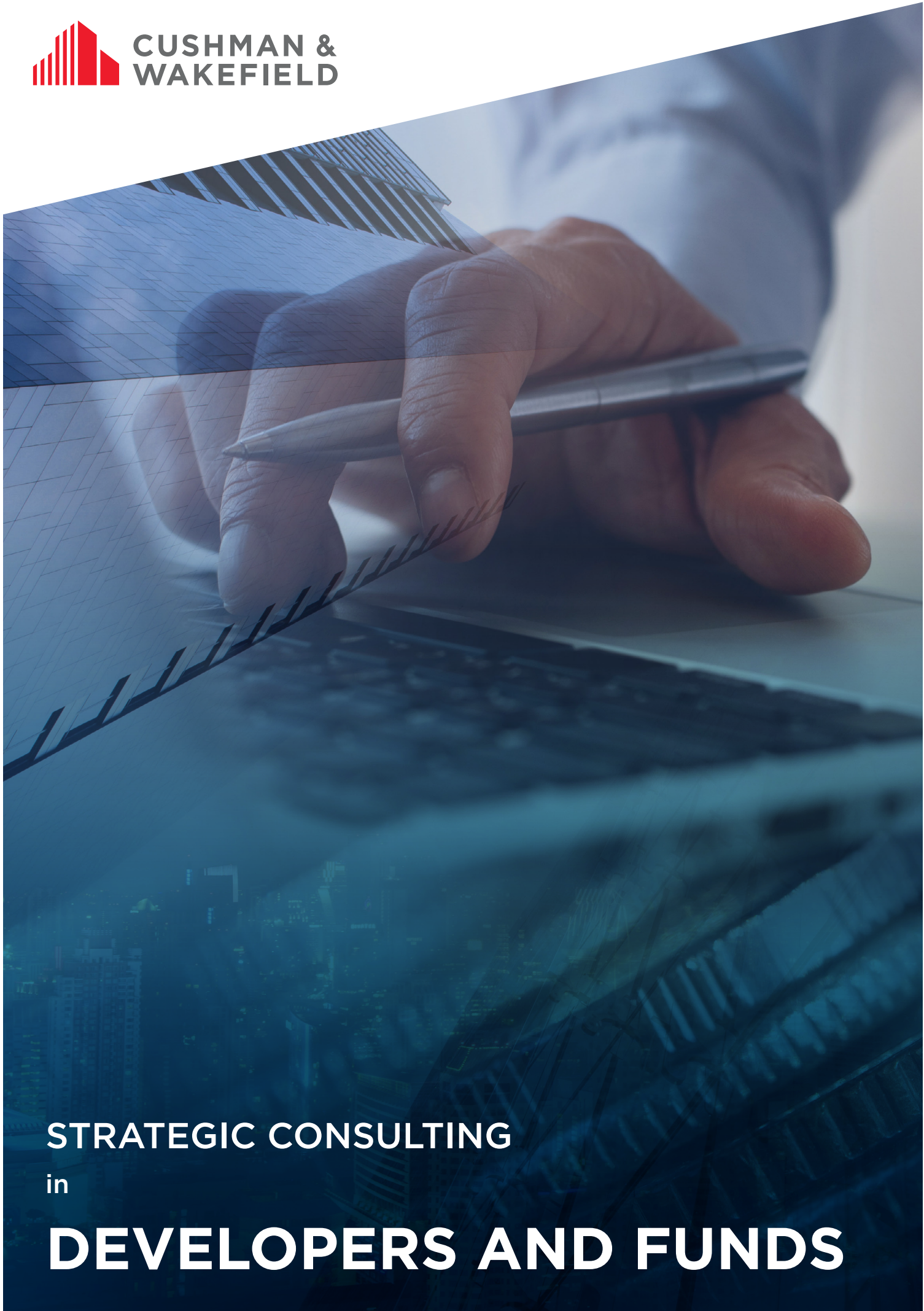


**CUSHMAN &
WAKEFIELD**



STRATEGIC CONSULTING

in

DEVELOPERS AND FUNDS



We provide strategic advisory services for Developers on all their Real Estate ventures/queries. In a market still defined by significant lack of transparency, we provide strategic advice to funds in connection with their acquisitions, identifying the right opportunities, analyzing the risks, taking charge of the overall real estate portfolio thus, helping them to generate optimum returns on investment.

OUR EXPERTISE

Strategic Advisory from Highest and Best Use, Feasibility, to Recommendations on Optimum Product Mix and Financial Returns from the Project

- **HIGHEST AND BEST USE STUDIES** - Advise on optimum use for a land parcel to assess the product mix that is permissible, marketable and can maximize the revenue generation potential on the same
- **FEASIBILITY STUDIES** - To advice on the viability of a project. It not only helps developers to uncover potential problems and determine if a project is worth undertaking at all, but also helps to deconstruct complex tasks to execute them in a more manageable way
- **PORTFOLIO OPTIMIZATION** by assessing the overall real estate assets for Developer's, identifying the right opportunities, analyzing the risks, and provide advice to them to generate optimum returns on their investments.
- **MARKET ASSESSMENT - FINANCIAL ADVISORY** - Market Research and Analysis, Project Conceptualization | Price Discovery | Competition and Benchmarking Analysis | Product Positioning Strategy | Location Advisory

We are well poised to provide our services to occupiers, developers, investors, individual landlords, HNI's, corporates, financial institutes/funds, corporate entities

WHY US

We can bring to the table a potent combination of technical know-how and market insight across all verticals of real estate. We provide the best insights and in-depth understanding of markets and evolving opportunities. Our agile approach towards project requirements and bespoke client and people-centric solutions helps clients in decision making process. We have advised domestic and MNC clients to formulate optimal real estate strategies in the Indian market, which functions within a complex framework of policies and regulations. We also bring in collaborative approach towards achieving strategic project objectives. We practice knowledge share, learnings and collaboration with our global teams



OUR PAST WORK



HIGHEST AND BEST USE AND FEASIBILITY STUDIES

We have marquee track record in HBU studies with proven expertise in providing strategic advisory for national as well as international developers and fund houses in creating business models that focus on streamlining overall business performance and operational productivity.



FEASIBILITY STUDIES

We have been instrumental in advising both developers/corporates and funds for assessing their real estate requirements and providing tangible solutions through feasibility studies, demand models and implementation frameworks. We have advised Clients on the financial viability of projects thereby increasing margins by reducing cost and improving efficiency.



MARKET ASSESSMENT

We have excellent track record in advising Clients on market intelligence, latest market trends in a particular city or state, demographic analysis, infrastructure assessment. We expertise in unparalleled local knowledge which helps developers and funds to better align to the dynamic changes we see across locations.



PORTFOLIO OPTIMIZATION

We help Client's to cultivate greater economic and social returns from a built environment. We advise on restructuring of an existing real estate portfolio, react to political and economic events, and take advantage of long-term market trends.

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

AINDRILA BASU ROY

*Associate Director
Strategic Consulting (North & East)*
Cushman & Wakefield
aindrilabasu.roy@cushwake.com

SYAMALA V

*Senior Associate Director
Strategic Consulting (South)*
Cushman & Wakefield
syamala.v@ap.cushwake.com

TRISHIKA SHETTY

*Senior Associate Director
Strategic Consulting (West)*
Cushman & Wakefield
trishika.shetty@cushwake.com



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.

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