



pepper advisory (india) ltd.
Realty & Lifestyle Consulting Company

Corporate Profile



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About Us

We are an unique *Realty & Lifestyle Consulting Company*. We offer advisory services to clients for development of residential/commercial/mixed use real estate, hospitality, recreation and entertainment projects. Our services include concept development, due diligence, feasibility study and project management. Since founding the company, we have been working with clients throughout on a range of acquisition, development, and business operation matters.

We take a strategic marketing approach in much of what we do with clients. We seek to blend "no bounds" creativity in ideation and product concepting for to-be-built and to-be-repositioned projects and products. We and our Associates act as strategic marketing consultants in seeking "pragmatic creativity," recognizing that cutting-edge product ideas must be implementable within financial objectives and investor expectations.

Our Mission Statement

Our mission is to maximize our clients' real estate values and minimize their real estate risks by providing superior advisory services.

Our Vision

Our vision is to be the key trusted real estate advisor for our clients.

Our Focus

Our focus is on offering advisory services to built environment that is centered on aesthetic excellence within the context of sustainable development principles. We seek to work in communities that have long-term focus, celebrate and protect their historic assets and value a rich diversity of people and opportunities. Above all, we pledge to pursue our business with a steadfast focus on high ethical standards, continued relationships based on respect, and development driven by a passion borne of a vision for a better community.



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Why Pepper Advisory in your next project ?

- PA is working as an advisor to private sector companies and projects.
- PA works as an owner's representative and asset manager for operated facilities, property under development, and consumer product licensing programs.
- PA is one of the few real estate services company that integrates a highly creative approach, with experience across service industry, that gives us a wide perspective on possibilities.
- PA and its Associates have deep experience with feasibility, including market and financial analysis, business plans and strategic marketing.
- PA work with a total commitment to the "end user" - the shopper, guest, patron, or customer that will ultimately enjoy (or not) the experience to be provided.



Financial Advisory

We offer creative capital solutions for your real estate needs. We have good relations with private equity funds, realty funds and banks that provide secured bridge loans, mezzanine loans, preferred equity and equity investments for realty projects.

We develop effective strategies and guide our clients through complex financial negotiations and provide long term financial stability. We view each transaction as an opportunity to develop a long-term relationship with our clients and partners.

Our financial advisory includes following services:

- Preparing brief teaser on the Project
- Preparing detailed Information Memorandum on the Project
- Preparing a detailed financial model
- Identifying suitable investment structures for debt and equity
- Preparing investor presentations
- Organizing and coordinating meetings with investors
- Arranging, negotiating and finalizing the term sheet
- Coordination of legal and commercial due diligence
- Assisting on collating documents for preparation of the offer, legal due diligence report, commercial due diligence report and other obligatory submissions to the investor
- Assisting in signing the loan agreement
- Assisting in obtaining statutory approvals if any



Realty Investment Advisory

We are an independent real estate advisory company specializing in maximizing real estate value and minimizing real estate risk. We save our clients money by managing transactions – sales, purchases, leases, acquisitions, and dispositions – and managing real estate costs. We are flexible, responsive, and objective. Our depth and variety of experience ensure accuracy and integrity.

We provide our institutional and HNI investors with access to compelling direct investment opportunities in the real estate market. Following our investment strategy, we seek to generate attractive returns on a risk-adjusted basis by targeting opportunities in all phases of the real estate life cycle.

Our objective is to provide our institutional and HNI investors with meaningful value appreciation through the proven application of our investment strategies. We aim to accomplish this goal by creating unique portfolios of real estate assets that are diversified by asset type (multifamily, industrial, office and retail), geography and investment type (core, core-plus, value-added and joint venture development). We present a clear picture to our clients', enabling them to confidently make well informed real estate investment decisions.

To our institutional and HNI investors, we offer variety of real estate investments opportunities such as:

- Pre-launch investment deals in realty projects
- Strategic placement and investment deals in realty projects
- Profit sharing investment deals in realty projects
- Joint venture investment deals in realty projects
- Investment in land banks

Our investment advisory includes services across major classes of residential and commercial real estate. Our engagement includes:

- Transaction due diligence
- Decision advisory and financial analysis
- Feasibility, development, and investment analyses
- Due diligence for portfolio acquisitions and dispositions
- Residential and commercial real estate investments
- Asset management
- Asset analysis and opinion of value
- Specific asset buy-sell strategy
- Market and submarket analysis
- Portfolio strategy by property type
- Development and redevelopment feasibility studies



Project Advisory

We are dedicated to conserving, protecting and enhancing the environment. We are assisting our clients in planning, design, ecology and management. Our creative design process uses pioneering methodologies and the latest technology, and is underpinned by our values: sustainability, independence and quality. We take a holistic view of our precious landscape, considering its history, culture and community. Being independent, we offer sound, impartial advice, keeping the environment, and people's relationship with it, at the heart of all our work. Our services cover assisting our client's in creating

Digital Design ; Ecology & Environmental Assessment ; Historic Landscapes ; Landscape Design ; Landscape Management ; Landscape Planning ; Master planning and Rural Futures.

Our services include an array of products, that can be as general as a broad-based overview of a large geographic market or a site specific feasibility analysis for an unique, mixed-use, infill development. Array of advisory services offered by PA are:

- Concept Development
- Project Feasibility
- Project Financing
- Project Management
- Real Estate Due Diligence
- Hotel Development
- Development of Residential, Commercial & Mixed Use properties, Hospitals, Recreation and Entertainment facilities
- Development of Affordable and Budget Housing
- Marketing & Sales
- Redevelopment Projects – SRA(s) and existing Housing Society(s)

Scope of various project advisories offered by us are enumerated below:

- Scope of Project Management Advisory
- Scope of Land Use Advisory
- Scope of Land Acquisition Advisory
- Scope of Marketing & Sales Advisory
- Scope of Hotel Development Advisory
- Scope of Branded Retail & Restaurant Advisory
- Scope of Property Management Advisory
- Scope of Luxury Estate Advisory



Project Advisory | Scope of Project Management Advisory

We specialize in providing project management services and consultation for any or all phases of a project. Our expertise is to direct, support and coordinate all aspects of your project, whether large or small. We are proficient in overseeing and directing both internal company support work and third party subcontractors to ensure that budget and schedule constraints are met. We follow a proven system that entails the responsibilities listed below.

Planning

- Developing the project concept, feasibility, marketing plan and development plan
- Develop schedules, execution plans, subcontractor strategies, budgets, risk quantification, QA/QC requirements
- Define roles, authority, and relationships between all interacting companies
- Establish a communication plan for the client

Execution

- Manage resource availability, performance quality, and document data control
- Report project status to the client
- Measure verifiable progress, cost controls, and scope changes
- Identify potential problems and consult on alternative approaches
- Monitor performance against project forecasts

Project close-out

- Document and track all aspects of the project and its final configuration
- Ensure all client's expectations are fully met



Project Advisory | Scope of Land Use Advisory

We are offering land use advisory for real estate project, we specialize in due diligence, research and pre-development project feasibility analysis, zoning and land use entitlement, land use application preparation, and management of the entitlement and development permitting process. Our Professional services include government and community relations, zone variances, project team selection and coordination, project timelines and fee estimates.

We specialize in: understanding complex projects, reviewing land-use issues and zoning constraints, preparing precise project descriptions, contacting key public officials and government agency staff, identifying the appropriate entitlement process, preparing detailed application packages and negotiating conditions of approval. We also assist our clients by suggesting appropriate technical experts and project team members, preparing project timelines and budgets, and providing regular status reports and task lists to the project team.

Scope of land use advisory we provide

- **Zoning Research and Land Use Analysis/Due Diligence**

Research and analysis of current zoning restrictions, land use designations, previous zoning approvals, Q Conditions, building permits, covenants, and affidavits.

- **Pre-Development Consulting, Feasibility Analysis, and Governmental Meetings**

Evaluation of proposed project description and preliminary site plan, arrangement of meetings with key government staff members and preparation of project timelines, fee estimates, and entitlement strategy.

- **Real Estate Project Entitlement Services, Project Management**

Assist in preparing of applications for Site Plan Review, Adjustments, Modifications, Zone Variances, Plan Approvals, Plan Amendments, and including the preparation of justifications, and site photos.



Project Advisory | Scope of Land Acquisition Advisory

We offer land acquisition advisory, our services are unique for each project we undertake, and are therefore tailored to meet each client's individual needs. At the center of our consulting services is the Market and Financial Feasibility Study, which evaluates investment potential from both a market and financial perspective. Scope of land acquisition services we provide

- To identify land, scrutinize the title, possession, ownership, marketability and other related documents. Appoint other professionals to undertake search of the title, survey of land and/or property & architect to evaluate development potential based on DP Reservations, etc.
- To prepare report on land to be acquired enumerating its market potential, land forms and usage, Development Plan (DP) Reservations and the potential bottle necks that could be encountered.
- To obtain quotations and assist in acquisition of land and provide market intelligence on proposed acquisition. Liaison with the Local Bodies and the Government for the land to be acquired and provide and/or organize any other service that may be required for acquiring the land.
- Assisting in developing the project feasibility, marketing plan and development plan.
- Provide any other service for successful implementation and completion of the project.



Project Advisory | Scope of Marketing & Sales Advisory

We just don't act as a general property sales agent. For selected projects, we provide developers with comprehensive management of marketing, and in-house, trained and managed project sales teams.

This project sales formula enables the project to work with both local and international commission-based real estate agents, and has proved to be highly effective.

Marketing functions include:

- Market analysis, mix and pricing policy.
- Management of design and production of graphics, brochures, AV presentations, website and billboards.
- Coordination of PR, advertising and promotional campaigns, launches and exhibitions.

Sales functions include:

- 7 days per week, on-site sales team attendance.
- Liaison with local and international commission sales agents, provision of sales aids and promotional materials, on-site servicing of agents' clients.
- Attendance at local and international launch functions and exhibitions.
- Appointment of country/region specific GSAs.
- Reporting and maintenance of sales registers and sales/visitor statistics.
- After-sales-services to buyers.



Project Advisory | Scope of Hotel Development Advisory

The hotel consulting advisory we provide are unique for each project we undertake, and are therefore tailored to meet each client's individual needs. At the center of our consulting services is the Market and Financial Feasibility Study, which evaluates hotel investment potential from both a market and financial perspective. The Market and Financial Feasibility Study consists of the following research and analysis

- Market Area Review
- Hotel Site Analysis
- Hotel Supply and Demand Analysis
- Competitive Positioning of an Existing or Proposed Hotel
- Project and Investment Recommendations

In addition to the aforementioned feasibility analyses, PA also assist clients in the following additional consulting services:

- Proposed Hotel Development Consulting
- Hotel Management Company Evaluation and Selection
- Franchise Evaluation and Selection
- Franchise and Management Contract Review, Strategies, and Recommendations
- Lease Reviews and Negotiations



Project Advisory | Scope of Branded Retail & Restaurant Advisory

We are offering advisory for branded retail and restaurant businesses, if you have a marketing need, we can help. From planning through execution, you CAN put all your eggs in one basket. Our philosophy

- **Strategy**

Strategy is not just another “service” we offer. It is the cornerstone of your successful marketing efforts, the difference between “good” and “WOW!”

- **Affordability**

A strategic approach like that offered by us is usually available only from highprofile consulting firms - with a highprofile price tag to match. Our services come at a price that will make your money feel like Rupees and not paise.

- **Consultants**

Our Consultants are different. We’re individual Consultants working together to provide a high-level of strategically-based service. All our Consultants are independent professionals who have chosen to go out on their own to provide the highest-quality work possible for their clients. Our consultants have varied backgrounds in consumer and business-to-business industries, broad and specialty markets.

Scope of our branded retail and restaurant advisory we provide

- Strategic Planning & Marketing Analysis
- Competitive Analysis & Marketing Planning
- Creative Development / Execution and Strategic Development & Articulation
- Financial Analysis and Consumer & BtoB Research
- Vehicle Identification, Management, Program Evaluation and Tracking



Project Advisory | Scope of Property Management Advisory

We have a refreshing and unique approach to property management. Our study reveals that the property management industry in India is under-served sector and an untapped financial opportunity. Therefore, we have set out to change the industry by focusing on ways to improving the customer service experience that property owners and tenants are receiving. Our key focus is to raise the level of customer service while keeping the costs of these services reasonably priced.

Our model includes cost effective practices, streamlined operational procedures and comprehensive marketing strategies that get results. If you are looking for a property management company that will deliver quality services at a reasonable price or a profitable franchise opportunity, we are the company for you.

For Property Owners

We are a full-service provider specializing in family homes, complexes, and apartments. Our services include: finding and placing tenants, credit and criminal screening, timely owner checks, on-line access to accounting and financial reporting, maintenance coordination, periodic property inspections, and eviction processing.

Our goal is to exceed the expectations of our property owners. We serve our customers better and more efficiently than the competition. Peace of mind is the greatest benefit we offer to our property owners.

For Perspective Tenants

As a tenant, some of the benefits you receive when renting through us include:

- Experienced and knowledgeable property managers.
- 24 hour maintenance service for those emergencies when you need it most.
- Ability to pay rent electronically.
- Tenant and Owner Referral Program.
- Comprehensive property management system to submit maintenance work requests.

For Property Investment Companies

Whether you have one or more properties, whether your properties are in one location or several, we are there to serve you. With help of our business processes and systems, we give you complete access to the information of your properties to review at your convenience and on your timetable. We customize your reports to provide you with the data in the format that is important to you. We provide you with occupancy rates, average rents, maintenance costs and other key measurements to keep you informed.

Managing rental properties across various locations can get complicated at times. We use standard business practices and a consistent business model to minimize the confusion and stress. We assign your properties to a single point of contact to reduce processing touch points, improve communication and enhance your overall "customer experience".



Project Advisory | Scope of Luxury Estate Advisory

We specialize in sales, purchase and leasing of luxury condos, penthouses, townhomes, villas and farms in and around Mumbai. We work diligently to serve our HNI, Corporate and Institutional clients with the highest level of honesty, integrity, & knowledge of the market.

No longer just an inexpensive alternative to purchasing a single family home or a retirement option for baby boomers, luxury urban residences are filled with an ever-expanding array of options attracting all types of buyers to a new & exciting lifestyle! Our services center around a unique buyer seeking luxury amenities, desirable central locations & stunning views. From luxury high rise penthouses that rival million dollar detached homes and condominiums that let owners live like VIPs to city lofts for young professionals, the growing urban living market offers a choice for every buyer.

For our clients interested in owning luxury farms our services include:

- Identification of the farm land
- Organizing Government approvals for purchase of farm land
- Scrutinizing the title of the land and its salability
- Undertaking the purchase of the farm land
- Organize approvals for building the farm house
- Assisting in setting up fruit orchards and vegetable gardens
- Offer special package for maintaining the farm



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Clients



Builders & Developers



Berggruen Hotels Pvt. Ltd.



Mumbai Chicken Pvt. Ltd.
A member company of KFC Holdings (Malaysia) Bhd
Franchisee for KFC in India



Motilal Oswal Venture
Capital Advisors Pvt. Ltd.



Value & Budget Housing
Corporation Pvt. Ltd.

The Electric City

Your Destination Park

Kale Entertainment
& Resorts Pvt. Ltd.

**Keys Hotel Nestor
Mumbai**

Nestor Hotels Pvt. Ltd.



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