



**CUSHMAN &  
WAKEFIELD**

**STRATEGIC CONSULTING**

**in**

**DATA CENTRE  
ADVISORY AND RESEARCH**

**(APAC and EMEA)**





We leverage our global knowledge and experience of dedicated local experts to provide a seamless integrated solution for your data center centric requirements. We provide advisory services to a wide range of clients including data centre operators, investors, developers, corporates (self-use DC's), local & central government bodies, etc.

## OUR EXPERTISE

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- **FEASIBILITY STUDY** - Evaluate land parcels/locations Data Centre development feasibility basis detailed financial models
- **DEMAND FORECAST** - Estimate demand for your new and existing data centres
- **MARKET RESEARCH** - Understand the User preferences, industry insights and business nuances.
- **MARKET INTELLIGENCE** - Compilation and periodic updates on data centre transactions, investments, rentals, land rates and competition mapping
- **RENTAL BENCHMARKING** - Mark to market study for colo rentals and lease terms
- **MERGER, ACQUISITION, TRANSACTION ADVISORY** - Identification of data centre opportunities for acquisition, divestments, mergers, partnerships, joint ventures, joint developments, etc.
- **GOVERNMENT ADVISORY** - Advise and build policies, incentives structure and regulations. Strategic assistance for policy implementation.
- **KNOWLEDGE SHARE** - Enable collaboration with global and local industry experts to achieve effective and innovative solutions, market intelligence, knowledge share, etc.

## WHY US

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Our “Confidently Global, Expertly Local” approach and bespoke client-centric solutions help clients take better informed decisions. Our presence across 60 countries enables us to obtain deep insights from local markets and share real time insights and intelligence.

## OUR PAST WORK

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### **ELECTRONICS CORPORATION OF TAMIL NADU LTD. (ELCOT) DATA CENTRE POLICY FORMULATION**

Provided consulting services for ELCOT (Electronics Corporation of Tamil Nadu Limited) and supported with the formulation of the Data Centre Policy for the Government of Tamil Nadu. The policy formulation process required us to compile relevant market/industry information and share recommendations with our client on areas of policy that would enable growth and sustainability of Data Centres across the State of Tamil Nadu.



### **ONE OF THE GLOBAL INVESTMENT MANAGEMENT FIRMS**

Supported key-clients in strategic investment decision-making. The client has equity investment in a Data Centre asset in India and was looking to strategic advice on the same. Our team worked on various scenarios including exit on as-is basis, lease and exit, develop, lease and exit, etc. The study also included market study, benchmarks, detailed supply, demand and financial projections, rental benchmarks and trends, development and operating costs, etc. The report concluded with the strategic advice on the investment that would yield the best returns.



### **ONE OF THE LARGEST DATA CENTER OPERATORS IN INDIA**

Conducted a multi-location study to assess the markets and identify suitable land parcels for acquisition for the purpose of development of Data Centres. The study also included recommendation of ‘Buy vs. Lease’ strategy for each of the identified land parcels for one of our reputed clients.



For more details on our service offerings, you can reach out to:



**PRITESH SWAMY**

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**ABOUT CUSHMAN & WAKEFIELD**

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com).

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