

AVYAY

Re- invent ■ Re- structure ■ Re- position



Reviving Real Estate

Chapter I - A Prelude – Real Estate Industry Outlook

- i. Importance of Real Estate– A Basic Necessity
- ii. Real estate in India – Need to Act on Real Estate Scenario
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- ii. AVYAY Services - Leading Change Strategically

Chapter V – Reviving Real Estate – AVYAY – Futuristic Approach



Industry Outlook



The Importance of Real Estate

- Instrumental in changing the landscapes of all major cities
- Providing well – planned living spaces, office complexes, retail, hospitality, education and medical facilities etc. to create modern neighbourhoods
- In the absence of organised planned Real estate developments, the middle class would be riddled with the burden of building their own homes, maintaining their individual requirements of electricity, water, STP etc.
- The onus on conservation would lie on individuals, leading to massive cracks in city infrastructure planning, with city growing horizontally leaving little or no space for open spaces.

The middle-class strata would be the most impacted



Real Estate Market – An Overview – Driving Indian Economy

- Real estate sector in India is expected to reach a market size of US\$ 1 trillion by 2030 from US\$ 120 billion in 2017 and contribute 13 per cent of the country's GDP by 2025
- One of the largest sectors to provide employment in the country
- Growth in real estate has a multiplier effect on the economy.
- Government sensitised to the need to relook at policies to revive the industry
- Government Focus on affordable housing



City	Residential units average sales annual (approx.)*
Mumbai	64000
Pune	33500
Delhi	40000

Growing Urbanisation – Millennials to bring a demographic shift

*Source: Knight Frank

Real Estate Market –MMR Challenges

- Plunging sales due to economic slump
- Mismatch of product size in demand vs supply leading to inventory rise
- Delay in construction timeline leading to credibility concerns and inventory rise
- Inconsistent Systems, Processes combined with lack of highly professional team
- High Unsold Inventory , left unattended for a long time could turn to economic waste
- Estimated 8 quarters to clear the unsold inventory



Total value of unsold inventory in central Mumbai is estimated to be Rs 45,000 crore, while that for Mumbai city stands at Rs 83,000 crore.

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Re - invent

The need to Initiate Change

Bring a revolution in Real Estate

- Analyze the Situation with Passion and Empathy and feel the need to Bring Change
- Initiate communication with Government Bodies & Industry experts with the desire to initiate change
- Opportunity to Grow while creating a difference to economy
- Launch a startup to Build a network / community to drive the market perception change
- Lead change



AVYAY



What is AVYAY?

AVYAY is a **professional venture specialising in Real Estate Advisory.**

Founded by a dynamic entrepreneur, Mr. Jalaj Rajput, the platform provides expert advisory and management to developers to **design and develop customised strategic distribution model.**

With a diagnostic approach to find the gaps, AVYAY re-engineers to **create value to the product, offering responsible solutions while focusing on customer delight.**

Driving Change Through Disruption

AVYAY envisions a Transformation in Real estate Industry fulfilling every citizen's dream to own his house, a permanent address, while working closely with the developers to market their inventory, deriving value for them.



Why AVYAY?

AVYAY Business Model works on a long term view

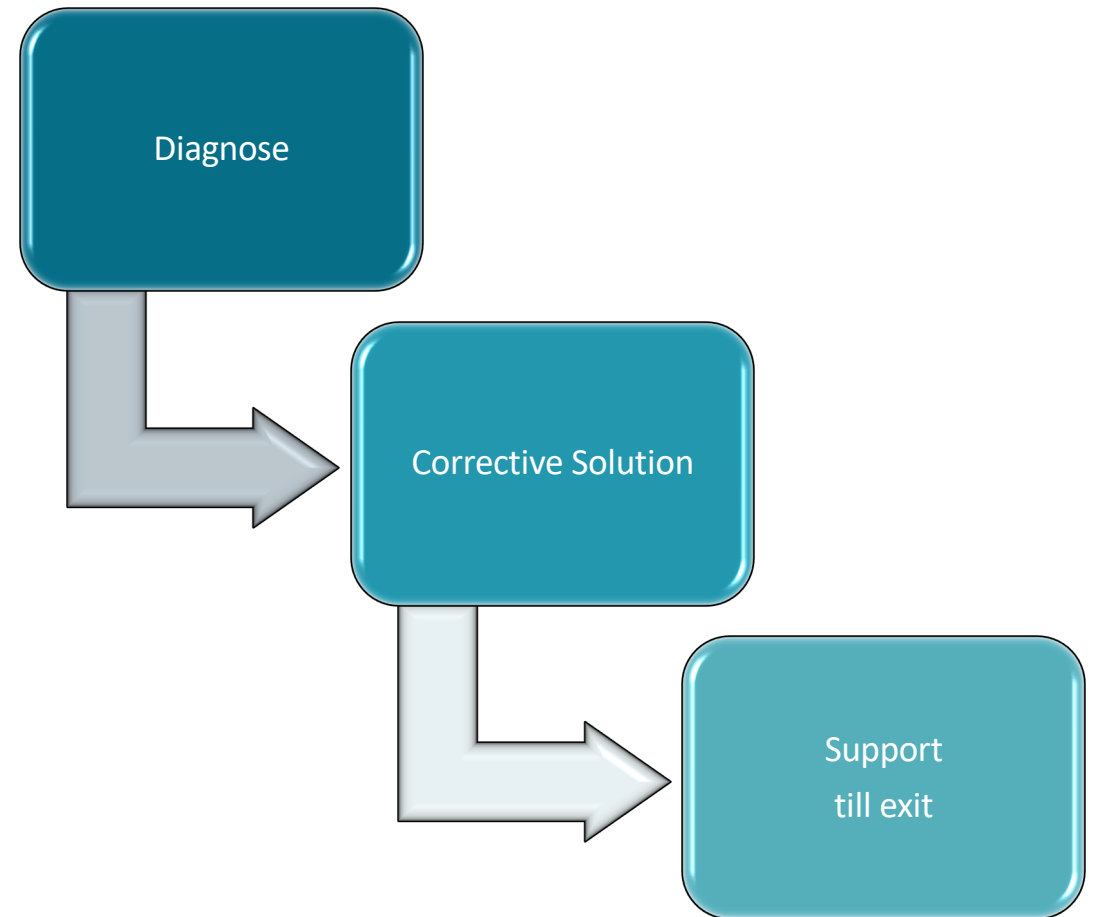
No Partial inventory , thus full ownership of the challenges

AVYAY offers exclusive , customised solution with a scientific , analytic approach

We are Non Compete by design – only handling a single project completely

We are selective on Project and developers to ensure we add value

We offer end to end solution till the exit of the project



What does AVYAY stand for ?

- ❖ With a passion to create a difference and give back to the society and nature, the highly sensitized management team of AVYAY aims to partner with the developers to address the root cause, salvage the situation and connect buyers to their dream homes.

- Our leaders share a commitment to value creation and practices to build a positive impact on our communities, bringing credibility to the industry and reviving economy



▪ Purpose & Values

- ❖ Delivering Performance standard that delivers the Best in Class
- ❖ Unparalleled commitment to progress
- ❖ Transforming the way to do business
- ❖ Fair Transparent policies
- ❖ High on Corporate Governance

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Re - structure

Key Differentiators – A Strategic Model to Value Add

▪ Product

- ❖ Title Due Diligence
- ❖ Legal Sanctions Status
- ❖ Market Survey
- ❖ Suggest improvement
- ❖ Present suggestions to Design Development
- ❖ Advisory on Product Alteration and RERA update
- ❖ RERA registration / modification support

▪ Sales & Marketing

- ❖ Backed by strong sales strategy formulated by specialised and experienced Driving team
- ❖ Planned for Customer advocacy and positive Word of mouth
- ❖ Formulate for right price, Saleability and Velocity
- ❖ A Systematic approach for phasing of sales
- ❖ Experience across journey cycle by experienced and professional team
- ❖ Marketing – ROI driven - New Age marketing approach

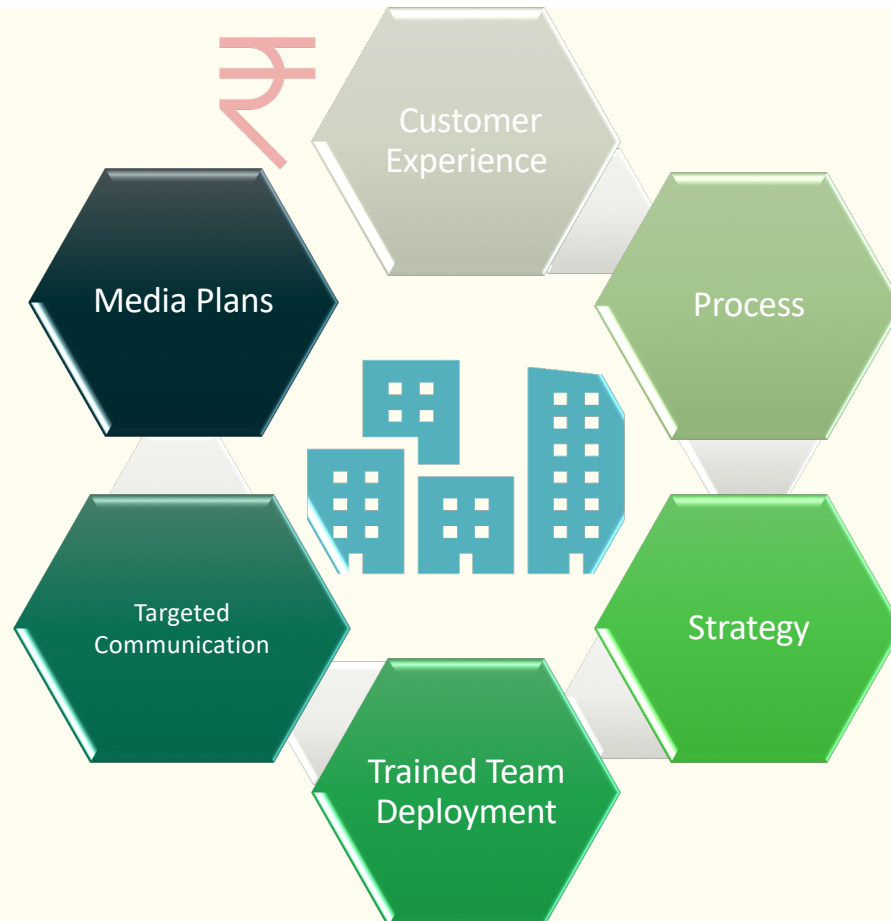
▪ After Sales Service

- ❖ Customer experience designed to VOW

▪ Other Services -

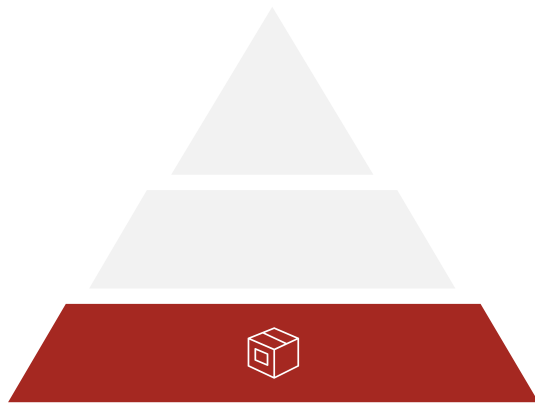
- ❖ Customer experience designed to VOW

What Do We Do? – We stand by You



Deploy a 360 Plan Customised to your requirement & need of the hour

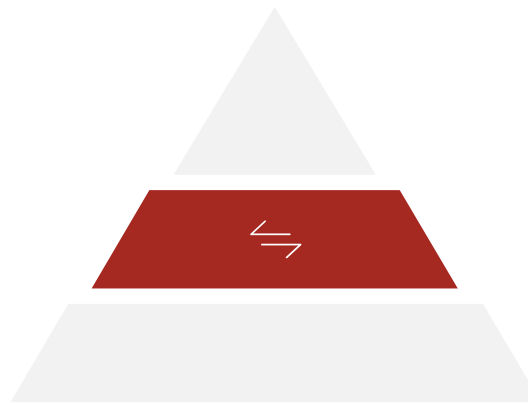
Defining The AVYAY Way – We Make it Possible



Product/Market Fit

Due Diligence & Feasibility

Business Proposal

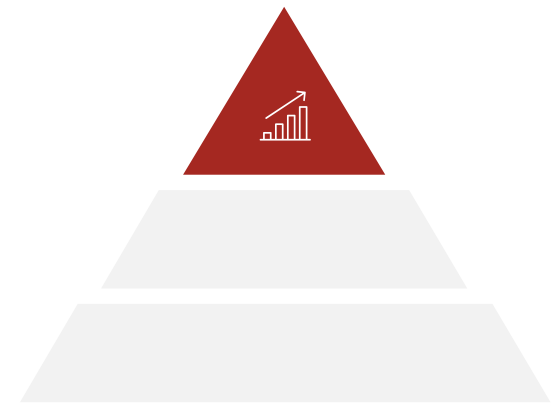


Transition to Growth

Sales Strategy

Marketing Strategy

Mobilisation Plan



Growth


Market Activation

Monitoring

Reporting

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Re – position
Reviving Real Estate

Our Approach – Diagnose – Correct/
Modify – Support

- Our Experts partner with you to Diagnose and analyse
 - ❖ Product planning and design
 - ❖ Legal , RERA status
 - ❖ 360 degree Research
 - ❖ Supply & Demand
 - ❖ Pricing
 - ❖ Communication and Media
 - ❖ Sales and Marketing Strategy
 - ❖ Distribution
 - ❖ Customer experience etc.

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 - ❖ Customer experience etc.

We manage the entire journey of the project from the time we partner you

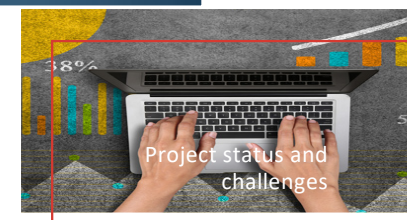
We take charge of the entire inventory

We manage the entire journey of the project from the time we partner you

We take charge of the entire inventory



Distribution



The AVYAY Way

- AVYAY Experience – A Team of Experts committed to excellence
 - ❖ Led by a Young Dynamic Global Leader with a remarkable track record of success
 - ❖ Experienced management team that has delivered strong performance through all economic cycles across geographies.
 - ❖ An infrastructure that enables consistent execution at high levels across all aspects of the business
- Strong & Experienced network of Best in class partners for communication design & digital
- Highly experienced and specialised Marketing Professionals with a deep understanding of new age branding and technology
- Widespread network of Distribution channel with strong relationship for performance driving
- Well defined Processes and Policies for efficiency
- Strong Technology support

The AVYAY Way

- Holistic Approach
- Strong Know How of Business and Processes
- Focussed on Delivery Time and Quality
- Sustainable Solutions



AVYAY - Leading Change Strategically

Services

- Sales strategy
- ❖ Pricing
- ❖ Inventory management
- ❖ Channel partner activation
- ❖ Consumer offer proposition



AVYAY - Leading Change Strategically

Services

- Go-to market strategy
- ❖ Communication strategy
- ❖ Campaign planning
- ❖ Sourcing
- ❖ Scripting for Customer Advocacy



AVYAY - Leading Change Strategically

Services

- Experience delivering
 - ❖ Processes for customer experience
 - ❖ Contact centre
 - ❖ Onsite mobilisation
 - ❖ Face to face meetings
 - ❖ Site visit
 - ❖ Final transaction closure with developer



AVYAY - Leading Change Strategically

SERVICES

- Customer Centric services
- ❖ Well defined Systems and process approach
- ❖ Strong Technical know -how
- ❖ Customer services Post sales till possession
- ❖ Post possession – settling in , bridging between you and the customers



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A black and white photograph of two men sitting on a leather sofa in a modern office environment. The man on the left is wearing a dark suit and is smiling while looking at a laptop. The man on the right is wearing a light-colored blazer and is pointing at the laptop screen. They are both looking at the screen with interest. The background shows a large window with a view of a city skyline. The image is split diagonally, with the top-left portion being black and the bottom-right portion being white. A red rectangular box is positioned in the bottom right corner, containing the text "Reviving Real Estate".

Reviving Real Estate

AVYAY – The Future Of Real Estate

- With a high urbanisation rate and the limited land resource in cities, the real estate demand will see a surge soon and thereby a revival in the Market price of properties.
- The need - **to ensure a logical price of the product**
- AVYAY patents a methodology of working out a scientific calculation for the Logical price of the product..



A black and white photograph of two men in a modern office lounge. They are sitting on a dark leather sofa, looking at a large map or document held by one of the men. The man on the left is wearing a dark suit, and the man on the right is wearing a light-colored blazer. They are both smiling. In front of them is a round glass coffee table with a bowl of snacks. A large window in the background shows a cityscape. A diagonal black line runs from the top right corner towards the center, and a small red triangle is visible on the glass table.

THANK YOU