



CREST Connect A Newsletter from CRISIL Real Estate Star Ratings (CREST)



## About CRISIL Real Estate Star Ratings (CREST)

Volume 23: January - February 2017

- Associated since 1996 with over 700 real estate developers through rating and research assignments
- Pioneered the concept of city-specific project ratings in 2010 to increase transparency and help property buyers make informed decisions
- Rated over 477 projects of 262 developer groups in 66 cities. Projects cover over 318 million square feet (sq ft) of construction space spanning real estate segments such as residential, plotted development, villas, commercial, retail, townships, hospitality, special economic zone, and mixed-use.

#### **CREST Parameters**

Sponsor quality	Developers' track record, with focus on construction, financial strength, and ability to complete project	
Financial quality	Project viability, developers' financial strength, and accounting quality	
Legal quality	Land title, sales agreement, and other statutory approvals and clearances	
Construction quality	Structural quality, project consultants' track record, execution capability, and after-sales service	
Innovation	Project concept, process innovation, building design, and construction technology	



## **CREST Success Metrics**

- High acceptance ratio, and independent evaluation
  - 83% acceptance in our portfolio
- Over 200 clients have provided repeat mandates, which is 83% of our rating portfolio
- High sales impetus for rated projects
  - Sales velocity per month doubled for projects that got rating at early stage of sales
- Necessitates high involvement of the rated organisation due to independent third-party evaluation on a regular basis
  - Reasonable upgrades (about 28%) noticed in ratings portfolio, as projects are under continuous surveillance by a third-party agency
  - Received investor/customer grievances in less than 3% of the rated project

## **Details of Rated Projects**

(The following list includes ratings announced in January and February 2017. For rating reports and our entire list, please visit http://crisil.com/star-ratings/index.html)

Project Name	Developer	Rating	
	<b>Embee Fortune</b> At Kadamtalla, BSF Cantonment, Near Shiv Mandir, Matigara, Siliguri By Embee Lifespace LLP	Siliguri - 5 Star	
A JAY BEGRAJ	<b>Shantiniketan Phase II</b> At Matigara, Siliguri By Radiant Nirman Private Limited	Siliguri - 6 Star	
CASA DEL SEÑOR	<b>Casa Del Señor</b> At Moira, Goa By Bennet and Bernard Custom Homes Pvt Ltd	Goa - 6 Star	

## **Client Testimonials**

1. Client Testimonial from Ms Kajal Malik, chief marketing officer, Guardian Developers, Pune (Maharashtra), for Project Guardian Eastern Meadows - Phase 1

#### Dear Dnyanesh,

#### A Very Happy New Year to you !!

Have been meaning to share our experience of association with Crisil since a while. I thought its best to begin the year with it ! Crisil has touched our lives in many ways and through many segments...so thought it best to share of some of the key segments and what it had done for us.

#### A) <u>As a Team</u>

All good things need a team to understand, appreciate, toil, deliver and share ! Our journey of association started with a good understanding and appreciation of what crisil ratings bring to t table. Internalising its rigour, transparency, credibility and process helped us immensely. This then has translated to our various verticals working towards delivering on the commitments on an ongoing basis.

#### B) <u>As a buyer</u>

Sharing indepth on various merits of crisil rated project has helped build confidence in buyers to a large extent. Our ongoing campaigns, onsite crisil information display, online detailed report have collectively worked to enhance the visibility and comfort amongst home seekers. Our effort of clearly bringing in the differentiator with this quality benchmark seems to worked International buyers seem to appreciate it more clearly. However with our continous efforts in Pune and Rest Of India, it feels good to see Indian home seekers value it too !

#### C) <u>As a channel partner</u>

We have tried to share more of the Crisil information with our channel partners too. They help build the same comfort across the home seekers and clearly can see a differentiator coming through

We are really proud to associate with Crisil .. Look forward to a long term association !

#### Regards

Kajal Malik | Chief Marketing Officer | +91.9823540407



2. Testimonial from CREDAI (Confederation of Real Estate Developers' Associations of India) North Bengal for GRIHA PRAVESH Event



Date : 01.02.2017

Mr. Anirudh Agarwal Associate Director CRISIL Ltd , Convergence Building, 3<sup>rd</sup> floor, D2/2 EPGP Block, Sector - 5 Kolkata – 700 091

Re: CRISIL - Knowledge Partner for CREDAI North Bengal - Griha Pravesh Event

Dear Anirudh,

We would like to take this opportunity to express our sincere thanks and gratitude to CRISIL to associate as a "Knowledge partner" for our CREDAI North Bengal's first ever event Griha Pravesh organised at Siliguri between  $26 - 29^{th}$  Jan, 2017.

It was indeed a very informative and thought provoking session conducted by Mr Sudhir Nair, who came all the way from Mumbai to share his knowledge and experience on Real Estate Sector and covered the topic of "Affordable Housing". The session was well received and appreciated by all the members of CREDAI North Bengal who attended the seminar.

We intend to conduct this event year and look forward for a long lasting association with CRISIL Real Estate Star Ratings.

Thanks and Regards,

CREDAI North Bengal Sandeep Goyal President President North Bengal 02

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## **CREST** in media

CREST continues to associate with television, print, and social media for coverage of rated projects, through thought leadership articles, and partnering real estate events and awards at regional and national levels.



#### **CREST** on television

The NDTV Profit Property Show regularly features CREST's senior management, to discuss the real estate market of specific cities and rated projects. This has enhanced visibility for rated projects and strengthened positioning.



#### **CREST** in print media

**Expanding residential footprint:** CREST features fortnightly in the publication, Mint; each article covers a specific market and showcases rated projects in that city.

**Thought leadership:** Senior management and analysts regularly write on topics related to the real estate industry, especially targeting the property-buying community.

**Rated project coverage:** CREST-rated projects are featured in detail monthly in the real estate publication, Property Observer.



#### **CREST** on social media

CREST regularly posts updates about rated products on the social media for the benefit of end users, and to build demand for project ratings.



#### **CREST** in events

CREST partners with property exhibitions, and real estate awards shows and summits to enhance awareness of project ratings.





Sudhir Nair, Director, CREST, on NDTV Profit's 'Property Show', on the Siliguri real estate market







Sudhir Nair, Director, CREST, on NDTV Profit's 'Property Show', on the Mangalore real estate market





**CREST** in print media

#### 1. Guardian Eastern Meadows (Phase 1) Rating event

#### a. Pune-January 26, 2017



 Guardian Eastern Meadows – Phase 1 (Guardian Developers)



#### 2. CREDAI Bengal Realty Awards organised by CREDAI Bengal at Taj Bengal, Kolkata

CRISIL Real Estate Star Ratings was the knowledge partner at the CREDAI Bengal Realty Awards 2017 held at Taj Bengal, Kolkata, on February 24, 2017.

CREST as the knowledge partner developed the matrix for evaluation of the awards, screened and processed 75 nominations, and eventually shortlisted the 40 nominees across 19 award categories. CREST also helped put together the jury members' list and provided intellectual and analytical support in selection of best developers across various categories.

Manish Jaiswal, business head, CRISIL SME Ratings delivered the keynote address highlighting CRISIL's association with the real estate sector, the genesis of CREST, and CRISIL's role in the CREDAI Bengal Realty Awards 2017.





# **I OF REALTY**

The Telegraph and knowledge partner CRISIL. The biggest ames from the realty industry raced the occasion and cheered or each other and enjoyed the owerhouse performance by Emon hatterjee. Celebrity guests like bir Chatterjee, Parno Mittra, rambrata Chattopadhyay, nushree Chakraborty and mimitra Paul's presence added the glamour quotient of the

awards night. Celebrity host Mir played his role to perfection making the audience listen in rapt attention all through the show and invited applause with his witty anecdotes. Of the 75 applications, 40 projects got selected by a five-member jury after minute considerations and battled it out for being the winners of the final 14 categories. We bring you the highlights from the gala event.











"The realtors help in forming the base of our house with their hard work and creativity so an event like this is very important to recognise their contribution and inspire them in the process," said designer Agnimitra Paul whose dream house will be "a tree house in a dense forest in Tanzania with a macaw nest nearby".

> Malai Kofta, Chocolate Montecarlo and Kesar Jalebi with Rabri were just some of the favourites at the lavish linner at Tai Bengal, after

## GOODLIFE 19

"Overall I believe the quality is excellent and it did show in the kind of rigour which we had to apply for our judgement. Over the last three years, we believe there has been a substantial progress and we hope the momentum continues and it should, said Manish Jaiswal, business head of SME Ratings at CRISIL.

"The real estate awards are to recognise the good developers who otherwise go unnoticed. We've also introduced two new awards this year, the CSR and on-site sales office. The project nominations have been judged in a transparent process, and selected by an independent jury," said Nandu Belani, Credai Bengal president.

"It is very important that we make new buildings, and we adapt to the new ways of living ... but at the same time, if the realtors could also spare some thought for the characteristic buildings of the city which make Calcutta the way it looks and feels.... I think it is up to the builders to come forward and demarcate little areas which are kept the way they are and to contribute in conserving our heritage in terms of architecture because I do think, Calcutta has some lovely buildings," said Parambrata Chattopadhyay





**CREST** on social media

### Rating updates and posts on Twitter, Facebook, and LinkedIn in January



#### Featured projects:

- Sumadhura Silver Ripples, Bangalore (Sumadhura Infracon Private Limited)
- DRA Pristine Pavilion Phase 3, Chennai(DRA Aadithya Projects Limited)
- Yashwin Hinjawadi- Phase I, Pune (Vilas Javdekar Group)

## Rating updates and posts on Twitter, Facebook, and LinkedIn in February



#### Featured projects:

- Cellestial Dreams, Surat (DRB Ravani Group) .
- Atlantis, Mangalore (Land Trades Builders & Developers)
- Swastik Universal, Surat (Sargam Builders)
- Maurishka Palace, Mangalore (Land Trades Builders & Developers)



#### Advertising of Rated Project Guardian Eastern Meadows Phase 1 on Facebook











Facebook Live





#### 1. CREDAI MCHI BiZNET 2017, Pune (February 2, 2017)

CREST was the knowledge partner at the CREDAI MCHI BiZNET 2017 held in Pune on February 2, 2017.

BiZNET is an interactive platform to facilitate business among real estate developers and building material suppliers. CREST as a knowledge partner played an important role in conceptualising the event, and helped in developing and designing scoring model. There were 36 presentations by building material suppliers, including companies such as Schindler Lifts, Pidilite, JWS Steel, NITCO, Hindware, Samsung, Anchor by Panasonic, Greenlam Industries, and Huliot Pipes.





#### 2. CREST as knowledge partner in Griha Pravesh organised by CREDAI North Bengal

CREST was the knowledge partner at the 'GRIHA PRAVESH 2017' - A four days Grand Property Expo organised by CREDAI North Bengal from January 26 to January 29, 2017, in Siliguri.

The expo was organised with a view to promote new home ownership where real estate builders and ancillaries such as real-estate consultants, material suppliers, traders, manufacturers, bankers, and service providers exhibited their products. The four-day expo witnessed about 4500 prospective property buyers and visitors.

During the expo a seminar on 'Affordable Housing' was organised on January 28, 2017. Sudhir Nair, director, CREST, was a keynote speaker at the seminar where he spoke on the various aspects of affordable housing. CREST was also represented by Anirudh Agarwal, associate director, CREST, who addressed specific queries of builders about CREST and explained its benefits.







## **CREST** in Surat

Surat, previously known as Suryapur and also called the city of flyovers, is Gujarat's second largest city, with population of 4.6 million as per the Census 2011. Situated on the banks of river Tapi, Surat is the eighth largest city and ninth largest metropolitan area of India, with fastest growth rate driven by immigration from various parts of Gujarat and other parts of the country.

The city registered an annualised gross domestic product (GDP) growth rate of 11.5% over the seven fiscals between 2001 and 2008, the fastest growing GDP in India. Surat's economy is based on textile manufacturing, trade, diamond cutting and polishing industries, and intricate Zari works.

As a diamond hub, Surat processes 10 out of 12 varieties of diamonds in the world contributing to Rs 45,000 crore, which is approximately 65 % of the total diamond exports from India. 90% of the world's total rough diamond cutting and polishing; 99.99% of the nation's total rough diamond cutting and polishing; and 90% of the nation's total diamond exports.

Since Surat is also known for producing textiles, including silk, it is known as the textile hub of the nation or the Silk City of India and also it is famous for its cotton mills. Surat is the biggest centre of MMF (man-made fibre) in India, 40% of the nation's total man made fabric production. Surat also hosts over 65,000 power looms, Surat produces 9 million meters of fabric annually, which accounts for 60% of the total polyester cloth production in India.

Industrial giants such as ONGC, GAIL, NTPC, Ambuja Cements, Reliance group, Gujarat Gas, Shell, and Essar group have their base in the city. Surat has been selected as the first smart information technology (IT) city in India which is being constituted by the Microsoft City Next Initiative tied up with IT services majors Tata Consultancy Services and Wipro. There are many SME domestic IT companies present in Surat, while IT multinational corporations such IBM, TCS, HCL, and Wipro have a satellite or virtual branch in Surat.

Presence of these large industrial houses, coupled with fast influx of population, drive the city's real estate demand.

In terms of connectivity, the Golden Quadrilateral highway system passes through Surat. The city is connected to the National Highway 8 through a 16 km connector highway. Surat is also connected by rail and has daily flight connectivity to metros such as Delhi and Mumbai.

Proposed infrastructure include the following:

- **Diamond SEZ:** The government is planning to set up India's first Diamond SEZ in Surat, where jewellery exporters would be able to bring in diamonds and have them processed in the notified area. Land has been identified and the SEZ is proposed to be set up in the coming months.
- **Surat Metro:** In August 2012, the Surat Municipal Corporation (SMC) proposed four rail routes for the metro project. If completed on schedule, the four-line, 100-kilometre metro will start operations in 2018. The twin cities of Surat and Navsari will also be connected by metro railway under this project.
  - The routes for the Metro are: 9-kilometre route from Dumas Resorts to Sarthana Octroi Naka, followed by a line from Sayan to Surat, a line following Surat's outer ring road, and a route along the banks of River Tapi from Kamrej to Ambika Niketan.
- **Surat Outer Ring road:** It is proposed to have a 27-km outer ring road (300 feet wide) to come up around the city- this is in the planning stage and agencies have been shortlisted for making the proposal.



- The road will be planned in a phased manner, the first phase will be short term for 2021, midterm for 2031, and long term for 2041
- **DREAM City:** The Government is planning to develop DREAM (Diamond Research and Mercantile) City, akin to the GIFT (Gujarat International Finance Tec-City), close to Surat which shall have a five-seven star hotel, bank, IT, corporate trading house and an entertainment zone, and Surat Diamond Bourse (SDB) will be part of that city.
- **Bus Rapid Transit System:** The first route for BRTS started in January 2014, on the Udhana-Sachin Corridor. S-Connect Integrated bus system will start soon, connecting Surat BRTS and Surat city bus together with one ticket through journey from Surat Railway Station to Sachin GIDC/Sachin Gam.
- **SDB:** The project will be second exchange, after Mumbai's Bharat Diamond Bourse (BDB). The likely investment is Rs 1.25 lakh crore. Building design for SDB project has been finalised.

In terms of real estate, existing hubs include the old city developed between the station and area known as Athwalines and City Light Road, which is a posh locality of Surat, boasting of high-rise buildings and skyscrapers. The area is also known as Vashi of Surat for its town planning and high-rises. Other areas include upmarket Ghod-Dod road, which is a shopping hub of Surat and Piplod, home to Gaurav Path that houses multiplexes and malls.

Upcoming growth corridors include new development catering to the city's growing middle and upper classes such as VIP Road, Vesu Road, Dumas Road (near airport), Pal, and New City Light Road.

Sr No.	Project Name	Location	Developer	Rating
1	Swastik Universal	Near Valentine Multiplex, Piplod, Surat	Sargam Group	Surat 5 Star
2	Happy Excelencia	University Airport road, Vesu, Surat	Happy Home Cor- poration	Surat 7 Star
3	Cellestial Dreams	Canal Road, Vesu, Surat	D R B Ravani Group	Surat 5 Star
4	Shhlok Business Centre	Udhna Darwaja, Surat	Shhlok Triton Asso- ciates	Surat 5 Star
5	Expressions	Near Khatu Shyam temple, VIP Road, Vesu, Surat	Aakash Group	Surat 5 Star

#### Following are CREST-rated projects in Kolkata:

For project details and rating reports, please visit http://www.crisil.com/star-ratings/cities/rated-projects-surat.html

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#### About CRISIL Limited

CRISIL is a global analytical company providing ratings, research, and risk and policy advisory services. We are India's leading ratings agency. We are also the foremost provider of high-end research to the world's largest banks and leading corporations.

CRISIL is majority owned by S&P Global Inc., a leading provider of transparent and independent ratings, benchmarks, analytics and data to the capital and commodity markets worldwide.

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