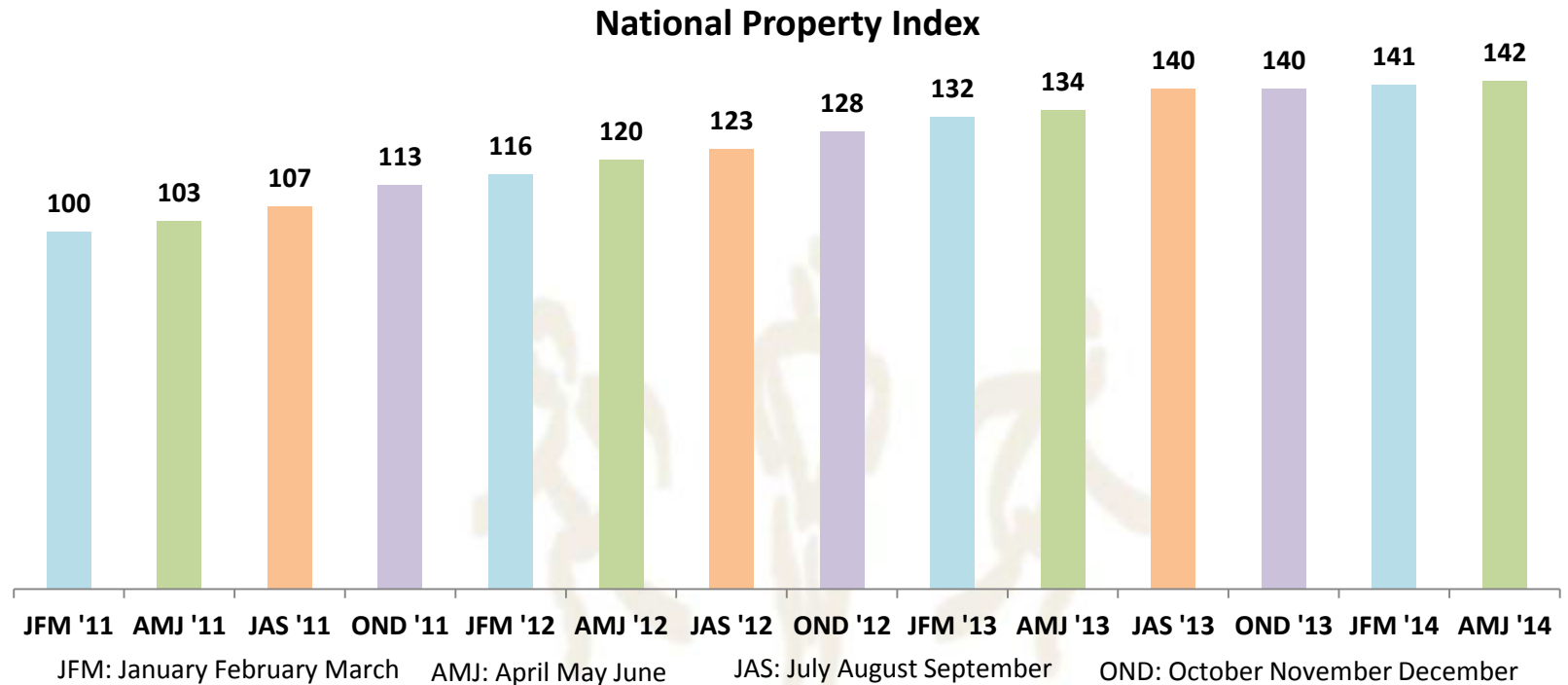
Source: IBEF Real Estate Report, (2014)

In terms of commercial real estate, Bangalore, Mumbai and the Delhi NCR area constitute 46% of India's total office space. With its **consistent average capital values, steady property index and comparatively lower rentals**, Gurgaon (Delhi NCR) remains an ideal real estate option.

Demand Analysis for Commercial Real Estate over Top Cities



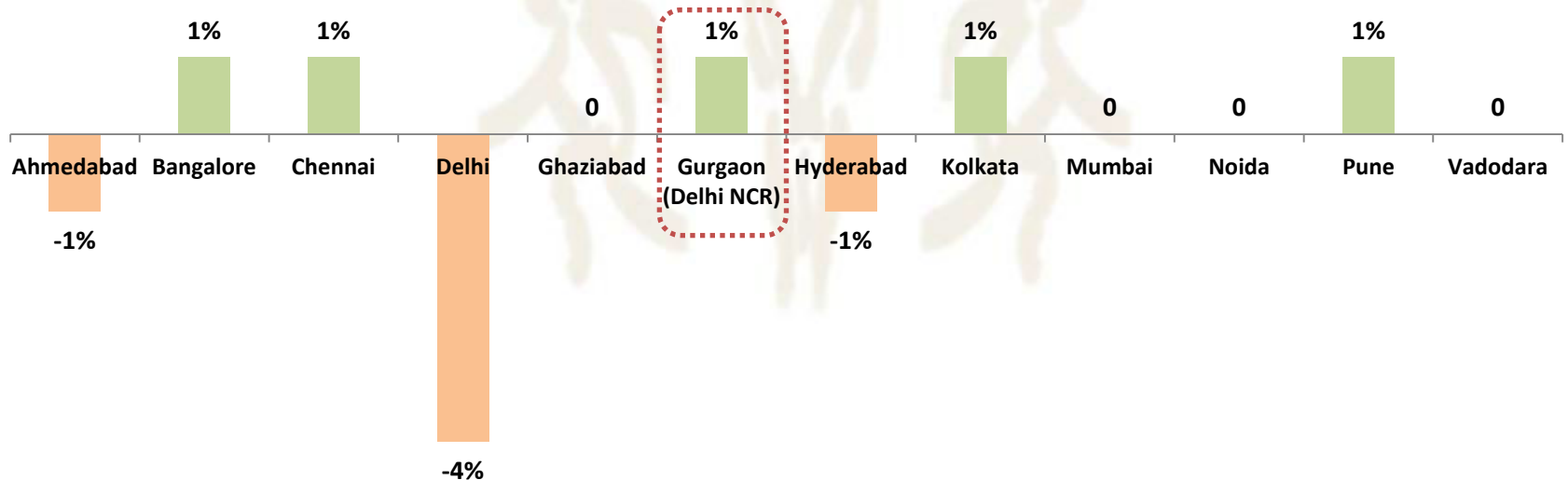
Source: IBEF Real Estate Report, (2014)



- In the April-June quarter of 2014, almost all 12 cities in the NPI showed consistency, with 9 showing only minor changes across City Indices.
- Overall, limited increases in real estate supply imply a cautious market approach.
- Lack of favourable policies for real estate and no reduction for home loan interest rates has also contributed to subdued market forecasts.

Source: PropIndex Report, 2014.; Magic Bricks

- Among individual cities, Delhi recorded the highest drop; primarily due to increase in availability of single floor units and a drop in the average capital values (1-9%). West Delhi's Uttam Nagar and Safdarjung Enclave in South Delhi were particularly noted for increase in supply.
- Ahmedabad also suffered a drop due to a 1-4% drop in capital values, while **Gurgaon showed a 1% rise (consistent with previous quarters)**, despite a marginal drop in the rental market.

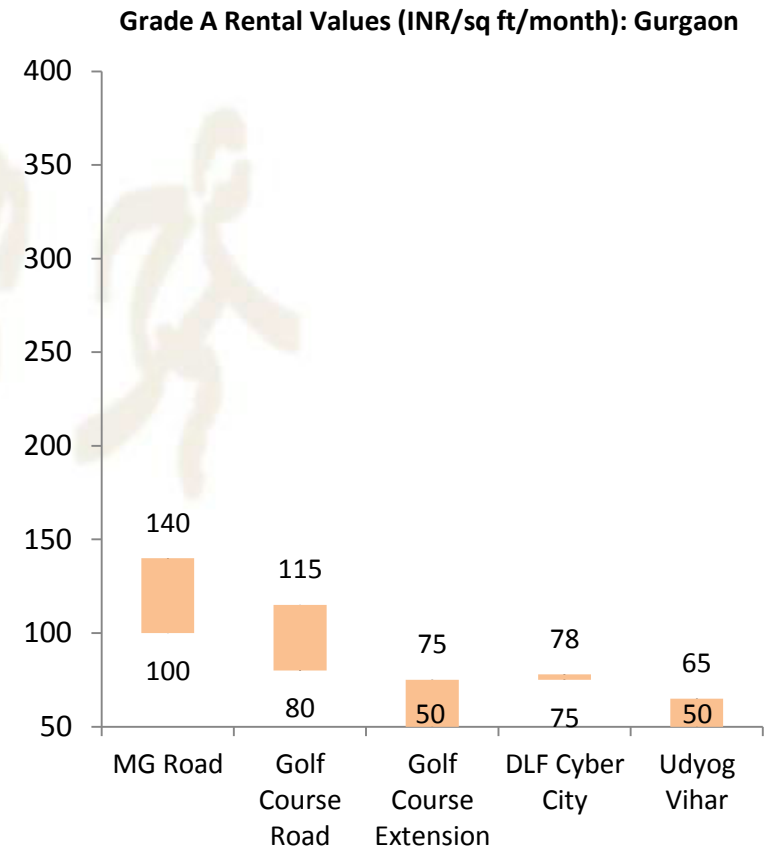
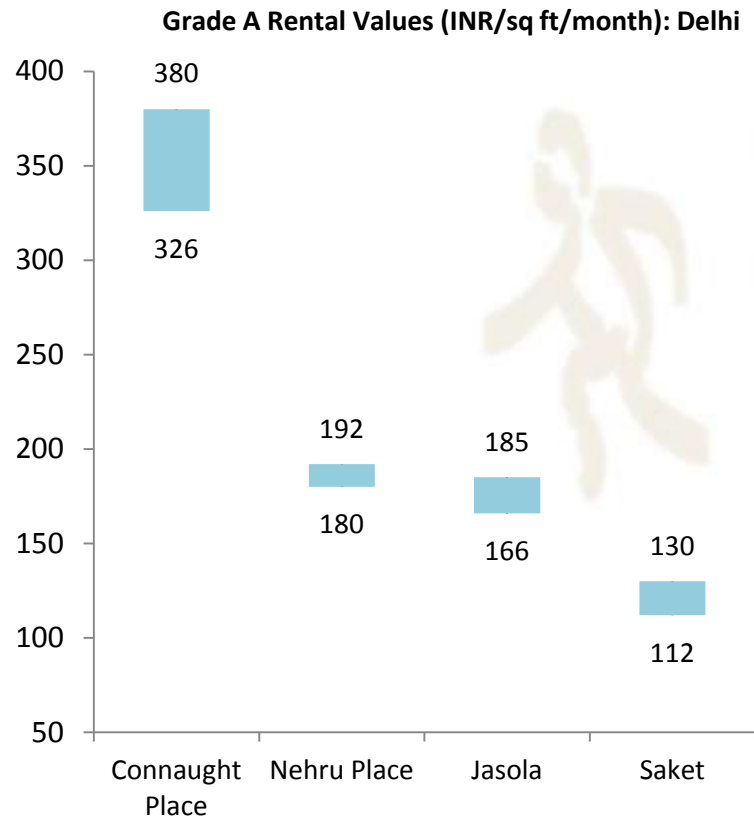


- Noida and Mumbai remained unchanged owing to steady average capital values.
- Hyderabad dropped by 1% this quarter due to steady infusion of new inventory. However, the market has shown signs of stability post the settlement of the Telangana Issue.

Source: PropIndex Report, 2014; Magic Bricks

Commercial Rentals Comparison

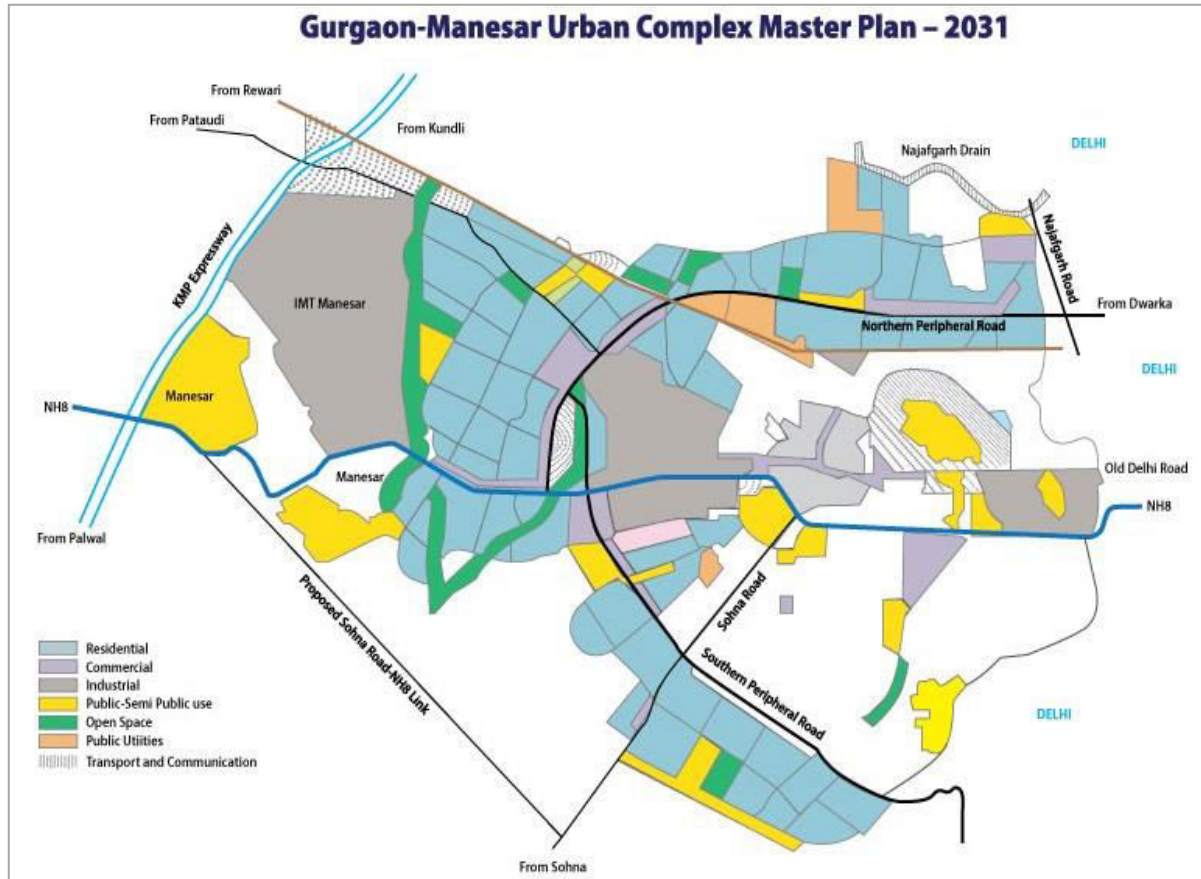
A comparison between the major office spaces in Delhi and the NCR region (Gurgaon) shows a marked difference between rental rates:



Note: Rates for July, 2013

Upcoming Plans: Gurgaon Manesar Real Estate Master Plan (2031)

The Gurgaon Manesar Real Estate Master Plan is expected to usher prominent increases in infrastructure development across the NCR region.

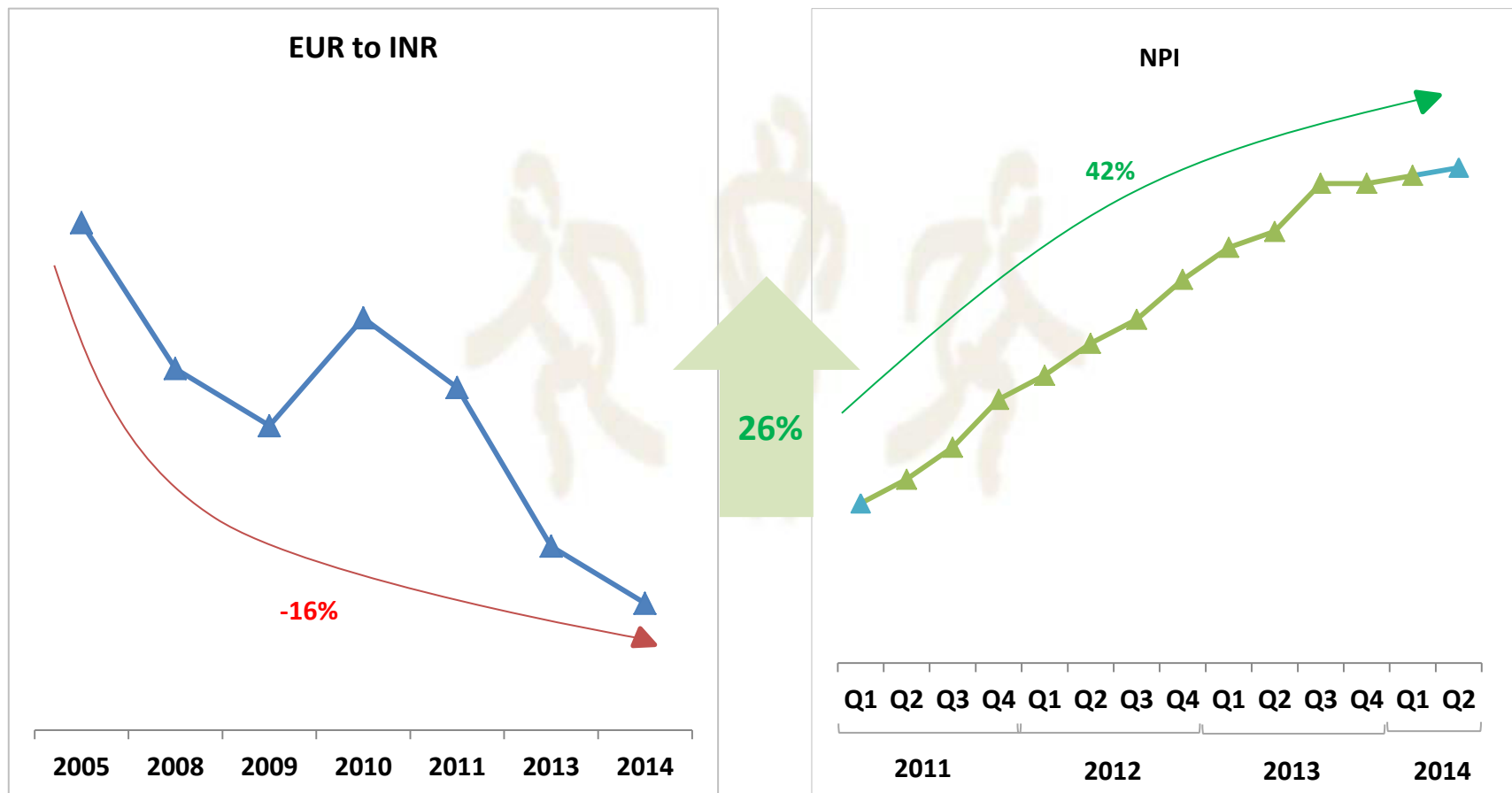


- The Master Plan aims to annul previously allocated SEZ Zones, thus freeing up 1,616 hectares for commercial space
- In particular, Sector S8 has been proposed for new office and commercial space
- Connectivity is also a focus with NH-8 and the upcoming Northern Peripheral Road expected to connect Gurgaon with other parts of Delhi.

Source: Business Standard, Times of India

Real Estate Consistency vs. The Rupee Depreciation

Despite the depreciation of the Rupee against the Euro, the real estate sector continues to grow and is highly suited for mid term ROI.



Source: : PropIndex Report, 2014:Magic Bricks

- India's real estate sector shows immense potential and growth is imminent in the coming decade.
- Commercial real estate across the top cities has shown consistent and robust growth, and market forecasts predicts a similar trajectory in the future.
- North India is ideally positioned for commercial growth— primarily due to the Delhi NCR region (Gurgaon).
- Gurgaon's comparatively lower rentals, consistent capital values and policies geared towards creation of commercial centres and office spaces is promising for the sector, thus making it an ideal choice for an office location.
- As the real estate market continues to grow and generate revenue, despite the value depreciation of the rupee, two options emerge:
 - Buying Office Space: A long term investment with manageable risk, which also afford the advantage of leveraging the growth of the commercial real estate sector and control over office space.
 - Renting Office Space: A low investment, low risk option. However, commercial rental will increase over long term and control over the space is limited.
- (A secondary option may also be to invest at the source of talent and labour: at Lucknow. This would enable quality maintenance and more control.)




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